

PERCEPTION OF CONSUMERS DURING ONLINE SHOPPING

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Abstract

Purpose- The main purpose of this paper is to explore and measure the difference in the perception of online shoppers on the basis of demographic variables such as gender, age and education.

Research Methodology- The present study is a descriptive cum exploratory in nature and is based on primary data. The data has been collected with the help of a well structured questionnaire. The population was very heterogeneous and difficult to approach, hence purposive sampling was used. In accordance with the aim of research, to study the factor influencing the consumer's choice, a survey on 150 consumers is conducted. Out of these, 75 were from males and 75 were female respondents.

Findings- From the study it can be concluded that there is no difference in the perception of gender in the online shopping. The factors convenience, website design, time saving and security can help in the online shopping males and females both like to buy online products.

Implications- The implication of the study is that it helps to recognise the main factors which influence the online shoppers while purchasing a product

Originality- This paper provides the difference in the perception of online shoppers on the basis of demographic variables such as gender, age and education.

Keywords- Internet, Online shopping, Consumer behaviour

1.1 INTRODUCTION

Generally speaking the trend of e-commerce has been increased rapidly in the recent years with the development of internet and due to the easy accessibility of internet usage. Books, airline tickets/reservations, clothing/shoes videos/games and other electronic products can easily buy through the internet. By using the internet facility the firms are coordinating different marketing activities such as market research, product development, inform customers about product features, promotion, customer services, customer feedback and so on. It helps to increase or improve in value, quality and attractiveness of delivering customer benefits and better satisfaction, that is why online shopping is more convenience and day by day increasing its popularity. Not only benefits but also risk is related with online shopping.

Generally speaking internet users avoid online shopping because of credit-card fraud, lack of privacy, non-delivery risk, lack of guarantee of quality of goods and services. The authorities are devising policies to minimize the risk involved in e-business. On the other hand E-commerce has been grown very fast because of many advantages related with buying on internet because of lower transaction and search cost as

compared to other types of shopping. Through online shopping consumers can buy faster, more alternative and can compare alternative products. Consumer's attitude towards online shopping refers to their mental state in terms of making purchases over the Internet.

Online buying behaviour process refers to the products purchased online. The marketers have carefully analyzed the consumers' attitude and behaviour towards the online shopping. online purchasing will be more and more popular in future business market. Consumer behavior is always an important issue in marketing research. Without consumer, there is business cannot be done and no profit can be made. Therefore, many marketers and researchers try to figure out the factors which influence consumers to buy products or services.

Consumer behavior is always defined as selecting, using and disposing of products . Comparison shopping is usually associated with finding the desired product for the best price. Time spent comparison shopping might supply as an important factor influencing a consumer's perception of decision quality. As one of the factors that influence consumer purchasing behavior, decision-making styles have received major attention from consumer behavior researchers. Decision-making style research suggests that consumers move toward shopping with certain decision making behavior that merge to form a consumer's decision-making style.

1.2 REVIEW OF LITERATURE

Agarwal (2015) examined that companies were facing a tough competition in this dynamic area of business. The latest trend was online shopping. The increasing trend of computer education was directly proportional to increases in online shopping this study was to analyze the features related to the shopping behaviour of online shopper. The data were collected through questionnaire. The research was based on both primary and secondary data. Primary data was collected through a questionnaire design on study and secondary data was collected on the basis of research paper, journals, magazines and websites. The sample size was 200 respondents. It helps to understand consumer's attitude and goal shop online. The conclusion was helpful to analyze the market orientation.

Akhlaq & Ahemedz (2013) show that this study discussed the Pakistan was a huge consumer, where very little was about the aspects of consumer in online shopping environment. Women shoppers have less trust in online transaction than man shopper because women feel more secure than when shopping online. Factor analysis was accomplished using principle factor component factoring with variation rotation as an extraction 3 method data use from the publish research further authenticates finding the study.

Bae & Lee (2011) discussed the gender gap. Female think in internet shopping there was very high risk so they avoid purchasing online products. The results show that effect of online consumer review on online purchase intention was strong for female & male and negative effect influence person more than a positive effect female found to less invest efforts & time in using internet.

Gurleen (2012) discussed that the growth in the number of online shopper was greater than the growth in internet users, indicating that more internet users, indicating that more internet users were becoming

comfortable to shop online. The use of internet tools for price searching and comparison provides an additional advantage in consumers' final decision. For this purpose the data from 400 respondents was collected in the form of questionnaire. The study had been conducted in 3 cities of Punjab, a sample of urban respondents were selected from the Jalandhar, Ludhiana and Amritsar. It was seen from the study the respondents of the age 36-45 years and the males were most adopters as compared to females where 53.7% were non-adopters.

Lian & Yen (2014) evaluated that the use of the Internet by older adults was growing at a substantial rate. They were becoming an increasingly important potential market for electronic commerce. The use of the Internet by older adults was growing at a substantial rate. They were becoming an increasingly important potential market for electronic commerce an increasing number of today's industries were recognizing the importance of older consumers as a potential market and thus, designing developing products and services specifically for older adults, including specialized mobile phones, store departments. A higher value indicates that the respondent had higher drivers and lower barriers. These subjects already had a certain degree of understanding of computers and Internet applications. Therefore, they cannot be generalized to represent all older adults.

Napompech (2014) concluded that shopping through e-commerce is increasing day by day. The objective of this study is to know the behaviour of consumer through online. Sample of respondent was 412. The research is collected through questionnaire in the information is collected through reading information from others the findings suggest that the factor that consumer think affect purchasing, clothing online are the influence of the social network, demand drive clothes, clothing diversity, convenient. Online apparel sellers in social network should enhance those qualities that consumer want to boost the success of their business.

