

AN ANALYTICAL STUDY ON CONSUMER PERCEPTION TOWARDS E-COMMERCE IN RAJKOT CITY

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Abstract: Online business is the way toward purchasing products and enterprises from the shipper who offers on the web. Since the development of World Wide Web, dealers have looked to pitch their items to individuals who surf the web. Customers can visit web stores from the solace of their homes and shops as they sit front of the PC. Presently a day's web based shopping is turned out to be mainstream among the general population, they have moved toward becoming techno smart and feel extremely good in utilizing web. So internet shopping has turning into a pattern that is the reason it is important to make an examination on web based shopping utilization and observation. The fundamental point of this examination is to consider the view of the shopper towards online shopping. For this reason with the assistance of advantageous testing strategy 200 respondent were chosen and information were gathered through organized survey on the premise of information examination it is discovered that a large portion of the clients were seen that internet shopping is preferable choice over manual shopping and the greater part of the clients were happy with their web based shopping exchanges. The examinations delighted that each of the four components which are distinguished as free components (efficient, comfort, accessibility of assortment of items and simple installment options for subordinate factors i.e. Shopper discernments towards web based business very related.

Index Terms- web based shopping, online shopping, customer buying behavior, perception.

I. INTRODUCTION

Due to advancement of technology, a large part of population is gravitating towards the use of Internet. This has expanded the horizon of E-commerce as it allows for expansion of shopping options through availability of more options and more sites rather than traditional option. Offline Shopping option's drawbacks are catered through online channels like saving time and lack of availability of choices for comparison. Buyers are utilizing Internet for assortment of choices, for example, correspondence, keeping money, and examine and not withstanding shopping. Internet has developed a platform for business to market their product effectively. There is still a question of security so far as E-commerce transactions are concerned and that is a reason why still people are not able to adapt this mode over traditional system. There is additionally a distinction in individuals going to locales and real buys made which makes it evident with respect to what number of individuals don't take an interest in web based shopping. As such, it is important for marketers to understand consumers' perception and the factors that influence their shopping behavior. Online shopping is a mode of communicating the products to the consumer through online shopping websites. It helps a consumer to conveniently make a purchase, compare price, look for all the information of the product, compare prices, get benefit of discounts, using different mode of payment and ultimately taking a purchase action. There are a lot of things that can be purchased online like books, apparels, appliances, medicines, etc.

In the present quickly developing world, innovation has turned into a fundamental piece of life. The presence of Internet has gotten many preferences each individual's life. With the assistance of this medium, individuals can learn, discuss, and engage, Shoppe and get administrations. In spite of the fact that there are sure inconveniences related with it like security issues, infection danger, spamming and so forth, points of interest exceed them and a large portion of the general population can't avoid conveying it to the focal point of their lives. A noteworthy segment of business exercises occur over the Internet. Since business exercises' primary objective is to offer, offering can be acknowledged by clients. Accordingly, for electronic business exercises, it is critical to investigate online clients' conduct. Moreover, with a specific end goal to create and apply successful showcasing procedures the elements that influence shopper practices ought to be examined. Online retailers can better comprehend client needs and needs by specifically investigating the communication between a client and the online shop. The pattern in the market is of Online Shopping and subsequently it is imperative for an advertiser to comprehend the shopping conduct and observations that a shopper is conveying with him/her to achieve changes in the way items or administrations are promoted.

