



Customer Perception towards Online Shopping

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Abstract

The conventional methods of people shopping and purchasing products and services have been altered by the internet. Going digital is the current trend in this day and period of fast change. To stay competitive, every physical store is now attempting to have an online presence. Customers utilize the internet for more than just online shopping; they also use it to compare costs, product features, and post-purchase support options. Online shopping, commonly referred to as e-shopping, is a type of electronic commerce that enables customers to make direct purchases from sellers using a computer browser and the Internet. This research study's major goal is to evaluate and investigate customer perceptions about internet buying. The quantitative technique was employed in the current research article to examine customer preferences for internet purchasing.

Keywords

Consumer behaviour; Impulsive buying; Personality; Materialism; E-commerce retailing; Mobile apps; Ease of use

Introduction:

Introduction

The paper is organized into five sections, beginning with the Introduction, which contains all the background information, goals, and assumptions for the study.

an examination of the literature that reveals what previous authors have said and written regarding how people shop online. The section on methodology describes the technique for gathering the data. The data obtained from the survey will be represented and interpreted in the Data Analysis, followed by the Conclusion. The internet has played a significant role in our daily life in that people can talk through the internet to one who is

actually on the other side of the Earth, can send an email around the clock, can search for information, can play games with others, and even can buy things online. Meanwhile, Internet shopping has been widely accepted as a way of purchasing products and services. It has become a more popular means in the Internet world (Bourlakis et al., 2008).

After the sustained love affair of researchers in defining and redefining impulsive buying behaviour the focus gradually shifted from the 'what' of impulsive buying to the 'why' and then to the 'how' of it. From taxonomical to cognitive and finally, somewhat to trait-oriented approach the impulsive buying literature has been witnessing both horizontal as well (Bratko et al., 2013).

Generally, ease of use refers to the extent to which understanding, learning and operating a specific system or technology is free of physical and mental effort. Understanding how and why consumers employ mobile apps is critical to the success of ubiquitous mobile marketing (Davis, 1989; Tandon et al., 2016).

As per Statista-The Statistics Portal, the digital population worldwide as of April 2020 is almost 4.57 billion people who are active internet users, and 3.81 billion are social media users. In terms of internet usage, China, India and the USA are ahead of all other countries. In the purchasing process, consumers search for product information online, analyse different assessments, and consider product reviews from other consumers. According to previous studies over 70% of consumers say they trust online product reviews, and the use of online recommendations in decision making is increasing (Floyd et al., 2014).

Review of Literature:

Online retailers offer several benefits over traditional ones, including the following: They are time-saving and handy, eliminating the need for travel and line-waiting. They are available at all times and are open constantly. Customers may get rich, free information on goods and services from these shops. Additionally, they have several online tools available to assist customers compare and choose between different goods and services. Hoffman and Novak (1996) suggested that the main distinction between marketing communication on the Internet and traditional mass media is interactivity (Emejas, J. 2016).

E-commerce has several meanings, and they are all somewhat similar to one another. By using telecommunications networks, electronic commerce refers to the sharing of commercial information, the upkeep of commercial connections, and the transaction of commercial goods and services. Business-to-business (B2B) and business-to-consumer (B2C) e-commerce have been around for more than 40 years. Business-to-consumer (B2C). Business to business e-commerce, as defined by Gröblichhoff (2002), is an electronic system used by businesses to conduct transactions and exchange information before and after a service. After transactions, they interact with their clients, and they provide a wide range of applications for building and establishing more convenient contacts with suppliers, resellers, distributors, etc (Poturak, M. 2014).

A marketer must consider a variety of strategies while trying to sell their goods, and in the present environment, e-commerce is the most often used method. Everything is available online from A to Z, whether it is durable or not. Some websites are made expressly to offer only a certain type of goods, while others sell everything. Due to its convenience and comfort, more and more individuals are choosing online purchasing over traditional shopping. When making a purchase online, a customer could have both great and negative experiences. Even though online shopping has so many advantages, some people do not like it as their primary method of purchasing, according to certain previous research (Daroch, B. and Nagrath, G. 2021).

Hirschman and Holbrook, in 1982, assert that "consumer motivations for internet buying have both utilitarian and hedonic dimensions. While some online shoppers are "problem solvers," others are "seekers of pleasure, imagination, arousal, sensory stimulation, and enjoyment." According to Babin et al. (1994), "The problem solvers just shop online in order to purchase a certain good or service, in which case shopping is regarded as

"an errand `` or"job ``. According to Holbrook (1994), "their major priority is to acquire things in an effective and timely manner to meet their goals with a minimum of aggravation" (Gnanadhas , E. 2014).

