

A Study of Customer Perception on Online Shopping

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Abstract: This study has been undertaken to know the customers perception on the online shopping platforms and also to know their priorities towards different websites in the city of Hyderabad. Both Primary and Secondary data are used to draw conclusions. The questionnaire is used to collect the Primary data and the analysis is done by using the SPSS. For reliability test, Cronbach Alpha test is used, for factor analysis KMO test is used and Chi Square test for finding association between two variables.

INTRODUCTION:

Marketing can get complicated now and again. It is a direct result of the unpredictability of the human brain and the manner in which it functions. Customers are dynamic in idea but tend to unite while showing certain feelings and practices.

A great deal of these behavioral patterns and complex thoughts that the customers display can be consolidated into an idea called as Customer Perception.

Customer Perception:

Customer Perception is a concept that mentions to us customers' opinion on a brand or an organization or its offerings. It may be negative or positive feelings, insights, assumptions or experiences that customers had.

In the event that you understand the idea of Customer Perception, you will sort out that it is the main factor that decides the success of a product, brand or an organization in general. How a specific brand or organization is positioned also assumes a fundamental part in this. The attributes of a brand and its personality plays a major part. The whole customer perception begins when a customer sees or gets data about a specific product. This cycle proceeds until the customer begins to build a view on the product. At the point when a client sees promotions, advertisements, online feedback, and so on regarding the product, they build up an impression about the product.

All that an organization does influences customer perception. The manner in which the products are situated in a retail location, the shapes in your logo, colours, the promotions that you make, the discounts that you offer, everything impacts the customer perception.

In the event that we look at the organization Apple, we can see that the organization is seen positively by the majority of its clients. Truth be told, there are lifelong supporters of Apple. The explanation being that the organization has been consistently creative, it has great performing products which the customers get connected to them. Thus, Apple is one of the reliably top performing brands across the world. Client Perception decides how an organization is perceived and how much a product sells.

RESEARCH METHODOLOGY:**Objectives of the study:**

- 1) To understand the customers approach towards online shopping with respect to a website.
- 2) To understand factors that are influencing the customers to buy from website.
- 3) To compare the different websites with different approach.
- 4) To understand the respondent's satisfaction towards a website while buying a product.

Hypothesis:

- Ho: There is no significant association between age group and shopping online
- Ho: There is no significant association between monthly income and shopping online
- Ho: There is no significant association between age group and payment modes preferred
- Ho: There is no significant association between educational qualification and payment modes preferred

Data Collection:

Primary and secondary data are collected from various locations and different age group people to proceed with the study.

Primary data:

Primary data is the data which is collected from the different respondents for the first time through a structured questionnaire. Questionnaire is of 22 questions.

Secondary data:

Secondary data is the data which is already collected by the different people with respective to their need. For completing the research data has been collected from the different journal's, internet resources, newspapers and company records.

Limitations of the study:

1. The data collected is confined and restricted within Hyderabad.
2. Only limited responses were collected from the people which is 156 some of them may vary from actual facts.

Statistical Tools used for Data Analysis:

From the responses obtained from questionnaire the data analysis is done using the SPSS tool with the below mentioned tests.

- Cronbach Alpha test
- Chi-Square

DATA ANALYSIS AND INTERPRETATION**Data reliability test:**

table: 3.1: Cronbach's alpha test

Reliability Statistics	
Cronbach's Alpha	No. of Items
0.613	74

The above table 3.1 explains the reliability statistics analysis which shows that Cronbach's alpha test output is 0.613 which is greater than 0.50, which means that collocated data is reliable and has internal consistency for further analysis.

Chi-square tests:

- **Ho: There is no significant association between age group of the respondents and shopping online**

Table: 3.2 for 1.Ho

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.011 ^a	12	.241
Likelihood Ratio	20.003	12	.067
Linear-by-Linear Association	1.958	1	.162
N of Valid Cases	156		

a. 13 cells (65.0%) have expected count less than 5. The minimum expected count is .38.

Interpretation: The above CHI-Square analysis shows that p value is 0.241 which is greater than 0.05. So, here the null hypothesis is accepted, which means the different age group of customers and their shopping online is not associated with each other. So, that age is not related to shopping online it may differ with the different types of product, fashion, groceries and etc to differentiate.

- **Ho: There is no significant association between monthly income of the respondents and shopping online**

Table: 3.3 for 2.Ho

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.835 ^a	20	0.091
Likelihood Ratio	19.307	20	0.502
Linear-by-Linear Association	0.043	1	0.836
N of Valid Cases	156		

a. 23 cells (76.7%) have expected count less than 5. The minimum expected count is .03.

