A STUDY ON CONSUMERS PERCEPTION TOWARDS ONLINE SHOPPING IN BILASPUR (C.G)

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ABSTRACT

A succinct overview of the electronic marketing revolution that has happened in the era of globalization. The majority of commercial organizations have stayed current with technological advancements and innovation during the previous decade. Online shopping or marketing is the practise of using technology (i.e., a computer) to increase the success of a marketing effort. And merchants are developing strategies to fulfil the demands of online consumers; they are also doing research into customer behavior related to online purchase in order to get a better understanding of consumer perception about online shopping. As a result, we've chosen to examine customer perception about online buying, as well as the elements that influence consumers' online purchasing decisions. To pick 100 participants from the Bilaspur City population, a realistic selection approach was adopted . The population for this research was taken from Bilaspur (C.G.), and the sample size was 100. Our findings reveal that, of the four categories examined, the most appealing and important factor for online purchasers in Bilaspur City is Website Design/Features. Following convenience, time savings is the second most significant factor, followed by price. Additionally, the statistics suggested that Indian internet users are very concerned about their security. According to the study's findings, other additional aspects impact online consumers, including a lower price, a discount, user feedback, and the overall quality of the merchandise. Correlations between age and perception about online shopping found that older adults are less likely to shop online than younger adults. This finding relates to the second study issue, namely the demographics of internet users. While it has been stated that more education makes internet shopping less appealing, we discovered that the income connection data were so sparse that we were unable to draw any conclusions. This study is designed to benefit merchants in India, namely in Chhattisgarh, by assisting them in developing effective strategies for online clients, but it will also serve as a foundation for future research on consumer views about online shopping.

KEYWORDS: *Online, Shopping, Perception, Factors, Business–to-Business, Business-to-Consumer.*

Introduction

In general, the tendency toward e-commerce has accelerated in recent years due to the development of the internet and its expanding accessibility. Online shopping is getting increasingly popular as a result of the ease with which people can access the internet. By 2021, the number of active digital purchasers is estimated to reach roughly 2.14 billion individuals globally. Germans and Britons are the world's largest internet users, respectively. Aside from books and plane tickets and reservations,

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clothing and shoes, video games, and other technical equipment are among the most commonly acquired things on the internet. Electronic marketing and internet communication are used by businesses to coordinate a broad variety of marketing operations, such as market research, product creation, teaching consumers about product qualities, advertising, customer service, and customer feedback. On-line shopping is a communication and electronic commerce channel with the goal of increasing or improving the value, quality, and attractiveness of items and services while providing customers with benefits and satisfaction. As a consequence, with each passing day, internet shopping becomes more convenient and popular. Online shopping has both advantages and disadvantages. In general, internet users avoid online shopping due to concerns about fraud, loss of privacy, non-delivery, and the inability to check the quality of things and services. Authorities concerned are developing regulations to restrict the risks associated with online trade. Early in 1995, the United Kingdom came up with the idea of "fraud-free electronic shopping." A few months later, Europe and Singapore (SET) did the same thing.

E-commerce, on the other hand, has developed dramatically in recent years as a consequence of the many benefits that come with online purchasing, such as decreased transaction and search costs when compared to conventional shopping methods. When people purchase online, they can get items and services faster, with a wider range of options, and at the lowest possible price. As a result, marketers carefully examined consumers' perception and behaviours toward online purchasing, and they invested billions of dollars in developing goods and services that appeal to all online buyer groups.

The term "Consumer Perception of Internet Shopping" refers to a consumer's psychological condition while making an online purchasing choice. The term "online purchase behaviour" refers to the behaviours taken while buying things over the internet. When it comes to online shopping, it is quite similar to conventional shopping in that it is separated into five stages. Customers, for example, who perceive the need to buy a product (such as a book), will turn to the internet to make the purchase, searching for information and weighing their options before eventually making the purchase that best meets their requirements. Before making a final purchase, customers have access to a wealth of information that contains a variety of criteria that work together to restrict or influence their ultimate selection.

