A RESEARCH ON CUSTOMER VIEWPOINT TOWARDS ONLINE SHOPPING

P. Latha

Department of MBA, Anand Institute of Higher Technology, Chennai, Tamil Nadu, India.

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Abstract -Purchasing and trading of goods and services is what we known as marketing and one way of that is commonly known as online shopping, means, buying products through E-Commerce. Currently, technology has changed the outdated way of purchasing goods and services through online. Saving of time, ease in accessibility, returning policy and such numerous aids are some of the common advantages which fascinates the customer and becoming preferable also in current days. The prime objective of this research is to pin-point the customers' perception or viewpoint on the way to online shopping and the awareness level of online shopping. To obtain the research goal, a detailed literature review along with a descriptive field study has been conducted. In this descriptive design of research, a total population of 110 was taken for example study in the region of OMR, Chennai Tamil Nadu, India. The required information was directly collected from the respondents and also through email, according to the need and availability of the respondents. The field survey involved a detailed designed questionnaire which was administrated using percentage analysis method and for arriving in conclusion, statistical tool Karl Pearson's co-efficient method was used

*Key Words***:***Customer Perception, online shopping, awareness of online shopping, buying behavior.*

1.INTRODUCTION

Online shopping is one way of buying products or services through online which will help the customer to buy the products on their necessity. An online shop brings the physical analogy of buying products or services at a bricks-and-mortar retailer the process is called business-to-consumer online shopping. In case of buying business from another business is called business to business which is (B2B).The largest online shopping site like Amazon, eBay, Filpkart, Walmart, Myntra and etc., Some of the retail industry will be using the Brick-Click Strategy it's all about selling the products both online and offline.

Online shopping started early in 1995 by introducing of internet in India. Online shopping became very popular during the Growth of Internet in 1999-2000 with the site know as bazee.com. Thereafter in 2005 bazee.com was acquire by eBay. Then the growth of Online shopping was explored by many new portals like amazon, flipkart, snapdeal, Myntra ,clubfactory, shopclues, snapdeal etc.,India plaza was the first online shopping is introduced by, K. Vaitheeswaran, V S Sudhakar, Vipul Parekh, Hari Menon, V S Ramesh and SundeepThakran in June 1999. Earlier it called as Fabmall and it was US based company, but later it was renamed and launched as Indiaplaza in India. Then Amazon launches first online shopping site in India. Online retailer Amazon has launched its first shopping website in India. The company took its first steps into the Indian market in February 2012 when it launched Junglee.com, a site which was useful for customers to compare the prices online but not purchase items directly.

Taruna explains about, Internet has changed the traditional way of customers shopping and buying goods and services. In this rapidly changing age and time, going 'digital' is the new trend. Every brick and mortar shop are now trying to create its online presence to stay ahead of the competition. Consumers use the internet not only for online shopping, but also to compare prices, product features and after sale service facilities. Online shopping also known as e-shopping is a form of electronic Commerce which allows Consumers to directly buy goods or services from a seller over the Internet using a web browser. Customers are purchasing the goods and services online because it saves time, and more selection, for goods is available as compare to offline shopping. And most important thing there is no need to go anywhere one can receive goods at his / her home. The main objective of this research study is to explore & investigate consumer perception towards online shopping. The present research paper has used Quantitative method to study the consumer preferences towards online shopping. The data was collected through Questionnaires. This research also aims to find out the key factors like age, gender, and various payment methods that affect the consumer behavior towards online shopping. [1]

Vikash et.al explains about, 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. [2]

NausherwanRaunaque et.al explains about the growing use of Internet in India provides varied opportunities for online shopping from both customer and seller perspective. If Electronic marketers (E-Marketers) know the factors affecting online Indian Behavior, the relationships between these factors and the type of online buyers, they can further develop their marketing strategies to convert potential buyers into active buyers while retaining its original customer base. This study focuses on the factors which online buyers takes into consideration while shopping online. This research will help in finding the impact of e-market on customers' purchasing patterns and how their security and privacy concerns about online marketing influences their online buying behavior. The study will further encompass the various important inputs which will equip the marketers for creating online marketing more lucrative and assured by adding value to the existing services. [3]

