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## A STUDY OF CONSUMER' PERCEPTIONS REGARDING CYBER-SECURITY MANAGEMENT TOWARDS ONLINE SHOPPING IN THE ERA OF CHANGING TRENDS OF USING THE INTERNET

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**ABSTRACT :**
        The growing use of the Internet in India offers a growing opportunity for online shopping. If E marketers know the things that affect Indian online behavior, as well as the relationship between these things and the type of online shoppers, then they can improve their marketing strategies to turn potential customers into active ones, while keeping existing online customers available. The project is part of a study, and focuses on what Indian online shoppers keep in mind while shopping online. The study found that information, considered useful, is easy to use; visual enjoyment and security / privacy are the five most important factors that influence consumer perceptions of online shopping. Consumer behavior is said to be the method used as some decisions are strongly influenced by their behavior or expected actions. Two ideas that require the use of its knowledge are minority ideas and communities. The Internet is changing the way consumers shop and buy goods and services, and it is rapidly changing into a global phenomenon. Many companies have begun to use the Internet to reduce marketing costs, thus reducing the price of their products and services in order to thrive in a more competitive market. Companies also use the Internet to transmit, communicate and distribute information, sell products, take feedback and conduct customer satisfaction surveys.

**KEYWORDS :** *E-COMMERCE, online shopping, consume, data collection, questionnaire.*

## 1. INTRODUCTION TO E-COMMERCE

        The internet is developing rapidly from the last two decades, and with the right digital economy driven by information technology is also developing around the world. After the long-term development of the Internet, which has rapidly expanded web users and faster internet connections, and other new and improved technologies and used to improve the web, what leads firms can promote and improve product and service images through the website. [1]

        The Internet has changed the way consumers shop for their daily needs - be it ordering food, booking movie tickets or even booking a cab. Internet shopping is one segment that has seen unprecedented growth in the last two years. This change is largely driven by innovation that varies in many ways in India compared to the rest of the world. [2] Lack of access to credit cards, poor infrastructure, etc. For many years it

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hinders the growth of this category. The cost of delivery as a concept is not uncommon in many markets and has been a major driver of temptation. Also, instead of investing in building a housing delivery team, brands were working on links to grocery stores, Indian posts etc to increase their delivery reach. There are many examples such as customer startups and customer size driving success on online shopping sites and apps in India. [3]

As recent research has shown, online shopping especially for business to consumers (B2C) has increased and online shopping is becoming more and more popular. For example, the computer company Dell reached $ 18 million online sales in the first quarter of 1999. As a result, about 30% of its $ 5.5 billion sales are available online (Month, 2004). Therefore, understanding online shopping and your impact on consumer behavior can help companies use it as a way to do business with e. [4]

## 2.    INTRODUCTION TO ONLINE SHOPPING

There are many reasons for the rapid development of online shopping, mainly because of the benefits that the internet offers. First, the internet offers a variety of easy-to-use features for consumers. Obviously, consumers do not need to go out and search for product details as the internet can help them search through online sites, and it is also helpful to check between individual sites to find the cheapest purchase price. In addition, the Internet can increase the productivity of consumer use more efficiently and effectively than other channels to meet their needs. By using various search engines, consumers save time by accessing user-related information, and which information contains a combination of images, sound, and a more detailed text description to aid consumer learning and select the most appropriate product. [5]

## 3.    PROBLEM STATEMENT

Online shopping websites like Irctc.in and Flipkart are very popular and are frequently used in communication, social networking and business. People spend long hours on online shopping websites searching for specific products and shopping. Retailers are now actively shopping online for how many people are currently shopping online and which websites they visit and shop with.

## 4.    OBJECTIVE

To find out consumer behavior towards online shopping. The Secondary objectives of the research are:
¬ To identify consumers' perception towards online purchasing.
¬ To identify consumers' online buying behavior.
¬ To identify consumers' preference towards different websites.
¬ To identify consumers' perception towards mode of payment.

## 5.    LITERATURE REVIEW

**Dr. Seema Agarwal, "A Study Of Factors Affecting Online Shopping Behaviour Of Consumers In Mumbai Region"; Tactful Management Research Journal, (ISSN: 2319-7943)** The growing use of the internet is a new generation in India, providing an emerging opportunity for online retailers. If online retailers are aware of the factors that affect the behavior of Indian consumers, the relationship between these factors and the type of online shoppers, then they can improve their marketing strategies to turn potential customers into active ones. This study attempts to analyze aspects related to online consumer shopping behavior. Consumer purchasing behavior in relation to online shopping was studied using a variety of social and economic uses. Details are collected by questionnaire.

