

A Study on Consumer Perceptions towards Online Shopping With Special Reference to Mysuru District

SIDDARAJU S

Vidyavardhaka First Grade College, Mysuru.
e-mail : siddaraju87@gmail.com

Co-Author

Dr. S MariGowda

Vidyavardhaka First Grade College, Mysuru.
e-mail: mari_marigowda@yahoo.com

Abstract: In the digital age, the landscape of commerce has gone through a significant change, with online shopping arising as a predominant power in the retail business. This shift has been driven by technological advancements, changing consumer preferences and the convenience offered by e-commerce platforms. Consumer perception regarding online shopping is a multifaceted and dynamic subject. Consumer perceptions are shaped by different elements such as website design, product quality, pricing strategies, security measures, customer reviews and the overall online shopping experience. The main aim of this study is to find the consumer perceptions regarding online shopping. Primary data was collected through Google Form with the help of structured questionnaire from 110 respondents. Data was analysed with the help of t-test, ANOVA and descriptive statistics. It was found that there is a significant difference between age, educational qualification and annual income with the consumer perception about online shopping. However it also found that, there is no significant difference between gender and consumer perceptions regarding online shopping.

Key words: online shopping, consumer perception.

I. Introduction

In the ever-evolving landscape of commerce, online shopping stands as a extraordinary power that has reshaped the manner in which we shop, associate with businesses, and interact with products and services. As the digital age continues to advance, it gets with it a significant transformation the universe of retail. Online shopping is buying and selling of goods and services, as well as the transmission of payments or data, over an electronic network, especially the Internet. These commercial transactions might happen s on a business-to-business, business-to-consumer, consumer-to-consumer, or consumer-to-business basis. Online business is a portion of e-business, and that implies that it is an objective selling instrument and an immediate promoting framework, rather than the customary dissemination process, which utilizes facilitators like middlemen, wholesalers, and retailers

Online Shopping is changing all business functional areas and their important tasks, ranging from advertising to paying bills. The nature of competition is also drastically changing, due to new online companies, new business models, and the diversity of e-Commerce related products and services. But at the same time e-Commerce provides unparalleled opportunities for companies to expand worldwide at a small cost, to increase market share, and to reduce costs. e-Commerce incorporate its nonstop accessibility, the speed of access, a more extensive choice of goods and services, openness, and worldwide reach. It's drawbacks include sometimes-limited customer service, not being able to see or touch a product prior to purchase, and the necessitated wait time for product shipping.

The e-Commerce business in India has seen remarkable development throughout the past ten years. This growth is due to many contributory factors, such as 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 offered by E-commerce companies, inspit of this multitude of E-commerce sectors have been facing multiple challenges in their business operations like taxation issues, incidents of fraud, and issues with cyber security, intense competition and preference for payment in cash by customers, inadequate

infrastructure and low digital literacy. The present study has focused on the examination of consumer perceptions towards online shopping and it was limited to Mysore districts.

II. Literature Review

Firozkhan, Bharathi & Mahesh (2022); Searchers investigated on E-commerce and it's on consumer buying behaviour. The findings indicated that, the domain specific innovativeness and shopping orientations have positive impact on consumers' buying behaviour towards E-Commerce. Therefore, consumers are showing an interest to online shopping because of recent development of retail industry in Bangalore city.

Richa, Sachin & Ankur (2018); Researcher investigated on effects of online shopping on consumer buying behaviour, the study found that, the Customer benefits, Fast economic and secured purchase, Trend with technology, Easy availability were showing significant impact on consumer buying behaviour.

Aakash, Suryakanti & Tushar (2021); the research focused on study of consumer behaviour towards online shopping. The study revealed some of the barriers that affect consumer behaviour in online shopping are, safety of payments, value added tax in some products, high shipping cost and warranty claims of products and it also emphasised that, the main area of concern is the limited internet usage and the language problem in rural areas.

Objectives of the Study:

1. To study the background of evolution of online shopping in India.
2. To analyse the impact of demographic factors on online shopping

Hypotheses:

Ho: There is no significant difference between demographic factors and consumer perception towards online shopping.

