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A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE SHOPPING WITH SPECIAL REFERENCE TO HYDERABAD KARNATAKA REGION

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ABSTRACT :

Today's technologies reducing the human effort by adding a day by day a new invention in our life, and the present article focusing on the sharp increase of Internet usage, as well as, the systematic progress of Information Technology has transformed the way goods are bought and sold, resulting to the exponential growth in the number of online shoppers. However, a lot of differences regarding online purchases have been revealed due to the various consumers' characteristics and the types of provided products and services. Therefore, understanding who are the ones consuming and why they choose to use or avoid the Internet as a distribution channel, is a vital issue for both e-commerce managers and consumer theorists. The scope of this paper is to examine the perceptions of Hyderabad Karnataka Region's adopters and non-adopters of online shopping in terms of demographic profile, expectations of online stores, advantages and problems related to online purchases. Moreover, the reasons for using or avoiding online shopping, as well as, the types of preferred products were studied.

KEYWORDS : *Online shopping, customer buying behavior, perception of the buyer.*

INTRODUCTION

In recent times, with the evolution of information technology; the popularity of internet has increased all over India. After analyzing this increasing trend of using internet among Indian consumers, companies started using internet as shopping channel for Indian consumers. In India, there are many companies like Flipkart, Snapdeal, Amazon and Mintra etc. which sell the products online.

Online shopping provides consumers many services like a variety of products of every brand, payment on delivery, pay by debit or credit card etc. A consumer needs not to go any product store physically. He/she just needs to have a laptop/pc/tablet or a smart phone enabled with an internet connection in order to browse all the available products and choose according to the requirements.

To attract more and more consumers, these e-commerce companies held online sales of products time-to-time where appropriate discount on the products is provided. These are some of the marketing strategies adopted by e-commerce companies to promote their products online.

Consumer purchases the product online and has the option to pay for the purchased product either by net-banking or cash on delivery. Thus, the trend of online shopping is growing year by year in India. The domestic dealers tie-up with any of the online shopping websites

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and sell their products. Some products are offered the seasonal discount to attract the users.

         Quality, services, attractive prices, customization, mark value, higher market share, product development, customer introduction, entering high development market and such systems never again give a certification of progress. The main objectives have mention bellow why this topic has taken for research.

SCOPE OF ONLINE SHOPPING IN INDIA:

         India's e-commerce market grew at a staggering 88 per cent in 2017 to $ 26 billion, riding on booming online retail trends and defying slower economic growth and spiraling inflation. The increasing Internet penetration and availability of more payment options boosted the e-commerce industry in 2017. E-commerce business in India is expected to reach around $50-70 billion by 2020 on the back of a fast growing internet-connected population and improvement in related infrastructure like payment and delivery systems. (DNA, 2017)

         The products that are sold most are in the tech and fashion category, including mobile phones, ipads, accessories, MP3 players, digital cameras and jewellery, electronic gadgets, apparel, home and kitchen appliances, lifestyle accessories like watches, books, beauty products and perfumes, baby India's e-commerce market, which stood at $2.5 billion in 2013, reached $8.5 billion in 2017 and rose 88 per cent to touch $16 billion in 2017. The survey estimates the country's e-commerce market to reach $56 billion by 2023, driven by rising online retail. This growth is because of aggressive online discounts, rising fuel prices and availability of abundant online options. Mumbai topped the list of online shoppers followed by Delhi, while Kolkata ranked third. The age-wise analysis revealed that 35 per cent of online shoppers are aged between 18 years and 25 years, 55 per cent between 26 years and 35 years, 8 per cent in the age group of 36-45 years, while only 2 per cent are in the age group of 45-60 years. Besides, 65 per cent of online shoppers are male while 35 per cent are female. To make the most of increasing online shopping trends, more companies are collaborating with daily deal and discount sites, the survey pointed out. India has Internet base of around 150 million as of August, 2017which is close to 10 per cent of Internet penetration in India throws a very big opportunity for online retailers to grow and expand as future of Internet seems very bright. (Economic times, 2018) The size of India's e-commerce market in 2017 was around $13 billion, according to a joint report of KPMG and Internet and Mobile Association of India (IAMAI). The online travel segment contributed over 70 percent of the total consumer e-commerce transactions last year. (DNA, 2018) Those who are reluctant to shop online cited reasons like preference to research products and services online (30 per cent), finding delivery costs too high (20), fear of sharing personal financial information online (25) and lack of trust on whether products would be delivered in good condition (15), while 10 per cent do not have a credit or debit card. (Economic times, 2018) The Nielsen Global Online Shopping Report shows more than a quarter indicate they spend

