

Study on consumer perception on online shopping in Surat city

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Abstract

Nowadays Online Shopping takes an Intermediate place to the buyer and the seller. The online customers are increasing day by day and the majority of online shopping is increased in the people. The consumer can purchase clothing, shoes, books, airline and events tickets, foods, computers hardware and so on. In this study analyze the customer perception towards online shopping in surat city at f-studio. In this study used convenient sampling method 110 respondents were selected and data were collected through structured questionnaire. On the basis of data analysis is found that most of the customers were perceived that online shopping is not better option than manual shopping and were to satisfied with their online shopping transactions.

Keywords: online shopping, customers, purchase, Surat city

Introduction

Online shopping or online retailing 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. Alternative names are: e-shop, e-store, Internet shop, web-shop, web-store, online store, and virtual store. 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 (B2C) online shopping. In the case where a business buys from another business, the process is called business-to-business (B2B) online shopping. The largest of these online retailing corporations are eBay and Amazon.com, both based in the United States.

Literature Review

- Hassanein and Head (2007) investigated the impact of socially rich text and picture design elements of various levels on the perception of online social presence and its subsequent effect on antecedents of attitudes towards websites. They had shown higher levels of perceived social presence to positively impact the perceived usefulness, trust and enjoyment of shopping websites, leading to more favorable consumer attitudes. Information on online shopping Security & Privacy Perceived Usefulness Perceived Ease of use Attitude towards online shopping Intention to shop online Decision Making Online Purchase.
- Hernandez *et al.* (2010) in their study aimed at analyzing moderating effect of e-purchasing experience. They analyze the perceptions of potential e-customers and experienced customers. They found that consumer behavior change with purchase experience.
- Kim *et al.* (2007) in their study examined the influence of level of IIT i.e. image interactivity technology (IIT), such as close-up pictures or zoom-in functions, mix-and match functions, and 3D virtual models to enhance consumers' online shopping experience on consumer perception of online retail environment, shopping enjoyment, shopping involvement, a desire to stay, and patronage intention. They found significant structural relationships between these research variables.
- Soopramanien and Robertson (2007) in their empirical study showed how sociodemographic variables, attitudes and beliefs towards Internet shopping affect both the adoption decision and usage of the online shopping channel. They found behavioral difference between three forms of behavior such as online purchase, browsing and in-store purchase.
- Cho and Geistfeld (2004), in their study examine how cultural values affect consumer decision-making with respect to e-commerce (on-line shopping) adoption in the United States and Korea. The findings suggest that cultural values are antecedents to perceived risk, perceived self-efficacy, and subjective norm. Furthermore, the findings indicate that while the overall behavioral mechanism underlying choice is similar for the two countries, there are differences in the relative importance of the factors determining consumers' intention to adopt e-commerce
- Hung-Pin Shih (2004) developed an extended model of consumer acceptance of shopping and tested it with multiple regression tests. The study found that individual attitude towards e-shopping are strongly and positively correlated with user acceptance. It also found that perceived use and perceived ease of use significantly determine individual attitude.
- Petrovic Dejan (2006) in his study on Analysis of consumer behaviour online explained that the most relevant behavioural characteristics of online consumers and examine the ways they find, compare and evaluate product information. Comparison of the newly collected survey data with the existing consumer behaviour theory resulted in detection of a number of issues related to a specific consumer group. The purpose of this report is to translate these findings into a set of implementation activities on strategic and technological level. Execution of these recommendations will result in better conversion of visitors into customers and encourage customer loyalty and referrals. The focus group of this

study will be young adults aged between eighteen and thirty-four interested in buying a mobile phone or a related product.

Research Methodology Objectives

The objective for this research is:

Primary objective

1. To study the perception of customers towards online shopping in Surat City.

Secondary objective

1. To examine the factors why people prefer online shopping.
2. To determine the attributes which influence online shopping behavior of consumers.