Finally, the study's major purpose is to uncover the elements that impact consumers' perception toward and behaviour toward online shopping. Researchers will also investigate how customers acquire such perception via the use of models, as well as who the true internet shoppers are and how they behave online. According to the research, "internet literacy, income, and educational success are all important predictors of Internet purchases among university students."

We anticipate that our topic, Consumers' Perception of Online Shopping, will unearth the traits that inspire consumers to make online purchases, and that those characteristics will assist marketers in developing appropriate online marketing tactics for their goods and services online. Because our research will be focused on India, specifically the city of Bilaspur in the state of Chhattisgarh, the findings of our study will be beneficial to marketers worldwide, but particularly in India. Researchers will begin by collecting primary data, which will allow them to expand their coverage of the topic area in the future.

Statement of the Problem

"A growing number and variety of firms and organisations are using and establishing new commercial opportunities on the Internet." The numbers shown above show that virtual shopping has grown significantly in recent years. Marketers are increasingly more interested in knowing what motivates consumers to buy online as this new buying channel grows in popularity. Due to severe competition among online retailers, they have been forced to build a competitive edge in the virtual shopping market. Marketers must be aware of client behaviour patterns when it comes to online purchasing in order to have a competitive edge in the market. As a consequence, it is vital to examine and comprehend the factors that influence consumers' online purchasing choices in order to effectively forecast and satisfy their demands. In addition to the factors that drive consumers to purchase online, the demographics of online shoppers in terms of age, gender, income, and education are critical in tailoring their approaches to their individual demands. Because online shopping is a new medium, consumer behaviour in the field of online shopping differs greatly from traditional consumer behaviour. As a result, identifying the factors that influence consumers to purchase goods and services on the internet is equally important. There are several factors that influence consumers' decisions to buy online that must be examined before making a purchase decision. In order for merchants to compete in the market and make their items more compatible with each other, these things are very important for them.

Purpose and Research Questions

The study's major purpose is to identify and investigate the factors that drive consumers to buy online. Aside from determining the elements influencing them, another purpose of the study is to establish the demographics of online customers. This study's findings will not only help marketers figure out how to market to online customers, but they will also lead to more research and knowledge in the field of online purchasing.

What factors influence consumers' choices to buy online? What are the demographics of online shoppers?

One of our study objectives is to look at the factors that drive clients to buy online. The researchers chose to look at four areas: convenience, time savings, website design and features, and security. While studying the motivations behind consumer purchases is important, it is also important to study how consumers construct perceptions and behaviours toward online shopping, because consumer perceptions toward purchasing online are a major factor influencing actual purchasing behavior. Marketers that understand the factors impacting online Indian consumer behaviour, especially in Chhattisgarh's Bilaspur City, have a major opportunity to build marketing approaches that convert potential customers into genuine customers and retain current purchasers. Customers' desire to purchase online, on the other hand, may be impacted by their specific needs, which may include "need for cognition" and "need to evaluate." Several situational variables, such as cognitive engagement (which indicates one's personal relationship with the Internet as a purchasing medium), have a significant impact on all requests. Many people believe that the Internet will make them more efficient at buying things because they are more intellectually engaged and emotionally engaged (affective involvement includes things like hedonic and symbolic expectations, which can also affect how important a shopping medium is to them).

Objectives of the Study

The following are the important objectives of the study:

- To analyse the Consumer's Perceptions towards online shopping.
- To study the factors that influence consumers to shop online.

Research Method

In this research, we will explain and conduct a survey to learn about customers' impressions of online purchasing. We just want to acquire a basic picture of our problem, such as the factors that influence consumers' choices to buy online. There are two types of research procedures that are widely accepted: quantitative and qualitative. We would want to adopt a quantitative method in our investigation since it is more accurate. As opposed to qualitative research, quantitative research may be done more quickly since its timetable can be predicted, but qualitative research may take a long time to complete. Because our research is for academic objectives and has a limited time frame, we will use a quantitative technique to gather more data in less time than a qualitative strategy.

