

CONSUMER PERCEPTION OF ONLINE SHOPPING TOWARDS SELECTED CONSUMER DURABLE GOODS WITH SPECIAL REFERENCE TO C.G.

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ABSTRACT

An e-commerce type known as online shopping, or e-shopping, enables users to purchase items and services directly through a computer browser from an internet-based marketer. The rise of online buying has made it possible for businesses to gain an edge over their rivals. Because people can purchase from the convenience of their own homes or offices, internet shopping has grown in popularity throughout time. As a result, the study's goal is to find out how happy customers are with their online shopping experiences. Amazon's online shopping marketers' preferences, satisfaction, and problems are the centre of the poll. Primary and secondary data are used in the investigation. Using Likert's five-point sampling scale, we selected a sample size of 100 participants for the research. Percentages are used to analyse the data. The findings from this article will help us better understand how satisfied customers are with the products and services they purchase.

KEYWORDS: *Consumers' Perception, Customer Satisfaction, Factor Analysis, Online Shopping.*

Introduction

The idea of sensory perception is used to explain how consumers perceive marketing and advertising. Consumer perception is similar to sensory perception in that it deals with how consumers create opinions about businesses and their products based on their purchases. Customers' perceptions of traders are based on the idea of consumer perception [1]. You also use consumer perception theory to create marketing and PR initiatives to keep current customers happy and recruit new ones. Customers may purchase products or services directly from a seller via the internet using a Web browser to conduct "online shopping" (also known as "electronic retailing" or "eshopping"). There are many other names for these kind of businesses, including web-shops, e-shops and e-shops. For example, the purchase of an optimised website or app through an online store is referred to as "mobile commerce." Purchasing goods and services directly through the internet is known as "shopping online" [2].

Online shopping began in India in the first decade of the 21st century. There has been a dramatic increase in the number of people who buy online through various websites and mobile applications in recent years. They have a mixed reaction to internet shopping.. Consumers nowadays prefer to do their shopping online rather than in person. It is possible to buy things online from firms like Amazon, Flipkart, and a large range of other vendors. Internet purchasing has a wide range of issues, including concerns about convenience, privacy, security, contentment, and quality, among others.. Business-to-consumer (B2C) online buying is a way that an online store uses to recall customers [3]. Purchases made in a brick-and-mortar store or shopping mall form the basis of the procedure. Business-to-business (B2B) internet purchases are those made by one corporation from another. It's easy, flexible, quick, and accessible at any time of day or night to make purchases when you shop online. In addition to these limitations, there are additional risks like as fraudulent websites, information leaks and non-receipt of items, among others. These things have an impact on how customers feel about purchasing on the internet.

Shopping via a variety of websites and mobile applications has become more popular among consumers in recent years. Online purchases are met with a mixed response [6]. Research, communication, online banking, and even shopping are just a few of the activities that consumers

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increasingly do online. With such benefits, the internet is quickly becoming a powerful tool of communication and corporate administration. Because more and more people are doing their shopping, investing, paying bills, and banking online, new technological advancements are required to assure the transaction is safe [4]. Consumers nowadays prefer to do their shopping online rather than in person. It is possible to buy things online from firms like Amazon, Flipkart, and a large range of other vendors. Internet purchasing has a wide range of issues, including concerns about convenience, privacy, security, contentment, and quality, among others.

Literature Review

According to Kim and Park's (2005) study of American consumers, their favourable views and willingness to look for pre-purchase information make them suitable candidates for online shopping. The ability to operate a computer is a must for anyone making purchases through the internet. Buying at a conventional, contemporary, or discount store is likely to be quicker than shopping online for those who don't have the ease of utilising their computers.

The home catalogue, according to Goldsmith and Flynn (2004), is another traditional sales channel that allows customers to purchase from the comfort of their own homes, thanks to the wide range of products offered. You may make a purchase via phone or letter. This is great, but customers cannot physically inspect the items they want to purchase.

Aggarwal (2013) found that age, gender, education, and wages have a direct impact on online purchase, and there is a substantial correlation between age and online shopping attitudes. A number of variables affecting online buying were examined by Azadavar (2011). According to the causal model, trust and customer service have a significant positive impact on the safety, cost, information, trust, and convenience of online purchases and shopping. According to Isaac (2007), internet shopping is a risky endeavour. A full day of internet shopping provides a wide range of options. Risk is a major consideration when it comes to internet buying. According to Banu et al. (2014), internet shopping in India is beneficial since Indian buyers tend to spend more money when they shop online. For at least six months, respondents in the poll claimed that they had purchased things online.

The development of modern technology, such as Vikas & Vinod Kumar (2017), alters people's daily routines. These changes also affected your shopping habits. Online buying is becoming more commonplace. This research sought to learn how individuals see online buying and whether or not they do it more often than not, and if so, why [9]. The data for this study was gathered via a questionnaire survey of 100 Kurukshetra clients. Consumer perceptions of online shopping are strongly linked to demographics, according to this research, which relied on factor analyses. The findings of the research show that online shopping customers have a favourable outlook on the growth of certain online shopping features.

Objective of the Study

- Evaluation on the basis of product & Web features of the level of client satisfaction.
- Identify the opinion of the respondent on online buying.
- Analysis of possible elements that affect online purchasing purchases.

Need for the Study

Marketers are responsible for meeting customer demands by providing them with higher-quality goods and services at lower costs, as well as by making it easier to buy and have their orders delivered. A effective marketer constantly adjusts to change in order to better suit the requirements of their customers. Both the marketers and technology have the chance to better serve their customers, depending on the situation. The internet is transforming the way people purchase, and it's swiftly becoming a global phenomenon. The Internet is always evolving. People are preoccupied with becoming their own bosses. There is no time for shopping in your hectic schedule. Online shopping might save consumers a great deal of time. From the comfort of your home or workplace, this article examines who customers are satisfied with online services.