OBJECTIVES OF THE STUDY

- To study the socio-economic profile of consumer and its impact on the online shopping factors influencing various resources for adoption to investigate the online shopping.
- To examine the customer service, satisfaction and relationship aspect of online shopping
- To study the perception of customers towards online shopping.
- To determine consumer behaviour in online environment
- To identify the main influencers towards online buying process

RESAERCH METHODOLOGY

         Today, Indian users are using bank credit cards more than ever before. There are many banks that offer credit cards to their users in India. As the number of credit cards consumers is increasing, it comprises a significant area of research for better understanding of customers; this can also help bankers to prepare better marketing policies. There are many factors like easy-to-shop and easy-to-compare for online shopping which are certainly changing the perception of consumers towards online shopping and they are getting

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used to it slowly-slowly. This study covered the main regions of Hyderabad Karnataka like Bidar, Gulbarga, Yadgir, Raichur Koppal and Bellary.

Most of the people of these areas prefer doing traditional shopping i.e. going physically to the market for purchasing. But, this study will discover the facts that whether this modern technology of shopping i.e. online shopping has influenced their perception or not.

In order to implement an online shopping strategy effectively all firms need to interface with those they transact business with. It is possible to determine the total amount of work required to implement a total supply chain by breaking down the amount of work required for implementing one data interface.

This study will cover the main regions of Hyderabad Karnataka like Bidar, Gulbarga, Yadgir, Raichur Koppal and Bellary. A sample of 600 respondents will be considered for this research work. Descriptive method will be used to for the current research work. Survey technique will be used to gather data from these 600 sample respondents. A questionnaire will be prepared and distributed among the respondents. The feedback generated by questionnaire method will be analyzed and a final report will be generated highlighting the consumer perception towards online shopping. On the basis of analyzed data, findings and conclusions will be made later.

The above problems deal with the present time keeping in mind the nature, scope and objectives of the above suggested problems, the researcher wants to use the descriptive method. The information and data will be gathered from the consumers of main regions of Hyderabad Karnataka like Bidar, Gulbarga, Yadgir, Raichur Koppal and Bellary. The selection of the sample for the study will be done with the help of random sampling technique.

Various literatures, books, articles will be studied so as to get more and more details about various aspects of online shopping. All the works related to online shopping will be studied and highlighted in the proposed work.

TOOLS AND TECHNIQUES FOR RESEARCH

The questionnaire, interviews, tests and observation are the tools and techniques that will be used to collect the data related to the study.

- **Questionnaire:**

According to the objectives, the questionnaire will be used to gather the information. The questionnaire will be prepared by the researcher himself. The essential information will be collected from all the respondents.

- **Interview:**

Interview technique has used to collect the detailed information. The more information that we get through this technique, will serve as a better purpose. The respondents have interviewed and their feedbacks have noted down.

- **Observation:**

Observation is a natural tool for research. The researcher records the facts through observation. The information has based on reality.

RESEARCH DESIGN

The research design of the present investigation depends on the understanding that as a result of the scarcity of research on this specific theme it is an exploratory and descriptive examination using a blend of quantitative and subjective strategies. The exploratory design of this investigation includes numerous variables which decide the consumers' preference online shopping. The design of this descriptive examination measures the current factors which measures the buying behavior of consumers. Before circulating the last questionnaire to the respondents, the researcher initially gathered the feeling of

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consumers in regards to the components which are dependable in picking the brand through the casual questionnaire with the goal that the consumers can effectively take an interest in this research venture. The respondents were given adaptability in denoting their preferences. Thus, this examination is both descriptive and exploratory.

