

**A study of consumer perception and responses
towards online shopping with special reference to
Sangamner College.**

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Abstract:

Such online shopping is a process of buying goods and services from seller/merchants who sell on the internet. Shopper can visit web stores from the comfort of their homes and shop as they sit in front of the computer that's why online shopping has become popular among people, they have become techno savvy and feel very comfortable in using internet. In today's world online shopping has becoming a biggest trend that's why it is necessary to make a study on online shopping usage and perception. The main aim of this research is to study the perception of customers towards online shopping.

A systematic as well as well-designed approach was adopted while conducting research about market characteristics. For this purpose with the help of sampling method respondents were selected and data were collected through Google Form questionnaire. To facilitate the research work on questionnaires through Google Form were adopted for the collection of the data as primary research whereas the secondary data was collected from different research papers, college library, business websites and shopping apps. The questionnaire contained both open ended questions and close ended question.

On the basis of data analysis it is found that most of the customers were perceived that online shopping is better option than traditional shopping because customer have internet at their home or office/college. Largely customer are buying cloths, home tools and products, books and ornaments.

Most alarming barrier for online shopping was customer have to give credit card number and they can't see product personally. Customer agree with the statements that online shopping take much more time to deliver the product and they are facing problems while making online payments for product purchasing , so some people use cash on delivery mode.

The objective of this study was to find out why the customers do online shopping, to identify customer attitude on online shopping and to understand the consumer awareness of the online shopping.

Introduction:

Online shopping is from electronic commerce which allow consumers to directly buy goods or services from seller over the internet using the web browser it is known as B to C. The act of purchasing products or services over the internet. Online shopping has grown in popularity over the years, mainly because people find it convenient and easy to bargain show off from the comfort of their home or office, it is one of the most important factors about the online shopping.

Online shopping have alternative name e-shop, e-store, internet shop, web shop, online stores and virtual store. Online shop enhance the purchasing power of people. In case a business buy from another business is known as B to B. Internet shopping is a shaping up however today internet shopping is really important significant part of retail sector. Internet shopping is the new shopping experience of the future. Of-course the major hurdle for internet shopping is shipping charges. Sometime they are too expensive. The growth rate of internet shopping is growing.

The internet shopping great because people are able to shop for 24 hours without leaving their home or work. Internet shopping is fast becoming one of the easiest ways to buy or most anything you want. Internet shopping is a way of shopping that allows shopping for required products without going to store physically. One of the biggest benefits of shopping online is the convenience and access to more products and information 24 hours a day, 7 days a week.

Shopping is a part of every day's life. Some get the necessities from shopping, others get something more. Shopping is probably one of the oldest terms used to talk about what we have all been doing over the years. In ancient times, the term that would have been used 'trading' or 'bartering' and probably even market. So, what has traditional shopping offer now that the internet has opened up a wider market to the current consumer.

There are two type of shopping traditional shopping and online shopping. Both of them have some merit and shortages. Now a day more and more people would go shopping via internet. In internet clicking of one word thousands of items will come out on mobile or laptop screen. No need to wade across a long road, just click on the key board, make the choice and goods will be delivered. Online shopping has become increasingly common staple of life in 21st century. Its popularly can be credited to fact that convenience is highly value in our world

today. Shopping online offer the opportunity to buy anything and everything you need while on a flight or getting ready for bed.

Internet marketing is conceptually different from other marketing channels and internet promotes a one to one communication between the seller and the end user with round the clock customer service. Today, business internet marketing is the fastest growing segment of online commerce. The major difference between traditional and online selling is the extent of interaction between the consumer and the seller.

However, not all consumers are participating in online transactions as part of the Internet boom. As more and more businesses continue to establish an online presence, they are finding that some consumers are still reluctant to shift in that same direction. For various consumers there are still concerns with security and passing personal data over the Internet.

Consumers are now able to use the Internet for a variety of purposes such as research, communication, online banking, and even shopping. Shopping online can feel risky and uncertain. The last ten years have been a wild time on the internet, especially when it comes to online shopping. The e-commerce industry has been rapid growth, a shake out of the market due to security concerns. So, there is a disparity between the number of consumers who visit a site and the number of actual purchases being made, but new technology and innovative ways reduced this situation.

