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## CONSUMER PERCEPTION TOWARDS E-SHOPPING - A CASE STUDY OF JAMSHEDPUR CITY

**BINAY KUMAR SINGH**

Assistant Professor, Department of Commerce,  
Jamshedpur Co-Operative College, Jamshedpur, Jharkhand, India

**BIMLA KUMARI**

Research Scholar, Department of Commerce & Business Management,  
Kolhan University, Chaibasa, Jharkhand, India

### ABSTRACT

E-shopping is the process of buying products and services over the Internet. After 1990, the internet started being used more. People started spending more of their time surfing the internet. So merchants started selling products and services on the Internet. In today's run-of-the-mill life, people have started lacking enough time, due to which, consumers have started preferring to shop from home with the help of a computer or mobile, instead of purchasing goods and services from the shop. E-shopping has become popular among people as it has become convenient for people to use the internet. That's why it has become necessary to study E-shopping. The main objective of this research is to know what the perception of Jamshedpur city towards E-shopping and what kind of products are bought by the people. Through this study, an attempt has been made to find out the problems faced by the customers during E-shopping. Along with this, an attempt has also been made to discover the shopping behavior and degree of satisfaction of the customer through this study.

### KEYWORDS

E-shopping, Internet, Products, Services, Perception.

## INTRDUCTION

The increasing use of the internet has influenced the shopping habits of people. Earlier, people preferred to buy their essential goods from the market around them, but today, through online shopping, people can buy goods from any corner of the country, even from abroad. With the increasing use of online shopping, buying and selling has become possible on a global scale. The Internet is used by consumers not only to buy products but also to compare prices, product service and after-sales service facilities. Online shopping is a great way to shop. There is no need to visit different shops for hours to buy essential household items, medicines, clothes, jewelry, mobiles and other things through online shopping. Through this, everything sitting at home is delivered to the doorstep. The Internet is full of information from which a customer can get complete information about any product, as well as find out about that product by reading reviews of different customers. In this fast-paced world, the customer is very busy, so he wants to save some of his time by purchasing his essential items through online shopping. B2C becomes possible through online shopping, through which the customer directly receives a product from the company, because the consumer gets the product at a lower price. Along with this, the customer also gets a special discount. When products are received online at a lower price than in the shop, customers prefer online shopping only.

## LITERATURE REVIEW

**Kanchan et al. (2015)** in their study, they found that online shopping is a common practice outside India and it is mostly used for buying and selling goods. The use of online shopping in a developing country like India is still not in line with the global market. According to the B2C E-Commerce Report 2013, only 1% of India's total internet users are online shoppers currently. While this percentage is 5% in China and up to 10% in the UK and US, this proves that the number of online shoppers is still very less in India as compared to other countries and the reason for this is not weak technology but the thinking of customers towards online shopping.

**Kothari & Maindargi (2015)** they observed that due to the revolution in the telecom sector, the number of Internet users in India has increased over the years and customers are also using the Internet for online shopping. Despite the increasing use of online shopping, consumers in Solapur City continue to use manual shopping for regular purchases. In order to promote online shopping, companies need extensive publicity so that all categories of customers can be attracted. According to the customers, the shipping fee is very high. That's why they prefer to buy things from the shop.

They found that the hindrance behind the no growth of online shopping is the lack of customer awareness. The customers have no knowledge about the services provided by the online shopping company. It is mandatory for the online shopping company to bring customer awareness to increase its customer base.

**Vadivu (2015)** in her study, she found that with the increase in the use of the World Wide Web, online shopping is also becoming popular day by day. Understanding the needs of customers has become a necessity for online sellers because, unless the seller understands the needs of the customers, he cannot fulfill

them. Access to online shopping has revolutionized society, enabling us to live a convenient lifestyle today. In spite of various features, it has some challenges which create apprehension in the mind of the consumer towards its use. Like security issues. By hacking the system, criminals try to get confidential information about the consumer and carry out informal work. Fortunately, today, measures are being taken to stop these criminals through cybercrime, so that online shopping can be made more popular.

## OBJECTIVE OF THE STUDY

- To identify the perception of the people of Jamshedpur City towards E-shopping.
- To find out the types of different products that consumers buy through E-shopping.
- To find out the various problems faced by the consumer while doing E-shopping.
- Analysing customer satisfaction for various products purchased through E-shopping.

## RESEARCH METHODOLOGY

Both primary and secondary data have been used for the study. The sample size of the study is 75 and a convenient random sampling method has been adopted for primary data collection. A questionnaire was created for primary data collection to measure customer's shopping behavior and degree of satisfaction. Students, teachers, businessmen, housewives have been taken from the respondents. Percentages have also been used to compare distributions. Secondary data is drawn from magazines, books, newspapers and websites.

## SAMPLING SIZE

The data provided by 75 online shoppers of Jamshedpur city has been used in this study.