Data Collection

When it comes to data collection, there are two basic methodologies used by researchers: the primary method and the secondary method. Primary data methods include observation, interview/questionnaire, case study, projective techniques, and sociometery, to name a few. Another type of data, on the other hand, is information that another researcher has collected but that is not being used in the present study or research. We would want to employ a primary data collection technique that includes a questionnaire from consumers to understand what factors motivate users to make online purchases. Because our study is confined to internet customers in Ballarpur City (C.G.), we feel it will be straightforward to disseminate the questionnaire and then assess the findings. Our respondents are spread out across the country. Because of the way our respondents are spread out, we may have to use a questionnaire to get our data.

Sampling

In general, probability sampling and non-probability sampling are the two kinds of sampling methodologies. Each population element has a nonzero equal chance of being picked in a probability sample. Simple random sampling, systematic sampling, stratified random sampling, and multi-stage cluster sampling are the four methods of probability sampling. There is no random sampling in non-probability sampling. Convenience sampling, snowball sampling, and quota sampling are three forms of

non-probability sampling. A convenience sample is one that is readily accessible to the researcher due to its ease of use. The drawback of this sort of non-probability sampling is that it is impossible to generalise the findings, yet convenience sampling plays a larger role than previously thought. In the sphere of business and management, this approach is more valuable than a sample based on probability sampling. Given the constraints of time, money, and population, the authors chose to gather empirical data using the convenience sampling approach. We decided not to draw a random sample because we were unaware of the online shoppers in Bilaspur City and we couldn't get the list of online shoppers because it was difficult to get the list from any kind of administration in Bilaspur City, so convenience sampling seemed appropriate for our research. We've opted to disseminate our survey among online consumers in Bilaspur City. Convenience sampling, on the other hand, will make it easier for the authors to get in touch with the respondents and get their data on time, as well as keep the response rate high, because we expect at least a 100% response rate.

Sample Design

The process of selecting a sampling unit in certain research is referred to as sample design. The authors used a hybrid method for choosing a sample unit. Surveys are sent to internet shoppers both online and in person in a hybrid method. The authors' study population is mostly made up of Bilaspur City online buyers. The authors selected convenience sampling because it enables them to create a sample by approaching and delivering questionnaires to online customers, as previously stated. While it is difficult to generalise the findings, convenience sampling has a larger influence than previously thought. This method is more helpful in business and management than random sampling. For the purpose of acquiring empirical data, the authors used the convenience sampling strategy due to time, resource, and population restrictions. Convenience sampling is helpful in light of the researchers' time and resource constraints, and it seemed to work.

Sample Size

The study's population is Bilaspur City online consumers and inhabitants, and the authors selected to sample 100 online shoppers from Bilaspur City owing to time and resource restrictions. Respondents were given questionnaires both online and by hand, and they were given enough time to complete them in order to reduce sampling error. To reduce the chances of misunderstanding, the questionnaire is prepared in simple English.

Perception	V.G	G	N	L	V.L	Total Weights	Mean	Rank
Convenience	**Frequency**							
get on-time delivery by shopping on-line	20	15	20	30	15	295	2.95	XI
Detail information is available while shopping online	25	20	15	25	15	315	3.15	VIII
can buy the products anytime 24 hours a day while shopping online	40	25	20	10	05	385	3.85	I
It is easy to choose and make comparison with other products while shopping online.	30	25	20	05	20	340	3.40	IV
Website Design/Features								
The website design helps me in searching the products easily	20	10	30	30	10	300	3.00	X
While shopping online, I prefer to purchase from a website that provides safety and ease of navigation and order	15	20	25	24	16	294	2.94	XII
The website layout helps me in searching and selecting the right product while shopping online	30	25	30	10	05	365	3.65	III
believe that familiarity with the website before making actual purchase reduce the risk of shopping online	20	25	20	15	20	310	3.10	IX

prefer to buy from website that provides me with quality of information	27	22	18	18	15	324	3.24	VII
Time Saving								
Online shopping takes less time to purchase	35	20	30	10	05	370	3.70	II
Online shopping doesn't waste time	29	20	18	18	15	330	3.30	VI
I feel that it takes less time in evaluating and selecting a product while shopping online	32	17	18	16	17	331	3.31	V
Security								
I feel safe and secure while shopping online	10	20	30	30	10	290	2.90	XIII
Online Shopping protects my security	05	10	42	38	05	272	2.72	XV
I like to shop online from a trustworthy website	12	20	25	30	13	288	2.88	XIV