Need of Study:

There is need to prepare this type of research, to investigate consumer perception and responses towards online shopping and to find out the problems that consumer face during their online shopping through online stores. Customer perception is important because it impact a business's bottom line.

Objectives:

1. To know the factors influencing consumer to buy online.
2. To identify type of product purchase by consumer through online shopping.
3. To know biggest challenges face by consumer through online shopping.
4. To identify which shopping website have more demand in the market.
5. To study the consumer attitude towards online shopping.

Hypothesis:

1. A significant number of consumer buying product online because of the perception of consumer attached with online shopping.
2. A number of consumer do not complete the purchase process due to perceive risk and privacy.
3. There is no relationship between qualification and consumer towards online shopping.
4. There is negative relationship between monthly income of consumer and online shopping.
5. Online shopping have positive influence on consumer.

Research Methodology:

The purpose of research methodology is to describe the process involved in research work. The data for study was gathered through research design, data collection method, making and circulating Google Form and analysis of data. Such questionnaire was prepare after gathering preliminary information about online shopping. Research is use for search of knowledge. Research is a systematic search for pertinent information on a specific topic.

There are 15 questions in questionnaire. All questions in data are ask about consumer preference towards online shopping. This questionnaire was created to understand more about consumer attitude level towards online shopping and it is useful to get accurate result from survey to analyze the customer. The total student of Sangamner College is around 6000 out of them 50 student is considered for this research.

A direct survey was used to collect the data for this study. The survey was done mostly on the students of **SANGAMNER COLLEGE**. Such questions contain about Internet usage habits of the respondents such as how frequent they browse Internet, how much time they spent, purposes for Internet use, and what type of products the respondents purchase online and how frequent the respondents buy products through online.

Types of data	Primary and Secondary data
Universe	6000
Sample size	50
Sampling method	Simple random sampling
Study area	Sangamner college
Data collection techniques	Questionnaire method
Secondary Data	Books, Research Paper, Newspaper etc.
Analysis techniques	Tabulation, graphs and charts

Review of Literature:

The fundamental consumer behaviour factors are the cultural, personal and social, personal and psychological factors that influence consumer buying decision making process. Online stores are open 24 hours, it helps consumer more information search , offer cheaper price, save time, easy to navigate website, offer huge range of product as well as convenience are stated as motive for online shopping.

The literatures so far reviewed relates to the studies conducted outside India especially in the United States where the online shopping is a big hit. As taken the case of Indian scenario where the online shopping has just entered into the market and already it has climbing the ladder. Though there are certain literature reviews by the context of Indian consumers.

1. Venkatesh (2000) reported that perceived convenience offered by Internet Vendors has a positive impact on consumers' attitude towards online shopping, as they perceive Internet as a medium that enhances the outcome of their shopping experience in an easy way. Online shopping holds a great potential for youth marketers.

2. Bhattacharjee (2001) stated that satisfied users are more likely to continue the IS use. Thus, we point that adoption and continuance are connected to each other through several mediating and moderating factors such as trust and satisfaction.

3. Vrechopoulos et al (2001) found that younger consumers searched for more products online and they were more likely to agree that online shopping was more convenient.

4. ACNielsen (2007) explains the relationship between consumer behavior and marketing strategy. He states that strategy is about increasing the probability and frequency of buyer behavior. Requirements for succeeding in doing this are to know the customer and understand the consumer's needs and wants.

5. Haver (2008) identified Today's younger, more 'green' shoppers aren't going to waste precious money and gas going from store to store looking for just the right item. They shop online whenever they can, narrowing their choices to one or two items then go to the store to touch, feel , bounce and check out the actual product to see if it looks the way it was represented online.

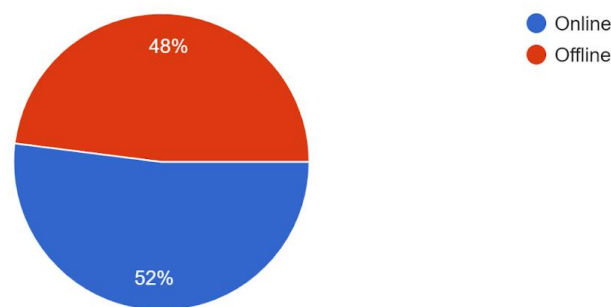
6. Kodandarama Setty (2013) stated that “We are facing some threat from online stores in these electronics categories, however, in the big market of consumer durables we are safe for now”.