PratiksinhVaghela explains about, online shopping is the process of buying goods and services from merchants who sell on the Internet. Since the emergence of the World Wide Web, merchants have sought to sell their products to people who surf the Internet. Shoppers can visit web stores from the comfort of their homes and shop as they sit in front of the computer Now a day, online shopping has become popular among people, they have become techno savvy and feel very comfortable in using internet. So online shopping has becoming a trend that is why it is necessary to make a study on online shopping usage and perception. The main aim of this research is to study the perception of the customers towards online shopping and also discriminate this perception gender vise. For this purpose, with help of convenient sampling method 150 respondents were selected and data were collected through structured questionnaire. On the basis of data analysis, it is found that most of the customers were perceived that online shopping is better option than

manual shopping and most of the customers were satisfied with their online shopping transactions. Customers are accessing their net at their home and office/ college. Largely customers are buying clothe, electronics items and accessories. Most alarming barrier for online shopping was customers have to give their credit card number and they can't see products personally. Customers agree with the statement that online shopping is more expensive than manual shopping, it take more time to deliver the products and they are facing problems while making online purchases. [4]

Dr.M.Rajesh et.al explained that, online shopping had become increasingly popular, due to convenience (and often lower prices). Especially in the holiday season, online shopping saves an individual the hassle of searching several stores and then waiting in long queues to buy a particular item. Internet is changing the way consumers shop and buy goods and services, and has rapidly evolved into a global phenomenon. Many companies have started using the Internet with the aim of cutting marketing costs, thereby reducing the price of their products and services in order to stay ahead in highly competitive markets. Without doubt the Internet has influenced our lives deeply in which it plays an indispensable and irreplaceable role. Many experts are optimistic about the prospect of online business. In addition to the tremendous potential of the E-commerce market, the Internet provides a unique opportunity for companies to more efficiently reach existing and potential customers. Online shopping has its drawbacks too, we cannot touch and feel the item, delay in shipping, shipping charges make product expensive specially in low cost items, risk of losing your money, Stolen your card details etc.Flipkart-4.94, eBay-4.88, Tradus.in- 5.32, Shopclues.com- 5.39, Infibeam-5.69, Homeshop18- 5.82, Yebhi-5.88 , Snapdeal-5.93, Pepperfry-5.99 ,Indiaplaza.com- 6.06. [5].

Zia UlHaq explained that, consumers are playing an important role in online shopping. The increasing use of Internet by the younger generation in India provides an emerging prospect for online retailers. If online retailers know the factors affecting Indian consumers' buying behavior, and the associations between these factors and type of online buyers, then they can further develop their marketing strategies to convert potential customers into active ones. In this study four key dimensions of online shopping as perceived by consumers in India are identified and the different demographic factors are also studied which are the primary basis of market segmentation for retailers. It was discovered that overall website quality, commitment factor, customer service and security are the four key factors which influence consumers' perceptions of online shopping. The study revealed that the perception of online shoppers is independent of their age and

gender but not independent of their education & gender and income & gender Finally, the recommendations presented in this research may help faster growth of Indian online retailing in future.[6].

Khushboo Makwana et.al explained that, consumers are increasingly adopting electronic channels for purchasing their daily needed products. Recent years have shown a growing interest of customers in e-shopping .The globalization of competition and development of information technology have enhanced customer awareness and created a situation where people prefer shopping online rather than migrating as online shopping provides quality products as well as saves time .In this paper we try to see the drastic change that has been foreseen in the field of e-shopping and the customer's preference towards e-shopping by designing a self-closed ended questionnaire to collect the data. The study is basically to know the influence of online e-shopping on the customers as explaining online consumer behavior is still a major issue as studies available focus on a multiple set of variables and rely on different approaches and theoretical foundations [7].

2. RESEARCH METHODOLOGY:

The Research purpose for my study is primarily descriptive in nature. It also includes surveys and facts finding enquire of various kinds of data are major purpose of descriptive research is descriptive of state of affairs, as it exists up to present. Samples of questionnaire are used for this research. The research methodology are utilized in descriptive research are survey methods in all ways such as comparative and correlation methods. The population of the study is 110.Data collection is gathering data or information for the purpose or need. Primary data collection has done through personal interaction with the college students, working persons, self-employed by questionnaire. Secondary data collected from websites, Journals, Internet pertaining to the topic. Finally, the SPSS tool used in this research are Karl's Pearson's correlations method for arriving conclusion.

