Topic: Customer Perception on online shopping towards Shopsy in Bangalore

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Abstract:

Online shopping in India is vastly growing at an exponential rate. Customers are the king of the market .Online shopping or E shopping is a form of Electronic commerce which allows consumers to directly buy goods or services from the sellers over the internet using various web browsers or electronic media platform. Hence the customers have a wide range of options. In this paper we aim to find out the customer perception towards shopsy. Here the data used is primary data and the sample size is limited to 100. The test performed here is chi square test. The findings and solutions of the test are discussed in the paper.

Keywords: *online shopping, shopsy, chi square, sample size, perception.*

1.0 Introduction

Online shopping in India is vastly growing at an exponential rate. Customers are the king of the market .Online shopping or E shopping is a form of Electronic commerce which allows consumers to directly buy goods or services from the sellers over the internet using various web browsers or electronic media platform. The emergence of the internet has created opportunities for firms to stay competitive by providingcustomers with convenient and faster way to purchase the products, there are several online ecommerce web sites and shopping sites which are functioning in a user friendly manner. In recent times digital marketing is the component used to promote products and services. Online shopping is focusing on major cities and urban areas to connect with the end users and offers many advantages such as offers, discount, availability, specifications and coupons to attract many customers to reach needs and satisfaction in the market.

As technology has become more widely accessible, information is more readily available, and the capacity for online interaction is growing day by day and more and more people are gravitating toward using the Internet more intensively. The Internet has several obvious uses, such as opportunities for information gathering, product purchases, and serving as a service. Due to these developments in Internet technology, there are now

more possibilities for purchasing than ever before than the traditional techniques, which could take more time. In online shopping the customers can use their time more effectively and order products just with a click of a button, they can also cross compare the prices of the product and buy the product at the best deal. If this was to be done traditionally it would consume a lot of time and resources of the consumer. Accordingly to a study around than 657 million people are using internet for online shopping.

As the e-commerce sector is improving more and more companies are making an online presence and are increasing their sales through online forums. Consumers are also finding it as a convenient way to shop rather than the traditional way. However advantageous or easy the online shopping can be a few customers prefer are still sticking to traditional shopping methods as they are not comfortable sharing their details online.

Shopsy is the e-commerce business platform introduced by Flipkart in 2021.Shopsy is a platform for modern digital marketing. It works on the reselling the products, where you have to take orders for products from the end users or the friends and then decide price margin. Shopsy app by flipkart is a two-way mobile commerce platform that connects sellers with resellers.

2.0 Reviewof Literature

The study on consumer behaviour on online shopping through various websites and e shopping is the trend. Online shopping is the recent buying behaviour in the market economy to purchase the products attracting the consumers to buy. The drastic change is taken place in the online shopping and offline shopping.

Benedict Et Al (2001) According to Benedict et al ,in his study of consumer behaviour on Online shopping explained that all about are not only affecting by ease of use ,usefulness and enjoyment , but also affects the external factors or uncontrollable factors majorly focuses consumers traits ,situational factors ,product characteristics ,pervious online shopping experiences and also the trust in online shopping.

Burke Parasuraman and Zimkhan (2002) According to their research and analysis the customers play an very important role in the buying behaviour ,the customers attitude towards internet shopping is risk oriented ,privacy security ,visual appeal ,delivery terms ,form of payment mode ,information of the product and also regarding the quality of the product cannot be physically checked by the end users and the security of sending sensitive personal and financial information while conducting online shopping cannot be monitored by customers in the market place and undergo the confusions

Monsuwedelleart and Ruyter (2004) According to his view of research he states in the electronic shopping would have the lower tangibility of the product is caused by the lack of physical touch and contact assistance in the online shopping consumer intention to purchase on internet considered to be low when compared to seek advice from the salesperson regarding the product satisfaction. The real fact why the consumers like to shop in the offline market to purchase the product is because the stores to fulfil the essence of realistic expectations and feel the product to satisfy the customers.

Shahriar Azizi and Masoud Javidani(2010) According to his project towards consumer behaviour on online shopping is he carried out the descriptive study of sampling through stratified sampling for measuring the e

shopping intention is an ironic statement .the sample was drawn from 120 people household results in having risky situations while shopping online.