7. K.Vaitheesewaran (2013) examined the convenience of online shopping “With product getting standardized, specifications getting fixed and the concept of service getting eroded, the post-sale responsibility of the retailer has come down drastically. Hence customers go to stores to explore the product physically detail but by online at a cheaper rate. Heavy discounts of e-commerce firms are possible because of their no warehouse model.”

Data analysis and interpretation:

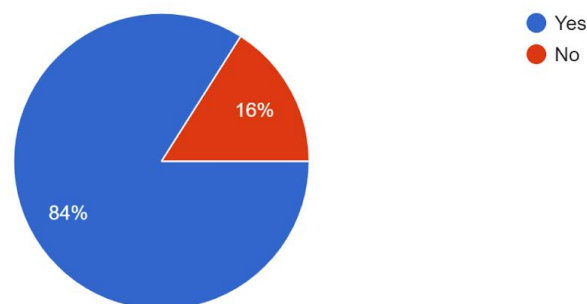
Data analysis is done with the help of google form questionnaire charts, graphs and tabulation. Interpretation is as per respondent responses.

Do you like online shopping or offline shopping?
50 responses



Interpretation: Based on the above graph out of 50 respondents 48% respondents are like offline shopping and 52% respondents are like online shopping.

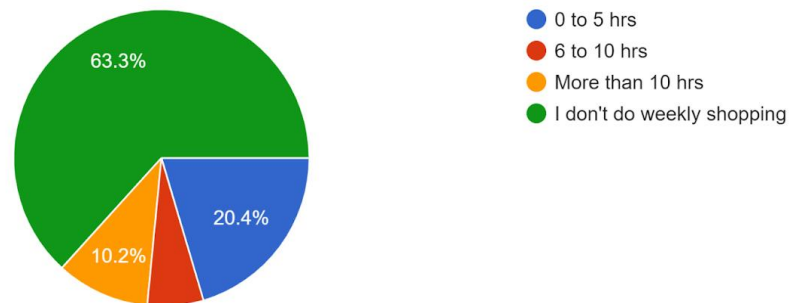
Have you purchased anything online ever?
50 responses



Interpretation: Based on the above graph out of 50 respondents 16% respondents have not purchased anything online ever and 84% respondents are purchased online ever.

How much time do you spend in online shopping?

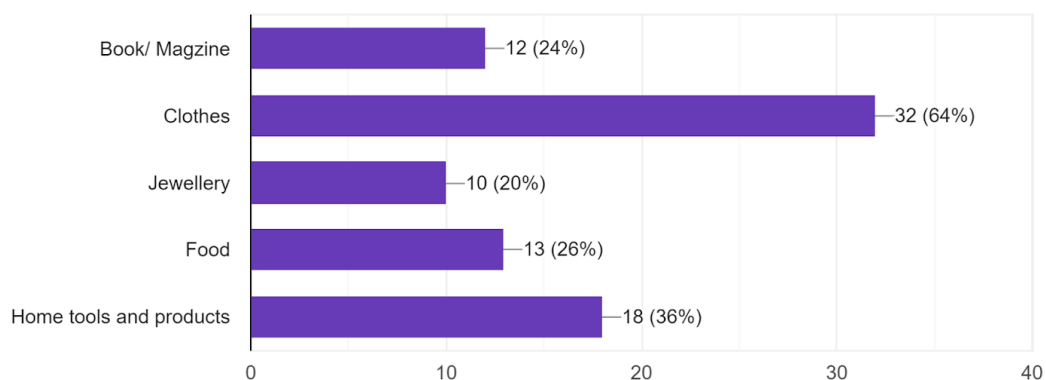
49 responses



Interpretation: Based on the above graph out of 50 respondents 63.3% respondents don't do weekly shopping, 10.2% respondents spend more than 10 hours in online shopping, 20.4% respondent spend 0 to 5 hours in online shopping and 6.1% respondents spend more than 6 to 10 hours in online shopping.