III. Research Methodology

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.932	.932	22

Exploratory research method had been employed. Required primary data has been collected with the help of structured questionnaire. Secondary data have been pooled from published research articles, magazine and books. The reliability test value of the questionnaire is $0.932 > 0.8$, it can be interpreted that the statements are reliable to test the hypothesis. The samples selected based on Simple Random Sampling method. The questionnaires were distributed through Google Form. The responses considered were 100 in numbers. Statistical test which used for the study were standard deviation, frequency, independent sample t-test and one way ANOVA.

IV. Result and Analysis

Ho. There is no significant deference between age and consumer perceptions towards online shopping

Table 01 – Showing the significant difference between age and consumer perceptions towards online shopping

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	25.945	3	8.648	32.681	.000
Within Groups	28.052	106	.265		
Total	53.997	109			

Source: Field Survey (ANOVA)

According to the above table the F value 32.681 and Sig. 0.000<0.05, so that, null hypothesis has rejected and alternative hypothesis “There is a significant difference between age and consumer perceptions towards online shopping” has accepted. But the results also revealed that, different age group people are having same feeling regarding time being saved by online shopping (F value 1.529 and Sig. 0.211>0.05) and there are no hesitate to giving credit card details while purchasing articles (F value 0.989 and Sig. 0.401>0.05)

Ho. There is no significant deference between educational qualification and consumer perceptions towards online shopping

Table 02 – Showing the significant difference between educational qualification and consumer perceptions towards online shopping

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	8.275	4	2.069	4.751	.001
Within Groups	45.722	105	.435		
Total	53.997	109			

Source: Field Survey (ANOVA)

According to the above table F value 4.751 and Sig. 0.001<0.05, null hypothesis has rejected and alternative hypothesis “There is a significant difference between educational qualification and consumer perceptions towards online shopping” has accepted.

But it also found that is no significant difference between educational qualification and time saved by online shopping (F value 1.187 & Sig. 0.321>0.05), 24*7 availability of online portal (F value 1.800 & Sig. 0.131>0.05), detailed description and information available for every product (F value 0.692 & Sig. 0.599>0.05), website have been nicely designed for shopping (F value 0.455 & Sig. 0.769>0.05), online website are highly secured (F value 0.648 & Sig. 0.629>0.05)

Ho. There is no significant deference between annual income and consumer perceptions towards online shopping

Table 03 – Showing the significant difference between annual income and consumer perceptions towards online shopping

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.883	3	1.294	2.738	.047
Within Groups	50.114	106	.473		
Total	53.997	109			

Source: Field Survey, (ANOVA)

According to the above table F value 2.738 & Sig. 0.047<0.05, null hypothesis has rejected and alternative hypothesis “There is a significant difference between annual income and consumer perceptions towards online shopping” has accepted.

The study also revealed that there is no significant difference between annual income and people around encouraged to use online shopping (F value 0.513 & Sig. 0.681>0.05), online shopping fit to the user lifestyle (F value 0.698 & Sig. 0.555>0.05), online provide special offers (F value 0.851 & Sig. 0.469>0.05) and product tracking facility (F value 0.595 & Sig. 0.616>0.05).

Ho. There is no significant deference between employment status and consumer perceptions towards online shopping

Table 04 – Showing the significant difference between employment status and consumer perceptions towards online shopping

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	18.493	5	3.699	10.834	.000
Within Groups	35.504	104	.341		
Total	53.997	109			

Source: Field Survey, (ANOVA)

According to the above table F value 10.834 & Sig. 0.000<0.05, null hypothesis has rejected and alternative hypothesis “There is a significant difference between employment status and consumer perceptions towards online shopping” has accepted.

Ho. There is no significant deference between gender and consumer perceptions towards online shopping

Table 05 – Showing the significant difference between gender and consumer perceptions towards online shopping

	t – Value	Sig. (2 - tailed)
Consumer perceptions towards online shopping with gender	7.33	.465

Source: Field Survey, (Independent t-Test)

According to the above table t-value 7.33 & Sig. 0.465>0.05, null hypothesis i.e., (There is no significant difference between gender and consumer perceptions towards online shopping) has accepted.

Findings:

- Different educational back ground respondents have varied experience related to the security of online websites.
- Irrespective of the employment status employees were having same perception towards online shopping.
- Every respondents felt that, the online shopping save their time of shopping as there were used to travel to various shops to buy diverse things.
- Respondent opined that, the description and information regarding goods were not sufficient.
- Online websites are nicely designed to do online shopping as they provide comparison facility, offers and cash on delivery facility.
- Online websites have given an ample of opportunities to access multinational branded goods.