World Ecommerce Statistics



Figure 1 World Ecommerce Statistics

Source: eMarketer 2017, ecommerce Europe, 2017, statistic, 2017

Number of Internet clients in 2016

#	Country	Internet Users (2016)	Penetration (% of Pop)	Population (2016)	Non-Users (internetless)	Users 1 Year Change (%)	Internet Users 1 Year Change	Population 1 Y Change
1	China	721,434,547	52.2 %	1,382,323,332	660,888,785	2.2 %	15,520,515	0.46 %
2	India	462,124,989	34.8 %	1,326,801,576	864,676,587	30.5 %	108,010,242	1.2 %
3	U.S.	286,942,362	88.5 %	324,118,787	37,176,425	1.1 %	3,229,955	0.73 %
4	Brazil	139,111,185	66.4 %	209,567,920	70,456,735	5.1 %	6,753,879	0.83 %
5	Japan	115,111,595	91.1 %	126,323,715	11,212,120	0.1 %	117,385	-0.2 %
6	Russia	102,258,256	71.3 %	143,439,832	41,181,576	0.3 %	330,067	-0.01 %
7	Nigeria	86,219,965	46.1 %	186,987,563	100,767,598	5 %	4,124,967	2.63 %
8	Germany	71,016,605	88 %	80,682,351	9,665,746	0.6 %	447,557	-0.01 %
9	U.K.	60,273,385	92.6 %	65,111,143	4,837,758	0.9 %	555,411	0.61 %
10	Mexico	58,016,997	45.1 %	128,632,004	70,615,007	2.1 %	1,182,988	1.27 %

Figure 2 Number of Internet clients in 2016

Number of Internet users in India 2016

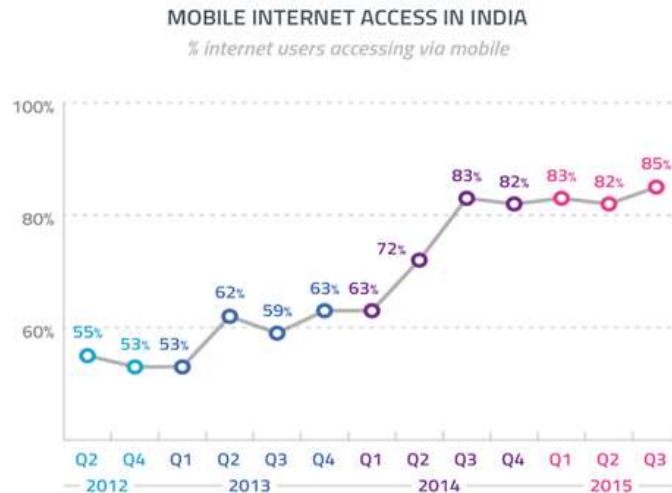


Figure 3 Number of Internet users in India 2016

Normal online buys in India are relied upon to increment by 78 percent this year on the back of alluring arrangements and forceful showcasing of stock, industry chamber ASSOCOM said on Sunday. “Unfazed by slowdown, average online purchases had been expected to increase by 78 percent in 2016 from 66 percent in 2015, due to attractive deals and aggressive marketing of ever-expanding range of merchandise from clothes to jewelry, from electronics to books,” said a study by ASSOCOM and international accounting firm Price water house Coopers (PwC). Around 55 million buyers acquired online in 2015 and the number had been relied upon to develop to 80 million this year with better coordinations, broadband and Internet-prepared gadgets, it said.

The report said the growth of e-commerce has been driven by aggressive merchandising and discounting from flash sales and daily deals, more online loyalty programs and increasing popularity of smartphones and tablets among consumers. “The smartphone and tablet shoppers will be strong growth drivers. Mobile phones already account for 11 percent of e-commerce sales, and their share will jump to 25 percent by 2017,” it said. The report likewise said PC and buyer hardware, alongside clothing and adornments, will contribute 40 percent of the aggregate retail web based business deals in 2016, from the level of 35 percent.

Literature review

Fang & Jiaming (2016), article titled “**Consumer Heterogeneity, Perceived value, and Repurchase decision making in Online Shopping: The role of Gender, Age, and Shopping Motives**”; states that seen esteem is considered as a basic spark of client repurchases expectation. Online customers with heterogeneous foundations may react diversely to predecessors (i.e. advantages and forfeit) adding to contrasts in apparent esteem. Nonetheless, the surviving writing investigating the relations between benefits/forfeit and saw esteem did not analyze the impact of client attributes adequately. This examination proposes a system to research the effect of sex and age on apparent esteem, to better comprehend online purchasers' repurchase basic leadership process. An engaged gathering study, a face legitimacy test, and a pilot think about were directed before the overview was concluded for information accumulation. An overview of 651 online customers was embraced which demonstrates that both age and sex can influence online repurchase expectation through directing the connections between social advantages (i.e. item quality and e benefit quality) and saw esteem. Be that as it may, these impacts were dependent upon the customers' intentions. The discoveries of this investigation offer Internet merchants down to earth proposals for creating altered systems for making rehash deals.

