



Impact Factor: 4.081

Study of Consumer Perception on Online Shopping

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ABSTRACT:

India has more than 110 million internet users out of which one half opt for online purchases and the number is rising sharply every year. The Internet explosion has opened the doors to a new electronic world. Consumers are now able to use the Internet for a variety of purposes such as research, communication, online banking, and even shopping. With such advantages, the Internet is rapidly becoming the main method of communication and of conducting business conveniently. With a growing number of households turning towards the Internet and the world of e-commerce to shop, invest, make payments, and do online banking, new technological advancements will have to come about to make these transactions secure. Here structured questionnaire is used to make the study of consumer perception on online shopping.

KEY WORDS: Consumer Perception, Online Shopping, Factor Analysis

INTRODUCTION:

From last few years consumers are very interested to do online shopping through various websites and mobile apps. They have mixed reactions towards online shopping. Consumers are now able to use the Internet for a variety of purposes such as research, communication, online banking, and even shopping. With such advantages, the Internet is rapidly becoming the main method of communication and of conducting business conveniently. With a growing number of households turning towards the Internet and the world of e-commerce to shop, invest, make payments, and do online banking, new technological advancements will have to come about to make these transactions secure. Now in this era consumers prefer online shopping rather offline shopping. There are many corporations like flipkart, Amazon, which provide online shopping and large variety of products. There are so many issues in online shopping pertaining to convenience, privacy, security, satisfaction, quality etc.

LITERATURE REVIEW:

- (1) Neha s. (2018), the consumer's perception on online shopping varies from individual to individual and the perception is limited to a certain extent with the availability of the proper connectivity and the exposure to the online shopping. The perception of the consumer also has similarities and difference based on their personal characteristics. The study reveals that mostly the youngsters are attached to the online shopping and hence the elder people don't use online shopping much as compared to the younger ones. The study highlights the fact that the youngsters between the age of 20-25 are mostly poised to use the online shopping. It is also found that the majority of the people who shop online buys books online as it is cheaper compared to the market price with various discounts and offers.

- (2) Vikas & Vinod Kumar (2017), with the development of modern technology, people's way of life is changing day by day. These changes have also affected the way of shopping. Online shopping is taking place instead of traditional store shopping. In present study, it has been tried to find out the people's perception towards online shopping and to know whether consumers prefer online shopping or store shopping and why. The primary data for this research has been collected through a survey of 100 consumers of Kurukshetra by using questionnaire. This study used factor analysis to provide evidence that consumer perception toward online shopping had strong relationship based on consumers demographic. The results of the study supported that the customers perceive online shopping with positive frame of mind and show that the emergence of various factors pertaining to online shopping.
- (3) R.Shanthi & Desti K. (2015), the consumer's perception on online shopping varies from individual to individual and the perception is limited to a certain extent with the availability of the proper connectivity and the exposure to the online shopping. The perception of the consumer also has similarities and difference based on their personal characteristics. The study reveals that mostly the youngsters are attached to the online shopping and hence the elder people don't use online shopping much as compared to the younger ones. The study highlights the fact that the youngsters between the age of 20-25 are mostly poised to use the online shopping. It is also found that the majority of the people who shop online buys books online as it is cheaper compared to the market price with various discounts and offers. The study also reveals that the price of the products have the most influencing factor on online purchase.
- (4) Pratiksinh V (2014), the study indicate that most of customer having experience of online shopping. Customer believed that online shopping is better option than manual shopping still they have belief that online shopping is expensive, delayed in delivery of products and service. Most of the customers are facing problems like return of bad / wrong product, confusing sites and ineffective customer service. According to, customers most alarming barrier for online shopping are unable to verify product personally, online payment security.
- (5) D.M.Rajesh & G. Purushothaman (2013), this chapter will mainly discuss on the study that are done by previous research of other authors in the similar area of the present study. Throughout this chapter, there will be comprehensive discussion on theoretical and practical views of previous studies done in online shopping and offline shopping for apparels. This study combines factors that other studies have done that will influence the consumer's purchasing decision in online and offline stores for apparels. It includes the price attractiveness, time saving, perceived risk, enjoyment and excitement, tangibility and high interactivity.
- (6) Kanwal G. (2012), it was seen from the study that most of the Respondents of the age group 36-45 years were found to be adopters of online shopping. Most