In his study, Kuester, Sabine (2012) defined consumer behaviour as the study of how people acquire, choose, and organize experiences, goods, services, events, or ideas to meet their needs and those of society. It strikes a balance between elements from management, sociology, psychology, and economics. In his study on the analysis of consumer behaviour online, Petrovic Dejan (2006) outlined the most acceptable behavioural manifestations of online shoppers and examined how they locate, associate, and appraise product information. A number of problems specific to a certain customer group were discovered via the comparison of survey results with the current theory of customer performance (Singh, A.K. 2014).

Research Methodology:

Secondary research, also referred to as desk research, is a study method that makes use of previously gathered data. Existing data is collated and summarized to increase the overall efficacy of study. Secondary research refers to studies that have already been published in research reports and other papers of a similar nature. These resources might be made accessible through online sources, public libraries, previously completed surveys, etc. Data that can be collected and used for research is also kept by a few governmental and non-governmental organizations.

Analysis and Interpretation:

The questionnaire was filled out by 66 participants using Google Forms. After receiving the responses, we made a descriptive statistical evaluation. Fig. 1 illustrates the distribution of preferences for mode of shopping. Thus, the most preferred mode for shopping is online i.e., 57.6%. On the other hand, offline shopping is preferred by 42.4% people.

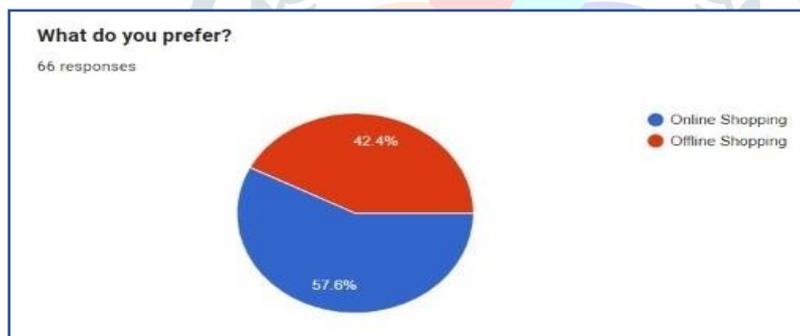


Fig. 1

In Fig. 2 we can see the distribution of how often people shop online. Majority of the people order only once a month which is 43.9%. Many people also prefer ordering twice or thrice a month i.e., 34.8%. A few percent of people mostly shop online more than 7 orders of month which is 10.6%.

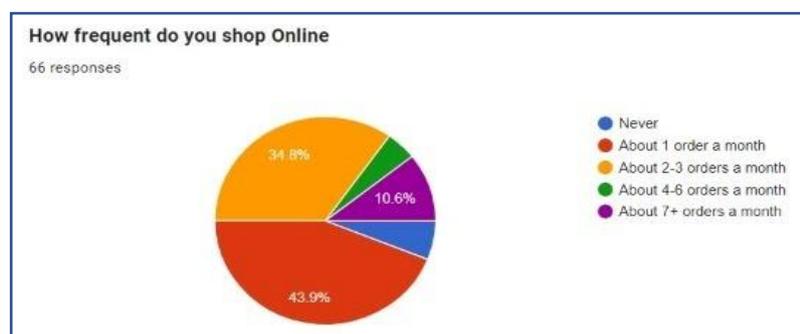


Fig. 2

Fig. 3 tells us about the ratings given by people for their customer services experience. Majority of the people have experienced moderate or neutral experiences i.e., 36.4%. The lowest number people selected on the scale is 5 because not all the customers experience the services up to their expectations which is 9.1%.

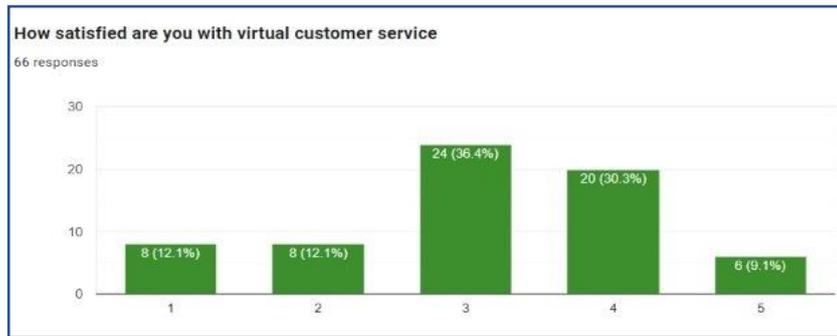


Fig. 3

Fig. 4 Illustrates about the most preferred category by people to do online shopping. Maximum responses were headed to the clothing and accessories category which is highest in percentile than others which is 53%. Second most preferred category after clothing for online shopping is for purchasing electronic items and Groceries which in percentile of 12.1%. After that the percentage keeps on decreasing depending on the categories.