RESEARCH APPROACH

Another methodological angle that should be considered is the manner by which the specific research will be designed. The examination is to clarify rehearse or give a structure to additionally research", subsequently, such design drives the researcher to accomplish the goals, identified with the intentions of buying online products.

QUALITATIVE AND QUANTITATIVE RESEARCH

A choice to pick subjective design depended on the idea of the research reason and destinations settled beforehand. Since this examination endeavors to explore what are the thought processes and cognitive structures of offering preferences to online brands in various item classifications, subjective research design was considered as more significant and wide knowledge into the investigation of the issue, contrasted with the quantitative research techniques.

PLACE OF RESEARCH CONDUCTED
The study has conducted in the following Cities
1. Bidar
2. Gulbarga
3. Yadgir
4. Raichur
5. Koppal
6. Bellary.

UNIT OF ANALYSIS

Unit of Analysis has the consumers of Hyderabad-Karnataka residing in the district headquarters within the age group of 25 to 50. The age groups of 25 to 50 have been focused because of the generalized fact that this age group people are the decision makers in a common Indian family.

SAMPLING METHOD
Non Probability Convenient sampling method has been used for data collections.

SAMPLING SIZE
Total 600 consumers of Hyderabad-Karnataka have been taken for sample size. The sample size is decided by taking the total population of the cities of selected cities with a confidence level of 95% and confidence interval 4.

DATA SOURCES

The study was conducted using both the primary and secondary data. The primary data w have been collected using structured questionnaire method. The secondary data for the study had been collected from different websites, magazines, journals and several other sources.

Consumer buying process

The champion among the most basic issues in rustic market is non-availability of wide grouping of products especially with reference to purchaser durables. Shopper in Urban Hyderabad-Karnataka is expecting better quality item at sensible cost and contemplated feeling of the retailer and experience of

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present customer of item in choosing brand of the item. By and large, urban shopper's pay is occasional which is reflected in their purchase behavioral as well. Following ordered clarification of various regular components affecting purchaser lead especially for a rustic area gives grasp about urban obtaining plan and alternate points of view.

Factor Effecting Consumer Buying Behaviour Process

Consumers experience five phases while settling on a purchase choice. In low-incorporation purchases, urban consumers may keep away from a portion of these stages. A lady getting her general brands of consistently use foodstuffs will perceive the need and purchase from the shop, skipping two phases. The bellow table explain the how consumer buying behaviour effecting the cultural factor, social factor, personal factor and psychological factor to purchasing.
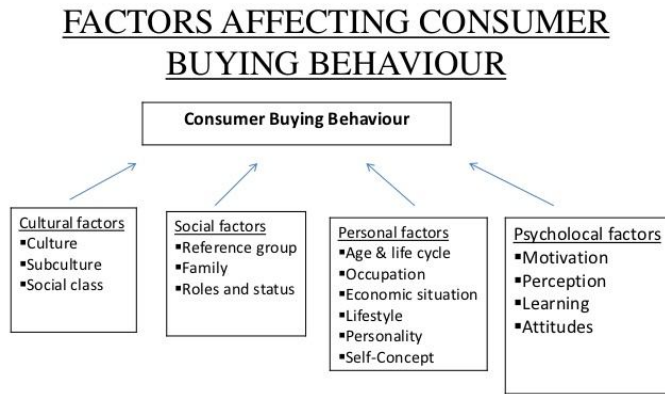

Table: 1, Process of Consumer buying behavior

Interpretation:

Total 100 Consumers are considered from each city. The equal Consumers are considered so that the equal data analysis can be prepared for each city. This has provided the comparative analysis for each city on all other parameters.

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Table .1 Buying Decisions of Consumers of Hyderabad-Karnataka

Hyderabad-Karnataka Consumers	Total Consumers	Buying Decision as Compare to the origin of the country
BIDAR	100	Indifferent
GULBARGA	100	Indifferent
YADGIR	100	Indifferent
RAICUR	100	Indifferent
KOPPAL	100	Indifferent
BELLARY	100	Indifferent
Total	600	

From the Table No.1 It is concluded that the total number of Hyderabad-Karnataka Consumers & their buying decision in Electronic Sector which is indifferent as Compare to the origin of the country.

