



A STUDY ON CONSUMER PRECEPTION TOWARDS ONLINE PRODUCT ORDERING

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ABSTRACT- Consumer perception of online product ordering is that the method of shopping for product and services from merchants World Health Organization sell on the web. Since the emergence of the globe wide net, merchants have wanted to sell their product to people that surf the web. Shoppers will visit net stores from the comfort of their homes and search as they sit before of the pc currently daily, online searching has become widespread among individuals, they have become techno-savvy and feel terribly snug in mistreatment web. Therefore online searching has turned into a trend that's why it's necessary to create a study on Consumer perception of online product ordering usage and perception. The most aim of this analysis is to check the perception of the purchasers towards Consumer perception of online product ordering and conjointly discriminate this perception of gender bench vise. For this purpose, with facilities of convenient sampling technique a hundred and fifty respondents were selected and knowledge was collected through the structured form. On the premise of knowledge analysis, it's found that the majority of the purchasers were perceived that online searching is higher possibility than manual searching and most of the customers were glad about their online searching transactions. Customers are accessing their web at their home and office/ faculty. For the most part, customers are shopping for dress, physics things and accessories. The most mendacious barrier for online searching was customers have to give their MasterCard variety and that they can't see the product in person. Customers believe the statement that online searching is costlier than manual searching, its take longer to deliver the product and that they face issues whereas creating online purchases.

Key words- Consumer Perception, Product and Services, Online website, Shopping, Online Searching Transaction

INTRODUCTION

Internet is changing the way consumers shop and buys goods and services, and has rapidly evolved into a global phenomenon. Many companies have started using the internet with the aim of cutting marketing costs, thereby reducing the price of their products and services in order to stay ahead in highly competitive markets. Companies also use the Internet to convey, communicate and disseminate information, to sell the product, to take feedback and also to conduct satisfaction surveys with customers. Customers use the Internet not only to buy the product online, but also to compare prices, product features and after sale service facilities they will receive if they purchase the product from a particular store. Many experts are optimistic about the prospect of online business. In addition to the tremendous potential of the Consumer perception of online product ordering market, the Internet provides a unique opportunity for companies to more efficiently reach existing and potential customers. It has been more than a decade since business-to-consumer Consumer perception of online product ordering first evolved. Scholars and practitioners of electronic commerce constantly strive to gain an improved insight into consumer behavior in cyberspace. Along with the development of E-retailing, researchers continue to explain E-consumers' behaviour from different perspectives. Many of their studies have posited new emergent factors or assumptions that are based on the traditional models of consumer behaviour, and then examine their validity in the Internet context. Consumer perception in online product ordering is definitely a great way to shop with everything available on the websites. From clothes, gift items, food, home needs, medicines, and many more, this mode of shopping allows one to shop conveniently without hassle on spending hours in a supermarket or shopping areas. The Internet with its wide array of information nooks, allows the customer to go through various reviews of the product or service before actually heading for purchases. These consumer perception in online product ordering websites also have daily deals for the customer looking for discounts and store offerings.

Consumer perception in online product ordering may be a sort of electronic commerce that permits shoppers to directly get merchandise or services from a marketer over the net employing an application program. Various names square measure e-shop, e-store, web search, web-shop, web-store, online store, and virtual store, (an online, a web, an internet) search evokes the physical analogy (of buying, of shopping for) product or services at a bricks-and-mortar distributor or looking center; the method is named Business-To-Consumer (B2C) consumer perception in online product ordering. Within the case wherever a business buys from another business, the method is named Business-To Business (B2B) consumer perception in online product ordering. The most important of those online merchandising companies' square measure EBay and Amazon.com, each primarily based within the U.S. The primary WorldWide net server and browser, created by Tim Berners-Lee in 1990, opened for industrial use in 1991. Thereafter, sequent technological innovations emerged in 1994: online banking, the gap of an internet shop by Dish Hut, Netscape's SSL v2 cryptography customary for secure knowledge transfer, and Inter shop's first Consumer perception in online product ordering system. Like a shot when Amazon.com launched its Consumer perception in online product ordering website in 1995 and eBay was additionally introduced in 1995. Currently, consumer perception in online product ordering is moving high towards the growth of both consumer satisfaction and profitability.

