

## CONSUMER'S PERCEPTION TOWARDS ONLINE SHOPPING

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### ABSTRACT

*When you purchase online, you are engaging in E-commerce, which is the practise of acquiring and selling goods and services via the internet. It has gained in popularity in recent years as a result of the growing usage of the internet and the rising number of smart phone users in the population. The internet has emerged as a critical platform for e-commerce and online purchasing of all kinds. We can't imagine doing business in the modern era without the internet. Depending on their tastes and preferences, consumers will purchase a wide range of products such as clothing, shoes, electronic items, and services through online shopping. This distribution mode is known as zero-channel distribution, which means that consumers will purchase products directly from producers without the use of intermediaries or middlemen. It allows you to save a huge amount of time, energy, and money on your project. Among the objectives of this study are analysing and comprehending the consumer's perspective on online shopping, identifying and understanding the various issues that consumers face while shopping online, and developing efficient solutions to these problems.*

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**Keywords:** *Online shopping, E-shopping, E-Commerce, Perception, Preferences.*

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### Introduction

During the era of globalisation and the advent of e-commerce, which coincided with the emergence of the internet, many firms started their sales and marketing efforts for their products and services on the internet. Simply explained, online shopping is the act of purchasing items from Internet merchants rather than a real store or shop, as well as the process of acquiring goods or services over the Internet. It is a kind of electronic commerce in which clients may buy items and services directly from a seller using an electronic medium such as the internet. Consumers discover a product of interest by visiting the retailer's website directly or by searching among several vendors using a shopping search engine, which displays the availability and pricing of the same goods at different e-retailers across the globe. The procedure refers to online buying from a firm to a client (B2C).

One of the things that is rapidly developing is online purchasing. It is considered a transactional medium for the exchange of products and services between sellers and buyers. Online shopping also includes supply chain management, online marketing, and the availability of goods and services 24 hours a day, seven days a week, among other things.

Previously, the basic necessities of food, clothes, and shelter were thought to be adequate, but a new need has emerged: the internet. As a consequence of the communications industry's turmoil, the internet has revolutionised the way people browse for and buy goods and services. In order to cope with severe market competition, both Indian firms and multinational corporations (MNCs) have started to

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utilise the Internet with the purpose of cutting marketing expenditures and, as a consequence, lowering the price of their products. Businesses employ Internet-based communications and information distribution to connect with customers and exchange information, sell items, collect feedback, and conduct customer satisfaction surveys. Customers use the Internet not just to buy things online, but also to compare prices, quality, product features, and after-sales service options that they would get after making their purchase online. If you think about it, there is no doubt that the Internet gives businesses a unique chance to reach current and future customers more effectively.

Electronic commerce makes use of technology such as mobile commerce, supply chain management, online transaction processing, electronic data interchange, inventory management systems, and electronic currency transfers, among others. Electronic data exchange, direct retail sales and customer marketing, the use of e-commerce in the introduction of new products or services, and so on are all examples of e-commerce.

Consumers' changing lifestyles and the increase of online activity are the two most significant reasons fueling the rise of online commerce. Because different goods get bigger discounts, practically all clients take advantage of online opportunities. Above all, it saves time and gives total relief from the crowds.

Flipkart, Amazon.com, Snapdeal, Myntra, and e-Bay are among the most well-known online retailing companies in India. Some of the most important things that people think about when they think about online shopping are things like how easy it is to use, how satisfied they are, how safe they feel, and how well they can use available information to compare different goods and services.

#### Literature Review

**Kanwal Gurleen's (2012)** 1 her article focuses on the understanding of demographic characteristics of online purchasers who have adopted and those who have not adopted online buying. Price Consciousness, Convenience and Variety, Easy Payment Options, and Online Shopping Challenges were all shown to be major factors in online shopping decisions. The majority of clients choose to purchase particular items online since they may save a considerable amount of money when compared to in-store purchases. Furthermore, the buyer feels that there are outstanding websites that can be relied upon for making purchasing decisions. Due to the fact that consumers must disclose credit card information in order to make purchases online, consumers' only worry is the legality of particular websites.