Which category of goods have you purchased through internet?

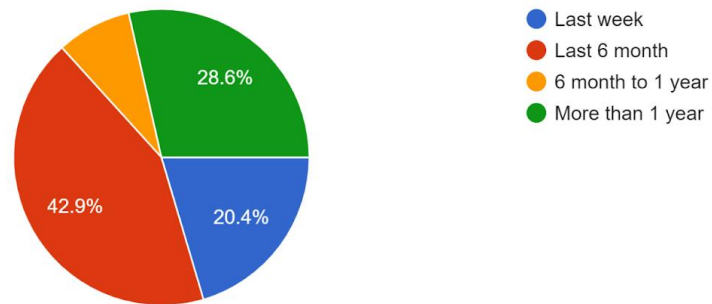
50 responses



Interpretation: Based on graph out of 50 respondents, 24% respondents purchase books/magazine, 64% respondents purchase clothes, 20% respondent purchase jewellery, 26% respondents purchase food and 36% respondent purchase home tool & products.

When did you shop online for the first time?

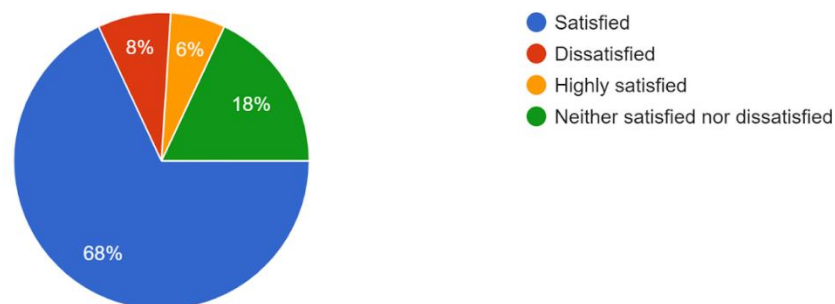
49 responses



Interpretation: Based on the above graph out of 50 respondent 42.9% respondents did shop online last 6 month, 20.4% respondent did shop online in last week, 28.6% respondent did shop online more than 1 year and 8.1% respondent did shop online between 6 month to 1 year.

Are you satisfied with online shopping?

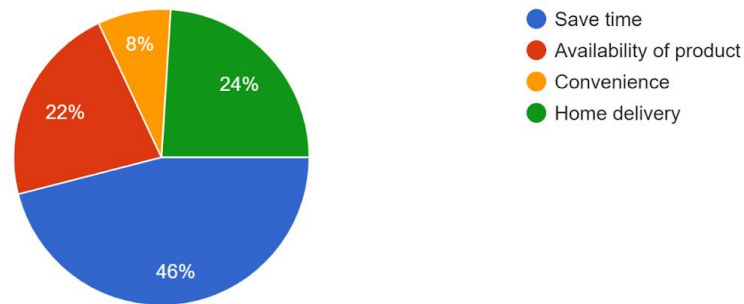
50 responses



Interpretation: Based on the above graph out of 50 respondents 68% respondent are satisfied, 8% respondents are dissatisfied, 6% respondents are highly satisfied and 18% respondents neither satisfied nor dissatisfied with online shopping.

What is your main motivation for buying through internet?

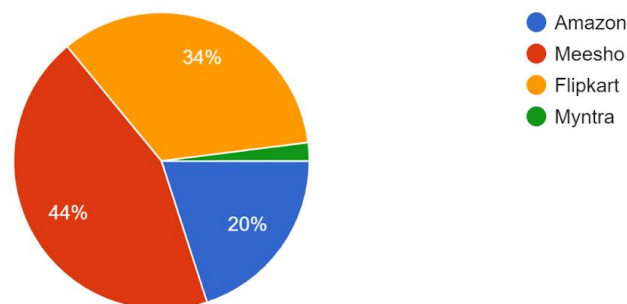
50 responses



Interpretation: Based on the above graphs out of 50 respondents 46% respondent main motive save time, 22% respondent main motive availability of product, 8% respondent main motive convenience and 24% respondent main motive home delivery buying through internet.

What is your favourite online purchasing platforms?

