



The critical analysis of consumer's perception towards online shopping

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Abstract

The online shopping is the phenomenon which has gain huge momentum in recent era. It has changed the dimension of shopping all over the world. In order to face the competition from traditional shopping methods it has made some distinct changes in its method of working. The progress made by online shopping is significant but still it has not achieved the overall growth in all sectors of economy. This is the study undertaken primarily to understand the consumer's psyche which prompt or prohibit him from online shopping. The number of factors were considered and in pilot study the five most influenced factors were finalized. The ANOVAs were used to prove the hypothesis. The recommendations drawn from this study will bring new views in understanding the perception of consumers towards online shopping.

Keywords: on line shopping, price of the product, product information, perception of consumers

1. Introduction

(Kumar) the E-commerce business in India has seen exponential growth over the last decade. This growth is due to many contributory factors, including rapid adoption of technology by Indian consumers, large increases in the number of internet users, new enabling technologies, innovative business models and alternative payment options offered by E-commerce companies. (kumar) online shopping is one of the most popular activities that take place on internet. 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. (P. Jayasubramanian, 2015) ^[39]. Since the emergence of the World Wide Web, merchants have sought to sell their products to people who surf the Internet. (Mishra, 2015) ^[36]. E-commerce is providing a great competitive edge to today's businesses. (Kumar Anuj, 2018) ^[25]. As in 21st century as internet has become most important and frequently and most necessity device, it will surely race to achieve more growth and sales via internet. (Nebojša Vasić M. K., 2019) ^[37, 38]. In the last decade, online shopping has experienced an explosive growth due to the fact that it represents a more economic and convenient approach to purchasing in comparison to traditional shopping. FICCI) As per FICCI-EY media and entrainment report (2019), the total number of mobile subscribers stood 17.0 million in 2018. Smartphone users have increased by 39% to reach 340 million in 2018. Average data consumption has been doubled from 4 GB to 8 GB per month between 2017 and 2018. E-commerce in India is growing at an annual rate of 51%, the highest in the world, and is expected to jump from US \$38.5 billion in 2017 to US \$200 billion in 2026 according to ASSOCHAM-Forrester study paper.(Chaudhari, 2017) ^[6]. The demonetization has increased Th need of cash less transaction. It was this scenario that boosted online shopping. (Rahman) The Indian ecommerce market, dominated by Flipkart and Amazon, is expected to grow to \$ 150 billion (USD) by 2020. (M. Prabu, 2013) ^[32]. Internet in India has driven huge change. Enabled rural and urban people to access information in the

form of entertainment, news, financial and academic material. Fostered personal communication through E-Mail, instant messaging, video conferencing and social networking. (Meeke, 2019) ^[35]. the internet penetration in the world has increased from mere 24% in 2009 to 51% in 2018. (Sinha, 2019) ^[47]. with over 430 million internet users, India is the second largest online market, ranked only behind China. Internet users in India are expected to increase to about 635.8 million by 2021. (Telecom Statistics India, 2018) ^[51], whereas total number of internet users of Maharashtra in 2018 were 39.45 million. (Umesh Kumar, 2015) ^[52]. Certain unique attributes of the E-Commerce industry in India such as cash on delivery mode of payment and direct imports that lower cost and special offers and seasonal sale, festive offers and some lucky draw gifts and vouchers, etc. with wide variety of product range. (Sharma, 2017) ^[44].The Indian ecommerce market offers services in B2B, B2C and C2C segments with most of the players operating in the B2C segment. (IMRB, 2018) ^[23]. Bihar shows the highest growth in new Internet user addition, closely followed by Odisha. (Wei, 2008) ^[54]. Li and Zhang (2002) ^[57]. Point out that there are positive relationships between online shopping behavior and five categories of factors viz e-stores' logistic support, product characteristics, website technological ingredients, information characteristics and website presentation. (Nebojša Vasić M. K., 2019) ^[37, 38]. Nebojša Vasić, Milorad Kilibarda and Tanja Kaurin also have confirmed that security, information availability, shipping, quality, pricing and time presented are significantly related to consumer satisfaction.