Research Design

Descriptive research can be either quantitative or qualitative. It can involve collections of quantitative information that can be tabulated along a continuum in numerical form, such as scores on the test or the number of times a person chooses to use a certain feature of a multimedia program. Descriptive research involves gathering data describe events and then organizes, tabulates, depicts and describes the data collection. It often uses visual aids such as graph and charts to aid the reader in understanding the data distribution.

Data Collection

Primary data was collected using the Questionnaire. A survey was by the researcher by meeting the respondents in their respective places or by meeting them on internet.

Sampling Design

This research study after collecting data is the sampling process. When a decision is made to use the sample, a number of factors must be taken into consideration. The size of sample selected for the research is 110 in Surat city.

1. Sample size

Sample size is a count the of individual samples or observations in any statistical setting, such as a scientific experiment or a public opinion survey. Though a relatively straightforward concept, choice of sample size is a critical determination for a project. Too small a sample yields unreliable results, while an overly large sample demands a good deal of time and resources.

Here I will be collecting the sample of 110.

2. Sampling Method

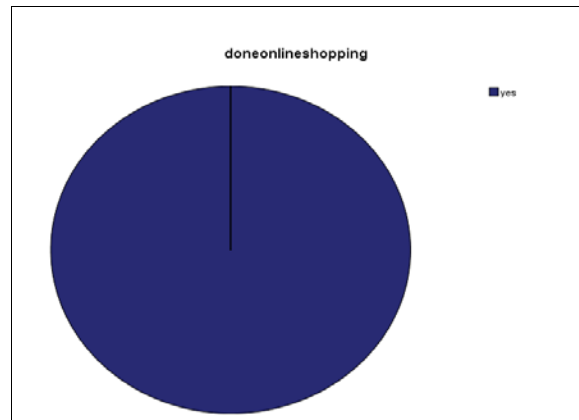
A variety of sampling methods can be employed, individually or in combination. Factors commonly influencing the choice between these designs include:

- Nature and quality of the frame
- Availability of auxiliary information about units on the frame
- Accuracy requirements, and the need to measure accuracy
- Whether detailed analysis of the sample is expected
 - a. Simple random sampling
 - b. Systematic sampling
 - c. Stratified sampling

Analyses

Q.1) Done Online Shopping

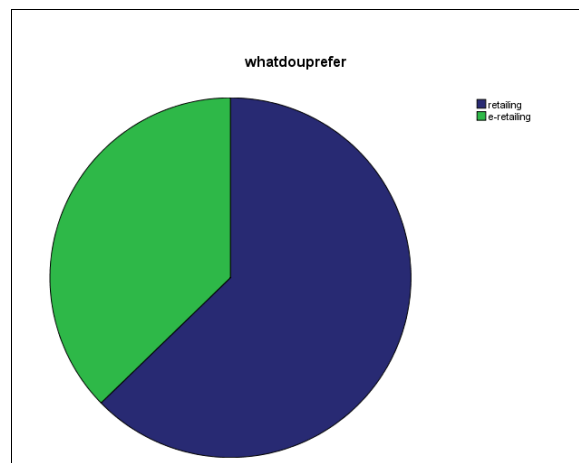
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	110	100.0	100.0	100.0



Interpretation: The following pie chart shows Out of 110 respondent all 110 respondent have done online once or twice.