## DATA ANALYSIS AND INTERPRETATION

**Table 1:- Demographic Profile of respondents**

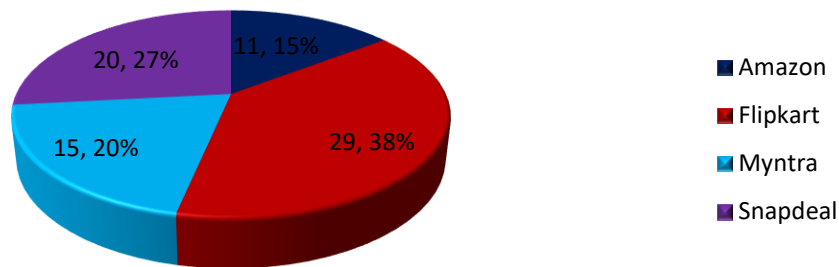
Particulars		Frequency(75)	%
<b>Gender</b>	<b>Male</b>	45	60.00
	<b>Female</b>	30	40.00
<b>Age group</b>	<b>Below 22 years</b>	18	24.00
	<b>22-29 years</b>	24	32.00
	<b>29-36 years</b>	19	25.33
	<b>Above 36 years</b>	14	18.67
<b>Qualification</b>	<b>Till intermediate</b>	11	14.67
	<b>Graduate</b>	29	38.66
	<b>Post Graduate</b>	17	22.66
	<b>Professional</b>	18	24.00
<b>Type of respondents</b>	<b>Students</b>	19	25.33
	<b>Teachers</b>	23	30.67
	<b>Businessman</b>	21	28.00
	<b>House wife</b>	12	16.00

**Sources:-** Primary data

**Table 2:- The online shopping site you preferred for shopping**

Sites	Frequency	%
Amazon	11	14.67
Flipkart	29	38.66
Myntra	15	20.00
Snapdeal	20	26.67
<b>Total</b>	<b>75</b>	<b>100.00</b>

Sources:- Primary data

**Fig:- 1 The online shopping site you preferred for shopping**

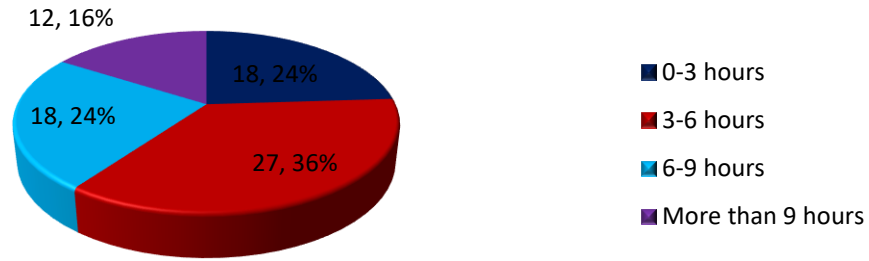
The data indicated that out of 75 customers, 14.67% customers have chosen Amazon as their preferred shopping site for purchase of goods, 38.66% customers preferred Flipkart for online shopping, 205 customers preferred Myntra for online shopping and 26.67% customers have chosen Snapdeal as their preferred site for online shopping. The data indicated that the most preferred online shopping site is Flipkart.

**Table 3:- Time spend by customers in E-commerce site in a week**

Hours	Frequency	%
0-3 hours	18	24.00
3-6 hours	27	36.00
6-9 hours	18	24.00
More than 9 hours	12	16.00
<b>Total</b>	<b>75</b>	<b>100.00</b>

Sources:- Primary data

Fig:- 2 Time spend by customer in E-commerce site in a week



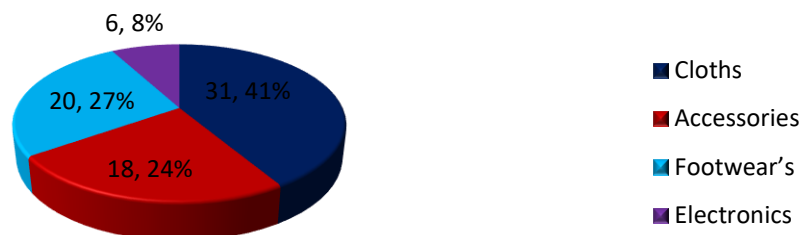
The data of the table showed that out of 75 customers 24% customers spend less than 3 hours in a week for searching various items in online sites, 36% customers spend more than 3 hours but less than 6 hours in various e-commerce sites in a week for searching various items in online sites, 24% customers spend more than 6 hours but less than 9 hours in various e-commerce sites in a week for searching various items in online sites and 16% customers spend more than 9 hours in various e-commerce sites in a week for searching various items in online sites. The analysis indicated that maximum customers spend less than 6 hours in a week on various online shopping sites.