**Prof. Sanjeev Kumar & Savita Maan, December 2014, "Status And Scope Of Online Shopping: An Interactive Analysis Through Literature Review";**International Journal Of Advance Research In Computer Science And Management Studies (Volume 2, Issue 12, Issn: 232 7782) Online Shopping Is A Current

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2

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Situation That Has Improved Significance In The Current Business Environment. The advent of Internet Shopping opens the Door to Opportunity and Provides Competitive Profit over Firms. This paper analyzes a separate Internet Purchase Issue. Research Objectives to Provide Opinion Contributions to Understanding the Current Situation of Online Shopping and Exploring Factors Affecting Internet Purchases. Lesson Provides Consumer Information Online Page | 26 Buying Behaviors and Preferences. In addition, the Paper also identifies the Challenges Customers Face When Requiring to Accept Internet Purchases as Their Medium Purchasing Method. Current Study An Explanatory Study Based on a Detailed Review of Previous Relevant Studies Related to Various Internet Shopping Ideas to Explore the concept of Internet Shopping.
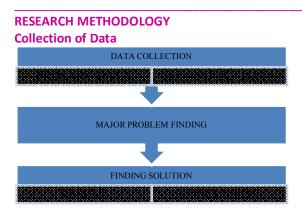
**Zia Ul Haq, "Perception Towards Online Shopping: An Empirical Study Of Indian Consumers"; National Monthly Refereed Journal Of Research In Commerce & Management (Volume No.1, Issue No.8, ISSN 2277-1166)** In this study the main size of online shopping as seen by consumers in India is identified and various human factors that are the main basis for market segregation of retailers. It has been found that the overall quality of a website, an aspect of commitment, customer service and security are four key factors that influence consumer perceptions of online shopping. research has shown that the perception of online consumers is independent in terms of their age and gender but not independent of their education & gender and income and gender Finally, the recommendations presented in this study could help encourage Indian growth in online sales in the future.

**Prof. Ashish Bhatt, June 2014, "Consumer Attitude Towards Online Shopping In Selected Regions Of Gujarat"; Journal Of Marketing Management, (Volume 2, No. 2, pp. 29-56, ISSN: 2333-6099)** The growing use of the Internet in India offers a growing opportunity for online shopping. If E marketers know the things that affect Indian online behavior, as well as the relationship between these things and the type of online shoppers, then they can improve their marketing strategies to turn potential customers into active ones, while keeping existing online customers available. Companies also use the Internet to transmit, communicate and distribute information, sell products, take feedback and conduct customer satisfaction surveys. Customers use the Internet not only to purchase a product online, but also to compare the prices, product features and sales service features they will receive when purchasing a product on a particular website. This paper focuses on the things that Indian online consumers keep while shopping online.

**Ms. Dipti Jain, Ms. Sonia Goswami, Ms. Shipra Bhutani, Sepember 2014, "Consumer Behavior Towards Online Shopping: An Empirical Study From Delhi"; Iosr Journal of Business and Management (IOSR-JBM) (Volume 16, Issue 9.Version IV, ISSN: 2278-487X)** In this study the four largest sizes of online shopping as seen by consumers in India are identified and studied by various human factors that are the main basis for market segregation of retailers. The main objective of this study was to study the impact of perceived risk, perceived enjoyment, perceived usefulness and visual simplicity of materials used in online consumer behavior behavior in Delhi. The people in this study had online buyers from Delhi.

**Dr. M. Rajesh & G. Purushothaman, December 2013 "Consumer Perception Towards Online Shopping In Kanchipuram"; Galaxy International Interdisciplinary Research Journal (Volume 1 (2), Issn 2347-6915)** This Survey Reveals Consumer Purchase Goods From an online store website on the basis of such things as offers and discounts, various products available, free home delivery, user friendliness of the website. Analysis has shown that most respondents would rather buy solid goods online than buy solid goods in the traditional way. For the respondent who agreed to buy solid goods online, most respondents would think it would be helpful to buy solid goods online on the basis of things like easy ordering, variety, discounts / offers, saving time and avoiding long queues. With the above analysis we can prove that the hypothesis has been a positive one.

