

AN EMPIRICAL ANALYSIS ON CUSTOMER PERCEPTION TOWARDS ONLINE SHOPPING

Dr. Sindhu K.P., (Corresponding Author)

Assistant Professor,
Post Graduate Department of Commerce & Management Studies,
NSS College, Nemmara, Palakkad, India.
Email: sindhukartha.kp36@gmail.com
Mobile: 9447830049.

UrmilaR.Menon,

IVthSemesterM.Com. Student,
Post Graduate Department of Commerce & Management Studies,
NSS College, Nemmara, Palakkad- , India.
Email:menonurmila143@gmail.com
Mobile: 8129543144

Abstract:

Online shopping has become very popular in this era due to the growth of technology. The advent of plastic money and the tremendous usage of debit and credit cards have brought shops from around the world to the tip of customers' finger or to the website. Companies use effective marketing strategies to convert the potential customers into active ones.

Customers are having a positive attitude towards online shopping as it allows them to shop more conveniently without spending hours in shopping areas. This study examines the customers' perception on online shopping and which factors are perceived differently between male and female consumers.

Key Words: Online Shopping, Perception, Male and Female.

1.INTRODUCTION

Online shopping has become the new revolution in today's world. It is a form of electronic commerce which allows consumers too directly but goods or services from a seller over the internet using a web browser. In 1979, Michael Aldrich invented online shopping. Online marketing is increasing in India with the increase in internet literacy. An online shop evokes the physical analogy of buying products or services at a bricks and mortar retailer or shopping center; the process is called business to consumer online shopping. Retail success is no longer all about physical stores. This is evident because of the increase in retailers now offering online stores interfaces for consumers. With the growth of online shopping comes, the concepts of satisfaction and loyalty for website which involved in providing services on the website and transacting online.

Companies use effective marketing strategies to convert the potential customers into active ones. Customers are having a positive attitude towards online shopping as it allows them to shop more conveniently without spending hours in shopping areas. Moreover, they are provided with a lot of brands, even they can have a comparison on the price, quality and other aspects of the product easily. They can also go through the reviews before actually purchasing it. They will be provided with daily deals for the ones who are looking for discounts and store offerings.

But lack of secure system and privacy issues, many loose the confidence of transacting online. Customers are not delight as they cannot feel, touch the product and ensure its quality. There are people who enjoy visiting super markets and shopping areas, as a part of their daily routine. They do not prefer purchasing over the internet.

2. SIGNIFICANCE OF THE STUDY

Online shopping has become very popular in this era due to the growth of technology. The advent of plastic money and the tremendous usage of debit and credit cards has brought shops

from around the world to the tip of customers finger or to the website. It is commonly seen in these days, student community has become strong enough to direct their parents in purchasing, and they are approached by the parents to know the best website and to secure best products from the market. This is solely because of their exposure to web and social media. Moreover, the student community is having a very clear cut idea regarding the product they want, they know the best way to secure the same. The study is very relevant as it helps us to have a clear picture of the future of online markets in India and the emerging trends in this particular field. The various factors that influence online shopping habits and its merits and demerits are also dealt with.

Nowadays, customers are moving towards online shopping rather than conventional shopping as it offers many benefits to the customers. Due to the advancement in technology and World Wide Web online shopping is becoming increasingly popular. Many brick and mortar companies have decided to enter e-commerce markets. The ability to attract retain customers is important to the success of online businesses. This study examines how customers perceive online shopping and which factors are perceived differently between consumers who prefer online shopping and consumers prefer offline (physical store) shopping.

3. REVIEW OF LITERATURE

Christy M.K., Cheung, Lei Lhu, Timothy kwong, Gloria, W.W.Chan, MoezLimayen (2002): The topic of online consumer behavior has been examined under various contexts over the years. Although researchers from a variety of business disciplines have made significant progress over the past few years, the scope of these studies is rather broad, the studies appear relatively fragmented and no unifying theoretical model is found in this research area. In view of this, provide an exhaustive review of the literature and propose a research framework with three key building blocks (intention, adoption and continuance) so

as to analyze the the online consumer behavior but also serves as a salient guideline for researchers in this area.

Burke, R.R (2002), Trust is a key factor that determines the success of business to consumer (B2C) e-commerce transactions. Previous researchers have identified several critical factors that influence trust in the context of online shopping. This research focuses on available security measures which assure online shopper- a safety and great sales promotions and online deals which stimulate customers to shop online.

ArchanaShrivastava, UjwalLanjewar (2011) in online buying, the rate of diffusion and the adoption of online buying amongst consumers is still relatively low in India. In view of above problem an empirical study of online buying behavior was undertaken. Based on literature review, four predominant psychographic parameters namely attitude, motivation, personality and trust were studied with respect to online buying. The online buying decision process models based on all the four parameters are designed after statistical analysis. These models were integrated with business intelligence, knowledge management and data mining to design behavioral business intelligence framework with a cohesive view of online buyer behavior.

4. OBJECTIVE

- To study the customer the customer perception towards online trading.

5. HYPOTHESIS

H0: There is no significant relationship between customer perception and gender.

