



A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE SHOPPING

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ABSTRACT

Online shopping is system that permits a customer to submit online orders for items and or services from a store that serves both walk-in customers and online customers. Because of numerous advantages and benefits, more and more people prefer online shopping over conventional shopping these days. The buyer's decision-making process has changed dramatically in recent years. Buyers also making more direct purchase online and via their Smartphone. The internet makes doing business much easier and faster. It is led to changes in the way people do business with a rapidly growing worldwide trend towards online shopping. Convenience is the biggest perk. Sending gifts to relatives and friends is easy, no matter where they are. The present study deals with studying the consumer perception towards online shopping in Dakshina Kannada District.

KEYWORDS:

Consumer Perception-Commerce, Online Shopping

INTRODUCTION:

Online 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. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same products availability and pricing at different e-retailers. As of 2020, customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers and smart phones.

An online shop evokes the physical analogy of buying products or services at a regular "bricks- and-mortar" retailer or shopping centre; the process is called business-to-consumer (B2C) online Shopping. When an online store is set up to enable businesses to buy from another businesses, the process is called business-to-

business (B2B) online shopping. A typical online store enables the customer to browse the firm's range of products and services, view photos or images of the products, along with information about the product specifications, features and prices.

LITERATURE REVIEW:

Inderpal Singh (May 2019), in his research article "Customer perception towards online shopping" found that in online shopping product information, online payment convenience and variety, consumer attitude, easy accessibility, flexibility, price, consciousness and challenges of online shopping have been identified as important factors. **Pratiksinh S. Vaghela (December 2014)**, in this article "A study on consumer perception towards online shopping" found that Online shopping is becoming common in today's life. The study indicates that most of customer having experience of online shopping. He says online shopping is better option than manual shopping still they have belief that online shopping is expensive delayed in delivery of products and service. Most of the customers are facing problems like return of bad / wrong product, confusing sites and ineffective customer service. According to him, customers most alarming barrier for online shopping are unable to verify product personally online payment security.

Rudresha C.E, Manjunatha H.R, Chandrashekarappa. U (November 2018) in their article "Consumer's perception towards online shopping" they concluded that majority of people have positive attitude to do online shopping, even if they felt some problems. Majority of the people agree that in near future online shopping will be more on demand than offline shopping. Therefore, online marketing has 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. **Shanthil.R, Desti Kannaiah (2013)** in their article "Consumers Perception on Online Shopping found the fact that the youngsters between the age of 20-25 are mostly poised to use the online shopping. It is also found that the majority of the people who shop online buys books online as it is cheaper compared to the market price with various discounts and offers. The study also reveals that the price of the products have the most influencing factor on online purchase. The second most influencing factor is the security of the products, the third most influencing factor on online purchase is Guarantees and Warrantees followed by delivery time and the next most influencing factor is reputation of the company, privacy of the information and nice description of goods. **Jaga nathan A. T., Suresh Kumar. J, Sakthivel M, Mohan Raj.M (2016)** in their research article "A study on consumer perception towards online shopping perception on online shopping Namakkal" found that the consumer perception on online shopping varies from person to person and the perception is limited to a certain extent with the availability of the proper connectivity and the exposure to the online shopping has to be improved to make the customer satisfied.

The perception of the consumer also has similarities and difference based on their personal characteristic's usage based on their needs and demand. The study reveals that mostly the students are attached to the online shopping and hence the elder people don't use online shopping much as compared to the younger

ones so awareness has been fashioned in the coming era. Hariharan. S, Selvakumar. N (2018) in their research article "Consumer perception towards online shopping with reference to Tirupattur" found that majority of the consumers perceived positively and they were very much satisfied in online shopping. On the other hand, the Consumers are facing more problems during shopping online. Online shopping has become the need of the hour. After the entry of COVID 19 pandemic, online shopping has obtained top priority. Except the study of Inderpal Singh (May 2019), all other studies have happened before the pandemic. I am very sure that the perception of the people would change from their past mind set about the online shopping. Therefore, to understand the current perception of the consumers about the online shopping, this research is being undertaken.

OBJECTIVES OF THE STUDY

1. To know the consumers perception towards online shopping.
2. To find out the factors affecting online shopping

HYPOTHESES

H1: The perception of the consumers towards online shopping is independent of their gender.

H2: The perception of the consumers towards online shopping is independent of their occupation.

H3: The perception of the consumers towards online shopping is independent of their monthly income

H4: The perception of the consumers towards online shopping is independent of the number of members in their family

LIMITATIONS OF THE STUDY

As the primary data was collected through online, the study would suffer from advantages of response collected through face to face interaction.

SCOPE OF THE STUDY

The area of the study is Dakshina Kannada District. The respondents are the people of Dakshina Kannada District. The study was conducted during December 2021

RESEARCH METHODOLOGY

The current study is a descriptive research. It is based on both primary and secondary sources of data. The primary data was collected through well designed questionnaire served to the respondents through Google form. Secondary source of data was collected from books and websites. The questionnaires were sent to 300 respondents but finally we have received responses from 206 respondents

DATA ANALYSIS AND INTERPRETATION

In this part of the study, the data collected for the study are being analysed and interpreted.