India's Consumer perception of online product ordering market grew at a staggering 95% in 2016 to 22 billion dollars, riding on booming online retail trends and defying slower economic process and coil inflation. The increasing net penetration and availableness of a lot of payment choices boosted the Consumer perception of online product ordering trade in 2016. Consumer perception of online product ordering business in the Republic of India is anticipated to achieve around \$50-70 billion by 2020 on the rear of a quick growing internet-connected population and improvement in connected infrastructure like payment and delivery systems.

OBJECTIVES OF THE STUDY

- This study aims to design and construct an “Online Ordering System”,
- To know the consumers perception towards online product ordering
- To know the type of products purchased by consumers through consumer perception in online product ordering.
- To know the stimuli which contributes for buying behavior of consumers
- To find out the various issues, if any, faced by the consumer in consumer perception in online product ordering.

REVIEWS OF PAST STUDIES

D.R.M.Rajesh and G.Purushothaman (2013) studied E-shopping has become growing more popular, the main reason is convenience (and often lower prices). Usually in the holiday season, consumer perception in online product ordering saves an individual the hassle of searching several stores and then waiting in long queues to buy a certain item. Internet is changing the way consumers shop and buy goods and services, and has quickly evolved into a global phenomenon. Numerous companies have started using the Internet with the purpose of cutting marketing costs, thereby minimizing the price of their products and services in order to face competition. No doubt the Internet has affect our lives deeply in which it plays a pre-eminent and unparalleled role. In addition to the tremendous potential of the E-commerce market, the Internet provides a distinctive opportunity for companies to more efficiently reach existing and potential customers

K.S. Silpa, P.U. Rajasree and Dr.P. Balasubramanian(2016) This project was an attempt to study people perception towards consumer perception in online product ordering. As result of survey the majority of people favor to do consumer perception in online product ordering, even if they felt some difficulties. Majority of the people agree that in near future consumer perception in online product ordering will be more on demand than offline shopping. Therefore, online marketing have a wider scope in the coming years. More people prefer cash on delivery than net banking. Greater part of respondents encourages other people to enter into e-shopping. Most of people do not shop online due to fear of quality of goods, afraid to give out their credit card details and also they find conventional methods more enjoyable. The fact that large number of people is getting attracted towards consumer perception in online product ordering creates a basis for tremendous prospects for marketers of today and tomorrow.

K. Rama Mohana Rao and Chandra Sekhar Patro (2016) the study focuses on identifying and analyzing the various factors influencing the consumers' perception towards e-shopping on different products available in the online retail market. The findings of the study established the fact that consumer perception on e-shopping depends upon different factors which can be broadly identified as convenience, website design, delivery, price advantage, reliability, and responsiveness. According to the study, most of the respondents are satisfied with the current conditions. But there still have several indicators that are needed to be improved. Due to increase in e-shopping websites, the in-store shoppers need to attract the consumers with more attractive offers and quality products

Vidyashree.D.V, Alay.P, and Shobha.H.N (2018) examined that consumer's perception on consumer perception in online product ordering varies from person to another and the perception is limited to a certain extent with the availability of the proper connectivity and the exposure to the consumer perception in online product ordering has to be improved to make the customer satisfied. The perception of the consumer also has similarities and difference based on their personal characteristics usage based on their needs and demand. In the day to come consumer perception in online product ordering has tremendous potential and more and more business are going to add online platform to offer extended retailer's shelves in the customers. However they have to build up the trust by offering value service to the customers to sustain in the long run.

Kanwal Gurleen (2012) this paper focuses on the understanding of demographic profiles of adopters and non-adopters of consumer perception in online product ordering. The following four factors were found to be significant Price Consciousness, Convenience and Variety, Easy Payment options and Challenges of Consumer perception in online product ordering. Most of the consumers prefer to buy some selected products online because they will get heavy discounts in comparison to store purchases. Also, the consumer feels that there are good websites available which can be trusted for purchases. The only worry of consumers is regarding the trustworthiness of some websites, since they have to give their credit card details to shop online

Muthuman & et.al. (2017) this study shows that the consumer perception in online product ordering is one of the most popular way for the consumers to make purchases of goods and availing services, but this study identifies that it is not a comfortable and safest one for consumers to make purchases and availing services online. The study also finds that consumer perception in online product ordering is gaining popularity among young people to make purchases their requirements.