Table 4:- Items preferred by customers while purchasing from online sites

Items	Frequency	%
Cloths	31	41.33
Accessories	18	24.00
Footwears	20	26.67
Electronics	06	08.00
<b>Total</b>	<b>75</b>	<b>100.00</b>

Sources:- Primary data

Fig:- 3 Items preferred by customers while purchasing from online sites

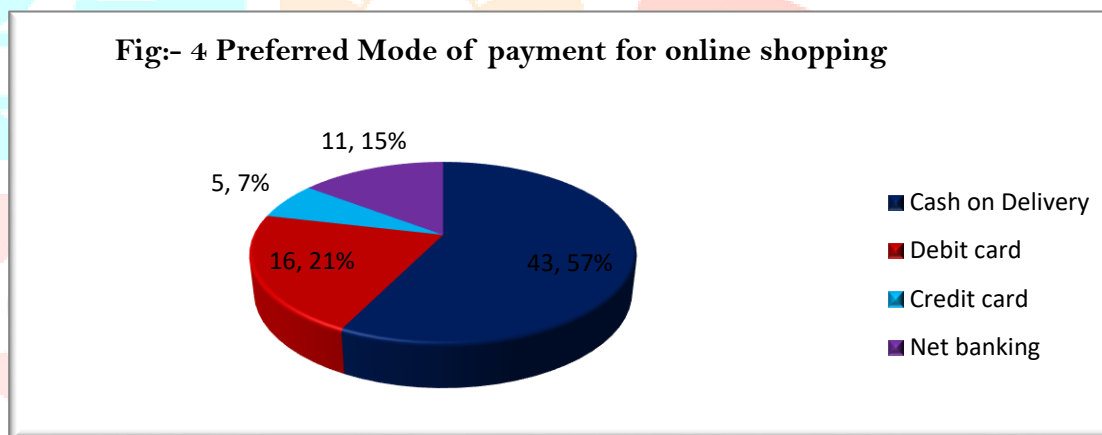


Various items were purchased by customers through online shopping site. The data showed that 41.33% customers purchased cloths various online shopping site, 24% customers purchased accessories from various online shopping sites, 26.67% customers purchases footwears from various online shopping sites and 8% customers purchases electronics from various online shopping sites. The analysis indicated that maximum customers preferred online shopping sites for purchased cloths.

**Table 5:- Preferred Mode of payment for online shopping**

Mode	Frequency	%
Cash on Delivery	43	57.33
Debit card	16	21.33
Credit card	05	06.67
Net banking	11	14.67
<b>Total</b>	<b>75</b>	<b>100.00</b>

Sources:- Primary data



Various mode of payment are available in online shopping sites for purchase of goods. Out of 75 customers, 57.33% customers prefer cash on delivery as their priority mode of payment, 21.33% customers prefer debit card as their mode of payment, 6.67% customers prefer credit card as their mode of payment and 14.67% customers prefer net banking as their mode of payment. The analysis indicated that maximum customers preferred cash on delivery as their mode of payment.

## CONCLUSION AND SUGGESTIONS

Various researches have been done by various scholars at the national level to study the consumer's perception and behavior towards e-shopping. It is found that most of the online sites target the youth. In this study, people of all age groups were taken, not from any one class. During the study it was found that most people have a positive attitude towards e-shopping even though they have experienced many problems with shopping. Most people are of the opinion that online shopping will have a wider scope in the future than offline shopping. Most people do not do e-shopping due to security issues and fear of wrong goods being

delivered. Most people are scared to give their debit and credit card details. That's why customers prefer to buy manually from shops. Despite the many drawbacks of e-shopping, the trend of people is moving towards e-shopping. The main reason for this is that marketers are constantly trying to overcome these shortcomings. After this research, it can be concluded that E-shopping will serve as a major marketing and sales channel in India in the near future.

The following important suggestions are given to improve the consumer perception towards e-shopping –

1. The main reason that motivates the consumer towards e-shopping is more discounts. When the consumer gets the product or service online at a lower price than in the shop. Then the consumer would prefer to purchase the product or services online. Therefore, online marketers should try to offer the product or service at a higher discount.
2. The process of e-shopping should be simplified.
3. The consumer wants to physically examine any item before purchasing it, so the online vendor should send a sample of the product to the e-shopper for physical examination.
4. Retailers should introduce the concept of third party insurance only to increase confidence in shopping.
5. The online payment process should be simplified and E-payment should be secure.
6. Most consumers are afraid of leaking information related to their debit card and credit card during e-shopping, so the e-seller should pay special attention to its security.
7. The quality of the product mentioned during e-shopping and the quality of the delivered product should be the same. Vendors can lose public trust by delivering bad products.
8. Along with net banking, cash on delivery should also be made available to the customer, so that the customer can get convenience.
9. E-shopping sites should be designed in such a way that all correct information related to the product can be conveyed to the consumer.
10. Provision for returns should be provided in case of goods damaged on the route or wrong goods being delivered.
11. There should be a facility for delivery of goods in all urban areas as well as rural areas.
12. The E-vender should take care that there is no delay in the delivery of the goods.
13. Unauthenticated if there is a fraudulent website, then measures should be taken to control it.

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