Ghouri, A. Metal. (2016), In the study entitled “**Impact of Online Consumer Experience and Uncertainty Avoidance towards Consumer Perception in Virtual Shopping**”, demonstrates the effect of online consumer experience toward consumer perception. At the point when the buyers have a more positive view about the selection of items or administrations in an e store for virtual shopping, the procedure of basic leadership starts. However Consumers contemplate the components i.e. danger, dubious circumstance, and temperate condition before giving individual data i.e. Visa data, street number and so forth. Factor examination, relationship and distinctive direct backslide methodology were used to dismember the theories. The delayed consequence of this examination revealed that level of weakness avoidance and online customer experience played a positive critical impact on buyer acumen. In light of the eventual outcomes of the examination, the level of powerlessness evading is seen as key impact on buyer acknowledgment. The examination proposes points of interest and solace that purchasers saw with virtual shopping having peculiar culture and how this can be upgraded to enhance online buyer experience.

Jaganathan, A. T., Sakthivel, M. M., & Mohanraj, M. M. (2016), “**A study on Customer perception towards Online Shopping, NAMAKKAL**”, the article underlines on investigation of the client recognition towards web based shopping at Namakkal area

expressing that client observation is normally influenced in the method for extensively, for example, publicizing, surveys, advertising, online networking and individual encounters and so forth., The poll was set up through the sources of info taken from the past explores and furthermore from the criticisms of the pilot think about. Hence the approved last survey was utilized to gather information from 150 respondents. The specialists have received arbitrary helpful examining system to assemble the information. The information are broke down utilizing the basic rate examination and ANOVA (investigation of changes) techniques. The aftereffect of this investigation uncovers that clients are admission later on web based shopping in the method for expectation for getting an items through web sites, for example, EBay, Flipkart and so forth .The purchaser's recognition on web based shopping fluctuates from individual to another and the observation is constrained to a specific degree with the accessibility of the best possible network and the introduction to the internet shopping must be enhanced to make the client fulfilled. The view of the shopper additionally has similitudes and contrast in light of their own attributes utilization in view of their needs and request. The examination uncovers that for the most part the understudies are appended to the internet shopping and henceforth the senior individuals don't utilize web based shopping much when contrasted with the more youthful ones, so mindfulness has been formed in the coming time.

Kannaiah et al (2015) manuscript titled '**Consumers' Perception on Online Shopping**' conducted by in the year 2015; exhibits that E-business is rising as an extraordinary level given that sorted out retail is as yet not omnipresent over the length and broadness of the nation with expansive retail ties making up under 10% of the market.E-trade is helping individuals in littler towns in India get to quality items and administrations like what individuals in the bigger urban communities have access to. It being conjecture that near 60% of online customers would originate from past the best eight substantial urban areas by end of this current year. Expanding web entrance has extended the potential client pool. Web entrance is just around 10% (or around 121 million clients) as against around 81% in the US and 36% in China. However this number keeps on ascending at a predictable pace due to falling costs for broadband associations. Quickly after, Amazon.com propelled its web based shopping website in 1995 and eBay was presented in 1996.

Al-Debei, M. M., Akroush, M. N., & Ashouri, M. I. (2015), study entitled "**Consumer attitudes towards online shopping: the effects of trust, perceived benefits, and perceived web quality**", looks at buyer demeanors toward web based shopping in Jordan. The paper presents a coordinated model which incorporates confide in, saw benefits, saw web quality, and electronic informal (eWOM) alongside their connections with a specific end goal to analyze their consequences for shopper states of mind toward web based shopping. An organized and self-controlled online review was utilized focusing on online customers of a respectable online retailer in Jordan; i.e. Mark VIP. A specimen of 273 online customers was associated with the online overview. A progression of exploratory and corroborative factor examinations was utilized to evaluate the exploration builds, uni dimensionality, legitimacy, and composite unwavering quality. Basic way demonstrates investigation was likewise used to test the speculated connections of the exploration display. The experimental discoveries of this examination show that customer states of mind toward web based shopping are controlled by trust and saw benefits. Trust is a result of apparent web quality and that the last is an element of saw web quality. Thus, trust and saw benefits are key indicators of customer states of mind toward web based shopping, as indicated by the outcomes. Further, the creators likewise found that more elevated amounts of apparent web quality prompt more elevated amounts of trust in an internet shopping site. Seen web quality was observed to be an immediate indicator of trust, and the previous emphatically and essentially impacts apparent advantages. Likewise, the creators found that 28 percent of the variety in internet shopping demeanors was caused by seen advantages and trust.