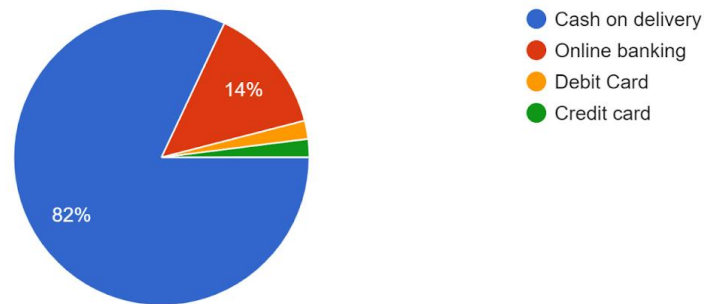
50 responses



Interpretation: Based on the above graph out of 50 respondents 20% respondent like amazon, 44% respondent like meesho, 34% respondent like flipkart and 2% respondent like myntra for online purchasing.

Which mode of payment do you prefer?

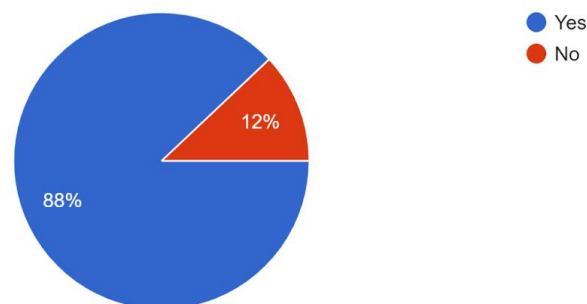
50 responses



Interpretation: Based on the above graph out of 50 respondents 82% respondent prefer cash on delivery mode for payment, 14% respondent prefer online banking, 2% respondent prefer debit card and 2% prefer credit card for online purchasing payment.

Do you enjoy the online shopping experience?

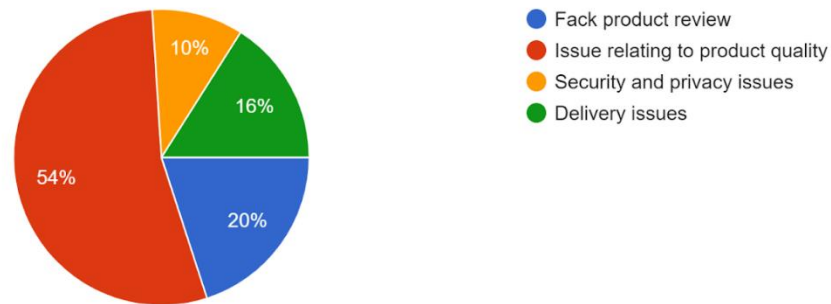
50 responses



Interpretation: Based on the above graph out of 50 respondents 88% respondent enjoy online shopping experience and 12% respondent not enjoy online shopping experience.

What is your biggest concern about online shopping?

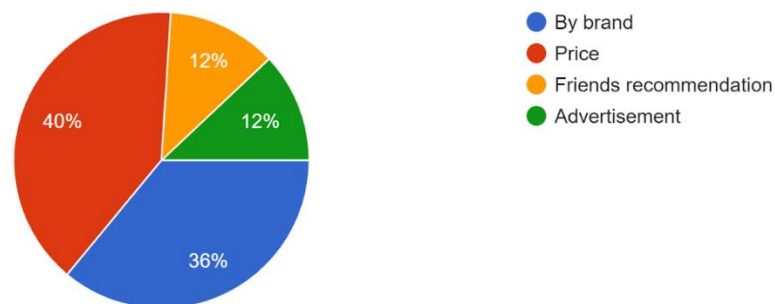
50 responses



Interpretation: Based on the above graph out of 50 respondents 20% respondent concern about fake product review, 54% respondent concern about issue relating to product quality, 10% respondent concern about security and privacy issue and 16% respondent concern about delivery issues.

How do you find products when you want to purchase them online?

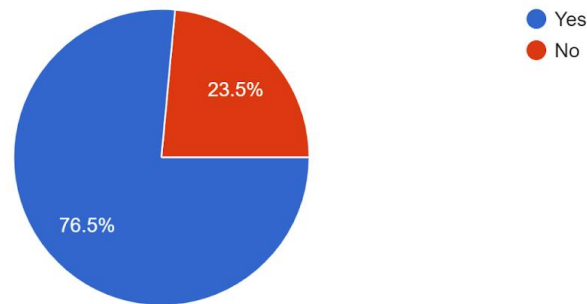
50 responses



Interpretation: Based on the above graph out of 50 respondents 36% respondent find product by brand, 40% respondent find product by price, 12% respondent find product by friends recommendation and 12% respondent purchase product by advertisement.