2. Review of Literature

a) Perception

(Wu, 2003) ^[55]. further stated that attitude is influenced by four consumer's dimensions: namely, demographic profile, purchase preference, benefit perception and lifestyle. (Slyke, 2002) ^[48]. men's perceptions on online shopping were more favorable than those of female consumers. (Razinah Hassan, 2009) ^[42]. investigated Malaysian part-time students' benefit

perception on online shopping. His result shows that part time students are still unconvinced to shop online. He also added that these students are more time savers. (Li, 2015)^[31]. States that perception about the shopping plays a significant role in fulfilling customer's e-Satisfaction and e-Loyalty. (Ahn, 2007)^[2]. pointed out that clarity of layout is significantly associated with consumers' perception of the quality of a website

b) Price of the Product

(Heim, 2001)^[21]. at the outset Price was a main factors for consumer's online shopping motive. (Vetriveeran, 2016)^[53]. This paper analyzes the customer satisfaction level in online marketing among two hundred and fifty respondents. He stated that, e-merchants should protect the consumers by supplying quality goods and services at affordable price. (French, 2013)^[18]. in his paper stated that in the retail market, the price often influences subconscious minds of consumers. (Ernst, 2000)^[13]. in their article Suggested that consumers prefer online shopping because of good product selection, competitive prices, and ease of use. Apart from this In addition, (Strauss J, 1999)^[50]. also pointed out that the ease of comparing price as one of the most important motivator in online shopping. (Cuneyt, 2004)^[8]. were also of same opinion that in online shopping consumers can buy faster, more with comparative lowest price.

c) Product Information

(Ezgi Akar, 2013)^[15]. Product type and product assortment are the product characteristics that have an impact on online purchase intention. (Zhang, 2002)^[57]. Na Li and Ping Zhang^[57]. Stated that rather than searching actively, many times potential consumers are attracted by information about products or services associated with it. (Rowley) explain e-service in conclusion of many scholars' opinions, e-service, based on information technology, includes the information provision and system support, the logistic transportation of service and the trace and exchange of information. (Park, 2003)^[40].

Park and Kim have identified that product information quality is very crucial for customers why vital for customers searching and purchasing products. (Guo, 2012)^[19]. the information about product includes the characteristics of accuracy, timeliness, usefulness and completeness. (Maditinos, 2010)^[33]. Maditinos and Theodoridis states that customer satisfaction is very significant to product information and its quality. (L., 1999) Baldwin (1999)^[22]. found out that number of result yield by searching tool in website ar. For instance, the results of a too gigantic for consumers. Like search of "minidisc players" resulted in hits from a minimum of 20 at Bottomdollar to 56 at Amazon.com's shop. (Eroğlu, 2014)^[14].

Websites reduces geographical limitations and ensures customers have more information with much less time and cost. (Dr.J.Vijayadurai, 2016)^[12]. Online Shopping Intention is influenced by the Product Attributes, Relevant Information and Trust worthiness.

d) Prior experience and perception of consumer towards online shopping.

(Laroche, 2005)^[30]. stated that online purchase decisions are often affected by the prior experience. They further stated that online purchase is still uncertain as compared to

traditional ones. (Shim S. &, 1990)^[45]. prior purchase practice it decreases doubts and ultimately leads to rise in the buyer purchase intention. (Shim S. E., 2001)^[46]. has an opinion that previous negative experience about online purchase will reduce further online purchase drastically. (Dillon, 2004)^[9]. In addition, consumer's previous experiences with online purchases or lack thereof can be significant factors responsible for purchasing decisions. Lastly, according (Boyer, 2005)^[5]. Negative experience of customer not only hampers the interest of related business but it also deviate customers from other online business.

e) Product delivery and perception of consumer towards online shopping.

(Xiaoying, 2012)^[56]. suggested that factors like website design, security, quality of information provided, method of payment, service and product quality, product variety and delivery service are significantly related to consumer satisfaction towards online shopping in china. (Sachs, 2001)^[43]. found in his study that price, quality of service and information, speed and reliability of delivery, ease of on-line ordering, and trust towards vendors are important factors for consumers considering online purchases.

e) Relevant transparency and perception of consumer towards online shopping.

(K, 2017)^[24]. Today the accessibility and transparency of information has influenced the decision making process of customers. According to (Bina, 2018)^[3].

The information of the products and the reviews thereof has to be shown with complete honesty and transparency so that every customer must feel that they are treated in a unique way. (DR V.SANTHI, 2018)^[10]. Believed that price transparency in online shopping as it is much quicker and easier. (Sri Astuti Pratminingsih, 2013)^[49]. stated That it is, customer's trust in the online service is increasing due to the fact that the online service provider is considered as committed, sincere, honest and transparent. (BOJANG, 2017)^[4].

It is necessary for online vendors to exercise honesty and transparency whenever they handle customer transactions. (kumar, 2019)^[29]. In food industry number of customers to ordering the food for breakfast; lunch and dinner are increasing particularly in the metropolitan cities because of maximum convenience and transparency. (Agnihotri, 2007)^[1]. Show concern about the lack of transparency on the part of banks and credit card operators.