Prof Ashish Bhatt (2012) says purchasing products and services has become a recent popularity these days. Retail is the sale of good and services to consumers from producers to consumers. We can say people do not have face any challenges and buy directly from the online channels without the hindrance of middlemen.

Vaitheesewaran (2013) According to his research on online shopping states with product are standardized, specifications getting fixed and the concept of services,the post-sale responsibility of the retailer has lower down drastically. Hence customers go to stores to buy the products physically and go through the detail information but by online gives inappropriate statement. Heavy discounts of e-commerce firms are possible because of their no warehouse model.

Bhatt Ashish (2014) found that that information; perceived usefulness, security/privacy are the five dominant factors which influence consumer perceptions on Online purchasing.

Rashed Al Karim (2014) says that these days customers are motivated to buy easily through the online apps which are enhancing their buying decision process. The Porter's Five Forces model the Five Stage Buying Decision process can be used to identify the customer satisfaction through their motivations to buy online.

Thakur Sonal and Aurora Rajinder (2015) found that Internet is one of the ways which is changing the consumers shopping and buying behaviour. Mostly consumers are using the internet to buy the product and to compare prices and features of the product.

Dr R Shanti (2015) proposed a paper about perception towards online shopping the main objective of this paper was to study the customer perception towards online shopping and the type of products which had more demand. Exploratory and comparative studies were used a structured questionnaire was used to collect the data. From the above data the factors affecting the customers perceptive were evaluated. It was concluded that youngsters between the age of 20- 25 shop a lot online and the most shopped products online were books due to comparatively lower prices online, the factors which effected the shopping was discounts and warranty of the products that were sold.

Chunduri Chaitanya, Dr. Deepak Gupta (2016) says there has been a vast change in consumer buying patterns from offline to online channels in the last few years. As smartphones are getting evolved slowly, the apps are also getting apt to conduct online shopping easily. Every e-commerce companies are targeting these apps to analyse the marketing data and generate maximum revenue and stay alive in the market.

H.R. Manjunatha Et Al(2018)the main objective of this paper was to analyze the consumer perception towards online shopping and the stimuli which contributes for the buying behavior of the customers, it also focuses on the problems faced by the customers during online shopping. They collected the primary data using questionnaire and secondary data using various magazines, newspapers and articles. They had a sample size of 100. The results analysis shows that most of the customers find online shopping easy and convenient but a few

would like to stick to the traditional method of shopping .The stimuli which makes them to shop online are the offers which are provided, cash on delivery and free shipping.

3.0 Research Methodology

The study used here is explorative as well as comparative in nature. It intends to study the customer perception towards online shopping using Shopsy. The data used in this research is primary data. The data has been collected by circulating a questionnaire to different people through online platform to get their perception over shopsy. The questionnaire consisted of two parts part A and part B. Part A consisted of the demographics of the individual and part B consisted about a few questions related to shopsy and the experience people had while shopping through it. A sample size of 100 was set to analyse the results. Once the sample size was collected the data was interpreted. Chi square test was used to analyse the data and the draw the conclusions.

3.1 Scope of the Research

During this era of digitalization online shopping is a one-step solution to various problems as it is user friendly and time efficient. Where there is demand there is competition so various platforms are present to sell their products online. So by doing this study we can get the costumer perception towards shopsy. By gaining this information we can analyse the customer awareness, the problems faced by customers and why the customers choose shopsy.

3.2 Objective of the Research

- To study the awareness of shopsy among the customers in Bangalore
- To study the customer perception towards shopsy, an online shopping platform in Bangalore
- To bring out the important perception factors affecting shopsy based on the research results.

3.3 Hypothesis for the Study

Null Hypothesis:

The customer perception on online shopping towards shopsy is Negative in Bangalore

Alternate Hypothesis:

The customer perception on online shopping towards shopsy is Positive in Bangalore

3.4 Methodology& Design

Primary Data

The current study involves both primary and secondary data. The primary data have been collected through survey method and a structured questionnaire was canvassed among the selected samples in Bangalore urban. Primary study consisting of quantitative method will be conducted in Bangalore

Secondary Data

The secondary data pertaining to the study have been collected from various agencies and sources like company websites, IBEF, journals, articles, newsletters, and magazines were relied upon.