Would you recommend others to do online shopping?

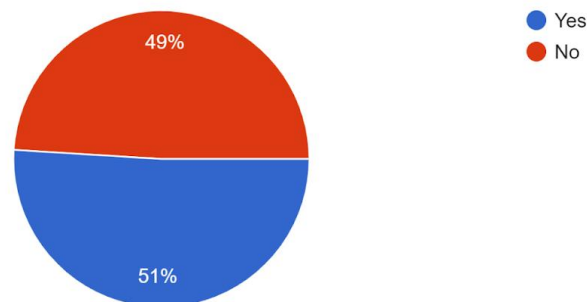
51 responses



Interpretation: Based on the above graph out of 50 respondents 76.5% respondents would recommend others to do online shopping and 23.5% respondents would not recommend to others to do online shopping.

Has online shopping decline your stores regular customer?

51 responses



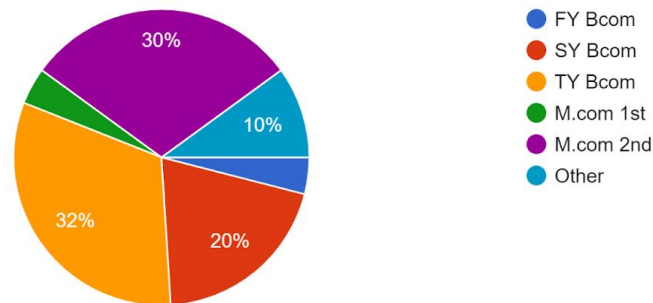
Interpretation: Based on the above graph out of 50 respondents 49% respondents not have their regular customer, online shopping decline their regular customer and 51% respondent have their regular customer, online shopping not decline their regular customer.

Findings:

1.

Class

50 responses



62% respondents are who responded to Google Form are pursuing under graduation and 38% respondent are pursuing post-graduation.

2. Majority of respondent within the age group of 18-23 years.
3. 40% people purchase online by seeing price.
4. Majority of respondents purchase product online.
5. 82% people use cash on delivery mode for payment.
6. Majority of people purchase from meesho online platform.
7. Majority of people satisfied with online shopping.

Limitations:

1. This study is limited to sangamner college students so its result may not applicable for other areas.
2. Time limit for research was small to collect information for in-depth study.
3. Wrong information given by respondent is also a limitation.
4. Sample size which is used in study is only 50 due to time constrain.
5. Result of study depend upon respondent response.
6. Partially fill questionnaire is also limitation.

Conclusion:

1. The study aim to determine consumer perception and responses towards online shopping. There were many problems and issues that consumer face while using e-commerce platform. A factor come out from study that limits consumer to buy online sites like fear of bank transaction and no faith, so some consumer prefer traditional shopping.
2. Research might be useful for e-sellers to plan out feature strategies so as to serve customers as per their need and generate loyalty.
3. It is also found that the majority of the people who shop online buys books and cloths online, it is cheaper as 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.
4. The study highlights on the easy navigation and access on the internet with people liking for easy to access the online shopping and to be more convenient. The study also reveals that majority of the respondent's buys clothes from meesho.com which is thus one of the leading online shopping websites in India.
5. This study it is found that majority of students of Sangamner College are well aware of the online shopping and out of 50 respondents 52% have made online purchase which indicates the growing popularity of the online shopping within the youngsters. Understanding the young online shoppers enable the e-retailers to develop suitable marketing strategy in order to attract and convert potential customer as an active customers.

Suggestions:

1. The online shopping companies should take different steps to change the perception regarding issues secure payments.
2. The online shopping platforms should look service part also, because competition is increasing day by day.
3. Online seller should offer new schemes, discount, limited shipping charges and loyalty programmes to the customers.

4. Companies should create strong product branding over the internet, it enhance purchasing power of customer over internet.

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