

CONSUMER PERCEPTION TOWARDS ONLINE SHOPPING IN BARDOLI REGION

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Abstract: In today's era of internet proliferation, the prevalence of online shopping has increased. Internet has made the transactions smoother, quicker, faster and easier and both the buyers and sellers get benefited by his technology. The growing use of internet in India has created a basis for tremendous prospects for online retailers; knowledge of factors affecting consumer buying behavior can help retailers develop their marketing strategies to convert their potential consumers into active one. The main objective of this research study is to know the consumer perception towards online shopping. The sample of the study comprised of 200 online shoppers. By analyzing the data we can surely say that consumer perception towards online shopping is positive and online shopping is becoming more popular day by day in younger generation.

Keyword:, Consumer, Internet, Online shopping, Perception

I. INTRODUCTION

Online shopping or e-shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Michael Aldrich is the man who invented online shopping in 1979. With the increasing internet literacy, the prospect of online marketing is increasing in India. Alternative names of online shopping are: e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, online storefront and virtual store. An online shop evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or shopping center; the process is called business to-consumer (B2C) online shopping. The largest of these online retailing corporations are Snap deal, Amazon.com, and eBay .Retail success is no longer all about physical stores. This is evident because of the increase in retailers now offering online store interfaces for consumers. With the growth of online shopping, comes, the concepts of satisfaction and loyalty for website which involved in providing services on the website and transacting online. Companies before using effective marketing strategies analyze various factors to convert potential customers into active ones the five dominant factors which influence consumer perceptions of online shopping are Information, Ease of use, Satisfaction, Security/Privacy, Proper Utilization. In this paper we are trying to identify the perception of the customers towards on line shopping.

II. LITERATURE REVIEW

According to Zia Ul Haq Consumers are playing an important role in online shopping. The increasing use of Internet by the younger generation in India provides an emerging prospect for online retailers. If online retailers know the factors affecting Indian consumers’ buying behaviour, and the associations between these factors and type of online buyers, then they can further develop their marketing strategies to convert potential customers into active ones. In this study four key dimensions of online shopping as perceived by consumers in India are identified and the different demographic factors are also studied which are the primary basis of market segmentation for retailers. It was discovered that overall website quality, commitment factor, customer service and security are the four key factors which influence consumers’ perceptions of online shopping. the study revealed that the perception of online shoppers is independent of their age and gender but not independent of their education & gender and income & gender Finally, the recommendations presented in this research may help foster growth of Indian online retailing in future

According to Dr. Prerna Kumar, Assistant Professor and Mahendra S.Rawat, Alumnus, International Institute of Professional Studies, Devi Ahilya Vishwavidyalaya, and Indore, The purpose of this study is to determine the various perceptions of customers towards Online Promotions. The study gives insights into their perceptions, feelings and attitude towards online promotions. Based on data collected from 300 internet users, the different perceptions are identified. Exploratory Factor Analysis was used to identify the various perceptions. The findings serve as a criterion for designing strategies to improve the effectiveness of online promotions.

III. METHODOLOGY

The research is primarily descriptive in nature. The data was collected in the form of questionnaires. Data collected from both primary and secondary sources. Primary data was collected from a well-structured questionnaire; secondary data was obtained from various books, journals, magazine and internet. The survey was carried out 200 respondents. The data collection was done by convenience sampling method; we have used frequency analysis, t-test, cross tab & chi square test and Ranking method.

IV. RESULTS AND DISCUSSION

Table-1 Overall, were consumer satisfied with their experience of online shopping?

One Sample T-Test:

Null Hypothesis (Ho): There is no significant difference between the calculated sample mean (3.985) and hypothesized population means (4.00). In other words, we hypothesized that customers are satisfied with his/her experience online shopping. (Ho: $x = \mu$)

Alternative Hypothesis (H₁): There is significant difference between calculated mean (3.985) and hypothesized population means (4.00). In other words, we hypothesized that customers are not satisfied with his/her experience online shopping. (H₁: $x \neq \mu$)

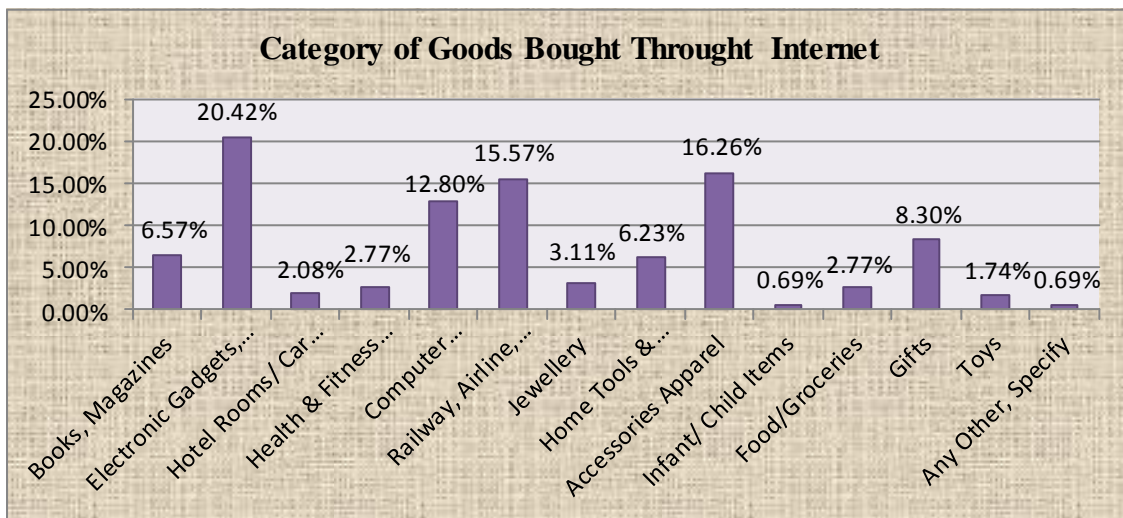
One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Q=8	200	3.99	.605	.043
One-Sample Test				