3.5 Sampling technique & Sample Size

The population identified were various college students, house-wives, Convenient Sampling was adopted for collecting the data for this study. **The sample size identified was 100**

4.0 Data Interpretation

The data was collected using google forms. The sample size selected for the analysis of the data was 100. The data was collected by canvassing the questionnaire on various digital platforms. The data collected was tabulated using an excel sheet. With the help of the tabulated data chi square test was performed.

Variables chosen for conducting the Chi-Square Test

V1 - I am aware that Shopsy is a place where we get affordable products
V2 - I believe Shopsy is a trust worthy & safe place to buy & transact
V3- I believe Shopsy is secure for all payment transactions
V4 - I have observed goods are packed well and delivered on time from Shopsy

5 - Strongly Agree; 4 – Agree; 3 – Neutral 2 – Disagree; 1 – Strongly Disagree

Variables	5	4	3	2	1	
V1	18	41	23	4	14	100
V2	16	37	33	7	7	100
V3	21	32	31	7	9	100
V4	18	36	35	3	8	100
	73	146	122	21	38	400

While performing the chi square test the 4 most relevant questions were chosen. The questions are Q2- I am aware that Shopsy is a place where we get affordable products ,Q7- I believe Shopsy is a trust worthy & safe place to buy & transact, Q8- I believe Shopsy is secure for all payment transactions, Q13- I have observed goods are packed well and delivered on time from Shopsy

Where - O-Observed value, E-Expected value

Chi Square Calculated	**10.03**
Chi Square Table Value	**21.06**
α - Significance Level	**0.05**

Inference drawn from Chi-Square Test:

From the above table it is observed that the chi-square calculated value is 10.0244 is lesser than chi-square table value i.e. 21.026 at 12 degrees of freedom with 0.05 significance level, Hence the researcher does not reject the Null hypothesis **"The customer perception on online shopping towards shopsy is Negative in Bangalore"**

5.0 Findings

- It is found that Majority 56.4% of the respondents are Female while 43.6% of the respondents are male.

- Out of the total 101 responses, 50.5% of the respondents belong to an age group between 23-25,40.6% respondents belong to an age group of 17-22,5%belong to age group of 29-35,2%belong to an age group of 29-35 and less than 1 % each belong to age groups 50 and above and 10-17.

- It is found that 27 % percent people disagree as they are not aware of shopsy, 17% are neutal about their opinion as they are partially aware of shopsy and 56% of the people agree to the question as they are aware of shopsy.

- It is found that 18% percent people disagree as they are not aware that shopsy sells affordable products , 23% are neutal about their opinion as they are partially aware that shopsy sells affordable products and 56% of the people agree to the question as they are aware that shopsy sells affordable products.

- It is found that 16% percent people disagree as they are not aware that shopsy sells a wide variety of products, 33% are neutal about their opinion as they are partially aware that shopsy sells a wide variety of products and 51% of the people agree to the question as they are aware that shopsy sells a wide variety of products.

- It is found that 17% percent people disagree as they are not aware of shopsy solves the post sales problem, 35% are neutal about their opinion as they are partially aware of how shopsy solves the post sales problem and 46% of the people agree to the question as they are aware that shopsy solves the post sales problem at the earliest.

5.1 Suggestions

Based upon the findings and discussion of this study, the following suggestions are presented for the online buyers to make online shopping more popular, convenient, reliable and trustworthy.

- Transaction security and consumers data safety are principal concerns of online customers purchasing products or services online. Therefore online vendors can assure their consumers by offering personal information privacy protection policy and guarantee for transaction security by improving their technological systems.

- Retailers should be careful about the annoying factors of online shopping such as being unable to access the website, long delays in completing online orders, inconsistencies in the items available online, mistakes in filling orders, and the hassle of returning goods.

- Online sellers can be more concerned about delivery times and delivery charge and product return policies. They can make it easier, quicker and reliable, so that consumers can enjoy the online shopping experience.

5.2 Conclusion

Online shopping has become the trend of today market .From the above factors determining on consumer perception on online shopping towards shopsy are awareness affordable products, offers wide variety of products, trust worthy, payment transactions, delivery and package mode etc. Consciousness and Challenges of online shopping have been identified asimportant factorswhich consumers keep in mind while purchasing throughonline shopping.

The buying behaviour is different according to their taste and preference and different Patterns of inability to touch and feel the product, risk of fraud are the reasons consumers are reluctant to like online shopping over traditional shopping. The website of app is not aware in consumer mind and should be more focused on the shopsy online shopping mode.

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