Table 1: Personal profile of the respondents

Sl.no	Particulars		Frequency	percentage
1	Gender	Male	77	37.37
		Female	129	62.63
		Total	206	100
2	Place of domicile	Rural	132	64.08
		Urban	47	22.82
		Semi urban	27	13.10
		Total	206	100
3	Qualification	Less than graduate	61	29.61
		Graduate	130	63.11
		Post Graduate	15	7.28
		Total	206	100
4	Occupation	Self employed	17	8.25
		Student	161	78.16
		private employees	26	12.62
		Government Employees	2	0.97
		Total	206	100
5	Monthly income of the family	Up to 10,000	62	30.10
		10,000-20,000	107	51.94
		20,000-30,000	21	10.19

		More than 30,000	16	7.77
		Total	206	100
6	Number of members of family	1	0	0
		2	5	2.43
		3	17	8.25
		4	67	32.52
		5	54	26.21
		6	37	17.96
		7	8	3.88.
		8	10	4.85
		9	4	1.94
		10	2	0.98
		More than 10	2	0.98
		Total	206	100

Sources:primary data

It is clear from Table 1 that 62.63% of the respondents are female, 64.08% of the respondents are from rural area, 63.11% of the respondents educational qualification is graduation, 78.16% of the respondents are students, monthly family income of majority of the respondents is between Rs. 10,000 to Rs. 20,000, majority (32.52) of the respondents have 4 members in the family.

Table 2: Experience of the respondents in online shopping

Year	Number of respondents	Percentage	Mean	T-Test
Less than months	84	40.8	2.2670	27.436*
6 months to 1 year	23	11.16		
1 to 3 years	59	28.64		
More than 3 years	40	19.40		
Total	206	100		

Sources: Primary data

*Significant at 5% a

It could be observed from Table 2 that majority (40.8%) of the respondents is having less than 6 months experience in online shopping. Only 19.4% of the respondents have more than three years of experience. The average experience of the respondents is 2.2670 years and it is significant at 5% level of significance

Table 3: frequency of purchase through online in a month.

Responses	Number of respondents	percentage	Mean	T-Test
Once	63	30.6	2.1214	30.524
Twice	83	40.3		
Thrice	32	15.5		
More than three times	28	13.6		
Total	206	100		

Source; Primary data

According to Table 3, it is fact that 40.3% (majority) of the respondents buy twice in a month through online, 30.6% of the respondents buy only once in a month through online, only 13.6% of the respondents buy more than three times in a month through online shopping.

Table 4: Experience with online shopping.

Responses	Number of respondents	percentage	Mean	T-Test
Highly satisfies	19	9.2	2.1359	47.278*
Satisfied	152	73.8		
Dissatisfied	23	11.2		
Highly satisfied	12	5.8		
Total	206	100		

Source:Primarydata

It could be observed from the Table 4 that 73.8% of the respondents have satisfied with the online shopping. 11.2% of them have dissatisfied, and only 5.8% of them have highly dissatisfied. We could observe significant difference in the opinion of respondents about their experience about online shopping, because the t value is significant at 5% level of significance.

Table 5: Place of often accessibility to the internet.

Responses	Number of respondents	percentage	Mean	T-Test
Home	161	78.2	1.4563	22.746*
Cyber café	8	3.9		
Office	25	12.1		
Any other	12	5.8		
Total	206	100		

Source: Primary data

*significant at 5% a

It is fact from Table 5 that 78.2% of the respondents use internet at their home for doing online shopping.

Table 6: Motivation for online shopping

Responses	Number of respondents	Percentage	Mean	T-Test
Convenience	35	17	2.2816	36.875*
Time saving	103	50		
Multiple options	43	20.9		
Any other	25	12.1		
Total	206	100		

Source: Primary data

*significant at 5% a

Majority (50%) of the respondents opine that the main motivation for them for online shopping is time saving, 20.9% of them says that they buy the goods through online due to the multiple brands available. Other buys through online due to its convenience and other reasons.

Table 7: Factors. Affecting online shopping

SL No	Factor	N	Mean	T-test
1	A monetary transaction in mobile shopping is safe	206	3.0874	36.850*
2	Safety	206	2.9951	33.729*
3	Convenient and fast to order items	206	3.0728	33.952*
4	Realistic of presentation of items.	206	2.8738	34.400*
5	Availability of brands.	206	3.2330	32.084*
6	Any time purchase.	206	3.2427	32.9965*
7	Discount available.	206	3.000	34.356*
8	Difficulty of going to store for shopping.	206	3.0825	32.861*
9	Easier to pay online through credit card or debit	206	3.0777	31.832*
10	Easement of online buying procedures.	206	2.9903	33.828*

Source: Primary data *significant at 5% a

Table 7 shows the various factors affecting the online shopping. It could be observed from the table that any time purchase is the most important factor influencing online shopping. It is followed by availability of multiple brands, difficulty of going to store for shopping, easy payment options, safe monetary transactions through mobile phone, convenient and easy order Sending option and others. Realistic presentation of products through online shop is the least important factor influence the online shopping. As all the t values are significant at 5% level of significance, it could be understood that there is significant deterrence in the opinion of respondents about factors affecting online shopping.

