



## Customer Perception towards Online Purchases

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**Abstract :** Today, the Internet has become a valuable part of economic activity. It makes the buyer's life successful and smooth. Today, people are showing their interest on the internet. As a marketing tool and ultimately as a medium, it is expected to be of great help in realizing the hidden powers and benefits of e-commerce. It also provides a cost-effective concept compared to traditional and current marketing methods. In addition, Internet presence helps potential consumers or buyers identify the strategies marketers are using to attract consumers using web-based information technology. Therefore, this is often an attempt to investigate customer perceptions of online purchases, as online shopping can be a source for building stable relationships between customers and retailers. It then attracts most consumers to your website and analyzes whether online shopping can successfully change the quality of reasonable purchases, or whether customers still believe it. Therefore, this survey aims to identify changes in buyer attitudes and perceptions of purchasing styles. The results of this survey show that customers are shopping online to purchase products through sites such as Amazon.com and Tata1MG.

**IndexTerms – Customer Perception, Online Purchases, Consumer Behaviour, Price**

### I. INTRODUCTION

Although information technology is widely used to manage the return process, some devices are designed to enhance the customer's in-store shopping experience. Online retailers have access to a huge number of innovations. These technologies are valued in the same way as store technology and electronic retail. These help customers select products and compare prices and promotions for purchased product baskets. Retailers need to engage with their customers through programs that help them properly segment their customers and help them understand the use of technology and its benefits. These devices help improve the shopping process by reducing the time and energy that customers spend. In some cases, the device is connected to the shop's online site, and the buyer can also order and deliver items that are not available in the shop. The introduction of these technologies was slow due to the high cost. The Internet is rapidly becoming a global phenomenon, changing the way consumers buy and buy goods and services. Many companies are starting to use the Internet to reduce marketing costs and thereby lower product prices, allowing them to stay further ahead in highly competitive markets. Companies also use the Internet to communicate, communicate, and distribute information, sell products, request feedback, and conduct customer satisfaction surveys. Customers not only purchase products online using the Internet, but also test the prices, product features, and customer service facilities they receive when purchasing products from a particular store.

Consumer perceptions of online purchases have been widely studied by different researchers and students, using different methods to reconcile consumers' online buying behavior with traditional offline buying behavior. We have found that consumer buying behavior in online shops is fundamentally different from buying behavior in a standard environment. People with high levels of education, income and profession respond to a more favorable perception of online purchases. Even online purchases are evolving rapidly, especially in retail, but there are still significant differences between traditional stores and online stores. As an example, quality business can provide comfort for parking and purchasing, and customers can read and verify the print quality of the product before purchasing and check, and after-sales service is more than customers. It is. However, traditional stores have a limited number of things, and selling costs are the entire online shop. On the other hand, as the benefits of online shops appear in the weakness of online shops, you can convey traditional store limits.

### 2.Review of Literature

"E-commerce includes online commerce of products and services and includes various commerce steps like online marketing, ordering, payment and delivery. E-commerce potentially improves the efficiency of commerce relationships. it's called a general title that describes the assorted techniques and practices available for. "(Misra, 2011).

The increase of the web has led to some astounding changes within the way businesses do business in numerous industries. Retailers open up entirely new ways for retailers to succeed in customers and suppliers in physically non-existent markets. It provides the chance to deepen customer relationships, streamline operations, reduce costs and find out new revenue streams (Kannaiah, 2015).

Customer awareness is constructed over time through high-tech innovation, consistent premium quality, hostile advertising and encouragement. Product accessibility is another influential success factor, as products are of low value and everyday items are purchased frequently. (Prerna Kumar 2013) The author points out those organizations have long used standard media like television, movies, radio and newspapers to push web shoppers to consumer awareness. Advertising is served in a very form of formats, including printed matter, radio, and outdoors, to influence the net and internet purchases. the worth of the net lies within the connections it enables.

