

# Consumers Perception towards Online Shopping Platform

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**Abstract**—Electronic commerce, commonly known as E-commerce, refers to the buying and selling of products or services over electronic systems such as internet and other computer networks. In the era of globalisation, electronic marketing is great revolution. Over last decade maximum business organisation are running with technological change. Online shopping or marketing is the use of technology for better marketing performance. Therefore we have decided to study consumer's attitude towards online shopping and specifically studying the factors influencing consumers to shop online.

Our findings were related to the factors which influence the less price, discount, feedback from previous customers, quality of the product, shoppers in the term of demography in Bangalore. Nowadays many consumers have internet access both at work and home. A successful web store is not just a good looking website with dynamic technical features, listed in many search engines. This study aims to establish a preliminary assessment, evaluation and understanding of characteristics of online shopping. An effort has been made to investigate online consumer behaviour, which in turn provides E-marketers with a constructional frame work for fine-Tuning their E-business strategies.

**Index Terms**— Consumers Perception, Shopping Platform

## I. INTRODUCTION

Easy access to internet has driven consumers shop online. Many companies has started using the internet with the aim of cutting marketing cost, thereby reducing the price of their products and services to stay ahead in highly competitive markets. Consumers find a product 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 products availability and pricing at different e-retailers the process is called business-to-consumer (B2C) online shopping. Consumer's attitude toward online shopping refers to their physiological state in terms of making purchases over the internet. For instance, consumer recognise the need of buying some product, they refer to the internet to buy online and start to search for the information and look for all the alternatives and finally make a purchase which best fits to their needs. Before making final purchase, consumers are bombarded by several factors which limits or influence consumers for the final decision.

The main theme of the study is to know the factors that influence the consumers' attitudes and behaviours towards

online shopping. Earlier food, cloth and shelter were called as primary need but today one more need is added in that is "internet" both domestic companies as well as MNC's have started using the Internet with an objective of cutting marketing costs. Companies also use the internet to communicate and disseminate information, to sell the product, to take feedback and also to conduct satisfaction surveys with customers. Customers use the internet not only to buy the product online, but also to compare prices, product features and after sales service facilities. In addition to the tremendous potential of the E-business market, the internet provides a unique opportunity for companies to efficiently reach existing and potential customers.

The popular online retailing companies in India are Flip kart, Snap deal, Amazon and EBay. The five dominant factors which influence consumer perceptions for online shopping are information, easy to use, satisfaction, security, proper utilization of available information to compare the different products.

Our problem area that is consumer's attitude towards online shopping will determine the attractive factors that influence consumers to shop online and those factors will help marketers to formulate the strategies towards online marketing.

### A. Objectives

- To analyse highly preferred online shopping platform.
- To understand the major factors that impact customer's satisfaction towards online shopping.
- To identify the issues faced by the users in online shopping platforms.
- To interpret the customers preferences.

### B. Research Methodology

The study has been carried out by questionnaire based data. Random sampling has been adopted in the selection of samples.

### C. Statement of Problem

An increasing number and variety of firms and organisation are exploiting and creating business opportunity on the internet. The rapid growth in the field of virtual shopping is statistically mentioned above. With this emerging field of shopping the marketers interest is also increasing and motivating the customers to shop online. Fierce competitions among online

sellers have forced the marketers to gain the competitive edge. In order to gain competitive edge in markets consumers behaviour is analysed and identified through the factors which influence consumers to shop online in order to capture demands of consumers.

As online shopping is a new medium the consumer behaviour is pretty diverse in nature compared to the traditional consumer behaviour so it is equally important for the one to identify what factors influence the customers to shop online. These factors are important for the retailers to compete in the market and to make their product more compatible.

**D. Limitation of the Study**

- This study deals only with customers in Bangalore city.
- The sample size is comparatively less.
- The time constrains are also the limiting factor.

**II. REVIEW OF LITERATURE**

Kanupriya, Rita, Anupreet kaur(2016) studied on a “ A study of behaviour of consumer towards online shopping” their research suggest that increase in usage of internet increases the online shopping so there is a need to increase in broadband penetration as it accelerates the growth of online trade. A huge buyers and sellers across demographics are shopping online because of the changing life styles and shopping habits. It is seen that despite the immense possibilities available on the internet it is mainly used for mailing, chatting and surfing.

Pritam p. Kothari and Shivganga s. Maindargi (2016) studied on an “A Study on customer attitude towards online shopping India and its impact”. This study concluded that future of online shopping in India looks very bright. Online shopping gives customers best alternative to save money and time. Companies offers detail product information, easy mode of payment, facility of comparison of price and very important completely hassle free shopping experience. Success of online shopping depends on its popularity its brand image and its unique promotional policies.

Solomon (1998) studied the consumer behaviour and said that it is the study of the process involved when an individual selects, purchases, uses or disposes of products, services, ideas or experiences to satisfy needs and desires. In view for the internet to spread out as a retail channel, it is imperative to realize the consumer’s mind-set, intention and conduct in light of the online buying practice.