Table 8: Perception of consumers about online shopping

Sl.No	Factor	N	Mean	T-test
1	I feel mobile shopping transactions' outcome is closed to my expectations.	206	2.7864	34.681*
2	The purchase was quite relevant to me.	206	3.0291	35.479*
3	Necessity of having a bank account or credit card does not create difficulty.	206	3.0049	32.590*
4	I prefer cash on delivery than payment via credit /debit card.	206	3.0243	31.597*
5	Online shopping is a secure as traditional shopping	206	2.8835	33.808*
6	A long time is required for the delivery of products.	206	2.8738	31.181*
7	The information given about the product on the site is sufficient	206	2.9806	35.368**
8	Using online shopping will enable me to accomplish task more quickly	206	2.9660	34.914*
9	The quality of products purchased online from trusted sites is very good and available at economical prices.	206	3.0874	33.606*
10	Shopping online saves my time and money as and don't have to go through heavy traffic besides saving fuel.	206	3.1019	32.079*
11	There are no shipping delays in getting the products.	206	2.9660	34.139*

Source: Primary data

*significant at 5% a

Perception of the respondents about the online shopping is shown in Table 8. It could be observed that there is significant difference in the perception of the respondents about online shopping.

Table 9 chi- square values

Sl.No	Statements	Gender	Occupation	Monthly income of the family	Number of members in the family
1	Frequency of purchase through online	13.349	14.126	27.297*	35.952*
2	Experience with online shopping	6.571	5.064	7.711	31.268
3	Main motivation for buying through internet	4.345	27.338	10.956	23.485
4	Frequency of use of internet for shopping	6.817	10.487	12.649	30.660*
5	I feel mobile shopping transactions outcome is closed to my expectations	2.254	13.330	15.782	38.168*
6	Online payment is safe	9.743	14.971	7.852	40.335*
7	. It is convenient and fast to order items	2.810	9.304	12.371	37.052*
8	The presentation of items through online is realistic	2.466	4.932	16.401	37.323*
9	There is a variety in brands.	0.922	9.883	12.027	36.584*
10	The purchase was quite relevant to me.	3.991	11.260	20.837	28.503
11	It is a great advantage to be able to shop at any time of the day.	4.486	8.607	5.141	30.243*
12	Necessity of having a bank account or credit card does not create difficulty.	0.051	5.401	12.185	24.573
13	I prefer cash on delivery than Payment Via credit /debit card.	0.349	7.191	7.332	41.669*
14	Online shopping is a secure as traditional shopping	0.975	10.943	16.960	32.044*
15	A long time is required for the delivery of products	2.937	9.389	8.822	43.205*

16	The information given about the product on the site is sufficient	1.858	8.573	14.803	29.65*
17	Using online shopping will enable need to accomplish task more quickly	1.397	11.289	6.889	30.215*
18	I prefer to purchase online due to heavy discount available online	7.663	7.522	10.380	30.344*
19	It is easier to buy online rather than going on to shop at store	1.903	8.429	8.645	35.058*
20	Shopping online given me larger option to choose	1.254	12.015	6.169	38.401*
21	It is easier to pay online through credit card or debit bank transfer	1.889	10.026	11.105	35.048*
22	The quality of products purchased online from trusted sites is very good and available at economic prices	7.628	11.439	6.512	38.864*
23	Shopping online saves my time and money as I don't have to go through heavy traffic besides saving fuel	2.365	19.211	4.547	36.842*
24	There are no shipping delays in getting the products	1.842	17.251	15.956	45.530*
25	I preferred to purchase online due to easement of online buying procedure	2.985	12.182	12.250	41.917*

Source: Primary data

*significant at 5% a

The result of the hypotheses tested is presented in table 9. It is found in the table the calculated Chi square values are lower than their respective critical value for H1, H2 and H3, where is it is greater than the critical value in H4 and H1, H2 and H3 are accepted, H4 is rejected. The test was conducted at 95% confidence level. Therefore we can say that the perception of the respondents is independent of their gender, occupation and monthly income but dependent upon the number of members in their family.

FINDINGS AND CONCLUSION

Online shopping has become one of the easiest way of buying the required products, brands with least effort. It is very popular mode of shopping among the youth of the present world. COVID19 pandemic has boosted the relevance and importance of online shopping. The current study was aimed at understanding the perception of consumers towards online shopping. One of the major observations in the study is that there is significant difference in the opinion of the respondents. It can also be observed in the study that time purchase option availability of multiple brands, difficulty of going to store for shopping, easy payment options, safe monetary transactions through mobile phone convenient and easy order sending option are the major factors influence the consumers to go for online shopping. Finally it could be concluded that the consumers are satisfied with the online shopping and they take it all the way to their next generation as it is going to be a most convenient market for all the age group, income group etc

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