

A STUDY ON COUSTOMER PERCEPTION TOWARDS ONLINE SHOPING

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Abstract:

A customer perception refers to how customer view a certain product based on their own conclusion. These conclusions are derived from a number of factors, such as price and overall experience. A marketing concept that encompasses a customer impression, awareness or consciousness about a company or its offerings. Customer perception, encompassing a customer's opinions, beliefs, and feelings about a brand, product, or service, significantly influences their buying decisions and loyalty. Understanding and managing customer perception is crucial for businesses to build a positive brand image and achieve long-term success. Online shopping is a form of electronic commerce or e-commerce. It allows consumers to directly purchase goods or services from a seller over the internet. Online shopping involves browsing an online store, selecting products, and adding them to a virtual shopping cart. Online shopping often known as online retailing, is a type of electronic commerce that enables customers to make direct purchases from sellers using a computer browser and the Internet. Alternate titles include web store, online store, web shop, virtual store, and Internet shop. Business-to-consumer (B2C) online shopping is the practice of purchasing goods or services from an online store in a manner physically similar to visiting a brick-and-mortar store or shopping mall. Business-to-business (B2B) internet buying occurs when a business purchases something from another business. Online shopping is the new trend in the marketing system. In India, it is used to refer the computer-based shopping. Over the past few years, online shopping has increased the percentage of online buyers in India. Online shopping is a new example of the business revolution. E-Tailing is a form of e-commerce. Online shopping consumer behavior is also called e-shopping consumer behavior

Keywords: customer perception, customer impression, awareness, online shopping, e-commerce, computer-based shopping.

Introduction

Online shopping often known as online retailing, is a type of electronic commerce that enables customers to make direct purchases from sellers using a computer browser and the Internet. Alternate titles include web store, online store, web shop, virtual store, and Internet shop. Business-to-consumer (B2C) online shopping is the practice of purchasing goods or services from an online store in a manner physically similar to visiting a brick-and-mortar store or shopping mall. Business-to-business (B2B) internet buying occurs when a business purchases something from another business. The two largest of these online selling companies, both situated in the United States, are eBay and Amazon.com. Several commercial organizations began their sales and marketing efforts for their goods and services on the Internet in the age of globalization and the growth of e commerce. Simply said, online shopping is defined as the act of buying goods or services through the Internet from Internet vendors as opposed to a shop or

store. It is a type of electronic commerce that enables buyers to transact with sellers directly through electronic channels for the purchase of products and services. Customers find a product they are interested in by searching online or going to the retailer's website. Business-to-consumer (B2C) online purchasing refers to transactions between several vendors utilizing a shopping search engine that shows the same product's availability and cost at various e-retailers. Internet shopping is one of the things that is expanding quickly. It is regarded as a medium for transactions involving buyers and sellers. The e-commerce sector has a large number of participants, including Amazon, Flipkart, eBay, Snap deal, and many more (1994 with the first online sales of Stings Albums Tnsummoners Tales) Online shopping is the new trend in the marketing system. In India, it is used to refer the computer-based shopping. Over the past few years, online shopping has increased the percentage of online buyers in India. Online shopping is a new example of the business revolution. ETailing is a form of e-commerce. Online shopping consumer behavior is also called e-shopping consumer behavior. Online shopping is nowadays used everywhere are in every corner of the world and it happening only because of the internet, customers directly make orders is something needed online. The meaning online shopping is the process of buying goods and services from merchants over the Internet. Online shopping makes it easier for the customer to choose different. The variety of products that they want, that the reason online shopping is properly used nowadays. Online shopping is the process where consumers directly buy goods and services from a seller in real-time, without an intermediary service, over the Internet. It is a form of electronic commerce. An online shop, e-shop, e-store, internet, web shop, web store, online store, or virtual store is a works physical analogy of buying products or services at a brick-and-mortar retailer or in a shopping center. The term customer refers to the purchaser of a product or service whereas the term consumer refers to the end user of a product or service. Purchasing a product or service is all the time not an impulse buying. When a person purchases a product or service, there is a lot of contemplation, energy, and cost involved in it. Some purchase decisions are more important than others and the amount of effort we put into each differs. Sometimes the decision-making process is done almost automatically; we seem to make a snap judgment based on very little information at other times, reaching a purchase decision begins to resemble a full-time job. A person may spend days or weeks thinking about an important purchase such as a new home, a consumer durable, an automobile, or a foreign vacation. Why does a person like brand A and why not brand B? There are lot many factors behind this purchase behavior and perception is one such factor. This process implies that steps in decision-making should be carefully studied by marketing managers to understand how information is obtained, how beliefs are formed, and what product choice criteria are specified by consumers. (Source: Solomon, Bamossy, and Askegaard,1999) Studying consumer perception represents a road map of consumers 'minds that marketing managers can use to formulate their marketing strategies.

