A Study on Consumer Perception Toward Online Shopping

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Abstract *With the development of modern technology, people's way of life is changing day by day. These changes have also affected the way of shopping. Online shopping is taking place instead of traditional store shopping. In present study, it has been tried to find out the people's perception towards online shopping and to know whether consumers prefer online shopping or store shopping and why. The primary data for this research has been collected through a survey of 100 consumers of Kurukshetra by using questionnaire. This study used factor analysis to provide evidence that consumer perception toward online shopping had strong relationship based on consumers demographic. The results of the study supported that the customers perceive online shopping with positive frame of mind and show that the emergence of various factors pertaining to online shopping.*

Keywords: *Consumers' Perception, Factor Analysis, Online shopping.*

I. Introduction

Consumer perception applies the concept of sensory perception to marketing and advertising. Just as sensory perception relates to how humans perceive and process sensory stimuli through their five senses, consumer perception pertains to how individuals form opinions about companies and the merchandise they offer through the purchases they make. Merchants apply consumer perception theory to determine how their customers perceive them. They also use consumer perception theory to develop marketing and advertising strategies intended to retain current customers and attract new ones. Online shopping (sometimes known as "electronic retail" or e-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. Alternative names are: e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, online storefront and virtual store. Mobile commerce (or m-commerce) describes as purchasing from an online retailer's mobile optimized online site or app. On line shopping is that shopping which directly buys the goods and services through the internet.

In India, online shopping began in the first decade of 21st century. In last few years consumers are very interested to do online shopping through various websites and mobile apps. They have mixed reactions towards online shopping. Now in this era consumers prefer online shopping rather offline shopping. There are many corporations like flipkart, Amazon, which provide online shopping and large variety of products. There are so many issues in online shopping pertaining to convenience, privacy, security, satisfaction, quality etc. 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.ne shopping. Online shopping is beneficial because of convenience, more choice, quick, 24 hours availability etc. But there are also some limitations online shopping such as fake website, information leakage risk, risk of not getting product, purchasing without physical examining of product etc. These affect the perception of consumer towards online shopping.

II. Literature Review

Aggarwal (2013) found that online shopping is directly affected through various factors like age, gender, education and income and shows that there is strong relationship between age and attitude towards online shopping[1]. Azadavar (2011) studied that many factor have influence from online shopping. The causal model explains that Trust and customer service have greatly positive impact on online shopping and security, price, information, trust, and convenience are very important in online shopping[2]. Gabriel j. Isaac (2007) the studied found that risk is very important factor in online shopping. Now a day's many sites provides online shopping. Risk is one of the important factors in online shopping[3]. Banu et al, (2014) says that online shopping have a good future in India because Indian consumers are doing more online shopping. The study found that people purchased items at least in six month and they participated in online shopping and very interested in online shopping[4]. Changchit et al, (2006) stated that mortar and brick companies are decided to enter the e-

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commerce markets. The study found that online shopping has very bright future and provided an experience indication in to the mind of consumers[5.] Hsu, hung snu (2012) found that consumer innovativeness, perceived benefits and perceived risk is very important factor in online shopping and they also had a positive impact in online shopping. Now a days 87 % people visited this sites and work in them.The people of mangolion agreed with online shopping is more convenient rather than offline shopping and perceived risk negatively on online shopping[6]. Goswami et al, (2013) conducted a survey of consumer in commercial towns in Assam. The study found that the customer of online shopping is very satisfied rather than offline shopping. Online shopping provides better platform to every consumers[7]. Gong wen et al, (2012) examines that whether online consumer in china and the US share similar attitudes with regard to online shopping. The study found that the environment of consumers is very convenient and more and more consumers are very attractive in investment[8]. Haq et al. (2012) in his study know the demographic profile of the customers and its impact on online shopping. The study shows that the perception of online shoppers is independent of their education, income and gender [9].Iqbal (2012) try to find out the perception in developing countries toward online shopping. It was found that there is no significant relationship between perceived risk and online shopping and developing countries are more participative in online shopping[10].

III. Research Methodology

3.1) Objectives of Study
The purpose of the present study is to understand and analyzed the consumer perception regarding online shopping. The main objectives of the present study are: **-** To extract the factor affecting consumer perception regarding online shopping in Haryana.

3.2) Data Collection
The present study is descriptive in nature as it seeks to study the consumer perception regarding online shopping in Kurukshetra of Haryana. In the present study, a sample size of 100 consumers has been taken from Kurukshetra and primary data has been collected through structured questionnaire .Data has been analyzed with the help of factor analysis.

IV. Factor Analysis On Constituents Of Online Shopping

Table 1: Eigen value with cumulative percentage of variance

Component	Eigen value	% of variances	Cumulative %
1	9.652	21.937	21.937
2	2.819	13.506	35.442
3	2.061	10.079	45.521
4	1.664	8.126	53.648
5	1.509	3.43	57.077
6	1.443	3.279	60.356
7	1.396	3.174	63.53
8	1.259	2.861	66.391
9	1.185	2.693	69.084
10	1.125	2.557	71.64

The result of the analysis present in the table shows that mainly the emergence of ten factors accounting for 71.64% of the cumulative variance. The rotated component matrix for online shopping is shown in separate table. The variables constituting a factor have been cumulative by allocating them to the factor where they have highest factor loadings. In case a variable came under more than one variable, the same was allocated to the factor where it could have fitted on the basis of logic and reasoning. The factor and the loading of the constituents are shown in next table.