Q.2) What Do You Prefer

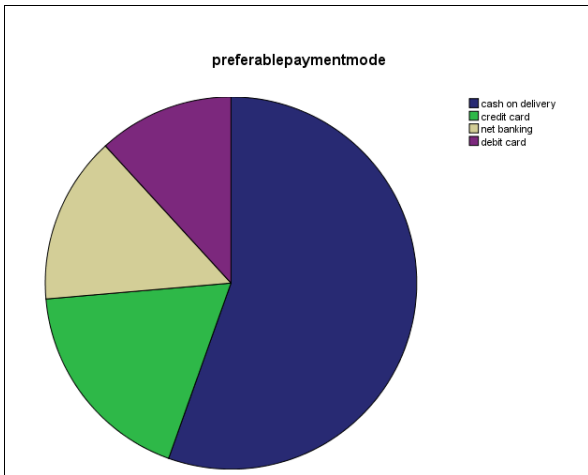
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	retailing	69	62.7	62.7	62.7
	e-retailing	41	37.3	37.3	100.0
	Total	110	100.0	100.0	



Interpretation: The following Table & pie chart shows that Out of 110 respondent 41 respondent prefer e-retailing and 69 respondent prefer retailing

Q.11) Preferable Payment Mode

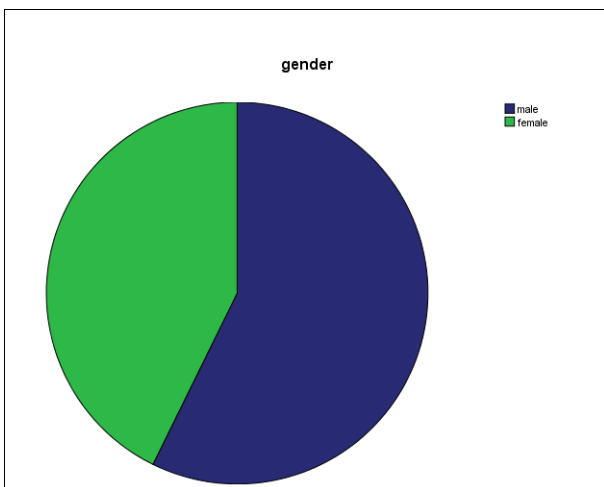
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	cash on delivery	61	55.5	55.5	55.5
	credit card	20	18.2	18.2	73.6
	net banking	16	14.5	14.5	88.2
	debit card	13	11.8	11.8	100.0
	Total	110	100.0	100.0	



Interpretation: From the above table and chart we can see that Out of 110 respondent 20 respondent prefer credit card, 13 respondent prefer debit card, 61 respondent prefer Cash on delivery, and 16 respondent prefer Net banking.

Gender

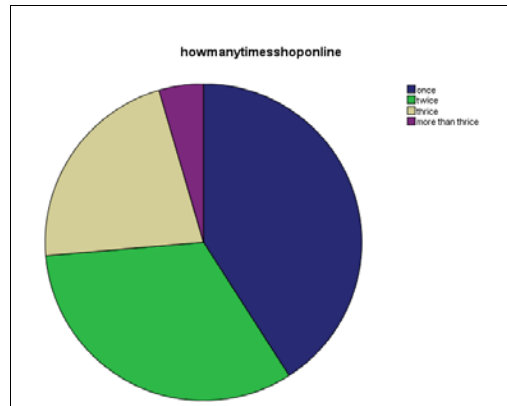
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	63	57.3	57.3	57.3
	female	47	42.7	42.7	100.0
	Total	110	100.0	100.0	



Interpretation: From the above pie chart we can see that Out of 110 respondent 63 are male and 47 are female.

Q.3) How Many Times Shop Online

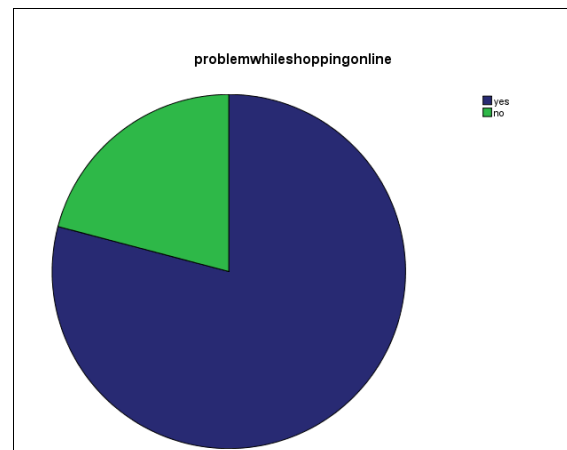
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	once	45	40.9	40.9	40.9
	twice	36	32.7	32.7	73.6
	thrice	24	21.8	21.8	95.5
	more than thrice	5	4.5	4.5	100.0
	Total	110	100.0	100.0	