REVIEW OF LITARATURE:

Tamilarasi. (2019), Focused on consumers play a several roles for the decision of purchasing a greater number of purchases. The main objectives of the study were consumer perception of Amazon on seasonal offers and analyze the satisfaction level with relating gender. A sample size was 200 and convenience sampling was used. The tools of the study were percentage and Mann Whitney U test. The study founded online shoppers in Amazon are high in female category in gender and in the age of 20-28 years. Concluded of the study that Amazon satisfied the consumer and providing good services and getting satisfied in the seasonal offers.

Saravanan. S (2021), Examined to avoid some uncertainty fact the customers face in the shopping through online. The study focused to marketing strategies and consumer attributes of online shopping. In this study collected 100 respondents and used more tools in the study and analyzed with the help of mathematical and statistical tools. The study concluded that the consumers looked for good quality of products, timely service, security and privacy in payment method.

Aakash, et.al (2021), the research focused on study of consumer behavior towards online shopping. The study revealed some of the barriers that affect consumer behavior in online shopping are, safety of payments, value added tax in some products, high shipping cost and warranty claims of products and it also emphasized that, the main area of concern is the limited internet usage and the language problem in rural areas.

Adamczyk G., 2021, in their article entitled –Compulsive and compensative buying among online shoppers: An empirical study||, Online shopping addiction and its compensating counterpart are explored in the present research. Empirical data collected from a sample of consumers aged 15 and above, stratified by their usage or non-use of the e-commerce sector, provided for an estimate of this form of purchasing. Second, the findings provide light on the ways in which characteristics including online shopping frequency, online shopping expenditures relative to offline shopping, attitudes about online shopping, and socioeconomic status all play a role in this kind of purchasing

Mahadevi R (2022), The study highlighted that customer's tastes and preferences vary depending on their family history, caste, religion, and socioeconomic status. Internet shopping has gained popularity and significance. Online shopping enables convenient purchases of products and commodities. The study aims were to determine the difficulties customers experienced when shopping online, the degree to which customers were satisfied with their purchases, and the factors that led customers to choose online shopping. The collect sample was 110 online shoppers from different regions of four districts of Trichy, Kanchipuram, Thanjavur, and Chennai. In this study founded 75% were very satisfied with the pricing structure, 38% get their information from friends and family, and the majority have been shopping online for more than two years.

Research Gap:

The research gap in understanding consumer perceptions towards online shopping. While numerous studies have investigated general consumer attitudes towards e commerce, there is a scarcity of in-depth analysis focusing on the unique features, services, and reputation of dominant player in the online retail market. Understanding how consumers perceive reliability, trustworthiness, and the effectiveness of its customer service is essential, as these factors significantly influence purchasing decisions. Additionally, there is a need to delve into the impact of factors such as product reviews, delivery speed, and the overall online shopping experience on consumer satisfaction within the context of online shopping. Bridging this research gap will not only contribute to the academic understanding of online consumer behavior but also provide valuable insights for Amazon and other e-commerce platforms to enhance their services and tailor strategies to meet evolving consumer expectations.

Statement of the Problem:

Online shopping plays an important role in the modernization. Many of the educated and uneducated peoples are using these websites and connected with mobile phone also. The attitude and preference of customers on purchasing products through online are affected by

various factors. Taking this aspect into account, a study is conducted to know the perception towards online shopping. The importance of analyzing and identifying the factors influencing the consumer when Hershel decides to purchase on the internet is vital because new virtual market will bring significant differences to the consumers. Analyzing consumer perception is not a phenomenon. Many theories have been used for many years not only to understand the consumer perception, but also create a marketing strategy that will attract the consumer efficiently. However, some distinctions must still be made when considering traditional consumer satisfaction and online consumer satisfaction.