**DRMRajesh and G.Purushothaman (2013)**2 carried out their investigation. E-commerce is growing more popular for a multitude of reasons, the most significant of which is the ease it provides (and often lower prices). During the holiday season, online shopping saves individuals the time and effort of visiting several stores and then standing in long lines to acquire a certain item. With the Internet, individuals are changing the way they purchase, acquire new items, and get services, and it is quickly becoming a global phenomenon. Many firms have started to utilise the Internet to reduce their marketing expenses in order to remain competitive, which has resulted in a fall in the price of their products and services. Without a doubt, the Internet has had a tremendous influence on our lives, in which it has played a prominent and unrivalled role in a variety of ways. Beyond the huge potential of the E-commerce industry, the Internet presents a unique opportunity for companies to communicate with their existing and prospective customers more efficiently than ever before.

**Dr. P. Balasubramanian, P.U. Rajasree, and K.S. Silpa** are three of the most prominent scientists in the world ( 2016) 3 This endeavour was undertaken in order to gather information about people's opinions about online shopping. According to the findings of a study, the vast majority of customers prefer to make purchases online, despite the fact that they may meet certain difficulties. People think that online shopping will overtake conventional shopping in the near future, according to the vast majority of people. Because of this, online marketing will have a greater reach in the next years, according to experts. People prefer cash on delivery over internet banking as a method of payment. A higher number of respondents believes that e-commerce is beneficial to their businesses. The majority of people do not buy products online because they are worried about the quality of the items, are afraid to provide their credit card information, and prefer to shop via more conventional ways. The fact that a large number of people are being lured to online shopping lays the groundwork for tremendous prospects for marketers now and in the future.

**Researchers K. Rama Mohana Rao and Chandra Sekhar Patro (2016)**4 undertook a study to identify and analyse the several factors that influence consumers' opinions of e-shopping on a variety of

commodities available via the online retail industry. In the study's findings, it was discovered that a range of factors impact customers' perceptions of online shopping, which can be broadly classified as convenience, website design and delivery timeframes, price competitiveness, reliability and responsiveness. According to the results of the survey, the vast majority of respondents are satisfied with the current scenario. A number of signs, on the other hand, remain that need to be taken into consideration. Since the introduction of e-commerce websites, in-store shoppers have had to compete with more tempting discounts and higher-quality merchandise to attract consumers' attention.

**Vijayashree D V, Alay P, and Shobha H N (2018)**<sup>5</sup> investigated how consumer perceptions of online shopping differ from person to person and how perceptions are limited to a certain extent by the availability of proper connectivity. They also investigated how exposure to online shopping needs to be improved in order for the customer to be satisfied with their purchases. There are parallels and contrasts between the consumer's viewpoint and other perspectives depending on their personal characteristics and how they utilise products based on their wants and desires. Internet shopping will have huge potential in the future, and more and more firms will develop online platforms to give customers with access to a broader range of products than are now available in stores. However, in order to thrive in the long run, they must first gain the trust of their customers by providing them with important services.

### **Statement of the Problem**

In today's marketing landscape, internet purchasing has become more important. A large number of scumbags, fraudulent practises, and consumer deceit have risen at the same time that the number of consumers has decreased. The fear that such fraudulent activities induced in customers had an adverse effect on their perceptions of online shopping... The survey's topic is customer perceptions of online shopping, and the results will be used to identify the factors that motivate consumers to make purchases online, which will then be used to aid organisations in developing their online marketing strategies.

### **Objectives of the Study**

- To get a better understanding of clients' opinions about online shopping.
- To get an understanding of the sorts of items that individuals purchase via online shopping.
- Understanding the elements that impact a customer's purchase behaviour is essential.
- Identify any and all of the various difficulties that the consumer may have faced when making an online purchase.

### **Scope of the Study**

The scope of the research is restricted to the city of Durg .The goal of this study is to examine the shopping behaviours and levels of customer satisfaction of online consumers in order to better understand them.