6. RESEARCH METHODOLOGY

Research is of descriptive in nature.The data for this study is collected from primary and secondary sources.Primary data is the one that is being collected by the researcher itself and is being collected for the first time. Primary data in this research process is collected by filling up the questionnaires.Secondary data is the data that already exists and in ready to use

format and gathered by somebody else. This data can be in the form of articles in magazines, journals, government reports or any other historical data. The secondary data for the study are collected from articles in the field of online shopping from internet sites. 100 respondents were randomly chosen for the purpose of study from Palakkad district, Kerala. The sampling method adopted for this study is convenience sampling. Primary data are collected using questionnaire and the data are analyzed and interpreted using Average Weighted Scores, Rank, Percentage Analysis and Chi-square.

7. ANALYSIS AND INTERPRETATION

7.1. Gender wise classification of respondents

Out of the 100 respondents, 62 were female and 38 were male.

Table 1
Gender wise Classification

gender	frequency	percentage
Male	38	38%
female	62	62%

Source: Primary Data

7.2. Customer Perception

Customer perception refers to how customers view online shopping based on their own conclusions. These conclusions are derived from a number of factors, such as time, 24-hours accessibility, and risk element, attitude towards traditional shopping, security, payment mechanisms, cost, brand consciousness and infrastructure.

Table.2 Customer Perception towards Online Shopping on the Basis of Gender

Variables	Male		Female	
	AWS	Rank	AWS	Rank
Saves Time	10.13	2	14.13	3
24 Hours Accessibility	10.53	1	14.66	1
Risky	6.26	14	9.20	14
Supersede Traditional Shopping	9.06	8	12.00	8
Long Time For Delivery	6.80	13	9.33	13
Variety Of Products	9.20	7	14.00	4

Accurate Description Of Product	8.00	10	11.73	9
Specification are Satisfied on Purchase	9.46	4	11.73	9
Security	7.73	12	11.20	11
Necessary to Have Bank Account/ Credit Card Difficulties	7.86	11	10.00	12
Prefers Payment of COD	10.00	3	14.26	2
Relies on Low Cost Product	9.33	5	12.26	7
Brand Consciousness	9.33	5	12.80	5
Online Shopping Infrastructure in India is Under Developed	8.67	9	12.80	5
$X^2 = 32.22, df = 4, p < 0.05$				

Source: Primary Data

From the table, it is clear that both males and females rank 24- hours' accessibility in the first rank position with the weighted average of 10.53 by male and 14.66 by females. Male rank second position to time saving with weighted average of 10.13 and the same factor is ranked by the female in third position with a weighted average of 14.13. Female ranks the preference for payment in cash on delivery in second position with a weighted average of 14.26 and male by 10.00 in the third position. Specification satisfaction is ranked by the male in fourth position and females rank the same in ninth position. Low cost products and brand consciousness is having same weightage in case of male and it is ranked by females in fifth and seventh position respectively, wide selection of product is ranked in seventh position by males and fourth position by females. Male and female ranks eighth position for the importance of online shopping over traditional shopping, Underdevelopment of infrastructure is ranked by the male in ninth position and it is ranked by the female in fifth position. Accuracy of the product description is given a rank of tenth position by male and ninth by female. Difficulty in payment through credit cards is ranked by male in eleventh position and by females. Security concerns are ranked by male in twelfth position and by females in the position of eleven. Delivery of the product is ranked by the male in 13th position and the same rank is provided by females too.

From the chi-square value, it is clear that the calculated value (32.22) is greater than table value (9.488). We have to reject the null hypothesis and accept the alternative hypothesis.

H1: There is a significant relationship between customer perception and gender.

8. CONCLUSION

The research gives an idea that online shopping will have a bright future in India. Perception and attitude of the population towards online shopping is getting better in India. With the wide spread usage of internet, consumers can shop anywhere, anything and anytime with ease and safe payment options. They too have a comparison of products, not only with the ones in the retail stores, but even with the online retailers. The study mainly focused on the customer's perception towards online shopping on the basis of their gender. The retailers could implement much more transparent and safe system to protect the interest of online shoppers and gain a confidence to capture a major portion of total sales. Shoppers should be more conscious and aware about the merchants they are dealing with. Online shopping has the capability to replace the traditional to some extent if this boom in the online market continues.

9. REFERENCES:

- Kothari, C.R (2004) Research methodology. New age international private limited New Delhi.
- <https://www.slideshare.net/mobile/subh006/consumer-perception-towards-online-shopping-final-subhasish-patnaik>, retrieved on 12/7/16
- <https://issuu.com/sanjaykumarguptaa/docs/poject-report-on-consumerperception>,retrieved on 12/7/16
- <https://www.scribd.com/mobile/doc/29519918/130973488-consumer-perception-toward-online-shopping-doc-doc,,> retrieved on 12/7/16.

- <https://www.slideshare.net/mobile/manuelmathew/online-shopping-habits-among-sudents> ,retrieved on 13/7/16.
 - <https://en.m.wikipedia.org/wiki/online-shopping>,retrieved on 14/7/16.
 - Indiafreestuff.in/top-10-online-shopping-sites-in-india-hml/ retrieved on 14/7/16.
-