3. Research Methodology

a. Conceptual Framework

The said research is an attempt to study the relationship between various factors which affect Consumer perception. For this number of factors were pre-determined. In order to finalize the factors pilot study was conducted. For the purpose of pilot study 50 questionnaires were distributed among the respondents.

The questionnaire was mainly targeted to finalize the most important factors which affect the perception of consumers. After the analysis of pilot study the five factors which emerged as the most important are product information, prior information, product delivery and transparency in working of host website. Accordingly following conceptual framework is developed.

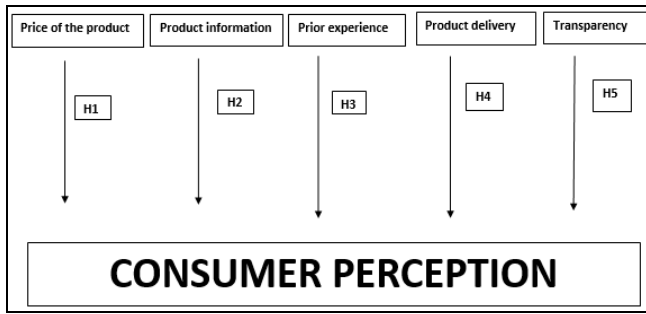


Fig 1: Conceptual framework

b. Objectives of the Study

1. To evaluate the awareness and perception of the consumer’s towards online shopping
2. To identify the factors affecting consumer’s perception towards online shopping

c. Hypothesis

H₀₁ There is no significant relationship between price of product and perception of consumer towards online shopping.

H₀₂ There is no significant relationship between product information and perception of consumer towards online shopping.

H₀₃ There is no significant relationship between prior experience and perception of consumer towards online shopping.

H₀₄ There is no significant relationship between product delivery and perception of consumer towards online shopping.

H₀₅ There is no significant relationship between relevant transparency and perception of consumer towards online shopping.

d. Population and Sampling

The population for the current research is Nagpur city. Once pilot study was done and four main factors were finalized the open ended questionnaire was circulated among the respondents. The total number of respondents to whom questionnaire was distributed was 650 out of them 638 were found valid. The questionnaire were distributed and collected during October 2019 to January 2020. The selection of sample was done entirely on the basis of random sampling method. Only care was taken that the respondents must have at least five times experience of online purchase.

e. Reliability and validity

The most commonly used test for reliability by researcher all over the world is Cronbach’s coefficient alpha (Cronbach’s alpha). The same has been used by researcher here. The Cronbach’s value for the current research comes out to be 0.902. According to (Cronbach, 1951) [7], the closer the reliability gets to the value 1.0 the better is the reliability. Hence this value is highly acceptable.

4. Findings

Table 1: profile of respondents

Variables	Criteria	Number of respondents	Percentage
Gender	Male	413	64.73
	Female	225	35.27
Education level	Undergraduate	142	22.25
	Graduate	102	16
	Post graduate	305	47.80
	Professional	89	13.95
Income level(monthly)	0-40,000	124	19.43
	40,000-80,000	365	57.21
	80,000-1,20,000	127	20
	1,20,000 & above	22	3.36
Period of having internet connection	From last 1 year	69	10.81
	From last 2 to 5 years	258	40.43
	From last 5 to 7 years	239	37.46
	More than 7 years	72	11.28
Daily use of internet	1 hour and below	62	9.71
	1 to 3 hour	145	22.72
	3 to 5 hours	124	19.43
	5 to 7 hours	218	34.17
	More than 7 hours	89	13.97

Source: primary data collection

Table 2: analysis of questionnaire

Variables	Measurement indicators	Scale parameters	Number of respondents	Percentage
Price	Cheaper price	Strongly agree	366	57.74
		Agree	127	19.90
		Neutral	21	3.29
		Disagree	87	13.63
	Cash back	Strongly disagree	37	5.65
		Strongly agree	158	24.76
		Agree	263	39.65
		Neutral	45	7.05
	Disagree	84	14.73	

