CONSUMER PERCEPTION TOWARDS ONLINE SHOPPING

Pratibha Dattatrya Pudale

Dr. Patangrao Kadam Mahavidyalaya, Ramanandnagar (Burli)

Email-pratibhapudale2904@gmail.com

Abstract

The paper discusses on Consumer Perception towards Online Shopping. Online shopping is the process by which consumers buy products/ services over the Internet. Online shopping is a modern phenomenon in business world. Online shopping is a type of web commerce which allows consumers to purchase products and services from a particular seller through the internet using web browser. Online shopping becomes a modern phenomenon in business world. Online shopping consumers are the people who depends on technologies to buy and sell products, viewing contents online. With the birth of internet and technology, it made every one of us digital consumers. Besides, changes in lifestyle of people clear the way for online shopping which is profitable convenient venture to purchase desired product. While online shopping the consumers can be performed through tablet, smart phone, and personal computer. As traditional shopping is time-consuming that's why consumers prefers online shopping. The perception of online consumers is influenced by consumer attitude, product information, online payment, accessibility, convenience and variety, flexibility, price, consciousness etc. This paper will highlight on consumer satisfaction with regard to online shopping.

Keywords: Consumer, Perception, Online shopping, Cyber laws

Introduction

Online shopping is a new e-commerce innovation that is sure to be a shopping future worldwide. Online shopping is a recent trend in web commerce which allows to directly purchase goods or services from a seller over the internet using a web browser or a mobile app. The term online shopping is also known as online marketing, internet marketing, web marketing. Consumers can buy online using a range of different computers and devices, including desktop computers, laptops, tablet computers and smartphones. An online shop, e-shop, e-store, internet shop, web shop, web store, online store, or virtual shop evokes the physical analogy of buying products or services in a shopping center. In order

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to shop online, one must be able to have access to a computer, Android mobile, Laptop, bank account and debit card. The tremendous use of Internet in India provides wide ranging opportunities for online shopping from both customer and seller perspective. Online shopping plays a very crucial role in attracting and retaining customers who always prefer a particular branded product for use. From groceries and greeting cards to cell phones and ringtones for the mobile phones, everything can be purchased online by the consumers. Consumers can visits more sites via search engines and compare the price on various sites, which significantly reduce search costs, to find and compare many different offers for the same product. And even online market allow consumers to shop at anytime from anywhere, avoiding the problem of opening hours, distance to shop or availability of items. In fact online shopping is mostly affected by several factors like technology, personal factors and external factors. Therefore, due to an uncertainty in understanding consumer awareness, problems and expectations which effects on changing consumer satisfaction in online shopping. No doubt many consumers will perceive online shopping as it is a very alternative way of purchasing.

Objectives of Study:

1. To examine the consumer awareness level on online shopping.
2. To find out the satisfaction level of consumer towards online shopping.
3. To assess the different problems faced by the consumers in online shopping and access their expectation in online shopping.
4. To offer suitable suggestions to the online marketer in order to improve the current situation.

Advantages of Online Shopping:

Convenience:

In online shopping online shops give the opportunity to shop 24/7. Consumer can buy any products in a couple of clicks online rather than spending hours browsing through multiple shops. Online shopping is also convenient to shop from where you are located.

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Comparisons:

There are wide range of products and variety of choices in online shopping. It enables the consumers to choose from a variety of products after comparing the finish, features and price of the products on display. Sometimes price comparisons are also available online.