**Radhe Jha, "Consumer's Perception On Online Shopping";** Report The growing use of the Internet in India offers a growing hope for online shopping. If E marketers know the factors that affect Indian online behavior, as well as the relationship between these factors and the type of online buyers, and they can continue to improve their marketing strategies to turn potential customers into active ones, while retaining existing online customers. The project is part of a study, and focuses on what Indian online shoppers keep in mind while shopping online.

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## RESEARCH METHODOLOGY
## Collection of Data

| DATA COLLECTION |
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| MAJOR PROBLEM FINDING |
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| FINDING SOLUTION |
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## COLLECTION OF DATA

The study was conducted by the means of personal interview with respondents and the information given by them were directly recorded on questionnaire.

## COLLECTION TECHNIQUE:
### Primary Data

Primary research entails the use of immediate data in determining the survival of the market. The popular ways to collect primary data consist of surveys, interviews and focus groups, which shows that direct relationship between potential customers and the companies.
• Questionnaires
• Depth interviews with the agents & managers of companies.

## SECONDARY SOURCES

Research is a means to reprocess and reuse collected information as an indication for betterments of the service or product.
• Newspapers
• Magazines
• Internet sites Both primary and secondary data are useful for businesses but both may differ from each other in various aspects.

1. What is the age of the respondent?
2. In which occupation you belong to?
a) Professional b) Students c) Businessman d) Others
3. What motivates you to buy products online?
4. Do you feel that the online marketers are providing competitive prices?
5. What products you buy on internet?
6. Do you feel that online shopping is better than shopping at physical store?
7. Which of the following stores have you ever visited for shopping online?
8. Have you faced any problems while shopping online?
9. How do you make your payments on internet?
10. What factors help you to decide which site to use for online shopping?
11. Are you satisfied with the online services?
12. How did you find the procedure of purchasing a product from our website?

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4

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## FINDINGS

- 42% of respondents opted to shop online last month
- 54% of respondents have purchased travel tickets online and no respondent would like to purchase food online. 85.3% of respondents chose Amazon
- 74% of respondents know the price and that is why they prefer to shop online
- 79.3% of respondents do not go to the store first before your last online purchase
- 39.3% of respondents buy more than 1 to 3 per year
- 67.3% of respondents purchase certain products online through family or friend submissions
- 59.3% of respondents compare the description with the price before the final purchase.
- 62.7% of respondents never visited any offline store before their last purchase
- 82.7% of respondents consider price (discount) as important before making a final product decision.
- 87.3% of respondents talked to friends / family about the product purchased
- 65.8% of respondents believe that delivery is slow as a major barrier to online shopping.

## SUGGESTIONS

- Many retail stores should upgrade their online shopping app.
- Online retailers should consider the function of posting purchases that help the customer to purchase products online.
- Customers now use more social networking websites so online retailers should advertise their products on social networking websites.
- Identifying the risks of online shopping should be minimized.
- Online retailers should track customer history in order to provide customized preferences for each individual.
- Vendors should provide a brief description of the products so that customers can order accordingly.
- To make online shopping more special, online retailers should make website design more attractive.
- Since the preference for in-app purchases is higher, the company should focus more on in-app purchases and on web-based purchases.
- Since the offer of a discount is a major factor in a decision to purchase, the company's promotional efforts should be more than the offer of a discount.
- Since low price on online shopping is a major reason, to attract buyers with online shopping, the price should be well reflected in the company's advertising.

## CONCLUSION

Based on the current study it concludes that online customers are satisfied. This study clearly shows that online shopping works. Research shows that the post-product purchasing function of a customer after receiving a product is not based on customer gender. There is a relationship between payment method and customer revenue. Payment method does not depend on the age of the customers.

Respondents earning less than rs 10000 pay in cash when they submit. Respondents with more than $ 10,000 pay in 20000 pay via e-wallet. Major respondents in the city of Jamnagar opted for Amazon purchases. People like to shop on Amazon compared to Flip kart. Customers expect fast delivery of ordered goods online. As fast delivery is important from a customer perspective because it takes a lot of time to deliver. Gender does not care about the money spent on online shopping. Website design is very important in attracting more customers by shopping online.

Because customers prefer easy navigation of online shopping. Discount offers more results for customers in online shopping. Customers choose but by applying on their smart phone to buy goods online. Discount coupons do a lot for online shopping.

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