	Mega festival discount	Strongly disagree	88	13.79
		Strongly agree	198	31.03
		Agree	254	39.81
		Neutral	87	13.63
		Disagree	41	6.42
		Strongly disagree	58	9.09
Product information	Accurate information	Strongly agree	314	49.21
		Agree	201	31.50
		Neutral	14	2.19
		Disagree	100	15.67
	Timely information	Strongly disagree	09	1.41
		Strongly agree	256	40.12
		Agree	128	20.06
		Neutral	97	15.20
	Attractive presentation of product	Disagree	89	13.94
		Strongly disagree	68	10.65
		Strongly agree	342	53.60
		Agree	148	23.19
Prior experience	Saves money	Neutral	98	15.36
		Disagree	42	6.58
		Strongly disagree	08	1.25
		Strongly agree	413	64.73
	Product is same as per description	Agree	103	16.14
		Neutral	54	8.46
		Disagree	48	7.52
		Strongly disagree	20	3.13
	Easy return policy	Strongly agree	158	24.76
		Agree	253	39.65
		Neutral	45	7.05
		Disagree	94	14.73
Product delivery	Timely delivery	Strongly disagree	88	13.79
		Strongly agree	321	50.31
		Agree	145	22.72
		Neutral	68	10.65
	Product is safe	Disagree	85	13.32
		Strongly disagree	19	2.97
		Strongly agree	325	50.94
		Agree	142	22.25
	Quantity is same	Neutral	47	7.36
		Disagree	48	7.52
		Strongly disagree	76	11.91
		Strongly agree	412	64.57
Transparency	No hidden charges	Agree	178	27.89
		Neutral	21	3.29
		Disagree	18	2.82
		Strongly disagree	09	1.14
	Reviews are not malpracticed	Strongly agree	369	57.83
		Agree	127	19.90
		Neutral	21	3.29
		Disagree	87	13.63
	Proper bill is given at the time of delivery	Strongly disagree	34	5.33
		Strongly agree	387	60.65
		Agree	167	26.17
		Neutral	26	4.07
		Disagree	31	4.85
		Strongly disagree	27	4.23
		Strongly agree	198	31.03
		Agree	254	39.81
		Neutral	87	13.63
		Disagree	41	6.42
		Strongly disagree	58	9.09
		Strongly agree	325	50.94
		Agree	120	18.80
		Neutral	61	9.56
		Disagree	74	11.60
		Strongly disagree	58	9.09

Source: Primary data collection

5. Hypothesis testing

H₀₁ There is no significant relationship between price and perception of consumer towards online shopping.

Table 3: Testing of first hypothesis.

Result Details				
Source	SS	df	MS	
Between-treatments	0	2	0	F = 0
Within-treatments	142529.6	12	11877.4667	
Total	142529.6	14		

From the above table it is clear that the f ratio value is 0. The p value is 1. The result is not significant at p<0.05. Hence we reject null hypothesis and accept alternative hypothesis.

H₀₂ There is no significant relationship between product information and perception of consumer towards online shopping.

For the test of above hypothesis the annova was used the results are displayed as below

Table 4: Testing of second hypothesis

Result Details				
Source	SS	Df	MS	
Between treatments	0	2	0	F=0
Within treatments	159221.6	12	13268.4667	
Total	159221.6	14		

From the above table it is clear that the f ratio value is 0. The p value is 1. The result is not significant at p<0.05. Hence we reject null hypothesis and accept alternative hypothesis.

H₀₃ There is no significant relationship between prior experience and perception of consumer towards online shopping.

Table 5: Testing of third hypothesis

Result Details				
Source	SS	Df	MS	
Between-treatments	0	2	0	F = 0
Within-treatments	186425.6	12	15535.4667	
Total	186425.6	14		

From the above table it is clear that the f ratio value is 0. The p value is 1. The result is not significant at p<0.05. Hence we reject null hypothesis and accept alternative hypothesis. So there is significant relationship between prior experience and perception of consumer towards online shopping.

c) H₀₄ There is no significant relationship between product delivery and perception of consumer towards online shopping.

Table 6: Testing of fourth hypothesis

Result Details				
Source	SS	df	MS	
Between-treatments	0	2	0	F = 0
Within-treatments	255581.6	12	21298.4667	
Total	255581.6	14		

From the above table it is clear that the f ratio value is 0. The p value is 1. The result is not significant at p<0.05. Hence we reject null hypothesis and accept alternative

hypothesis. So there is significant relationship between product delivery and perception of consumer towards online shopping.

H₀₅ There is no significant relationship between relevant transparency and perception of consumer towards online shopping.

Table 7: Testing of fifth hypothesis

Result Details				
Source	SS	df	MS	
Between-treatments	0	2	0	F = 0
Within-treatments	184717.6	12	15393.1333	
Total	184717.6	14		

From the above table it is clear that the f ratio value is 0. The p value is 1. The result is not significant at p<0.05. Hence we reject null hypothesis and accept alternative hypothesis. So there is significant relationship between relevant transparency and perception of consumer towards online shopping.