### **Research Methodology**

In order to collect primary data, easy random sampling techniques were utilised to choose a sample size of 100 participants from Durg city Chhattisgarh. The development of a questionnaire to analyse the behaviour and degree of satisfaction of consumers has been undertaken in order to gather primary data. Various journals, papers, and articles were used to compile secondary data for this study. The information has been analysed in light of the objectives of the research. Analysis and interpretation have been accomplished via the use of traditional approaches such as descriptive tables and percentages.

### **Limitation of the Study**

- Due to scheduling constraints, the sample size used in the study is limited to 100 participants only.
- In order to obtain enough information for an in-depth examination, the research time limit was set to a limited period of time.
- The result of the research is decided by the responses of the participants.
- Convenience random sampling was used in the research process to collect data. Consequently, it is necessary to do more research on the dependability and accuracy of the findings that have been analysed.

**Analysis and Interpretation****Classification of the Respondents Based on Demographic variables****Table 1: Sample Profile**

Demographic Variables	Categories	Frequency	Percentage
Gender	Male	58	58%
	Female	42	42%
Age	20-30 years	41	41%
	30-40 years	26	26%
	40 -50 years	21	21%
	50 years above	12	12%
Marital status	Single	35	35%
	Married	65	65%
Education	SSLC or Below	12	12%
	PUC	17	17%
	Degree	29	29%
	Master Degree	32	32%
	Others	10	10%
Occupation	Student	14	14%
	Salaried	38	38%
	Professional	28	28%
	Businessman	18	18%
Income per month	0 -50,000	17	17%
	50,000 -1,00,000	47	47%
	1,00,000 -2,00,000	16	16%
	2,00,000 -3,00,000	10	10%
	3,00,000 -4,00,000	08	08%
	4,00,000 Above	02	02%

Source: Primary Data

**Classification of the Respondents Based on Products Purchase from online shopping****Table 2: Goods Purchase from Online Shopping**

Particulars	Frequency	Percentage
Mobile	21	21%
Tickets	17	17%
Books	12	12%
Computer	07	07%
Television	07	07%
Footwear	14	14%
Computer	07	07%
Cosmetics	04	04%
Clothes	11	11%
Total	100	100.0

Sources: Primary Data

Online buying has increased in popularity in part because it provides more convenience than traditional purchasing. From the purchase of mobile phones, televisions, and several other things, we have a wide range of products and services accessible to us. Table-2 demonstrates that just 21 % of respondents purchase mobile phones online, with the majority purchasing cosmetics, televisions, computers, and other things.

**Classification of the Respondents Based on Reasons for Online Shopping****Table 3: Reasons for Online Shopping**

Particulars	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree	Total
Saves time	55	31	14	4	3	100
Save money	44	26	17	7	6	100
More efficient	45	37	09	6	5	100
home delivery	40	23	18	7	12	100
Quick shopping	48	33	9	3	3	100

Sources: Primary Data

Consumers are increasingly relying on the internet as a source of information on which they base their buying decision. Table-3 describes the justification for shopping online by the respondents. Out of 100 respondents, 55 percent of the respondents strongly agreed to save time in online and majority of the respondents strongly agreed over various reasons for online shopping.

#### Classification of the Respondents Based on Factors Influencing Online Shopping

**Table 4: Factors Influencing Online Shopping**

Particulars	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree	Total
It always easy to find good offer	30	43	13	7	7	100
Quality	35	35	22	4	3	100
Discount	50	37	6	5	2	100
Simple payment method	48	40	6	3	3	100
Unavailability of local region	35	48	8	6	5	100
Guarantee	37	45	6	5	1	100
Convenience	42	39	11	5	3	100
Better price	40	36	13	6	5	100
Less expenses	49	31	12	5	3	100
Comparison of prices	39	45	7	6	3	100
Buying old (or) unused stuff at low prices	35	41	11	7	6	100
More choice of products	50	40	6	3	1	100
Safety for your money	30	25	22	14	9	100
Reliable shopping	45	32	17	4	2	100

Sources: Primary Data

At present online consumers are more sophisticated than they were ten years ago, or even five years ago. They're not afraid to make a purchase online, but they will go out of their way to make sure they get value and are very concerned about privacy and security. After scrutinizing the table-4 it is found that the majority of the respondents were strongly agreed and agreed due to the factors that influence online shopping.

