

## Consumer Perception Towards Online Marketing and Shopping

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### Abstract

No doubt, the growing popularity and ease of e-commerce is affecting the traditional buying patterns greatly, not only because of the variety and convenience available to the end consumer along with better prices, but also to the retailers for their products, Getting greater price, convenience and promotion, Advancement too, via the Internet. Online shopping mechanism offers buyers to buy shopping from around the world through internet connectivity. There are many other reasons like above, which motivate retailers to convert themselves in online segment or to become part of an online e-commerce channel. Because of heavy rivalry with online players, there is lot of pressure on offline players to follow the exchanges strategies to compete with them. All top brands generate a priority to sell their discount items online at online mode instead of grabbing the large part of the market to grab the large part of the market to create its reach in the wider area, which makes pressure on offline dealers. Another major factor which affects the sale of offline traders in our opinion, it is that the category of products available on online shopping mode is quite large and available in millions of products online shopping portals compared to retail stores. Therefore the effect has decreased in customer footfall on physical shops. The range of various types of offers and discounts such as cache back, credit card and debit card purchase offer and free delivery also reduces retailers in the sale amount of retailers. This study has been aimed at knowing the perception of consumers on online marketing and shopping.

**KEYWORDS:** Online Shopping, Consumer, Behaviour, Technology, Competition, Convenience.

### INTRODUCTION

To understand this and evaluate this, it is important to know that the factors who have the time considering the time of the consumer's likes to identify the affected factors or with the factors, whether it is online or offline. In Indian context, it becomes more important because Indian consumes still prefer offline shopping and focus on online shopping. Therefore, it is important to understand the manufacturers that actually affect the purchase behavior of consumers both markets and in the online and offline. Although special research has been made to analyze the purchasing behavior of consumers in particular, in the shopping, but since the crash of online shopping is not old in India, and is quite new, and therefore it is very difficult to analyze it. It is necessary to understand the online consumer behavior and analyze the practice of traditional consumer behavior. If a buyer

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wants to shop online, it is very important to know which factors who they are influenced by their shopping? These factors help retailers, manufacturers and dealers to help know that the consumer wants and meets the consumer's need. By using this background, the researcher is detecting the main factors that can afford the online consumer decision while shopping, as well as the risk involved in satisfying the consumer. The results of the above study will certainly help consumers to improve their thinking and perception towards online shopping.

#### **REVIEW OF LITREATURE**

Ahuja et al. (2003) aimed to investigating customers' shopping choices supported purchasing point of view and behavior for categories of products and services. This behavior was examined in terms of both products and services. The most important reason for the shopping of online shopping by college students was the better price (25%) and time saving (23%) after the facility (28%). For non-students, this facility was better, 31%, 23%, 27% respectively for saving time and better time. Facilities and customer service was found primary motivation for online shopping while the failure of those factors acts as a large obstacle.

Bhatt (2014) studied customer nature, beliefs, preferences and opinion towards online shopping in Vadodara and Ahmedabad, Gujarat. Data investigation was done by SPSS. It has been found that alleged details, alleged utility, alleged pleasure, security and privacy are five major factors that affect consumer perceptions on online shopping. Online shopping is sometimes popular among young generation. However, in recent times, it has achieved popularity in all age groups. The results also show that the buyer of the two areas of the city found the details of the product accurate because of facilities like (COD) for products, optimization or personalization of websites and residential distribution etc. for delivery, they found online shopping. The result shows that the consumer payment is the way that depends on their annual income. The people whose monthly income is Rs. 1,00,000, they pay money for products through cash on delivery and people with more than 3,00,000 rupees prefer to pay through internet banking. On daily basis, Customers of different age groups shop online.

Chowdhury and Rahman (2015) focused on that the Internet buyers love diversity, but as well as they are also cautious at the cost and time spent. The maximum defendant depends on the price and their experience because based on the standard decision of things in online shopping. However, the most important loss of online shopping, as indicated by study, it is that the products can be touched or tested till the purchase. As far as payment options are from online shopping offers, many payments such as cash on-delivery or payment by payment or charging account credit or master card through the internet banking, and similarly. But, most buyers choose Cash on delivery.

Dr. Panicos Georgiades (2000), said in his study that there was no difference in the three business groups in the total of the security and conveniences between the men and women, especially the security of the respondents per recent, "failed to feel confident with the supply of knowledge related

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to their personal and financial details, which is the technology supporting the web support is reliable”, This means that companies can standardize their communication strategies for the purpose of reducing the fear of Internet users regarding security concerns.