3.OUTCOMES AND DELIBERATIONS:

Table -1:*Descriptive Statistics:*

SL. NO.	FACTORS OF RELATIONSHIP	CATEGORY	FREQUENCY	VALID PERCENTAGE
1	AGE GROUP	21- 25 Years	40	36.36
		25-30 Years	35	31.81
		30-40 Years	20	18.18
		40-50 Years	10	9.09
		Above 50 Years	5	4.54
2	Gender	Male	40	36.36
		Female	70	63.63
3	Occupation	Students	25	22.72
		Working Persons	50	45.45
		Self-Employed	35	32.13
4	Income	Less than 15,000	35	31.81
		5,000-10,000	20	18.18
		10,000-25,000	18	16.36
		25,000-50,000	32	29.09
		Above 50,000	5	4.54
5	Awareness of Online Shopping	Yes	84	76.36
		No	26	26.63
6	Using internet for shopping	Very Often	32	29.09
		Often	14	12.72
		Sometimes	30	27.27
		Rarely	18	16.36
		Never	16	14.54
7	Know about online shopping	Friends/relatives	41	37.12
		Advertisement	24	22.23
		Promotion	28	25.12
		Price	17	18.7
8	Main Motive for online shopping	Time Saving	30	27.27
		Convenience	41	37.27
		Availability of Products	23	20.90
		Price and Offers	11	10
		Easy Access	5	4.54

SL. NO.	FACTORS OF RELATIONSHIP	CATEGORY	FREQUENCY	VALID PERCENTAGE
9	Frequency of shopping online	Never	32	29.09
		Very Often	46	41.81
		More than 10 times	22	20
		2-4 times	8	7.27
		Only Once	2	1.81
10	Product will shop on online	Books and Gifts	28	25.45
		Jewellery and Accessories	24	21.81
		Clothes	30	27.27
		Grocery	24	21.81
		Toys	4	3.63
11	In a day how long you will spend in Internet	0-5 hours	30	27.27
		6-10 hours	39	42.2
		11-20 hours	24	21.81
		More than 20 hours	17	15.45

- Majority of the respondents belongs to age group 21-25 years
- Majority of the respondents go for online shopping are Working Persons
- Majority of the respondents are aware of Online Shopping.
- Most of the respondents go for online shopping for their Convenience.
- Majority of respondents are influenced to go for online shopping through Friends and relatives.
- Majority of respondents are very often using online shopping.

Table-2: Karl Pearson's Correlation Method:

		Main Motive for Online shopping	Frequency of online shopping
Main Motive for Online Shopping	Pearson correlation	1.000	.945*
	Sig (2-tailed)	.	.000
	N	110	110
Frequency of Online Shopping	Pearson correlation	.945**	1.000
	Sig (2-tailed)	.000	.
	N	110	110

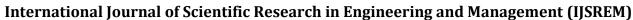****.Correlation is significant at the 0.01(2-tailed)**

The above table it is inferred that has positive correlation between Main motive for online shopping and Frequency of Online Shopping.

4. CONCLUSIONS

Online shopping is trending in day to day life. The research indicates that most of the customer has more experience in online shopping. In earlier days people do manual shopping but now the technology changing the traditional way of shopping is also changed to online shopping. Customers choose more online shopping for their own conveniences and easy availability of products. According to customer perception most of the barriers are security of online payment and not getting a proper feedback on respective sites. According to the survey and detailed research the following conclusions are inferred:

- According to the respondent's view, better price, ease in comparing the price, comfortable in sending gifts, better conveniences are some of the pros of online shopping.
- On the other hand, it has been observed that, respondents also commented on the cons of online shopping such as, shipping problems and delays; lack of supports for local retailers; for some of the cases the websites for online shopping is quite unfriendly, scummy or complicated and the returning policy may sometimes become hectic and complicated.

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BIOGRAPHIES

Ms. P Latha is working as an assistant professor in Anand Institute of Higher Technology, Chennai Tamil Nadu………..