6. Discussion

The information of product is significantly vital in online shopping. Since the consumer cannot touch the product they rely heavily on the product information. The perception of online shopping starts with the information. If the product information and needs of consumer matches then and then only he proceeds towards purchasing it. The testing of second hypothesis showed the similar result yielded by (Zuroni Md Jusoh, 2012) [58]. In their study they found that that e-commerce experience, product perception and consumer service have significant relationship with attitude towards online shopping. The third hypothesis is related with the prior experience. The experience of online consumer can be bad or good. The better the experience the better are the chances of creating a positive perception in the mind of consumer. Most of the times the online shopping has been started with appropriate experience of close peer member. But the sustainability will create only by excellent experience of consumer. (Harrison-Walker, 2001) [20]. Compared to the traditional stores, online shopping offer an option to share their purchase experiences with others. This also affects the perception of consumers in a big way. Product delivery was the next factor which was selected during the course of pilot study. The product must reach within stipulated time period and in a safe condition. The delay in product deliver frustrates the consumer. Also the ingredients mentioned in the website must match with the product delivered. The safe and timely delivery of the product will enhance the ever growing perception about online shopping. The result shown in testing of fifth hypothesis is similar to where it was stated that trust and confidence in online service is prevalent, supported by the fact that that millions of people can't be wrong. (Francisco Lupiáñez-Villanueva, 2018) [17].

7. Conclusion and recommendations

The first hypothesis suggested the fact that the price is the most important element which affects the perception of consumers. This finding is similar to the where (Dr. Rakshita Puranik, 2014) [11]. Most of the consumers use the internet not only to buy the product but many times to compare prices. In similar studies (Matthew Tingchi Liu, 2013) [34]. Examined how perceived benefits influence 578

Chinese online shopping consumers. Their study shows that perceived benefit factors such as price, convenience and recreational benefits have significant influence over consumer's online buying behavior. Many of the previous research showed the fact that online shopping is popular among youngsters. But with the addition of monthly grocery items the housewives are also started showing interest in online shopping. Also the older ones are also started shopping online of course the credit goes to user friendliness of websites. The EMI, cash back on monthly expenses like electric bill has enhanced the use of online shopping. The ever increasing competition among online business houses has benefited the consumer. But still the brand loyalty exist and many people are seems to be loyal with their online business portals from many years. The movies shared by some online portals are becoming popular. The study reveals the following main recommendations

1. During the course of research many of respondents were complaining that they get repeated phone calls from the salesman of online shoppers enquiring about their address. Hence it is recommended to share the GPS location of client so that the salesman can get easy access to their consumer.
2. There are some items particularly some machines which need proper understanding. The online shoppers are losing their potential consumer as they are not sure about how to operate them. In this regard it is recommended to share the link of youtube videos which will demonstrate the use of machine s. Also if the customers have some doubt or query they can ask them in comment box.
3. It is but obvious that the giant online business house must be doing some corporate social responsibility work. It is strongly recommended that these companies should share them on their respective apps or portals. This is so because it is a misconception among the consumers that theses online shopping are whapping profit in some other countries and the local vendors are suffering the most. Hence if these businesses can declare the work done by them for society it will improve their image.
4. The addition of grocery items has given new dimension to online shopping. It is often found that Indian consumers have tendency to buy grocery items in the first week as in this period when they gets salary. Hence if online business house can send the gentle reminder about the items purchased in the last month and the money saved therewith it will prompt consumers to buy once again.
5. There are some online business houses which are not incurring delivery charges to the customers by charging them some yearly fees. It is recommended to incorporate all the items available in this scheme.
6. Every consmuers has their own peer group. It includes their parents, wife, children, siblings, some relatives and close friends. All the members of peer group have their birthday, marriage anniversary or some other special day. It is recommended that online shopping house should ask their customers about these people and their respective special dates. So that they can advise customers as to what they can gift to their peer member according their age, gender, taste or even fashion. This will increase their sale and may even create new trend.

7. One of the great sorrows of online business is that it has negligible business in rural sector. In this regard it is recommended that the farmers equipments like seeds, fertilizers etc should be made available. It is quite obvious that the agriculture is the soul of rural India if online shoppers can target this core parts it will get immense benefit. If the rural customers become assured about the quality they will be ready to pay extra delivery charges. Also it they will become aware of online shopping.
8. During the course of research it is found that the customers are finding it difficult to tackle too many options. Hence it is recommended that there must be more filters so that the customers will get desired product in quick time.
9. Apart from free movies online business can make some free games for their uses.

8. Limitations and scope for further studies

The study was restricted to Nagpur city only. Also due to time constrain convenient sampling method was used. Researchers can conduct similar studies in different geographical areas to validate the findings of this study. Further the tools like factor analysis can be utilized in order to get better result.

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