Jain et al. (2015) Unveils that the difficulty of customer nature and brand loyalty in an online business to consumer commerce. The determinants of e-loyalty are partially mediated through purchase satisfaction. Adjusted hopes partially arbitrate among purchase satisfaction and e loyalty. This study helps e-tail managers understand the potential means of achieving and maintaining the estimated value and loyal customers of their proposals in the eyes of the customers. Apart from this, this study contributes to the consumer behavior literature by checking the preferred variables of purchase satisfaction and brand loyalty.

The purpose of Kuppuraj and Ravichandran (2014) is to analyze one of the fastest growing areas of e-commerce, which is online shopping, the web provides a platform where the seller and buyer can be available in contact to sell and receive products and services. Physical objects are revealed in e-store websites and are delivered at home. Online consumer is new and educated graduates so that they can easily reach the web reception for the specified time and purchase transactions any month. They think cheap payments by cash payment options are cheap and easy.

#### **OBJECTIVE OF STUDY**

It is completely understood that a research should be a certain value in existing literature available on that subject object. The purpose of research without this is not complete and the efforts made in research are not useful. Similarly, this research also provides value-added literature to existing literature available on “purchase behavior per consumer per purchase. Study is directed to detect those factors that can affect the buyer’s behavior towards online shopping. This research has been directed to suggest suggestions, which will definitely help maintain consumers of online merchants. Some of the purposes of doing this research are as follows:

- (a) Find out those factors that can affect the consumption of consumer per online marketing and shopping.
- (b) Find out the priority of consumers in relation to goods and services for purchase.
- (c) To find out consumer’s preference in online shopping according to their age.
- (d) Studying the relationship between demographic factors and consumer shopping behavior towards online shopping.
- (e) Online to identify the problems of online shopping.

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**HYPOTHESIS FOR STUDY**

Null Hypothesis (H0): There is no significant difference in consumer perception towards online marketing and shopping.

Alt. Hypothesis (H1): There is significant difference in consumer perception towards online marketing and shopping

**ONLINE SHOPPING**

Undoubtedly the Internet has made all the lives of easy and convenient. Business is not insulated from it too. It has not been fully changed but yes to the great extent, ways to do business in India and business has registered their presence throughout the world through e-commerce or online shopping. Online shopping is a medium where items and services are sold and through the Internet. It is now co-operating a large part of the country's total gross domestic product as high income generation activity. It is not only for Indian business, but the business of other countries are also showing their presence in India. The whole world market has now become like a small village and the distance is no obstacle. In the beginning of e-commerce, only the same vendor was selling its product online, who did not have any establishments of its shops, but now they are on e-commerce portals and online shopping websites, who have their own business shops, and maybe they compare better than online. Due to the availability of various types of products and services, the virtual world is finishing the physical market. One important thing is that the first year (i.e. before e-commerce), the customer had to go to the seller. Sometimes it happens that the consumer thinks about any product of its need, but due to the lack of market, it is in this perception that such products do not actually or otherwise he does not know where this product can be available. Now he just needs to think about it and find the product on the Internet and he can see the product and know about that place where such product can be available. Even companies or vendors go to the consumer for sale of their product. In India shopping, shopping is Flipkart.com, Snap Deal.com, Paytm.com, Homeshop18.com, FutureBazaar.com, Firstcry.com and many others. Now large size corporates have also entered e-commerce business like Tata (Tata Cliq) and Reliance, Adani Group etc. Neilson Global Consumer Report, (2010), the increase of online shopping is not the result of large or large-sized players in the market, but also due to the rapid development of various online retailers, who have their own online portals and e-stores. Different types of products for your customers. E-Tailing, which is compared to e-commerce, is a new word, but in fact it is a part of e-commerce. E-Tailing is the replacement of retailing in e-commerce. It is retailing organized in online mode using the Internet, where accessories and services are sold to consumers on the Internet. At the right time of e-store or online services, the delivery of the product, easy return and replacement process, consumer timely response and their complaints are included. Using the Internet, consumers collect different types of information about the desired product and compared to the low price and other qualified products from the same product. Online business or e-commerce offers the increased activities for retailers through mounting and reaching the growing market, as well as low cost operations with low operating costs. With the use of e-tailors, the consumer is getting more smart and shopping or shopping according to its

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convenience. As we discussed, there are many factors that make online shopping differently and with unique and offline shopping. In addition to convenience and comfort, online shopping also allows the customer to reach and compare product information from many sources.