More Variety:

In online shopping there are much amazing choices. The consumer can find more varieties, brands, latest trends etc. at different sites. And as the stock is much more plentiful in colors, sizes which makes the consumers to choose the best.
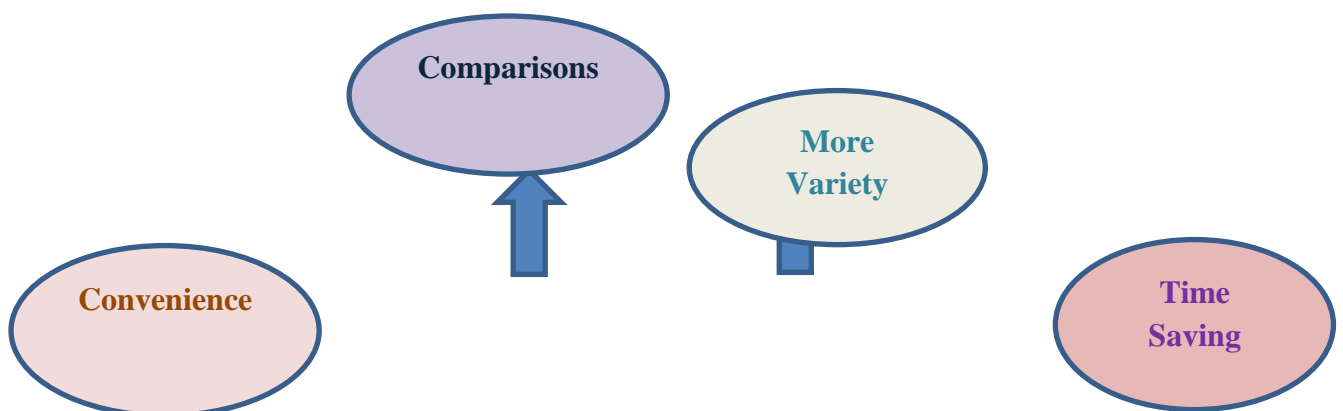
Time Saving:

At the time of offline shopping one have to wait in a ling queue at any grocery store even for small things. But in online shopping consumer can buy anything they want by sitting at home. And also there is no time restrictions to shop anytime and from anywhere. Customers no need to waste their energy by going to physical stores and bargaining.

No Crowds:

It may be rush at shops on the occasion of festivals, holidays, or on weekends which makes huge headache. And even customer have to battle for a parking place. All of these problems can be avoided in online shopping.

Better Prices:

In online shopping the customer get the products by cheap deals and better prices because he buy the product direct from the manufacturer or seller without involving middlemen. Some online shopping sites allows discounts and free shipping for purchase a certain amount.

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Disadvantages of Online Shopping:

Risk of Fraud:

The most disadvantage of online shopping is risk of fraud. Some fake online shopping portals display some great products on the website and attract customers to buy the product. It may be the risk to customers will either receive the fake product or sometime it will not receive the products at all.

Delay in Delivery:

In case of offline shopping, customer can receive the product immediately after shopping. And in online shopping it hardly take 10-15 minutes to buy the product but the delivery of the product would take more than 4-5 days. So it frustrates the consumer which prevents them shopping online.

Lack of Handling:

The most demerit of online shopping is that the customer cannot touch the product and feel how it is. Customer can just see the image and read the description. Online shopping is not suitable for those consumers who wish to buy the product only after trying it or by touching it.

Loss or Damage of Goods:

In online shopping products bought online stores may be damaged or destroyed at the time of shipping or transportation. It may happen due to delay in the delivery, accident or negligence of the shipping or logistics Company.

Cyber Crime:

Online consumers may have chances to be targeted by the fraudsters and hackers. They may fall victim to credit card fraud, phishing sites etc. in the course of shopping.

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BUY

Disadvantages of Online Shopping

Conclusion and Recommendations:

Shopping has evolved drastically over the past several decades, providing consumers with more choice and convenience either they shop offline or browse online for their purchases. Online shopping is a modern concept, saving time, becoming available easily, varied and more fascinating. Availability of product is found everywhere but it is very hard to select a store to purchase all kinds of product. It is very hard to any physical shop retailers to market all products in one roof but it is possible in online shop. Now a day's online shopping is growing all over the world and the consumers get the special brands, products easily available online. In spite all this the consumer should be aware at the time of online shopping. The consumer should get advice and recommendations about good sites from third parties, should collect ample information about the company and its background for avoiding online frauds. As well as the consumer should also analyze and find out the hidden cost before purchasing goods through the web. And the very important thing is that he should aware of cyber laws related to online shopping.

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