There are three kinds of networking available on the net. The sole one may be a one-to-many or broadcast network through which the central provider sends information to an enormous number of users. The net portal delivers news and other content to a spread of tourists. More complex and valuable could be a one-to-one or transactional network that connects individual users to other individual users to exchange information and complete other transactions (Awad, 2006). Common examples are email and instant messaging. The third form of network could be a many-to-many or group-forming network. This enables network members to create and maintain communication groups

### 3. Research Objectives

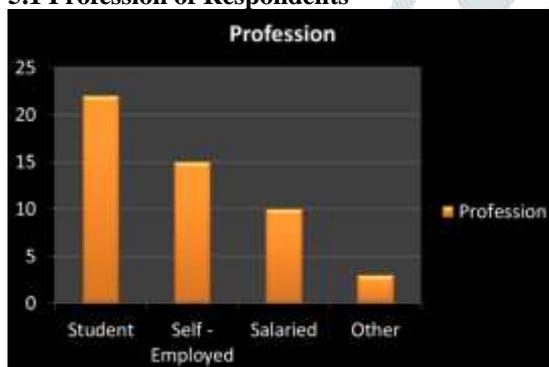
- To determine consumer behavior in online environment
- To identify people's attitude towards benefits and risks of online purchase
- To See how Amazon and Tata 1 MG influence in Online Purchases
- To find out the preferences of the consumer regarding the attributes of online purchases

### 4. Research Methodology

The data for this survey was collected from both the online and offline versions. The sample size was 50. The survey was created, published, and the answers were collected. The data used was collected primarily through primary surveys. The survey was primarily used to test the proposed model for attitudes towards online purchases. The sort of research was both exploratory yet as descriptive. We took various factors by studying the prevailing models of consumer attitudes that play an important role in online purchase, and then proposed a model leading to online purchases.

### 5. Data Analysis And Interpretation

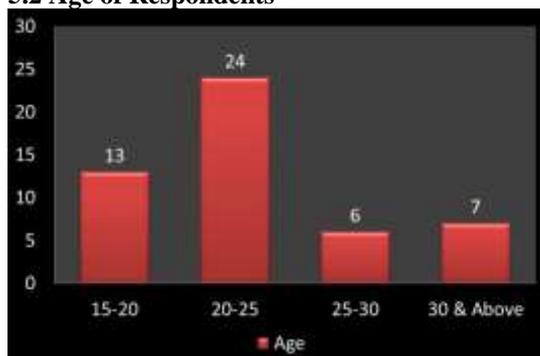
#### 5.1 Profession of Respondents –



#### INTERPRETATION

The above Bar Diagram shows us the percentage of the professions of the respondents. As it shows that there are 22 students, 15 Self-Employed, 10 Salaried and 3 Other Professionals out of total 50 respondents From Delhi-NCR.

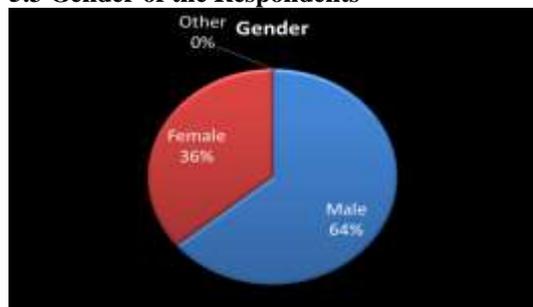
#### 5.2 Age of Respondents -



#### INTERPRETATION

From the above Bar Graph, we can interpret that from our respondents mostly are from the age group: 20 -25. 13 lie in 15-20 age group, 24 in 20-25 age groups, 6 in 25-30 and 7 in 30& above.

**5.3 Gender of the Respondents-**

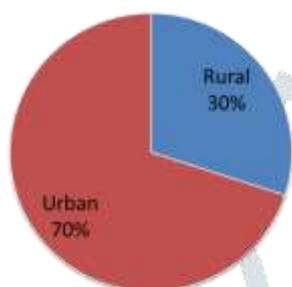


**INTERPRETATION**

Most of the respondents are students and professionals in Delhi and NCR, so they use an online platform for shopping. I use it to get more data from men because men were willing to share their experiences. The graph itself has a higher percentage of men than women, with 64% of male respondents and only 36% of female respondents.