Need of the Study:

Marketing is basically addressing the consumer needs more effectively and efficiently with better product and services with better price shopping access and deliver. A good marketer constantly adopts to change and to satisfying consumers need in better way. Sometimes opportunity to address the consumers in better way is designed by marketers himself and sometimes it is offered by technology. Internet is changing the way consumers shop for goods and services and has rapidly evolved into a global event. People are getting busy with their own work in their busy schedule they don't find time for shopping. Online shopping can save a lot of time for them. They can do this from their office or home by browsing on the internet. This paper is to analyses who the customers are satisfied out of the online service.

Objectives of the Study:

1. To study about the customer perception towards online shopping.
2. To find out the benefits available on online buying.
3. To analysis the problem faced by the customer on online shopping.
4. To identify features that customer expect at an online shopping.
5. To study the reason for consumer preferring online shopping.
6. To analyses the level of satisfaction of consumers towards online shopping.

Research methodology:

The require information has been collected through primary and secondary data from people. The following methodology was used for the purpose understanding the study.

Source of Data:

For the purpose of the present study, data from two source has been collected name primary data and secondary data.

Primary data:

The primary data was generated through extensive use of structured questionnaire, which had both the open and ended questions.

Secondary Data:

The secondary data was collected from the following sources like Magazines, Websites, Journals and Articles, manual given by the company, Text book as Reference etc.

Scope of the Study:

The scope of a study on online shopping typically encompasses consumer behavior, the impact of factors like internet access and social media, and the future of online retail. It examines why consumers prefer online shopping, the types of products they buy online, and the challenges and opportunities for retailers. Studies also explore the impact of online shopping on traditional retail, and the evolving trends in the e-commerce landscape. The study was conducted on the online shoppers selected based on convenience sample techniques, due to constraints. This paper mainly includes consumer perception towards online shopping.

Problems during online shopping is vast, influenced by factors like convenience, product variety, pricing, and trust in the platform positive experiences with timely deliveries and quality product often contribute to favorable perception, their perception and satisfaction towards online shopping.

Conceptual Framework:

Customer perception towards online shopping:

Customer perception towards online shopping represents a dynamic interplay of various cognitive, emotional, and situational factors shaping individuals' attitudes and behaviors in the digital retail sphere. As one of the preeminent players in global e-commerce, online shopping has become emblematic of the online shopping experience, profoundly influencing how consumers perceive and engage with virtual marketplaces. This introduction explores the nuanced dimensions of consumer perception towards online shopping with a specific focus on delving into key factors that contribute to shaping these perceptions. From the standpoint of consumers, brand image looms large, synonymous with reliability, convenience, and unparalleled choice. The brand's enduring reputation for seamless transactions, efficient delivery, and customer-centric policies establishes a foundation of trust, which significantly impacts consumers' willingness to engage in online shopping activities. Furthermore, the user experience on online shopping emerges as a pivotal determinant of consumer perception, characterized by intuitive interfaces, personalized recommendations, and streamlined purchasing processes that enhance satisfaction and facilitate repeat usage. Additionally, the perceived value proposition offered by online shopping including competitive pricing, exclusive deals, and subscription services, further influences consumers' perceptions of affordability and value for money. Moreover, the role of social proof cannot be overstated, as consumer-generated content such as product reviews, ratings, and testimonials serve as potent influencers shaping perceptions of product quality and overall shopping experience. As consumers navigate the digital marketplace, factors like customer service responsiveness, product variety, and innovative initiatives contribute to shaping their perceptions of online shopping as a preferred destination for fulfilling their diverse shopping needs. In essence, understanding consumer perception towards online shopping, particularly in the context of online shopping is essential for elucidating the complexities of contemporary consumer behavior and devising strategies to enhance engagement, satisfaction, and loyalty in the ever-evolving landscape of e-commerce.

What is online shopping?

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser or a mobile app. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. As of 2020, customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers and smartphones.

Definition:

Consumer perception applies the concept of sensory perception to marketing and advertising. Just as sensory perception relates to how humans perceive and process sensory stimuli through their five senses, consumer perception pertains to how individuals form opinions about companies and the merchandise they offer through the purchases they make. Merchant supply consumer perception theory to determine how their customers perceive them.

They use consumer perception theory to develop marketing and advertising strategies intended to retain current customers -- and attract new ones.