Interpretation: From the above pie chart we can see that the highest is 40.9% with Once in a month, second highest Twice in a month which is 32.7%, third is 21.8% with Thrice and least is 4.5% more than thrice.

Q.4) Problem While Shopping Online

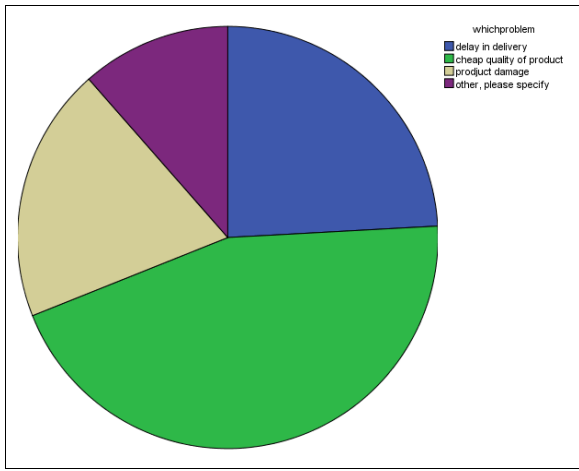
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	87	79.1	79.1	79.1
	No	23	20.9	20.9	100.0
	Total	110	100.0	100.0	



Interpretation: From the above Table & pie chart we can see that Out of 110 respondent 87 respondent felt problem and 23 respondent haven't felt problem.

Q.5) Which Problem

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	cheap quality of product	39	35.5	44.8	44.8
	delay in delivery	21	19.1	24.1	69.0
	product damage	17	15.5	19.5	88.5
	other, please specify	10	9.1	11.5	100.0
	Total	87	79.1	100.0	
Missing	System	23	20.9		
	Total	110	100.0		



Interpretation: From the above Table & Chart we can see that Out of 110 respondent 21respondent felt problem of Delay in deliver, 39 respondent felt problem of cheap quality product and 17 respondent felt problem of product Damage.

Conclusion

It was seen from the study that most of the Respondents of the age group of 18-25 were found to be adopters of online shopping. Most of the Males were the adopters as compared to females, where most of them were non-adopters. The adopters were mostly graduates with monthly income in the range of Rs.3Lc-Rs.5Lc. The respondents those who use internet from 5 to 7 hours a day were found to be adopters of online shopping. Further, the factor analysis was applied to understand the various reasons for adoption and non-adoption of online shopping by the respondents. The following four factors were found to be significant Price Consciousness, Convenience and Variety, Easy Payment options and Challenges of Online Shopping. Most of the consumers prefer to buy some selected products online because they will get heavy discounts in comparison to store purchases. Also, the consumers feel that there are good websites available which can be trusted for purchases. The consumers perceive that shopping online gives them larger options to choose from. Shopping online is very convenient as one has to just open a laptop or PC to shop rather than getting ready and pass through rush hour traffics. Shopping online saves time and money along with lesser effort is required in comparison to store purchases. Consumers feel that carrying cash or credit cards all the way to the store is meaning less if one can purchase the same product from their home. The educated consumers are aware of the buying procedures online which they feel are pretty simple. The only worry of consumers is regarding the trustworthiness of some websites, since they have to give their credit card details to shop online. Many of the consumers are aware of the various online scams due to which they are very concerned and reluctant while providing their credit card information online. Also the online purchases take a longer time in shipments and deliveries. The psychology of an Indian consumer is still the same of checking the product physically before purchasing it, which creates a mental hurdle for online shopping.

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