**III. ANALYSIS AND INTERPRETATION**

Tools used for the study are

- Percentage method
- Chi-square method

**A. Percentage Method**

Percentage analysis is a statistical tool which is used to identify the percentage from the respondent’s response to single question which is accounted samples. It is used to compare the

relative terms and distributions of two or more data.

$$Percentage = \frac{Number\ of\ responses}{Total\ number\ of\ respondents} \times 100 \quad (1)$$

**B. Chi-Square Test**

$$Chi - Square = \frac{(O_{ij} - E_{ij})^2}{E_{ij}} \quad (2)$$

Where,

O<sub>ij</sub> – observed value

E<sub>ij</sub> – expected value

$$E_{ij} = \frac{Row\ total \times Column\ total}{Grand\ total} \quad (3)$$

$$Degree\ of\ freedom = (C-1) \times (R-1) \quad (4)$$

Where, C= No. of column, R= No. of Row

**C. Percentage Analysis**

TABLE I  
AGE WISE REPRESENTATION

Option	18-25 years	25-30 years	30 years and above	Total
No. of Respondents	13	7	10	30
Percentage (%)	44	23	33	100

*Interpretation:*

The Table-1, shows that 44% of the respondents are under the age group of 18-25 years, 23% are under the 25-30 years group, 33% are under the 30 and above year’s category.

We concluded that majority (44%) are in the age group of 18-25 years category.

TABLE II  
GENDER WISE REPRESENTATION

Option	Male	Female	Total
No. of Respondents	14	16	30
Percentage (%)	47	53	100

*Interpretation:*

The Table-2, shows that 47% of the respondents are male, 53% are female. We concluded that majority (53%) of the respondents are Female.

TABLE III  
OCCUPATION WISE REPRESENTATION

Option	Student	Employed	Self-Employed	Total
No. of Respondents	13	7	10	30
Percentage (%)	44	23	33	100

*Interpretation:*

The Table-3, shows that 44% of the respondents are under the student category, 23% are under employed group, 33% are under the self-employed category.

We concluded that majority (44%) of the respondents are students.

D. Chi-Square Analysis

TABLE IV

RELATIONSHIP BETWEEN AGE OF THE RESPONDENT AND THE WEBSITE PREFERENCES OF ONLINE SHOPPING

Degree of freedom	Calculated value	Table value	Level of significance	Accepted/Not accepted
4	4.220	0.711	5%	Not accepted

Ho: There is no significance difference between the age of the respondents and the website preferred for online shopping.

H1: There is significance difference between the age of the respondents and the website preferred for online shopping.

Interpretation:

The table value is lesser than the calculated value. Therefore, the null hypothesis is rejected and there is a significant difference between the age of the respondents and website preferred for online shopping.

TABLE V

RELATIONSHIP BETWEEN GENDER OF THE RESPONDENT AND THE FACTORS INFLUENCING CUSTOMER SATISFACTION FOR ONLINE SHOPPING

Degree of freedom	Calculated value	Table value	Level of significance	Accepted/Not accepted
3	4.821	0.352	5%	Not accepted

Ho: There is no significance difference between the gender of the respondents and the factors influencing customer satisfaction for online shopping.

H1: There is significance difference between the gender of the respondents and the factors influencing customer satisfaction for online shopping.

Interpretation:

The table value is lesser than the calculated value. Therefore, the null hypothesis is rejected and there is a significant difference between the gender of the respondents and factors influencing customer satisfaction for online shopping.

TABLE VI

RELATIONSHIP BETWEEN PROFESSION OF THE RESPONDENT AND THE ISSUES FACED BY THE USERS IN ONLINE SHOPPING PLATFORM

Degree of freedom	Calculated value	Table value	Level of significance	Accepted/Not accepted
4	5.533	0.711	5%	Not accepted

Ho: There is no significance difference between the profession of the respondents and the issues faced by the users in online shopping platform.

H1: There is significance difference between the profession of the respondents and the issues faced by the users in online shopping platform.

Interpretation:

The table value is lesser than the calculated value. Therefore, the null hypothesis is rejected and there is a significant difference between the profession of the respondents and issues faced by the users in online shopping platform.

IV. FINDINGS

- According to the study majority of the respondents (67%) prefer online shopping.
- Respondents prefer online shopping due to various motives like fewer prices, discounts, availability of different brands, and quality of the product and delivery services.
- Majority of the respondents (67%) feel that Amazon is the best E-commerce website for online shopping.
- According to the study, majority of the respondents are

satisfied and convenient with online shopping.

- Following are barriers behind the development of online shopping in large scale.
- Customers are worried about receiving poor quality of products.
- No physical appearance of the product.
- Customers are having the fear of misuse of online payment methods.

A. Suggestions

Online shopping is becoming one of the top internet activities and has a huge growth on the business sector as more manufacturers and distributors are integrating the internet into their sales model. But there are many changes that needs to occur in online shopping to generate higher revenues and satisfied the ultimate customers.

- Companies should concentrate on security regarding customer's credit/ debit/ net banking facilities.
- Most of the customers face a problem regarding physical appearance of the product so the company must make sure the same product arrive as per the order.
- Customers today demand a better more efficient and less cumbersome way to compare and buy products online. Innovative service should be provided to the customers so that they can compare products. The E-commerce sites that provide sufficient information in a simple way will become
- Preferred destination for online shopping.

V. CONCLUSION

Online shopping is creating a new economy which has a huge potential in the business world. More consumers are indulging into online shopping as per the research because of the value proposition it offers to the customers such as satisfaction, convenience, and delivery service, quality of the product and availability of different brands. Due to revolution in technology sector numbers of users of internet are increased in recent times. After research it is observed that major hurdle behind development of online shopping is of customer awareness, security in online payment methods and poor quality of the product. Majority of the customers are not aware about pre and post services rendered by the online shopping companies.

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