Consumer Perception Towards E-Commerce Platforms

Rajas Mote* Mousumi Choudhury**

*MBA Final year student, School of Management PG, MIT World
Peace University, Pune
** Assistant Professor, School of Management PG, MIT World
Peace University, Pune

Abstract

The traditional method of customers browsing for and purchasing goods and services has been altered by the internet. Digitalization is the latest trend in this fast-changing age and period. To keep ahead of the competition, every physical and mortar store is now attempting to establish an online presence. Consumers utilize the internet to evaluate costs, product features, and after-sale service options in addition to online buying. Online shopping, often known as e-shopping, is a type of electronic commerce that allows customers to buy goods or services directly from a vendor via the Internet via a computer browser. Customers choose to purchase goods and services since it saves time and provides a larger assortment of things than traditional shopping.

Keywords: E-commerce, consumer perception, online shopping

Introduction

Consumers' buying behaviour in an online store or on a website utilized for online purchasing is referred to as online shopping. The term "online shopping" refers to a consumer's decision to shop online. Online purchasing is acceptable to those who find it simple to use, useful, and pleasurable. Owing to its special benefits for both retailers and consumers, such as purchasing at any time, reducing reliance on store visits, lowering travel costs, expanding market area, and offering a large choice of products, online shopping has seen significant growth in recent years. The term "online shopping" refers to a consumer's decision to shop online. People enjoy shopping online not only in cities but also in rural areas.

These days, finding the most complex of all products is even easier, thanks to the ability to quickly type in the specific product that a consumer is looking for. There's no need to be concerned about the area because logistic firms are also jumping on board, hence to speak, and assisting in ensuring that their items are available in any and all locations throughout the world. In fact, there are an increasing number of benefits and advantages to online shopping, which is why many people prefer it to traditional shopping.

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Literature Review

According to Venkatesh (2000), the perceived convenience provided by Internet Vendors has a positive impact on consumers' attitudes toward online shopping. They believe that the Internet improves the outcome of their shopping experience in a simple way, and that it has enormous potential for youth marketers.

According to Benedict et al. (2001), there are two factors that influence perceptions of internet customer purchase intention online. There are internal factors such as ease of use, enjoyment, and usefulness, as well as external factors such as situational, product characteristics, consumer traits, and previous omissions.

Internet-based e-commerce, and the study included an experiment in which people were required go through the buying process and share their experiences. The study discovered that a positive experience with a website is critical in forming consumers' trust when shopping online, and if consumers trust the website, those who will comprehend ease of use, perceived enjoyment, and perceive the 89 websites to be less risky, which will eventually culminate in an intention to transact with the website. Pooja Mordani (2008) investigated this research.

In their study "Prospects of e-commerce in India," Sharma and Mittal (2009) stated that India is experiencing tremendous growth in E-commerce. With a population of millions of people, online shopping has limitless potential in India. E-commerce has become an important part of our daily lives, and it is a common term in Indian society, with websites offering a wide range of goods and services. Some of these portals offer specific products as well as ancillary services.

Prof. Ashish Bhatt (2014) stated in an article published in the Journal of Marketing Management that online shopping is gaining popularity among people, particularly the younger generation, but that in today's scenario, e-marketing will have to travel a greater distance to become equivalently popular among all age groups. According to the study, the payment gateway is determined by the respondents' income. People of all ages use the internet to shop on a regular basis. Consumer attitudes are evolving with the passage of time. In a country like India, consumers find online shopping very convenient due to a variety of factors such as cash on delivery, website customization or personalization, home delivery, and so on.

As per Rajarajan and Vetriveeran (2016), this study evaluates the customer satisfaction level in online marketing. The study was conducted among 250 respondents, and it found that the majority of the survey participants preferred to use an online shopping portal for purchasing goods and services. This study suggests that due to the increasing importance of shopping online, e-merchants should protect the consumers by providing quality goods and services at an affordable price.