of the Males were the adopters as compared to females, where 53.7% were non-adopters. The adopters were mostly post graduates with monthly income in the range of Rs.20000-Rs.30000. The respondents those who use internet from 5 to 7 hours a day were found to be adopters of online shopping. Further, the factor analysis was applied to understand the various reasons for adoption and non-adoption of online shopping by the respondents. The following four factors were found to be significant Price Consciousness, Convenience and Variety, Easy Payment options and Challenges of Online Shopping. Most of the consumers prefer to buy some selected products online because they will get heavy discounts in comparison to store purchases. Also, the consumers feels that there are good websites available which can be trusted for purchases. The consumers perceive that shopping online gives them larger options to choose.

- (7) Chuleeporn C (2006), the ability to attract and retain customers is important to the success of online businesses. This study examines how consumers perceive online shopping and which factors are perceived differently between consumers who prefer online shopping and consumers who prefer offline (physical store) shopping. The better an online business understands the perceptions of these shoppers, the higher the chance that they can attract and retain customers.

RESEARCH OBJECTIVE:

The purpose of the present study is to understand and analyzed the consumer perception regarding online shopping. The main objectives of the present study is to extract the factor affecting consumer perception regarding online shopping in Ahmedabad, Gujarat.

RESEARCH METHODOLOGY:

The present study is descriptive in nature as it seeks to study the consumer perception regarding online shopping in Ahmedabad of Gujarat. Before starting study, sample survey is carried out by using Cronbach alpha and the result is satisfactory. In the present study, a sample size of 100 consumers has been taken from Ahmedabad and primary data has been collected through structured questionnaire .Data has been analyzed with the help of factor analysis.

THE FACTOR LOADING (INFLUENCING) ON ONLINE SHOPPING:

Table 1

Factor Extracted	Constituent variables	Factor Loading
Product Information	The information given about the products and services on the internet is sufficient	0.730
	The description of products shown on the web sites are very accurate	0.726
Online Payment	I could afford to pay a monthly fee to an Internet service provider in order to shop online	0.745
	Shopping online is risky	0.719

Quickness	Online store deliver the order very quickly	0.856
	Online shopping sites secure and error free	0.570
Flexibility	I find online shopping are more flexible	0.681
	I can save a lot of money by online shopping	0.483
Consumer Attitude	People who shop online have greater prestige than those who do not	0.789
	While shopping online, I hesitate to give my credit card number	0.741
	I prefer traditional/conventional shopping to online shopping	0.679
	Shopping Online allow me to have better item selection in my shopping	0.639
Satisfaction	I feel satisfied with the decision to purchase through online shopping	0.559
	customer prefer online shopping because we can purchase anytime	0.548
	Online shopping is easy way to shop	0.509
	Using online shopping enhance my shopping	0.411

Factor -1 (product information) The factor loading of the first statement is 0.730 which is highest so it represents that the information given about the products and services on the internet is sufficient.. Now a day's consumers want all the information about the product. Factor 2 (online Payment) the factor loading of first statement is higher which is 0.745 which suggest that customer will ready to pay a monthly fee of an internet service in order to shop online. Factor 3 (Quickness) the factor loading of first statement is higher it is 0.856 which suggest that online store deliver the order very quickly. That suggest that customer required quick delivery of the products. Factor 4 (Flexibility) the factor loading of first statement is 0.681 which is highest so it represents that customer find online shopping more flexible. Factor 5 (Consumer Attitude) the factor loading of first statement is higher which suggest that People who shop online have greater prestige than those who do not. That means prestige of online consumer is more valuable than others. Factor 6 (Satisfaction) the factor loading of first statement is highest in comparison to others. It suggest that customer feel satisfied with the decision to purchase through online shopping.

CONCLUSION:

Online shopping is becoming common in today's life. The study indicate that most of customer Online shopping is becoming common in today's life. The study indicate that most of customer Online shopping is becoming common in today's life. The study indicate that most of customer having experience of online shopping. Most of the customer finds that it is very flexible and in case of online shopping it deliver products quickly. Customer also says that they all are satisfied with the details of the product available to them. Customers are satisfied with the decision to purchase through online shopping.

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