Sharma, D., Chowhan, D., Singh, S., Gupta, D., & Srivastava, M (2015), entitled "**Consumer perception on online-business: a marketing strategy for new entrepreneur**", features that E-business achievement is a result of the exact mix of four components: driving edge advances, long haul business procedures, the entrepreneurial ability to execute these systems (by utilizing the innovations), and adjusting individuals conduct inside and outside the association. Online consumer loyalty is the crucial to the promoting idea. This examination was led with the reason for measuring consumer loyalty. Uniquely, the principal goal of this investigation was to distinguish the elements influencing on the web consumer loyalty. The second goal was to inspect the connection between online consumer loyalty and Entrepreneur. This examination at that point endeavored to see if these components likewise assume huge part in fulfilling on the web customers in India. Discoveries affirmed that promotions, item quality, mark names, and earlier shopping encounters do assume a huge part in consumer loyalty among online customers in India. It is trusted that these outcomes could give some knowledge to specialists and professionals to see more about consumer loyalty on internet shopping. This examination gives numerous chances to future research. In perspective of the discoveries of this examination it is presumed that a business to make any critical effect on benefit conveyance, which will thusly prompt enhanced consumer loyalty.

Research Questions

Through this study, we concentrate on:

- How many consumers are aware about the online shopping?
- What motivates a consumer to purchase Online?
- What factors hinders consumers to purchase Online?
- What products are more preferred while making online purchase?

The particular objectives of this research are:

- To find out awareness of consumer towards online shopping.
- To identify and study the factors that affects perception of Consumers towards online shopping.
- To identify which factors hinders consumer towards online purchasing.
- To find out preferable products while making online purchase.

RESEARCH METHODOLOGY

Here descriptive research design is used to know the perception. Convenient sampling technique was used for selecting respondents. The data was collected through structured questionnaire and sample size taken as 200 respondents from Rajkot city of Gujarat.

Hypothesis formation:

H1: Time saving is significantly related to customer perception on e-commerce.

H2: Easy payment option is significantly related to customer perception on e-commerce.

H3: Convenience is significantly related to customer perception on e-commerce.

H4: Availability of Variety of products is significantly related to customer perception on e-commerce.

Data Analysis

Demographic variables:

Variables	Particulars	Numbers	%	Mean
Gender	Male	112	56	0.56
	Female	88	44	0.44
Age	Below 18	8	4	0.04
	18-30	143	71.50	0.565
	30-40	26	13	0.13
	40-50	18	9	0.09
	Above 50	5	2.5	0.025
Occupation	Business/self employed	39	19.5	0.195
	Service executive	51	25.5	0.255
	student	99	49.5	0.495
	other	11	5.5	0.055
Average income	>5000	30	15	0.15
	5000-25000	87	43.5	0.435
	25000-50000	54	27	0.27
	<50000	29	14.5	0.145

- As per the above study out of 200 respondents the majority respondents were male as 56% that is 112 and rest 44% were female respondents that are 88.
- Majority of the respondents were youngsters which were belong to the age group of 18-30 that is 71.50%, the ratio of 30-40 age group were 13%, age group of 40-50 were having 9%, under the minority group were 4% and less number of age group was senior citizen's group that is above 50 group which were only 2.5%.
- in this study the more number of students were there who were not earning. in our research there were 99 responds from students, 51 from service executive, 39 from the business or they are self-employed, and there were 11 who are house wives and government officers.
- In the study 43.5% of the respondents were having their monthly income between 5000-25000, 27% of the respondents were having their monthly income between 25000-50000, 15% of the respondents were having their monthly income less than 5000 and 14.5% respondents were having their monthly income more than 5000.