Pritam Kothari et al. (2016), the growing number of internet users in India provides a promising future for e-commerce. This paper focuses on the factors that influence online shopping by the consumer Indian consumers use e-commerce portals not just to purchase goods but also to exchange goods not only to purchase a product, but also to use online services According to the findings of this study, the vast majority of consumers perceived that internet shopping is the best method to purchase goods, and they were eager to keep doing so this purchasing platform.

Guo Jun et al. (2017), online shopping is an innovative platform for doing business in this competitive world, and it is a classic example of the business revolution. This study focused on online shopping in China, and the study found that consumers had positive perceptions of aspects such as usefulness, safety, privacy, after-sales service, and product quality. It also states that the majority of the younger generation preferred to buy their necessities online.

Muthumani et al. (2017), online shopping is one of the most popular ways for customers to make purchases of goods and avail services, but this study identifies that it is not the most comfortable and safest way for consumers to make purchases and avail services online. According to the study, young people are increasingly turning to online shopping to meet their needs.

According to Madhu and Sampath's (2017) research, online shopping has now become a critical component of any business. This study also emphasized the importance of e-commerce portals educating and promoting consumers to shop online by identifying the factors that influence consumers to shop online. According to the findings of this study, the information age is adding new dimensions to consumers and the marketer by virtual shops in India.

Findings

- Consumer perceptions of online shopping are influenced by five major factors: information, perceived usefulness, perceived fun, and security/privacy.

- The online world is one of the factors influencing changing consumer shopping and purchasing habits, and online marketing and its impact is growing as a result of increased internet literacy.

- India's growing number of internet users bodes well for the future of e-commerce. This research focuses on the factors that influence consumers' decision to shop online. Indian consumers use e-commerce portals to not only buy products but also to obtain online services. The majority of customers believe that online buying is the best way to buy goods or services, and that they are willing to stick with it.

- Online shopping is one of the most popular ways for buyers to make a purchase and obtain services, but it also demonstrates that this is not the most pleasant or secure way for consumers to place purchases and obtain services online. According to the study, young people are turning to internet purchases to meet their purchasing needs.

- Certain factors influence the user's decision to shop online:
  - User-friendliness of the website.
  - Discounts and special offers

- o Pay on delivery method payment is accepted.
- o Shipping is free.
- When doing online shopping the most important consideration is a physical examination.

Suggestions

The following are some suggestions for e-retailers to improve their online business platform increasing consumer satisfaction and decreasing consumer problems while shopping online:

- The online shopping portal should be designed to be user-friendly for the end-users.
- E-retailers should provide quality services to their customers through technological improvements in their shopping portals.
- As more than half of the population in India falls into the middle-income bracket, internet shopping platforms should be made affordable to them.
- Consumers may experience delivery issues as a result of logistic complaints; therefore, the portal should consider taking appropriate measures to address the logistics issue.
- E-retailers should educate customers about e-commerce portals by providing safety tips when using credit cards, net banking, and other payment gateways.
- In India, the majority of the young population prefers to shop online for convenience, so merchants must make more reliable offers based on their expectations in order to maintain the young consumers.

Conclusion

Internet shopping is highly convenient and has grown in popularity. When compared to shopping in a brick-and-mortar store, consumers exhibit different purchasing behaviours when shopping online. Online shopping is extremely convenient and advantageous. The service class is more interested in doing online shopping. Customers' ages, online payment safety, online privacy, comfort, pricing decisions, accessibility, time savings, trust, and so on are all factors that change over time and affect online buying behaviour. Buyers should be given free instruction on how to use a debit card, a credit card, and interbank money transfers so that the majority of the population can use digital payment methods while shopping.

The Internet has altered the way consumers buy goods and services. Many businesses use the Internet to cut marketing costs and, as a result, lower the price of their product and service in order to compete in highly competitive markets. Companies also use the Internet to convey, communicate, and disseminate information in order to sell a product, solicit feedback, and conduct customer satisfaction surveys. Customers use the Internet not only to buy products online, but also to compare prices, product features, and after-sales service facilities that they will receive if they buy the product from a specific store. Experts are optimistic on the effectiveness of online business.

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