Fig. 4

Through Fig. 5 we get know to about the most used and preferred applications by customers for online shopping. The most used application by customers is Amazon which is 53% which is more than the half of the pie chart.

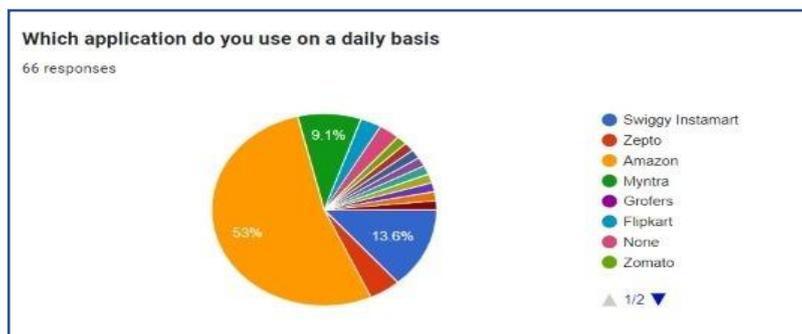


Fig. 5

Fig. 6 shows the most used device for online shopping which is mobile phone other than laptop/pc or other devices which has covered almost 84.8% of the pie chart.

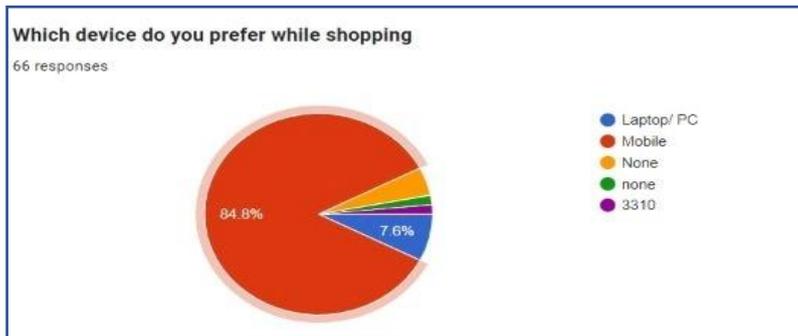


Fig. 6

Findings:

According to the responses of our study online shopping is preferred over offline shopping. Majority of the online shopping customers only shop once in a month. Customer service/experiences were mostly neutral and moderate, the most purchased sector of products being clothing and accessory. Amazon as an online shopping application proved to be the most extensively used and preferred by buyers. Mobile phones being majorly used as a device for facilitating online shopping rather than a laptop/pc, acquiring more than three fourth of the potential consumers of this sector. Relevant information that we have acquired as findings of this study is that the decision-making process for buying goods or services online is complicated and affected by a number of variables. The study demonstrates that perceived relative pricing and perceived product value, as well as perceived product value and willingness to purchase, have significant connections. A marketer must consider a variety of strategies while trying to sell their goods, and in the present environment, e-commerce is the most often used method. The main distinction between marketing communication on the Internet and traditional mass media is interactivity. Perceived product value and customer willingness to purchase items were affected by perceived product quality, price, and risk. Presently online shopping is preferred over traditional methods of selling, due to the convenience and comfort its procedure provides to the customers.

Conclusion:

The study tries to recognize that, how consumer measure channels for their purchasing. Specifically, it progresses a conceptual model that addresses consumer value perception for using the internet shopping versus the traditional shopping. Earlier study showed that perceptions of price, product quality, service quality and threat strongly impact perceived value and purchase intents in the offline and online network. Observations of online and offline buyers can be evaluated to see how value is constructed in both channels. It is hitherto to recognize what factors influence online and offline shopping choice progression. The objective of this study is to provide an impression of online shopping decision process by comparing the offline and online decision making and identifying the factors that motivate customers to decide whether to do online shopping or go for the offline shopping. Consumer's shop when and where they want where they are comfortable with the products and the choice of shopping. Since last two years as population are more aware of the technology the online shopping increased immensely.

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