Rajpyt & Kesharwani (2012) examine the study with an objective to analyze the importance of demographic profile of consumers affecting the purchase decision of branded garments and to observe from gender perception the consumer awareness about different clothing brands males and females were not having any important differences in their brand awareness, shopping frequency and shopping expenditure. The study reveals that males were equally interested to design for shopping as females along with they spend excess money during shopping than their female counterparts. Attitude of males towards clothing varies from that of females.

1.3 OBJECTIVE OF THE STUDY

The main objective of this study is to explore and measure the difference in the perception of online shoppers on the basis of demographic variables such as gender, age and education.

1.4 RESEARCH METHODOLOGY

The present study is a descriptive cum exploratory in nature and is based on primary data. The data has been collected with the help of a well structured questionnaire. The population was very heterogeneous and difficult to approach, hence purposive sampling was used. In accordance with the aim of research, to study the factor influencing the consumer's choice, a survey on 150 consumers is conducted. Out of these, 75 were from males and 75 were female respondents. The questionnaire is designed by taking previous study into account and adopting them into demographic basis. The data is collected from various district of Haryana like Rewari, Rohtak, Sonipat and Panipat.

1.5 DATA INTERPRETATION AND ANALYSIS

The present study is to investigate and measure the difference in the perception of online shoppers on the basis of demographic variables such as gender, age and education.

Table 1 of Mann Whitney U Test of the gender of the respondents

	Gender of the respondents	N	Mean Rank	Sum of Ranks
Preference	Male	75	72.98	5473.50
	Female	75	78.02	5851.50
	Total	150		

Table 2 Test Statistics of Mann Whitney U of the gender of the respondents

	Preference
Mann-Whitney U	2623.500
Wilcoxon W	5473.500
Z	-.712
Asymp. Sig. (2-tailed)	.477
a. Grouping Variable: Gender of the respondents	

Interpretation: - In table 1 p value of Mann-whitney U test is greater than the 0.05 ($p > 0.05$). So there is no evidence to support a difference between the opinion of males and females ($U = 2623.500$, $N = 150$, $p = 0.477$). So it can be concluded that null hypothesis is accepted.

Table 3 Kruskal Wallis Test of the age of the respondents

Particulars	Age of the respondents	N	Mean Rank
Convenience	15-20yr	21	58.76
	20-25yr	111	77.68
	25-30yr	15	81.57
	30-40yr	3	81.50
	Total	150	
Website design	15-20yr	21	52.57
	20-25yr	111	81.25
	25-30yr	15	77.33
	30-40yr	3	14.00
	Total	150	
Timesaving	15-20yr	21	67.19
	20-25yr	111	78.60

Particulars	Age of the respondents	N	Mean Rank
	25-30yr	15	76.33
	30-40yr	3	14.67
	Total	150	
Security	15-20yr	21	53.98
	20-25yr	111	79.90
	25-30yr	15	83.73
	30-40yr	3	22.33
	Total	150	

Table 4 Test Statistics of Kruskal Wallis Test of the age of the respondents

	Convenience	Website design	timesaving	Security
Chi-Square	3.825	14.100	7.348	11.462
Df	3	3	3	3
Asymp. Sig.	.281	.003	.062	.009
a. Kruskal Wallis Test				
b. Grouping Variable: Age of the respondents				

Interpretation: - Table 3 and table 4 show the grouping of variables for gender of the respondents this table gives the result of Kruskal Wallis test. In this the value of website design and security are .003 and 0.009 respectively which are less than .05. So we can conclude that the age factor significantly affect these factors and website design. So the 20-25 year group person assesses the website design and 25-30 year group person feel more secure while shopping online. The factors convenience and security are 0.281 and .062 respectively which are greater than 0.05 so we find that age does not affect them significantly.

Table 5 Kruskal Wallis Test of the education of the respondents

Particulars	Education level of the respondents	N	Mean Rank
Convenience	bachelors' degree	86	66.16
	master' degree	63	88.43
	PhD degree	1	64.50
	Total	150	
Website design	bachelor's degree	86	70.47
	master' degree	63	83.46
	PhD degree	1	7.00
	Total	150	
Timesaving	bachelors' degree	86	66.51
	master' degree	63	88.87
	PhD degree	1	6.50
	Total	150	
Security	bachelors' degree	86	71.02
	master' degree	63	81.82
	PhD degree	1	63.00
	Total	150	

Table 6 Test Statistics Kruskal Wallis Test of the education of the respondents

	Convenience	Website design	timesaving	Security
Chi-Square	9.819	5.867	12.389	2.359
Df	2	2	2	2
Asymp. Sig.	.007	.053	.002	.307
a. Kruskal Wallis Test				
b. Grouping Variable: Education level of the respondents				

Interpretation: - Table 5 and table 6 shows the grouping of variables for education of the respondents this table gives the result of Kruskal Wallis test. The value of website design and security are 0.053 and 0.307 which are greater than 0.05 so we can conclude that the value is not significant. The value of convenience and time saving are 0.007 and 0.002 which are less than 0.05, so we can conclude that the value is significant. In this master degree persons feel more convenience while shopping online and assess the time value also.

1.6 Conclusion

From the study it can be concluded that there is no difference in the perception of gender in the online shopping. The factors convenience, website design, time saving and security can help in the online shopping males and females both like to buy online products. The current study is descriptive in nature and it has made an attempt to understand the behaviour of Indian Consumers towards online shopping. This research shows that online shopping is having very bright future in India. Perception towards online shopping is getting better in India. The ease and convenience provided by these stores for 24X7 has made very easy shopping for consumers. This study results that these factors perceived the gender difference and education and age factors. These factors help to aware the online consumers' perceptions. To achieve a better understanding of these factors, future research should include a larger sample size and more variety in terms of subjects' sources.

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