METHODOLOGY

Research is the process of systematic and in-depth study or search for any particular topic, subject or area of investigation, backed by collection, compilation, presentation and interpretation of relevant details or data.

In research process, the first and foremost step is defining and selecting a research problem. A Researcher should at first find the problem. Then he should formulate it so that it becomes susceptible to research. For a systematic presentation, the process of research may be classified under three stages-primary stages, secondary stage, and the tertiary stage.

-The primary stage includes

- Observation
- Interest
- Formulating research problems
- Documentation
- Research designs

-The secondary stage includes

- Project planning
- Data collection
- Questionnaire preparation
- Analysis of data
- Testing of hypothesis
- Interpretation
- Questionnaire preparation.

DISCUSSIONS

On completing the project “A Study On Consumer Preception Towards Online Product Ordering”, the Anova test was done to find out the relation between qualifications of the respondents with regards to familiarity with the website making actual purchase. Chi-square was done to find out the age of the respondents with references to consumer perception, the ordering products online provides safety with references to consumer perception.

HYPOTHESIS 1:

H0(Null Hypothesis): There is no significance difference between qualifications of the respondents with regards to familiarity with the website making actual purchase

H1(Alternate Hypothesis): There is a significance difference between qualifications of the respondents with regards to familiarity with the website making actual purchase

ANOVA

familiarity make actual purchase reduce the risk					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.695	3	1.232	2.010	.115
Within Groups	96.805	158	.613		
Total	100.500	161			

INTERPRETATION

Since p value is greater than 0.05 then null hypothesis is accepted alternate is rejected. Hence, there no is significant difference between qualification of the respondent with regards to familiarity with the website making actual purchase.

HYPOTHESIS 2:

H0(Null hypothesis): There is no significant association between age of the respondents with references to consumer perception of online product ordering.

H1(Alternative hypothesis): There is a significant association between age of the respondents with references to consumer perception of online product ordering

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.652 ^a	9	.002
Likelihood Ratio	25.382	9	.003
Linear-by-Linear Association	14.839	1	.000
N of Valid Cases	162		

a. 9 cells (56.3%) have expected count less than 5. The minimum expected count is .56.

INTERPRETATION

Since p value 0.002 is less than 0.05 null hypothesis is rejected alternate is accepted. Hence, there is significant association between age of the respondent and frequency product of online.

HYPOTHESIS 3:

Null hypothesis (H₀): There is no significant association between the ordering products online provides safety with references to consumer perception

Alternative hypothesis (H₁): There is a significant association between the ordering products online provides safety with references to consumer perception

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.383 ^a	12	.415
Likelihood Ratio	13.658	12	.323
Linear-by-Linear Association	.001	1	.976
N of Valid Cases	162		

a. 14 cells (70.0%) have expected count less than 5. The minimum expected count is .11.

INTERPRETATION

Since p value 0.415 is greater than 0.05 null hypothesis is accepted alternate is rejected. Hence, there is significant association between the ordering products online provides safety with references to consumer perception.

CONCLUSION

Consumer perception in online product ordering is becoming more popular day by day with the increase in the usage of World Wide Web. Understanding customers need for online selling has become challenge for marketers. Special understanding the customer's satisfaction level with their experience towards consumer perception in online product ordering, making improvement in the factors that influence consumers to shop online and working on the factors that affect consumers to shop online will help marketers to gain the competitive edge over others. Consumer perception in online product ordering to consumer is the help in finding the wide range of product without going to shop and get home delivery of the product. With this consumer perception in online product ordering has truly revolutionized and influenced our society as a whole. This use of technology has open doors opportunities that enable for more convenient lifestyle today. However, this concept of consumer perception in online product ordering led to the possibilities of fraud and privacy conflicts. Unfortunately, it has shown that it is possible for criminal to manipulate the system and access personal information. Luckily, today with the latest features of technology, measures are being taken in order to stop hackers and criminals from inappropriately private database. Through privacy and security policies, website designers are doing their best to put an end to this unethical practice. By doing so , society will

continue to depend upon consumer perception in online product ordering, which will allow it to remain a tremendous success in the future

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