H0: The consumers of Hyderabad-Karnataka are indifferent regarding the country of origin of the brands while making online buying decision

H1: The urban consumers of Hyderabad-Karnataka are not indifferent regarding the country of origin of the brands while making online buying decision

Table 2 Calculation of T-Test Value

	Hyderabad-Karnataka Urban Consumers	Online shopping behavior
Mean	116.6667	83.33333
Variance	833.3333	833.3333
Observations	3	3
Hypothesized Mean Difference	0	
df	4	
t Stat	1.414214	

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P(T<=t) one-tail	0.0451	
t Critical one-tail	2.131847	
P(T<=t) two-tail	0.0402	
t Critical two-tail	2.776445	

Interpretation of Table .2:- From the above table.3, there is a P value (0.04) which is smaller than the significance value (0.05) Hence, The consumers of Hyderabad-Karnataka are indifferent regarding the country of origin of the brands while making online buying decision.

Table .3 Qualities of the Brand in online shopping

Hyderabad-Karnataka Urban Consumers	Total Consumers	Online Products	Qualities of the Brand
BIDAR	200	Mobile/Smartphone	Different
GULBARGA	75	Household Products	Different
YADGIR	120	Furniture	Different
RAICHUR	50	Wearing Products	Different
KOPPA	110	Other electronic devices	Different
BELLARY	45	Fairness Products	Different
TOTAL	600		

The Table No:3 demonstrates that the total number of Hyderabad-Karnataka Consumers and the Qualities of the brand in Electronic sector.

H0: The consumers of Hyderabad-Karnataka do not correlate the qualities of the brand with the country of origin of the brand in online shopping.

H1: The consumers of Hyderabad-Karnataka correlate the qualities of the brand with the country of origin of the brand in online shopping.

Table .4 Calculation of T-Test Value

	Online Products	Qualities of the Brand
Mean	68.33333	131.6667
Variance	1308.333	4008.333
Observations	3	3
Hypothesized Mean Difference	0	
df	3	
t Stat	-1.50443	
P(T<=t) one-tail	0.064761	
t Critical one-tail	2.353363	
P(T<=t) two-tail	0.069522	
t Critical two-tail	3.182446	

Interpretation of Table .4:- From the above table .5, there is a P value (0.06) which is higher than the significance value (0.05) Hence, The consumers of Hyderabad-Karnataka does not correlate the qualities of the brand with the country of origin of the brand in online shopping.

Particular	No of Consumer	Consumer Percent
25 to 30 Years	130	22.00%
30 Years to 35 Years	240	40.00%
35 Years to 40 Years	130	22.00%
40 Years to 45 Years	100	16.00%
Grand Total	600	100.00%

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SUGGESTIONS

1 Companies should have more risk reduction activities as perceived risk could strongly influence consumers 'online purchase decisions. And specific types of perceived risk like online frauds should be taken care of in different scenarios. Hence, the shopping sites should sport a Certificate of Authenticity (a seal or small sticker designed to demonstrate that the item is genuine and risk free) and should have a security symbol in order to safe shopping.

2 Companies should improve consumers 'value perceptions about the products and reduce consumers 'perceived risk in the online shopping environment by providing quality products, timely delivery and fulfill their expectations. Also the companies should make their website easy in use and risk reduction activities should be taken care.

3 The study suggests that the Indian customers give the most importance to security and privacy to generate trust. Perceived privacy of customer information can be improved by ensuring that at no point of time the customer is asked for irrelevant personal information.

4 The psychology of an Indian consumer is still the same of checking the product physically before purchasing it, which creates a mental hurdle for online shopping. So the companies should devise certain strategy so as to reduce the scams. The Indian customers want to experience the product before to buy the product. So, online stores selling customized products should stress more on providing this facility and provide better communication with the customers through telephone or online salesperson.

CONCLUSION:

　　　　Online shopping is becoming common in today's life. The study indicate that most of customer having experience of online shopping. Customer believed that online shopping is better option than manual shopping and other part of customers belief that online shopping is expensive, delayed in delivery of products and service. Most of the customers are facing problems like return of bad / wrong product, confusing sites and ineffective customer service. According to customers most alarming barrier for online shopping are unable to verify product personally, online payment security.

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