Interpretation: The above CHI-Square analysis shows that p value is 0.091 which is greater than 0.05. So, here the null hypothesis is accepted. Which means that the monthly income of the respondents is not relates to shop online by the respondents view. So, the income of the the customers does not relate in their buying behavior of the products online.

- **Ho: There is no significant association between age group of the respondents and payment modes preferred**

Table: 3.4 for 3.Ho

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.769 ^a	12	0.386
Likelihood Ratio	16.248	12	0.18
Linear-by-Linear Association	5.945	1	0.015
N of Valid Cases	156		

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .10.

Interpretation: The above CHI-Square analysis shows that p value is 0.386 which is greater than 0.05. So, here null hypothesis is accepted. Which means that age group of the respondents is not associated to the mode of paying online. So, paying online for the products is not related to age group as there are various availability of payment modes which makes easier to buy online.

- **Ho: There is no significant association between educational qualification of the respondents and payment modes preferred**

Table: 3.5 for 4.Ho

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.252 ^a	16	0.436
Likelihood Ratio	16.679	16	0.407
Linear-by-Linear Association	0.007	1	0.934
N of Valid Cases	156		

a. 17 cells (68.0%) have expected count less than 5. The minimum expected count is .05.

Interpretation: The above CHI-Square analysis shows that p value is 0.436 which is greater than 0.05. So, here null hypothesis is accepted. Which means that education qualification of the respondents is not associated to the mode of paying online while shopping. So, while paying online with different modes the educational qualification does not influence the online shopping

FINDINGS AND CONCLUSION:

FINDINGS:

The study is conducted by using the 156 responses which were taken and below are the findings that are found:

1. From the age data we can see that 11 respondents are below 20 years age group with a percentage of 11.5%, 90 respondents are between 21-30 years age group with a percentage of 57.7%, 33 respondents are between 31-40 years age group with 21.2% percentage and 15 respondents are between 41-50 years age group with a percentage of 9.6%. Total count of the respondents is 156.
2. From all the above respondents there are 73 respondents who are employees with 46.8% percentage, there are 58 respondents who are students with percentage of 37.2%, there are 19 respondents who has their own business with a percentage of 12.2% and among all the left respondents 3 of them are professionals and remaining 3 are Home maker with a percentage of 1.9% each.
3. From the data we see that there are 67 respondents with a percentage of 42.9% with below salary scale of 20,000, after that with 22.4 percentage of respondents with 40,000-60,000 PayScale with 35 respondents, then goes to 24 respondents of 15.4% of the overall respondents between 80,000-1,00,000 PayScale, there are few respondents between 20,000-40,000 PayScale with 11.5% of overall, last second place goes to the PayScale between 60,000-80,000 and the last place goes to above 1,00,000 PayScale with one respondents.

Statistical findings:

S. No.	Null Hypothesis	Chi Square Value (p-value)	Result
1	Ho: There is no significant association between age group and shopping online	0.241	Accepted
2	Ho: There is no significant association between monthly income and shopping online	0.091	Accepted
3	Ho: There is no significant association between age group and payment modes preferred	0.386	Accepted
4	Ho: There is no significant association between educational qualification and payment modes preferred	0.436	Accepted

CONCLUSION:

- 1) The survey conducted on the customer perception towards online shopping shows that customers prefer a particular website with less product price, fastest delivery, best quality and many factors influence the customers. Customers may change website if they find better options in other than they usually shop. So, customer preference is never same.
- 2) To understand what factors are influencing the customers to buy from website. The main factors that influenced customers to buy from particular website are mainly there pricing, then the fastest product delivery, quality of delivery and product, Payment modes available and customer support of the website.
- 3) According to the survey most of the customers preferred Amazon as their first preference. Below table shows the data of the customer preference to a particular website.

Amazon	45%
Flipkart	34%
Snapdeal	5%
Myntra	8%
Jabong	5%
Ajio	2%
Shopclues	1%

Customers preferred Flipkart as their 2nd best website to buy from online, Amazon and Flipkart are very big platforms to buy from online as they provide very huge categories of products. Coming to snapdeal they lacked in quality, services and other service related factors, Myntra and Jabong and Ajio are only in fashion industry. Shopclues is also a very huge platform with variety of product but they lack in product quality given by the respondents

- 4) Customers always prefer the products that satisfies them more it sometimes there may be a situation where they don't like the product received so they will in-front look for the returnable status and other refund policies. So, the customers can always be flexible towards the product's they buy.