Self-Perception:

Self-perception theory attempts to explain how individuals develop an understanding of the motivations behind their own behavior. Self-perception by customers relates to values and motivations that drive buying behavior -- which is also an important aspect of consumer perception theory. For instance, a study by researchers at the University of Massachusetts at Amherst addressed how self-perception shaped consumers' buying behavior.

Price Perception:

While mass merchandisers such as Wal-Mart emphasize low prices as an inherent virtue, upscale merchants attempt to emphasize quality and value for money to appeal to potential customers. Researchers at the School of Business Administration at LaSalle University and LeBow College of Business at Drexel University considered several factors, including price perception -- whether consumers believed they were being charged fair prices -- in determining whether online shoppers would make repeat purchases through the same website.

Benefit Perception:

"It's good, and it's good for you." Many consumers are familiar with this phrase frequently associated with food advertising. Researchers from Marquette University, Louisiana State University and the University of Arkansas surveyed customers to determine how nutrition claims associated with food affected their perception of that food's nutritional value.

Nature of online shopping:

The nature of online shopping is multifaceted, reflecting a dynamic interplay of technological, economic, social, and psychological factors. At its core, online shopping offers unparalleled convenience and accessibility, allowing consumers to browse and purchase products from the comfort of their homes or on the go. It transcends geographical boundaries, enabling access to a vast array of products and services from around the world.

- Convenience.
- Variety.
- Competitive pricing.
- Accessibility.
- User reviews.
- Personalization.
- Instant gratification.
- Comparison shopping.
- 24/7 availability

Models of consumer buying behavior:

We have already seen that there are many factors which influence the decision-making of consumers. There are various consumers' models which help in the understanding of consumer behavior. These are listed below. We shall discuss these briefly.

1. Economic Model
2. Psychological Model
3. Sociological Model
4. Howarth Sheth Model
5. Nicosia model

1. Economic Model :

In this model, consumers follow the principle of maximum utility based on the law of diminishing marginal utility. The consumer wants to spend the minimum amount for maximizing his gains. Economic man model is based on: **Price effect:** Lesser the price of the product, more will be the quantity purchased. **Substitution effect:** Lesser the price of the substitute product, lesser will be the utility of the original product bought. **Income effect:** When more income is earned, or more money is available, more will be the quantity purchased. This model, according to behavioral scientists, is not complete as it assumes the homogeneity of the market, similarity of buyer behavior and concentrates only on the product or price.

2. **Psychological Model:**

Psychologists have been investigating the causes which lead to purchases and decision-making. This has been answered by A.H. Maslow in his hierarchy of needs. The behavior of an individual at a particular time is determined by his strongest need at that time. This also shows that needs have a priority. First, they satisfy the basic needs and then go on for secondary needs. The purchasing process and behavior is governed by motivational forces. Motivation stimulates people into action. Motivation starts with the need. It is a driving force and also a mental phenomenon. Need arises when one is deprived of something. A tension is created in the mind of the individual which leads him to a goal directed behavior which satisfies the need. Once a need is satisfied, a new need arises and the process is continuous.

3. **Sociological Model:**

This is concerned with the society. A consumer is a part of the society and he may be a member of many groups in a society. His buying behavior is influenced by these groups. Primary groups of family friends and close associates exert a lot of influence on his buying. A consumer may be a member of a political party where his dress norms are different. As a member of an elite organization, his dress requirements may be different, thus he has to buy things that conform to his lifestyles in different groups.

4. **Howarth Sheth Model:**

This model is slightly complicated and shows that consumer behavior is complex process and concepts of learning, perception and attitudes influence consumer behavior. This model of decision making is applicable to individuals. It has four sets of variables which are: **• Input • Perceptual and learning constructs • Outputs**

5. **Nicosia Model:**

This model explains consumer behavior based on four fields shown in the diagram. The output of field one becomes the input of field two, and so on. Field, one consists of subfields one and two. Subfield one is the firm's attributes and the attributes of the product. The subfield two is the predisposition of the consumer and his own characteristics and attributes, which are affected by his exposure to various information and message, and is responsible for the building of attitude of the consumer.

Advantages of online shopping:

1. **Good discounts / lower prices / online deals / great bargains and promotions:** Many companies send coupons to their customers who have opted into their email marketing

campaigns, delivering them with the latest product or service information and what current promotions they are currently holding.