The study focuses mostly on the awareness, level of satisfaction, and challenges that respondents have had with the service. Because of this, the findings of the research are very beneficial to consumers who want to do their shopping online

Research Methodology

The methods used to identify, select, process and analyse the information relating to a subject are specialised procedures or techniques. The methodology section allows the reader to critically analyse a study's overall validity and trustworthiness in a research article.

The study is based on the views, buying and satisfying behaviour of Indian consumers. Primary and secondary data sources will be discussed. For the collection of primary data, an interview schedule is used. The survey is carried out based on a suitable random sample approach in Raipur, Durg, Bilai and Rajnandgoan taking 100 respondents. Secondary data have been collected on the websites, national and international journals use the management and marketing magazines.

To evaluate client satisfaction with online buying The 5-point scale of Likert is used to range as a "Highly satisfactory, satisfied, neutral, unhappy and highly unhappy." The researchers utilised a four-point Likert scale to collect data on the product characteristics and website features. The study employed convenient method of sampling for the sample selection, with a sample size of 100.

Results and Discussions

Table 1: Demographic Variables of the Respondents

Variables	Categories	Number of Percentage Respondents
Age	20-29	54
	30-39	28.6
	40-50	17.34
Gender	Male	58
	Female	42
Education	Undergraduate	56.67
	Postgraduate	27.34
	Others	16
Occupation	Employed	23.33
	Business	19.34
	Students	46
	Others	11.33
Income(monthly)	Below 15000	12.66
	15000-30000	48
	30000-45000	14.67
	Above Rs. 45000	24.66
Websites you prefer	Flipkart	44.67
	Amazon	36
	Myntra	12.67
	Others	

Table 2: Evaluation of Consumer Opinion on Product and Website Characteristics

Variables	Responses				
	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
Quality goods are available	45(30)	81(54)		24(16)	
On time delivery	65(43.33)	79(52.66)	6(4)		
Shopping online is more comfortable	25(16.66)	91(60.66)	29(19.33)	5(3.34)	
Time saving/convenience	43(28.66)	62(41.33)	40(26.66)	5(3.34)	
Return is possible for purchase	7(4.67)	86(57.34)	23(15.34)	19(12.67)	15(1)
Web Feature/ service					
Wide range of brands can be found on the website	65(43.34)	59(39.33)	26(17.34)		
Goods are supplied in due course	52(34.67)	55(36.66)	31(20.67)	18(12)	
Goods are delivered with good condition	19(12.67)	78(52)		44(29.34)	9(6)
Latest product details are available on the website	76(50.67)	69(46)		5(3.34)	
The way of payment is extremely simple.	57(38)	65(43.34)	4(2.7)		24(16)
Payment security		83(55.34)		35(23.34)	32(21.34)
After sale service	8(5.4)	46(30.66)	27(18)	69(46)	

For analysis and a simple average approach, Demographic characteristics of the respondents such as gender, age, education and work have been incorporated. The table above (Table 1) reveals that 54% of the most surveyed are in the 20-to-29-year age group, 28.6% in the 30-to-39-year age group, while 17.34% are in the 40-50 age group. The preceding table reveals that 58% of the respondents are male, and 42% are female. The data shows that 56.67% were undergraduate students, and 27.34% are postgraduate participants. Employment of the respondents means crucial socio-economic elements that determine one's social, cultural and economic standing. The data shows that 23.33% of respondents have been employed, 19.34% are business class respondents, and 46% are students. The information above also shows that 44.67% of respondents are online shopping Flipkart users [7].

The table mentioned above (table 2) shows that the majority of respondents opt for online purchasing satisfaction for goods of high quality that are available (30 percent), returns on purchase (57.34 %), delivery on time (52.66%), while remaining respondents are satisfied with goods delivered on time (36 percent) (50.67 %). Only after the sale is the response displeased (46%).

Findings

- Many interviewees are satisfied with high-quality products, prompt delivery, the buy return policy and online purchasing coverage.
- Most respondents are highly satisfied as they have access to newest product information and a selection of brands of choice can also be found on the online purchasing website.
- Some interlocutors felt that online shopping after sales is not up to the mark and lack the features and claims that the website claimed hence they didn't wanted to purchase a product with heavy pricing.

Suggestions

- After-sales support is insufficient in online shopping, which means fewer online customers. It needs to be strengthened to win confidence of consumers.
- After sales services, products which need should be able to draw more online customers.
- Consumers should be trained with the right steps during online shopping processes.
- Company is expected to strengthen its consumer payment security system.

Conclusion

Various researchers conducted a huge number of studies to investigate aspects that can influence consumers' opinion of online purchasing. This study was an attempt to understand people's understanding of online buying. The results of the survey showed that customers feel pleased about internet purchasing. Various customer views illustrate the emergence of various elements in online purchasing based on factor analysis. Quality is the first factor to emerge. Customers cannot touch things online when shopping and view them before buying. Therefore, there is a great concern about the quality of purchases of the product through online shopping. The markets must ensure that the quality of items delivered to customers meets the customers' expectations and fulfils their promises. The customer's other perceptions relate to comfort, satisfaction and readiness for products. These considerations suggest that online shopping offers customers and online shopkeepers convenience, which is demonstrated by their efforts to go to the market to buy things. The buyer is satisfied by shopping online. Different perceptions of the customer in terms of online buying can be concluded. The next day, online shopping has huge potential and an ever-increasing number of companies will be adding an online platform to provide customers extended retailers. But they must offer clients value to sustain themselves on a long-term basis.

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