



## **A critical analysis of consumer's perception about online shopping**

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### **Abstract**

Online shopping is the most popular thing available on the internet. The numbers of people using online shopping are increasing day by day. It is said that in coming decade the traditional way of shopping will be completely taken over by the online shopping. In this research the researcher has made an attempt to study perception of consumers towards online shopping. Researcher has collected data of hundred respondents. The study concentrated on the factors which attract the consumers towards online shopping and factors which prohibits them from using online shopping.

**Keywords:** online shopping, price of the product

### **Introduction**

In Online shopping consumers directly buy goods or services from a seller over the internet. In last decade the online shopping in India has grown by leaps and bounce. This growth is mainly due to factors like 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 available on internet. Online shopping is one of the most frequently done activities which is taken place at the internet. Online shopping has grown in explosive way due to the fact that it represents a more economic and convenient approach of purchasing. This experience is not possible in traditional shopping. According to FICCI-EY media and entertainment report (2019), the total numbers of mobile subscribers were 17.0 million in 2018. Smartphone users have increased by 39% to reach 340 million in 2018. These figures are significant because increase in number of smart phones is directly related to increase in number of online customers. According to E-commerce ASSOCHAM-Forrester study paper, 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. Also With over 430 million internet users, India is the second largest online market. The first position of internet users belongs to china. In India Internet users are expected to increase upto 635.8 million by 2021. The Indian ecommerce market offers services in B2B, B2C and C2C segments with most of the players operating in the B2C segment. In India the state of Bihar has witnessed the highest growth in terms of new Internet user, followed by the state of Odisha. Many researchers have shown that The Indian ecommerce market, dominated by Flipkart and Amazon, is expected to grow to \$ 150 billion (USD) by 2020. In today's era the use of internet, social media, mobile apps, and other digital communication technologies have become integral part of people's daily lives. For instance, the current rate of internet use among American adults is about 87% and is closer to 100% for demographic groups such as college-educated and higher-income adults (pee research center) In many ways point there are significant relationships between online

shopping behavior five categories of factors viz e-stores' logistic support, product characteristics, website technological ingredients, information characteristics and website presentation. The internet has given us the access to more efficient way of shopping called "e-commerce". Globally, shoppers are gaining tremendous benefits from purchasing goods and services from online portals. The young consumers are more interested into online shopping. The new fashion items are attracting them most. But with the introduction of grocery items the online shopping has become household name.

### **Review of Literature**

According to tulsi raval stated that today in India demand of e-commerce market has increased by leaps and bounce. Use of smartphone as well as desktop has increased in India because of this the tendency of online shopping has increased. It is noticeable that the world's leading e-commerce companies are competing to capture the Indian online shopping market. The perception of the Indian online shoppers is the researchable factor in Indian e-commerce market. In the opinion of Agarwal, 2013, the factors which affect online shopping includes time saving, money saving, no risk in transaction, ease in selection of product or service, comparison with other products. Lai and Turban, 2008 in their research said that today's customers are availing internet for purchasing decisions. Modern technologies have made the internet more social. Internet has made the consumers publishers to share the content

### **Objectives**

1. To analyze factors which are attracting consumers towards online shopping.
2. To analyze factors which are prohibiting consumers towards online shopping.
3. To provide practical suggestions towards better understanding of online shopping.

### **Hypothesis**

1. There is no significant relationship between price of the product offered and consumer perception towards

- online shopping.
- There is no significant relationship between family income and consumer perception towards online shopping.

**Research Methodology**

The population for the current research is Nagpur city. The questionnaire was distributed. The selection of sample was done entirely on the basis of random sampling method.

**Table 1:** General Profile of respondents

Variables	Criteria	Number of respondents
Gender	Male	55
	Female	45
Education level	Undergraduate	10
	Graduate	35
	Post graduate	38
	Professional	17
Income level (monthly)	0-20,000	40
	20,000- 40,000	05
	40,0000-80,000	12
	80,000-1,20,000	38
	1,20,000 & above	05
Daily use of internet	1 hour and below	18
	1 to 3 hour	57
	3 to 5 hours	13
	5 to 7 hours	12
	More than 7 hours	10

Source: Primary data collection

According to you does the price of the product is the most is significant factor influencing perception towards online shopping

**Table 2**

Strongly agree	Agree	Neutral	Strongly Disagree	Disagree
45	18	19	06	02

After performing the kolmogorov smirnov test it was found that p value is 0.7652. Hence we accept null hypothesis that there is no significant relationship between price of the product offered and consumer perception towards online shopping.

According to you does the family income is significant factor influencing online shopping

**Table 3**

Strongly agree	Agree	Neutral	Strongly Disagree	Disagree
55	20	15	07	03

After performing the kolmogorov smirnov test it was found that p value is 0.664. Hence we accept there is no significant relationship between family income and consumer perception towards online shopping.

**Conclusion and Recommendations**

During the research it was found that the number of customers using the online shopping has increased in recent years. The ever-increasing number of smart phone is the primary cause of this scenario. The user friendliness of the online shopping website and affordable rates of internet had made online shopping more convenient. Among all Amazon and Flipkart are supposed to be the best. The brand loyalties for these two apps are increasing. It is recommended for others to follow the innovation adopted by these two. Also it

was found that many times specially in purchase of clothes and shoes the product differs from what actually ordered. Hence extra care should be taken while delivering these products.

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