Source: Primary & Calculated data

Questionnaire Design

The questionnaire was rigorously developed to ensure that it met the demands of the research project. There are some self-structured questions that are drawn from existing literature on consumer perceptions of online shopping in order to address a wide range of research concerns, and some questions that are drawn from existing literature on consumer perceptions of online shopping in order to further verify the study. The questionnaire is split into two sections: a main portion and a subsection. The major section contains the majority of the questions. According to the first section, customers who shop online are more likely to do so if they have a number of factors in their favour. It is hoped that this component of the questionnaire will help us answer one of our research objectives, which is to find out who the online shoppers are in terms of demographics and if there are any variations in the characteristics that motivate consumers in Bilaspur City to purchase online.

Findings and Recommendations from the Study

According to the findings, another important factor is the price of the product or service and the discount, since people feel that when they shop online, they are obtaining things at lower prices and better discounts than they would otherwise get. According to one respondent, "the major benefit for me is that the prices are lower in online shops," while another responded, "I feel that shopping online is dependent on the price of the items, otherwise I would go to the shop myself." Alternatively, if the store is far away and acquiring the products online is more cost-effective, I will shop online; otherwise, I will travel to the store, examine the thing in person, and then decide whether or not to purchase it. " As can be seen, price is yet another important factor that influences people's decisions to shop online. Additionally, convenience was a significant factor, as one respondent noted: "Living in Bilaspur City (C.G.) makes it tough to find certain things everywhere, but internet shopping is without a doubt my top reason for buying anything online."

Prior buyer feedback is also believed to have an impact on internet buyers, as seen by one responder who said, "the remarks from prior users, I found them incredibly valuable to reduce the danger." In the words of one respondent, "the primary challenge I have with online shopping is trusting the product quality and delivery, especially when you rely entirely on second-hand information, i.e., someone else giving you information about the items rather than you seeing it for yourself." People are also concerned about website design, which we identified as the most attractive feature of the site in our poll, and one respondent believes that "the most significant influence is the display of the items." Prefer goods that have a selection of photographs taken from different perspectives. The authors observed that there are four variables to consider when evaluating the claims: 1) the price and discount; 2) the product quality; and 3) customer satisfaction.2) Previous user input is taken into account.3) The quality of the product and the quality of the information are both important factors that influence consumers' decisions to buy online.

A study on the demographic factors of online shoppers in Bilaspur City has also been conducted to determine whether or not there is a relationship between demographic variables such as age, income, and education. This study will also give online retailers information about how people in these demographic groups think about online shopping.

First, when it comes to demographics, age-related correlation data revealed that there is a fairly strong negative link between age and the perception of online shopping, i.e., older people are less likely to like shopping on the internet. Because of this, online firms will be able to adjust their strategies to different age groups. An examination of online consumers with varying levels of education is also carried out through the use of correlation; the results reveal a very strong negative correlation between education and perceptions of online shopping, indicating that higher levels of education make online shopping less appealing. In this study, the correlation values between income and impressions of online shopping are relatively low, suggesting that there is a very weak link from which we cannot make any inferences. This component of the inquiry looks at the factors that impact consumers' decisions to make purchases online.

Conclusion

Online shopping is getting more popular as the number of people who utilise the World Wide Web grows. Understanding the demands of clients in the context of online selling has become more challenging for marketers. Knowing and understanding customers' impressions of online purchasing, enhancing variables that lead consumers to shop online, and concentrating on elements that motivate consumers to purchase online can help marketers get a competitive edge over their competitors. Our study has principally focused on two research problems as a consequence of this development: I want to know what factors motivate people to buy online and also what components are most attractive to those who shop online in Bilaspur City. ii) In terms of demographics, who are the people who shop on the internet? This research will provide online merchants with a clear and complete image, as well as aid them in understanding the specific elements that motivate clients to buy online, enabling them to design strategies for catering to online shoppers in the Bilaspur City area.

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