**5.4 Demographic Location of Respondents –**

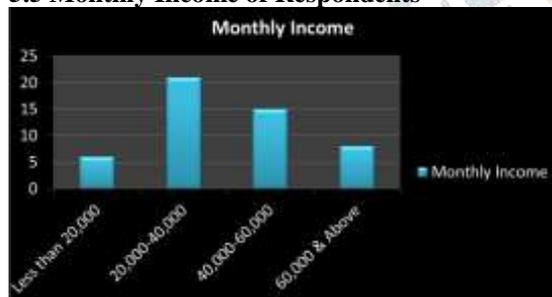
Demographic Location



**INTERPRETATION**

The graph above shows the percentage of respondents' demographics and the percentage of respondents living in rural and urban areas. The graph above shows that 70% of respondents come from urban areas and 30% come from rural areas.

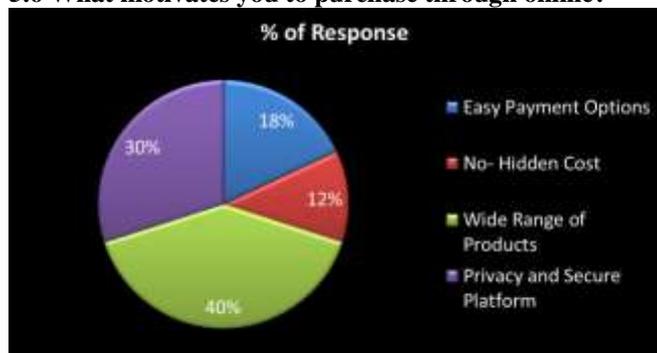
**5.5 Monthly Income of Respondents -**



**INTERPRETATION**

This above graph shows the monthly income of the respondents, and it show that less than 20000 monthly income respondents have bought less online products and majority of online purchases are done by monthly income of 20000-40000.

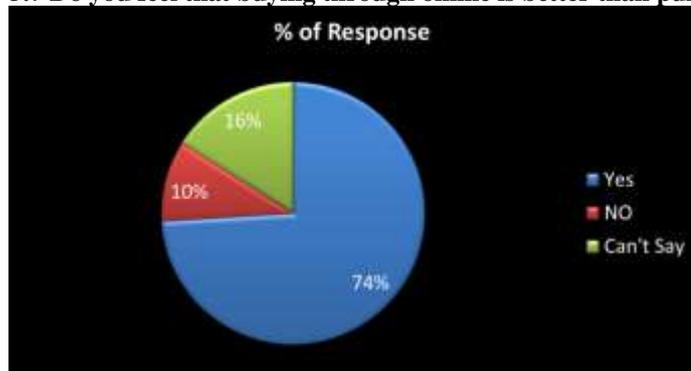
**5.6 What motivates you to purchase through online?**



**INTERPRETATION**

As from the above pie chart we can say that highest % of respondents think that wide range of products and Privacy & secure Platform are the factors which motivates them to go for online purchases.

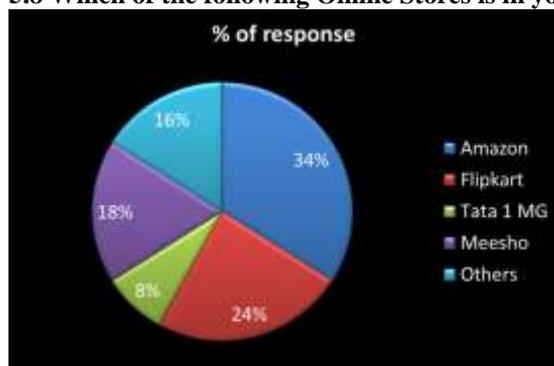
**5.7 Do you feel that buying through online is better than purchases at physical store?**



**INTERPRETATION**

From the above Pie chart we can interpret that 74% respondents feel that buying through online is better than purchases at physical store because of the factors which motivates them to go for online purchases.