### **SCOPE OF THE STUDY**

This study is targeted on the perception of consumers per online marketing and shopping. As it can be observed that the users of the Internet are going to grow day by day. People are using more of technology, so the crash of online shopping has also increased significantly. This study is mainly to find out what people think about online shopping or their perception and how they do online in the purchase of their purchase practices. This attitude or behavior of the consumer is probably the most important factor which affects the sale in the online market. Although it is difficult to assess the accurate behavior of the consumer in online shopping, and since there is very little information available to the consumer's shopping behavior in online shopping, it is very important to understand the factors of consumer and the factors in Internet shopping the perception of the consumer in online shopping decisions. The researcher analyzes the intentions of the purchase and tries to find out why people do online or do not do. There are many factors that are impressively impression of consumer permission for online marketing and online shopping and it includes loss of data related to security, product quality and supplier of supplier, reliable website and personal information in online shopping.

### **RESEARCH METHODOLOGY**

#### **Source of DATA**

Primary data have been gathered by well-structured questionnaires. Questions are being developed by the help of literature review and consultation. Data from the shopping mall have been collected. Consumers have also been contacted through individual and e-mail. Secondary data have been used from past studies, internet, journals, magazines etc.

#### **Sampling Technique**

For this study, the phase of the situation was considered appropriate. The entire sample below is once again divided on the basis of various potential benefits available to the consumer in online and offline purchases.

#### **Sampling Design**

Our study is mainly done through questionnaire mode, which is primarily used for data collection. Self-administered limited questionnaire was prepared because it was more efficient and standardized found in the Open Ended Questionnaire. It has also been found more in achieving factual information.

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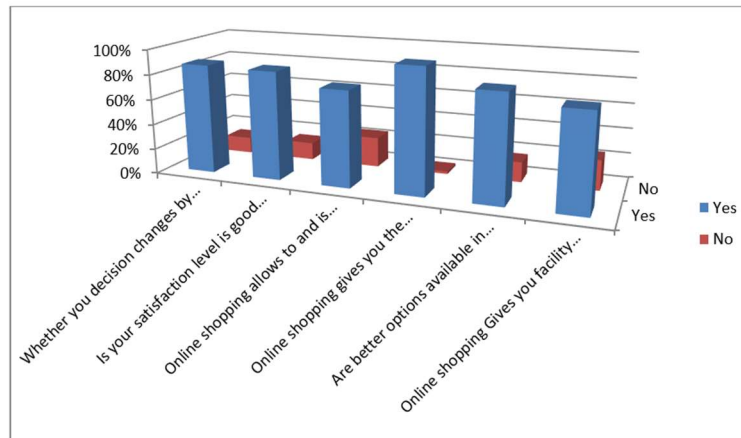
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**RESULTS AND ANALYSIS**

Table No. 1 is concerned with various parameters related to level of preference of the consumers in online and offline shopping.

Table: 1							
Presentation of Data for Selection, and Recruitment along with Nature of Work							
S. No.	Question asked in Questionnaire	Yes		No		Total	
		F	%	F	%	F	%
1	Whether your decision changes by the discounts given by Online websites?	435	87%	65	13%	500	100%
2	Is your satisfaction level is good with the quality of Product delivered?	430	86%	70	14%	500	100%
3	Online shopping allows to and is he/she satisfied with Return Policy?	380	76%	120	24%	500	100%
4	Online shopping gives you the comfort of the home shopping?	490	98%	10	2%	500	100%
5	Are better options available in online shopping?	420	84%	80	16%	500	100%
6	Online shopping gives you facility of comparison of the product of the different companies?	380	76%	120	24%	500	100%

**CHART 1**



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### CONCLUSION AND RECOMMENDATIONS

Online shopping platform provides a customer friendly ecosystem, making product and services discovery fun and innovative. And so, it offers big discounts and prizes. Various online shopping websites provide cash-back, discounts and rebates. Once we go offline on a store, then we are likely to get the value that the trader is placed on a specific product. In the case of online shopping, it is often not like; there we have the ability to assess prices from different vendors. Shelf area in the offline store is incredibly limited, indicating that the type of product is determined, while there is no obstacle on the shelf space in online shopping. It is also very easy to test other reviews before buying shopping in online shopping. To improve customer experience and online shopping, it has been concluded that security parameters in online shopping is extremely important and most important than other parameters. However, there are many other parameters that affect online shopping. In case of security payment or personal information, it may be because people are really concerned about the safety measures adopted by the website before purchasing decision. Online shopping is not complicated. The more efforts are made to make online shopping and simple. Images of high resolution, video, reviews are making more decisions on the products for customers and compare them. We are able to reach all product parameters and value to determine which value of which product is high. Customer Service Helpline 24 x 7 is available that clarifies whether the customer has no doubt about online purchase or not. Returns by online shopping website are also made easy, in which no questions are asked, except in those cases where the product is employed or its spoiled products. Some clothing websites also give 1 month time to change or return items. And for all the products from home to deliver delivery and pickup will also be done, so that customers do not stress about timings, long queues or traffic jams.

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