Table -2 Factors loading of online shopping

Sr. No.	Constituent variables	Factor loading	Factor Extracted
1	• Online shopping provide best quality of products • Online shopping provide best quality when receive • In last 6 month I have done online shopping	0.795 0.777 0.514	Quality
2	• I feel very knowledgeable about online shopping • It is easy to deal with online transaction • Shopping through internet saves time	0.627 0.538 0.605	Convenience

3	• I feel satisfied with the decision to purchase through online shopping • I prefer online shopping because we can purchase anytime • Online shopping is easy way to shop • Using online shopping enhance my shopping satisfaction	0.559 0.548 0.509 0.411	Satisfaction
4	• Shopping through internet provide me a larger selection than traditional stores • Online shopping provide wider products selection than local stores • Online shopping provide more variety of products	0.771 0.685 0.601	Availability of products
5	• I am concerned that the internet store ask to collecting to much information from me • It bothers me when the internet store ask me for personal information • Shopping through internet puts my privacy at risk • I am concerned that my personal information in the internet store data base is not accurate • I am concerned that the internet store will share my personal information with others companies without my authorization	0.836 0.818 0.554 0.821 0.665	Security & Privacy
6	• Online store deliver the order very quickly • Online shopping sites secure and error free	0.856 0.570	Quickness
7	• Promotional offers always attractive me • Online shopping provide various schemes and offers on purchases • The shopping sites are attractive and clear • Using online shopping improve my shopping experience	0.795 0.592 0.527 0.835	Attractive
8	• I find online shopping are more flexible • I can save a lot of money by online shopping	0.681 0.483	Flexibility
9	• I purchase online shopping because I cannot find what I want in local stores • My experience with online shopping very understandable	0.780 0.552	Spatial convenience
10	• Online shopping generates awareness regarding latest products • Shopping through internet is more convenient	0.80 0.47	Awareness

V. Interpretations

Factor -1 (Quality) The factor loading of the first statements is 0.795 which is highest so it represents that customer want high quality products from online sites. Now a day's consumers prefer those products which are very favorable in quality. Factor – 2 (Convenience) This factor clearly shows that the consumers prefer online shopping because they can find every type of products very easily and easy to deal with online sites. The factor loading of the first statements is highest 0.627.Factor – 3 (Satisfaction) The third factors comprises of four statements related to providing information on the websites and problem related to product replacement facilities. On the basis of these statements the factor is named as satisfaction. The factor loading of the first statements is 0.559 which is highest. Factor – 4 (Availability of products) The fourth factor comprises also three statements. The factor loading of the first statement is 0.771 and the second is 0.685, third is 0.601. All the statements show that positive factor loading to each other. Now a day's consumers prefer those products which are available very quickly. Factor – 5 (Security& privacy) the factor five comprises three statements. The all statements are related to security & privacy. The factor loading of the first statements is 0.836 which is highest. Factor – 6 (Quickness) This factor comprises of two statements namely as related to quickness. The factor loading of the first statements is 0.856 and the second is 0.570 which shows highly positive loading. The all statements show that quickness is the main important component in all type of online sites. Factor – 7 (Attractive) The seventh factors comprises four statements. The all statements related to each other and show highly positive affect to each other. The factor loading of the first statements is 0.795 and the second is 0.592, third is 0527 and the last one is 0.835. Now a day's consumer is purchasing more and more products from online shopping sites because of attractiveness. Factor -8 (Flexibility) The factor loading of the first statements is 0.681 and the second is 0.483. Now a day's consumers prefer those products which are find too easy from all sites. So this factor name is flexibility. Factor – 9 (Spatial convenience) This factor comprises of two statements which is related with the spatial convenience .Consumer prefers those sites which provide faster deliver product in minimum time. The factor loading of the first statements is 0.780 and the second is 0.552.Factor – 10

(Awareness) The factor loading of the first statements is 0.80 and the second is 0.47. In this era consumers prefer those sites which provide latest and discounted products as well as attractive products.

VI.   Conclusion

A large number of studies have been conducted by various research scholars to study the factors that may affect online shopping perception of consumers. The present study was an attempt to know people perception towards online shopping. As results of the survey concluded that the customers perceive online shopping with positive frame of mind. Various perceptions of the consumers on the basis of factor analysis show the emergence of various factors pertaining to online shopping. The first factor emerging of the statement is quality. In online shopping, customers are not able to touch and see the products before purchasing. Therefore quality of the product purchase through online shopping is major concern and marketers must ensure that the quality of the products deliver to the customers is matches with the customer expectation and must be deliver what they promise.

The other perceptions of the customer pertain to convenience, satisfaction and product availability. These factors show that online shopping provides convenience to the customers and online shoppers prefer because these revealed from the effort of going to the market and purchase the products. The customer derives satisfaction through online shopping.

It can be concluded that various underline perception of the customers are positive towards online shopping. In the day to come online shopping has tremendous potential and more and more business are going to add online platform to offer extended retailer's shelves in the customers. However they will have to offer value to the customers to sustain in the long run.

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