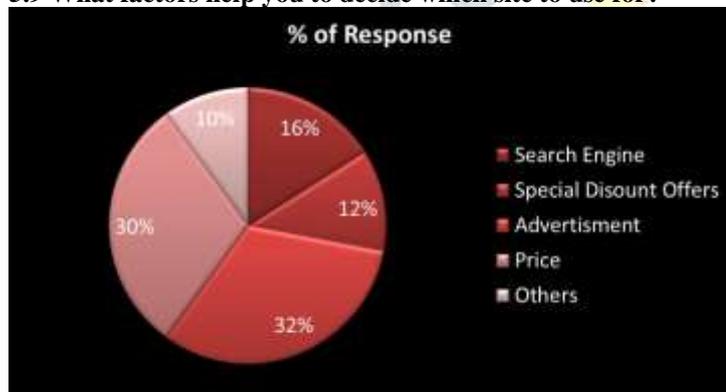
**5.8 Which of the following Online Stores is in your Favourite Visit?**



**INTERPRETATION**

From the following Pie chart we can say that 34 % have Amazon in their Favourite Visit whereas 24% have Flipkart, 8% Tata 1 MG, 18% Meesho And 16% as others. Most Of The respondents use Amazon and Flipkart for their Online Purchases.

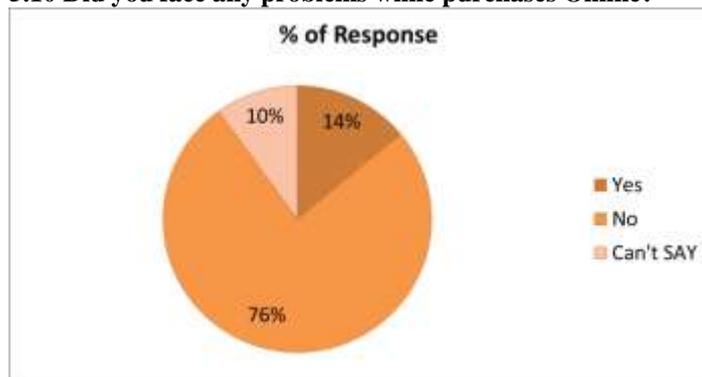
**5.9 What factors help you to decide which site to use for?**



**INTERPRETATION**

After analyzing the above graph shows that Advertisement and Price factors help respondents to decide which site to use for online Purchases. As in marketing also, Promotion and Pricing Policy plays important role in Buying Behaviour.

**5.10 Did you face any problems while purchases Online?**



**INTERPRETATION**

From the above pie chart, we can say that favour of that online purchases is better than physical store; the percentage of people who says they didn't face any problems while purchases Online is 76% and the people who says they faced is 14 %.

## 6. Findings and Conclusion

- According to survey, most young people are more likely to shop online than other age limits by 20-25. People were shopping online because it was convenient and easy to use.
- Research indicates that Internet shoppers are likely to be fewer prices or brand conscious as they are exposed to a lot of information on the net. Consumers can have a customized product with accessories and attachments.
- Research found that amazon has a good base among consumers in India & people prefer to purchase goods from their and Tata IMg gain its existence in covid-lockdown. With Continuous challenges from traditional store both make their existence in the market and gained capital.
- The general distribution showed that the income, price and Privacy and Security were the factor for the entire sample population.
- Research found that 74% feel that buying through online is better than purchasing from physical store because they feel they get wide range of products and convenience of doing purchases from fingertips.

So we are able to finish from our studies that customer choose online purchases and that they have a high-quality belief toward online purchases .They now study the goods description, charge, privacy & safety in their facts, different records concerned with the product so companies ought to see how they manage their website.

Amazon and Tata IMg have controlled to improve their specialty customer base. This has improved the winning percentage. Due to the high channels of advertising and promotion in India, we can conclude that online shopping is destined for the near future. However, at the same time, companies want to make shopping websites easier to navigate and introduce internet kiosks, computers, and other in-store aids to reduce the risks associated with shopper incompetence. The purpose is not to convince all shoppers to buy online, but to provide an alternative. In addition, efforts must be made to educate Internet consumers about the steps that must be taken at the same time as purchasing the Internet. In addition, we need to collect feedback from web buyers to discover the shortcomings of carrier shipping. This is done through online groups and blogs, which serve as promotional and marketing equipment and as a source of information for businesses.

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