V. Conclusion

Online shopping has changed the way we were shopping and the way we were doing business. Its convenience, accessibility and diverged choices made it has an integral part of our lives. But, it is crucial to remain vigilant about online security and privacy concerns, as well as potential issues with product quality and customer service. As technology continues to advance, online shopping would likely become even more seamless and personalized, further reshaping the retail landscape. However, consumers should remain informed and make responsible choices to ensure a safe and enjoyable online shopping experience. There is a need of educating people regarding online shopping, online payments and security issues involved in it. In a rapidly evolving digital marketplace, adaptability and cautious consumer behaviour is important key to enhance the advantages of online shopping while minimizing its potential drawbacks.

Reference

- [1]. Dheenadhayalan, V. (2021). Impact of E-Commerce on the Changes in Consumer’s Buying Behaviour in Malappuram District. *Annals of the Romanian Society for Cell Biology*, 3441-3452.
- [2]. Gupta, N., & Jain, R. (2017). Consumer behavior towards e-commerce: Online Shopping. *International Journal of Science, Technology & Management*, I (3), 6.

- [3]. Pathan, M. F. I., & Uniyal, M. (2022). E-Commerce and Its Impact on Consumer Buying Behavior: A Study with Reference to Retail Industry in Bangalore. *Journal of Contemporary Issues in Business and Government* Vol, 28(04).
- [4]. Singh, R. R., Mittal, S., & Kukreti, A. (2018). Effects of online shopping on consumer buying behaviour. *International Journal of Creative Research Thoughts*, 6(2).
- [5]. Singh, R. R., Mittal, S., & Kukreti, A. (2018). Effects of online shopping on consumer buying behaviour. *International Journal of Creative Research Thoughts*, 6(2).
- [6]. SARATHE, S. (2021). A Study On Impact Of E-Commerce On Consumer Buying Behaviour (With Special Reference To Grocery Products, Consumer Of Bhopal).
- [7]. Mittal, A. (2013). E-commerce: It's Impact on consumer Behavior. *Global Journal of Management and Business Studies*, 3(2), 131-138.
- [8]. Siddaraju S (2023). A Study of Consumer Perceptions on Digital Payment System in India with Special Reference to Mysuru District. *International Journal For Innovative Research In Multidisciplinary Field*, 9(2),117-122.
- [9]. Alwani, A., Yadav, S., & Pradhan, T. (2021). A Study of Consumer Behaviour towards Online Shopping in Vadodara City. *International Journal of Creative Research Thoughts*, 9(5), 843-852.
- [10]. IMMACULATE, A. A. (2019). A STUDY ON CONSUMER BUYING BEHAVIOR TOWARDS ONLINE SHOPPING. *Scholar: National School of Leadership*, 8(2.1).
- [11]. Kanchan, U., Kumar, N., & Gupta, A. (2015). A study of online purchase behaviour of customers in India. *ICTACT Journal on Management Studies*, 1(3), 136-142.
- [12]. Alshweesh, R., & Bandi, S., (2022). The Impact of E-Commerce on Consumer Purchasing Behavior: The Mediating Role of Financial Technology. *International Journal of Research and Review*, 9(2), 479-499.
- [13]. Selvaraju, K., & Karthikeyan, P. (2016). Impact on E-commerce towards Online Shopping and Customer Buying Behavior. *Asian Journal of Research in Social Sciences and Humanities*, 6(7), 1260-1270.
- [14]. Kiband, E. N., & Reuben, J. M. (2019). Impact of Online Shopping on Consumer Buying Behaviour: A Case Study of Jumia Kenya, Nairobi. *GSI*, 7(11).
- [15]. Siregar, N., Nursyamsi, S. E., Sutaguna, I. N. T., Razali, G., & Yusuf, M. (2023). DIGITAL MARKETING TO E-COMMERCE CUSTOMERS. *Journal of Management and Creative Business*, 1(2), 182-198.
- [16]. Urne, A. C. (2020). Impact of E-commerce on Consumer Buying Behaviour: A Review of Existing Literature. *SaiBalaji International Journal of Management Science-A journal of Contemporary Research*.