#### Finding of the Study

- Of the 100 responders, 41 percent are between the ages of 20 and 30. Males make up 58% of those polled. 32% of those polled had a Master's degree or above. 38 percent of those polled are salaried. 48% of respondents earn between Rs.50,000 and Rs.100,000 every month. • The number of internet users has risen in recent years as a result of the transformation in the telecommunications industry. Customers utilise the internet not just to purchase things, but also to compare pricing, product features, and after-sales services. According to the survey, all respondents had done E-commerce, yet the majority of them are content with conventional shopping.
- Despite the fact that e-commerce is highly easy and convenient, many still prefer conventional buying over online purchasing.
- According to the report, clients prefer cash on delivery over online payment.
- Why Respondents favour online shopping because it saves time and money and provides a wide range of options.
- The majority of respondents think internet shopping allows them easy access to a large range of items.
- The majority of consumers have utilised internet shopping and expressed a wish to continue, but relatively few had done so before and expressed a lack of readiness to continue.

#### The following are the key drawbacks of large-scale internet purchasing

Customers prefer to view the goods in person before purchasing it.

Customers are concerned about obtaining the erroneous or defective goods and being unable to return it. Customers are concerned about providing credit card information.

- Based on the statistics, we can see that as market knowledge grows, so does the number of respondents to online purchasing.

**The following factors influence the user's decision to purchase online**

- User friendliness of the website.
- Discounts and special offerings
- Cash on delivery and free shipping are available when ordering online. The most significant consideration is a physical examination.

**Suggestions**

The following are the key recommendations given to enhance respondents' perceptions of online shopping:

- The top reason motivating respondents to purchase things online is 'greater convenience and more discounts.' As a result, online merchants must guarantee that the online buying procedure through their websites is as easy and cost efficient as possible for customers to purchase online.
- Online retailers may be aided in delivering samples to E-shoppers for physical assessment of the goods prior to purchase.
- To increase confidence and trust in online buying, e-retailers must adopt the notion of third-party insurance.
- To avoid the complications and security difficulties associated with e-payment solutions, online merchants may outsource payment processing operations to organisations that provide safe e-payment solutions.
- Because the security of credit and debit cards is a key worry for many respondents, e-sellers must provide assurances on the security of credit cards and personal information.
- Online shopping sites should not betray the public's confidence by selling low-quality items. Online buying would be more popular if the trust factor is ensured.
- In addition to net banking, a cash-on-delivery plan should be given since it is more convenient for individuals.
- Online shopping sites should be created in such a manner that they clearly present all important facts about the goods, such as the quality of the product, various variants, modes of payment, and so on, so that there is no misunderstanding.
- Provisions for the replacement of damaged items should be made.
- There should be no delays in the delivery of items. The accuracy of the delivery should be guaranteed.
- Because the commodities will not be transported directly to persons living in rural (outlying) regions, adequate measures must be made to address this issue.
- There are a lot of fake websites out there. Controlling them will need the use of safety measures.
- Online shopping must give a broad variety of services and satisfy customers by providing extensive studies on product use and educating them on how to get the most out of their items.

**Conclusion**

A huge number of studies have been undertaken around the country by different research researchers to examine the aspects that may influence consumer perception and behaviour while purchasing online. Because of their technological friendliness, the majority of internet sites target the youth or younger generation of the economy as their customers.

As a result of the poll, it was possible to infer that the majority of individuals have a good attitude toward internet shopping, even if they encounter certain difficulties. The majority of individuals believe that in the near future, internet shopping will outnumber traditional buying. As a result, internet marketing will have a broader reach in the next years. People prefer cash on delivery over online banking. A larger proportion of responders encourages others to engage in e-commerce. Most individuals do not purchase online because they are concerned about the quality of the items, are hesitant to give up their credit card information, and prefer traditional means. The fact that a big number of individuals are being drawn to internet buying sets a foundation for great opportunities for today's and tomorrow's marketers. It may be stated that in the near future, internet shopping will take over as the primary marketing and selling method in India.

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