Pearson correlation coefficients were calculated and given in Table in order to measure the degree of association between consumer perceptions ad its varied elements. The value represents the strength of independent variables like easy payment options, convenience, availability of variety of products and time saving over dependent variables i.e. consumer perceptions.

Table

Correlation between consumer perception and its elements

*Significant at .05 alpha level.

	CONSUMER PERCEPTION	
	R	P
EASY PAYMENT OPTIONS	0.81	0.000**
CONVENIENCE	0.88	0.000**
AVAILABILITY OF VARIETY OF PRODUCTS	0.77	0.000**
TIME SAVING	0.80	0.000**

**Significant at .01 alpha level.

Table shows that correlation between consumer perception and its various elements relationship. Easy payment option has correlation coefficient of r is 0.81 which correlation with significance p value at 0.01 is 0.000. This indicates the higher correlation between easy payment options with consumer perception towards e commerce system. Convenience has correlation coefficient of r is 0.88 which correlation with significance p value at 0.01 is 0.000. This proves that high correlation exists between conveniences with consumer perception towards e commerce. Correlation coefficient of r is 0.77 which correlation with significance p value at 0.01 is 0.000 for availability of variety of products at online trade portals. This suggests that there exists relationship between availability of variety of products and consumer perception. Time saving is playing critical element for e commerce. Correlation coefficient of r is 0.80 which correlates with significance p value at 0.01 is 0.000. This proves that time saving is highly correlates with consumer perception.

Hypothesis testing

Summary of research hypothesis

		Consumer perception		Result
		R	P	
H1	Time saving is significantly related to customer perception on e-commerce	0.81	0.000**	Supported
H2	Easy payment option is significantly related to customer perception on e-commerce	0.88	0.000**	Supported
H3	Convenience is significantly related to customer perception on e-commerce	0.77	0.000**	Supported
H4	Availability of Variety of products is significantly related to customer perception on e-commerce.	0.80	0.000**	Supported

Implications of the Study

According to the analysis, every element are contributing in development of consumer perception towards e commerce. Every element is important to the consumer perception. The modus of operand of offline market is too old. This makes e commerce system with stated elements too mature in the mid of consumers. Time saving for all procures for buying and selling in the online market is creating customer perceptions. Easy payment option via banks or networking or paytm, free charge like applications are making easy for consumers to deal with digital currency. Convenience and varieties of products which also create consumers' perceptions towards e commerce, In light of these discoveries, online organizations could make a few changes and improvements to their online nearness to fit in with the view of their potential clients. The organizations can gain by these discoveries with an end goal to help online

observations. Monitoring what recognitions drive buyers to pick and lean toward one road of shopping to another enables organizations to better take into account purchasers, in this manner helping them pull in and hold clients.

Conclusion

This study has given an observational look into the brains of shoppers concerning what factors are seen diversely by buyers who lean toward web based business. The outcomes uncovered that five elements were seen distinctively with buyer discernments towards internet business. They are (a) time saving, (b) easy payment option, (c) convenience and (d) availability of verity of products. While this review helped peruses to pick up knowledge on the impression of buyers, these underlying discoveries still warrant promote examination. To accomplish a superior comprehension of these variables, future research ought to incorporate a bigger example size and more assortments as far as subjects' sources. The examination additionally prompts a few roads for future research. For example, the investigation comes about recommend that clients who see more advantages incline toward internet shopping. Future research may additionally examine what benefits purchasers find with web based business and how this can be moved forward. This data may help disconnected stores who are wandering into a web based setting to better comprehend Consumer Perceptions of Online Shopping and how they may furnish most extreme consumer loyalty with every exchange.

Limitations

The research work is limited to Rajkot City whereby it could have been expanded to cover other cities too. Questions are limited as extensive research can help to get a proper overview of online shopping. The research work is limited to online marketing only. The brands under the purview of online shopping are competing for different products and services and hence a clear idea of one particular product cannot be estimated.

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