2. **Variety:** On the internet, you can find pretty much anything you're looking for. The number of items available is astounding. And many of those items aren't even available in traditional stores. It's easier to find rare products: shopping online gives you access to international goods. If you can't find the right product in your home country, then you can look abroad.
3. **Save Time + energy:** With just a couple of clicks of the mouse, you can purchase your shopping orders and instantly move to other important things, which can save time.
4. **Comparison of Prices:** The advanced innovation of search engine allows you to easily check prices and compare with just a few clicks. It is very straightforward to conduct price comparisons from one online shopping website to another. This gives you the freedom to determine which online store offers the most affordable item you are going to buy.
5. **No pressure shopping:** Generally, in physical stores, the sales representatives try to influence the buyers to buy the product. There can be some kind of pressure, whereas the customers are not pressurized in any way in online stores.

Disadvantages of online shopping:

Before you start making up your mind and start purchasing products online by reading the benefits mentioned above, let's first consider the limitations of online shopping.

1. **Risk of fraud:** There is a risk of frauds such as hacking, identity theft, credit card scams, phishing, and other scams during online shopping.
2. **Less community contact:** Online shopping majorly decreases contact with the community. If we do shop online continuously, we never have to leave home to shop outside. This can be good for a while, but sometimes we should go outside to do shopping, talk with real people, breathe fresh air, take participation and show involvement in the community, and do other activities outside. A computer can never complete a real connection with a human.
3. **Delay in delivery:** Sometimes buyers have to face an unexpected delay in the delivery of the booked item. Booking an order hardly takes five minutes, but its delivery sometimes takes a delay of 5-10 days. While, if we shop the things offline from the store, we can get our product instantly.
4. **Lack of touch with items:** In online shopping, it is not possible to touch things in order to get the exact idea of the product's quality. It can only be possible when the product is booked and delivered to us.
5. **Lack of shopping experience:** In online shopping, there will be no market visit which results in the lacking of an actual shopping experience that includes market visits, showrooms, and merchandise.

Major Findings of the study:

1. The study found that the majority of respondents are male only, female respondents are very less.
2. The Studies on customer perception of online shopping.
3. The Studies on customer perception reveal a strong preference for online purchasing, driven by factors like convenience, time-saving, and the availability of a wide variety of products.

4. The concerns regarding online transaction security, personal privacy.
5. The lack of physical verification continue to be significant obstacles. Factors like age, gender, and income also influence online shopping behaviors.

Suggestions:

1. The following suggestions are given in order to overcome the dissatisfaction of the level of online shopping to Amazon customers and to undertake improvement in the online shopping system.
2. In online shopping, importance must be given by the shops to sensitize the Consumers to follow the specific directions. It is better to write and display the directions in the front page of the websites of online stores as socially useful tips.
3. The increase in consumers' income improves their preference for online shopping. In online shopping, e-retailers need to develop innovative pricing strategies to target middle and lower-income group consumers.
4. Highly convenient online services should be maintained only through regular monitoring of consumers' perceptions and expectations. This will promote continuous improvement in delivery.
5. Translation should be safe and proper security should be assured to the people making online shopping
6. The government should take serious action for those who conduct cybercrime activities. The online stores can increase their reputation through effective marketing strategies like physical demonstration videos for goods, on-time delivery, and stop buying from consumers.

Conclusion:

The study on customer perception towards online shopping on reveals a generally positive consumer outlook. Customers in the region appreciate online shopping for its convenience, variety of products, and competitive pricing, which makes it an attractive platform for online shopping. The platform's easy navigation, secure payment methods, and reliable customer service contribute significantly to building trust among consumers. Despite these positives, some challenges remain, such as delivery delays in rural areas, occasional discrepancies in product quality, and limited availability of local products. Consumers expect to enhance delivery services, particularly in remote regions, and provide better product descriptions to help them make more informed decisions. Additionally, they are looking for greater flexibility in return policies and a wider range of locally available products to better meet their needs. Online shopping reliability and convenience have made it the preferred choice for though improvements in specific areas would further increase customer satisfaction. Online shopping offers a compelling blend of convenience and variety, reshaping how people purchase goods and services. While it provides access to a wider selection and the ability to shop from anywhere, it also presents challenges like security concerns and the potential for scams. Ultimately, the future of online shopping will depend on addressing these concerns and further enhancing the user experience.

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