Test Value = 4						
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Q=8	-.350	199	.726	-.015	-.10	.07

Interpretation:

The test performed at 95%, significance value (2-tailed) comes out as 0.726 means here null hypothesis is accepted and alternative hypothesis is rejected. Hence, there is no significant difference between calculated mean and hypotheses mean therefore it is clean that customers are satisfied with his/her experience online shopping.

Table-2 which categories of goods have you bought through Internet? (MC)



Interpretation:

Here, more than 20% respondents are purchase electronic gadgets & CD/Videos category's products from online, more than 16% respondents are purchase accessories apparel category's products from online, and remaining 64% respondents are purchase all others category's product like hotel room, health and fitness products, tickets, Jewellery, toys, gifts, foods from online shopping.

Table-3 What are the activates that you use internet for? (Kindly rank them between 1 to 5)

Activities: Communication, information gathering, entertainment, finance, shopping

Criteria	Most used	Used to a Large extent	Used to a good extent	Used Sometimes	Rarely used	Total
Rank	1	2	3	4	5	
Score	5	4	3	2	1	
Communication	325	244	81	54	20	724
Score	5	4	3	2	1	
Information Gathering	80	204	180	100	23	587
Score	5	4	3	2	1	

Entertainment	55	128	114	142	48	487
Score	5	4	3	2	1	
Finance	60	96	123	74	86	439
Score	5	4	3	2	1	
Shopping	480	128	102	30	23	763
Score	5	4	3	2	1	

Interpretation:

From the above study we can conclude that respondents are gives first rank to shopping second rank to communication third rank to information gathering fourth rank to entertainment and fifth rank to the finance.

Table -4 cross tabulation and chi-square between gender and education background

Null hypothesis (H0): Perception of online shoppers is independent of his/her Gender and Education background.

Alternative hypothesis (H1): Perception of online shoppers is not independent of his/her Gender and Education background.

Case Processing Summary							
		Cases					
		Valid		Missing		Total	
		N	Percent	N	Percent	N	Percent
Gender * Education Background		200	100.0%	0	.0%	200	100.0%
Gender * Education Background Cross tabulation							
		Education Background					Total
		S.S.C.	H.S.C.	Graduate	Post-Graduate		
Gender	Male	Expected Count	13.4	39.5	78.1	37.0	168.0
		% within Gender	8.9%	26.8%	48.2%	16.1%	100.0%
		% within Education	93.8%	95.7%	87.1%	61.4%	84.0%
		% of Total	7.5%	22.5%	40.5%	13.5%	84.0%
	Female	Expected Count	2.6	7.5	14.9	7.0	32.0
		% within Gender	3.1%	6.3%	37.5%	53.1%	100.0%
		% within Education	6.3%	4.3%	12.9%	38.6%	16.0%
		% of Total	.5%	1.0%	6.0%	8.5%	16.0%
Total		Expected Count	16.0	47.0	93.0	44.0	200.0
		% within Gender	8.0%	23.5%	46.5%	22.0%	100.0%
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%

Case Processing Summary						
Cases						
Valid		Missing		Total		
N	Percent	N	Percent	N	Percent	
	% of Total	8.0%	23.5%	46.5%	22.0%	100.0%
Chi-Square Tests						
	Value	df	Asymp. Sig. (2-sided)			
Pearson Chi-Square	23.394 ^a	3	.000			
Likelihood Ratio	21.616	3	.000			
Linear-by-Linear Association	17.204	1	.000			
N of Valid Cases	200					

Interpretation:

The analysis reveals that the calculated value is 23.394. As the P-Value (Asymp. Sig 2 sided) is found to be 0.000 which are <0.005. Hence null hypothesis is rejected at 5% level of significance, so the perception of on-line shopping is not independent to gender & Education Background.

Table-5 what are the main motivation of consumers for buying through Internet?

Response	Respondent	Percentage
Convenience	34	17%
Price	17	8.5%
Saves time	96	48%
Superior selection/Availability	21	10.5%
Product comparison	32	16%
Any other, specify	0	0%

Interpretation:

The study showed that 48% of the shopping had been done by the regular shopper who think save time is the main driving force while 17% of the shopping had been done for whom convenience was the main orientation for shopping online. Other motivating forces, which had led to online shopping, were products comparison (16%), product availability and superior selection (10.50%), and price (8.5%). Save time here is characterized as ease of purchase, home delivery and ability to shop 24x7. These factors motivate the regular online shopper to buy over the Internet and regular online shoppers who value save time are more likely to buy on the web, as compared to occasional online shoppers.

V. CONCLUSION

By analyzing the data we can surely say that consumer perception towards online shopping is positive and online shopping is becoming more popular day by day in younger generation. Most of the respondents are using internet for the purpose of online shopping and

communication. From the study it also derived that the customer or people in Bardoli region are motivated to buying online for the purpose of time saving and convenience along with lesser efforts is required in comparison to store purchase. Most of the respondent is using internet at mobile & home.

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