

Customer’s Perception towards e-shopping-A review of Agra City (Uttar Pradesh, India)

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Abstract: The present paper has been made to study the customer perception towards e- shopping at Agra district of Uttar Pradesh. Customer perception is typically affected by the major factors like advertising, reviews, public relations, social media and personal experiences etc. Today’s customers are mind blowing while attempting any e- shopping by the virtue of enough internet facilities. The questionnaire was prepared through the inputs taken from the past researches and also from the feedbacks of the pilot study. Thus the validated final questionnaire was used to collect data from 150 respondents. The researchers have adopted random convenient sampling technique to gather the data. The data are analyzed using the simple percentage analysis and ANOVA (Analysis of Variances) methods. The result of this study reveals that customers are intake in the future e- shopping in the way of intention for getting a products through internet websites such as EBay, Flipkart etc.,. The study suggested that the advertisers need to focus on their every customer's effort to tab the market assuming that the influence of the television ads in the e- shopping behavior.

Keywords: Customer Perception, e- shopping, Customer behavior, ANOVA, respondents.

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I. Introduction

Customer's perception are madet over a reasonable time by modern innovations, consistent high quality, influencive advertisement and reachability of the products as they are of small value and frequently purchased daily use items. The present author noticed that the organizations have much used the conventional media like television, cinema, radio and newspapers for advertisement purposes of products available e- to accelerate e- shopping.

II. Objectives Of The Study

- **PRIMARY OBJECTIVE:** To study the perception of customers towards e- shopping.
- **SECONDARYOBJECTIVE:**
 - To determine customer behaviour in e- environment.
 - To identify the main factors influencing e- buying process.
 - To identify people's attitude towards benefits and risks of e- shopping.
 - To find out the preferences of the customer regarding the attributes of e- shopping website.

III. Materials And Methods

A straight survey was used to collect the data for the present study. It was decided to go for random shoppers in local area and the students in the interiors of Agra district. The survey questions were compiled from previous study questions pertaining to the electronic trade shopping behaviors [1, 2, 3, 4, 5, 6, 7, 11, and 12]. These questions were designed to gather data on the subjects' perceptions toward e- shopping. The survey consists of 30 questions. Besides 7 questions on demographics, rest 23 questions were designed to examine subjects' customer perceptions on e- shoppers. The questions has been collected randomly from different region in the Agra district both interior town and exterior region. The questionnaire has been collected by 150 respondents; out of which 100 individuals provided responses to the survey. Details on the subjects' demographics are given next.

IV. Results And Discussion

Table 1: Subjects’ Demography

GENDER	AGE	MARITAL STATUS	EDUCATION	OCCUPATION	FAMILY INCOME	LOCATION	PAY THROUGH	FAV. WEBSITE
Male: 70 (70%)	18-25:35 (35%)	Single:70 (70%)	10 th : 25 (25%)	Farmer: 35 (35%)	Upto 2 lacs: 30 (30%)	City: 30 (30%)	Credit Card: 10 (10%)	Flipkart: 50 (50%)
Female: 30 (30%)	26-35:35 (35%)	Married: :30 (30%)	12 th : 30 (30%)	Business: 25 (25%)	2-4 lacs: 30=	Town: 25 (25%)	Net banking: 20	Myntra: 10 (10%)

	36-40: 20 (20%)		Grad.: 45 (45%)	Job:40 (40%)	(30%)	4-6 lacs: 20 (20%)	Rural: 45 (45%)	(20%)	COD: 70 (70%)	Snapdeal :30 (30%)
	41 & above:10 (10%)									Ebay: 20 (10%)

Interpretation

Table 1 shows that the genders of the respondents on male (70%) of the e- shoppers are perceived day to day activities, 26-35 age groups of the respondents (35%) are mostly preferred e- shopping's in the Agra district in both interior and exterior region , most of the respondents are unmarried (70%) are preferred e-shoppers because of the time constraints in the tight busy schedule , most of the respondents under graduate (45%) are preferred used to go with e- shopping for getting the products at easily. Mode of payment while purchasing is Cash On Delivery (70%) because some of the respondents do not trust the payment mode through internet and the most preferable website to purchase product is Flipkart (50%).

Table 2: ANOVA

FACTOR	Sum of Squares	Df	Mean Square	F	Sig. Diff.
Between Groups	50.004	2	25.002	22.007	.000
Within Groups	100.005	141	0.709		
Total	150.009	143			

In this table 2 we concluded that the [two groups] age (3 question) and most preferable website to purchase product (13 question).

NULL HYPOTHESIS (H0)

There is no significant difference between age and most preferable website to purchase product.

INTERPERTATION

From Table 2, it was identified that the calculated value (0.00) is less than the table value (0.05). Hence, the null hypothesis was rejected and was concluded that there is significant difference between age and most preferable website to purchase product.

V. Conclusion

The customer's perception on e- shopping varies from person to person and the perception is limited to a certain extent with the availability of the proper connectivity and the exposure to the e- shopping. The perception of the customer also has similarities and difference based on their personal characteristics usage based on their needs and demand. The study reveals that mostly the students are attached to the e- shopping and hence the elder people don't use e- shopping much as compared to the younger ones, so awareness has been fashioned in the coming era. Finally we are suggested that the e- transaction should be flexible for the customers who perceived in shopping.

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