CONSUMER PERCEPTION TOWARDS ONLINE SHOPPING AND THEIR SHOPPING TRENDS

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Abstract
All over the globe online shopping has gained its popularity with the increase in its frequency with respect to conventional shopping due to the excess use of Internet connection. Day by Day as consumers are becoming educated and friendly with the usage of smart phone as their necessity and comfort the trend of doing online shopping is also increasing due to its convenience and easy of doing shopping. This research paper has its detailed study on the consumer perception towards the way of doing shopping now a day's i.e. online mode and what the factors are which takes them towards the online shopping trends.

Online shopping before past twenty years i.e. around 1994 was not in trend and only slowly and slowly Amazon.com was entering in the market where still people were thinking that doing online shopping is very risky and there may be chance of very less security with involves around 90% customers thoughts but still remaining 10% were still having the perception that online shopping will reduces physical work and seems more convenient.

The study consists of Empirical research work carried in Gaya (Bihar) during 2 months using questionnaire form offline and using Google form Online. Around 100 samples were collected from both way and the analyses were done through various pie chart, Bar graph and using other statistical tools. Conclusion derived from the sample record is that most of the respondents feel doing online shopping is easy than offline shopping and most of them prefer to buy fashion and electronic items followed by groceries and consumer home appliances which seems cheaper and more feasible than traditional shopping. The consumer was influenced by various factors like gender, age, income, frequency, satisfaction level, product quality, etc.

Keywords: Online Shopping, Conventional Shopping, Consumer Home Appliances, Consumer Perceptions, Etc.

Introduction

To understand today's market, it is necessary to understand the consumer buying perception with the help of their smart phone and online internet connection. In Year 2022 almost 932.22 million were using Internet connection which is supposed to rise 1.5 billion in 2040 with the increase in trend of online shopping According to various statistic research it has been find that after China, India will become the second largest in use of online shopping for their basic necessitates i.e. fooding, clothing and various things related to shelter among both rural and urban users .Due to the technological advancement every small or large businesses have also started to use the online approach of doing business with the believe that Consumer buying perception seems the most broad phenomenon.

More specialisation in terms of trade and commerce has increased the rise of Online shopping across the globe. The e-commerce business was valued at $2.29 trillion (John, 2018, Gupta and Mittal, 2015) and prediction has been done that there will be increase around $4 trillion by 202 in the trend of online

shopping. (eMarketer, 2016, Mehta et. al. 2022). Myntra, Amazon, eBay, Flipkart, Meesho, Paytm seems the major online players for doing online shopping.

Almost ₹ 8,75,600 crores in 2018, registering a 31 per cent year-on-year growth in 2017 have been spent by Indian Online customers as from different countries from buying different fashion items ,apparels, furniture ,beauty products ,household groceries to booking Rail and Air tickets online .This research paper consist of data and conclusion regarding the use of online shopping in terms of Gaya District regarding doing Online shopping with certain demographic factors including age, Income, gender, price, types of product , level of satisfaction, etc.

A pilot research study was experimented on almost 100 respondents and various face to face interactions was done from the few respondents along with few questionnaires to be filled by them to meet the reliability and accuracy of the collected data collected from the resident of Gaya district.

Objectives of the Study
1. To analyse the behaviour of consumers while doing online shopping along with their level of awareness.
2. To examine their perception towards the offline shopping along with conventional shopping.
3. To go through their level of satisfaction and their shopping trend.
4. To evaluate the problems faced by the online shopping consumers.

Research Methodology
This research analyses online shopping behaviour of the consumers as the research respondents of Gaya District. A prefect Structured questionnaire was designed, and the data was collected with the help of those questionnaire and through google form as a survey method. Convenience sampling technique was adopted. This study used both primary data and secondary data. The secondary data was collected from various sources such as few previous research journals, Newspaper, Business magazines; web Portals, books and so on.

Period of Study
The data used for analysis of this study were collected during December 2023 to February 2024.

Sampling Procedure
A pilot study was done from 25 respondents and based on the results the interview schedule face to face was restructured to meet the accuracy and reliability drawn from Gaya district. Primary data was collected through Google form with a proper standardised questionnaire. Google form is that applications where the view of respondents are recorded in proper format.

Tools of Analysis
Various tools like Pie chart, frequency table, percentage method was tested for the data collected for statistical analysis.

Literature Review
➢ Leva Anderson (2009)60, has examined the differences in behaviour between online and traditional shopping of Latvian consumers. According to the study the consumers are looking for information about product, shopping frequency, about pricing, buying volume and time.

Most important benefits of the shopping process at traditional buying process are buying process, contact with equal and for e-shopping money saving, time saving, conveniences and all around a clock. The study concludes that average size of purchase in traditional shopping still is larger than in the internet shopping and friends are main sources of information to search the products. The author also pointed out that one can expect changes towards the internet as a main source in the nearest future and no special time or day for purchasing.

➢ Jayendra Sinha and Jiyeon Kim (2012) 5 aimed in their study to identify factors affecting Indian consumers' attitude toward shopping online by investigating Indian consumers' risk perceptions about shopping online. The researchers collected primary data from 127 sample respondents. The researchers used regression analysis as statistical tools. The concerns 29 associated with delivery of product, social and perceived behavioural control were found to be significant factors affecting attitude toward using Internet for shopping. In terms of gender difference, perceived risks (product, convenience, financial, and non-delivery) and technology specific innovativeness were found to be significant for males and, for females, convenience risk and attitude towards online shopping were significant factors.
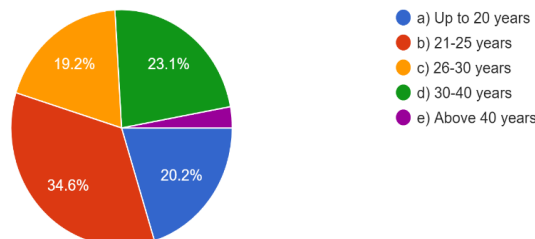
Respondents Demographic Profile
➢ **Gender**

Q1. Gender
104 responses
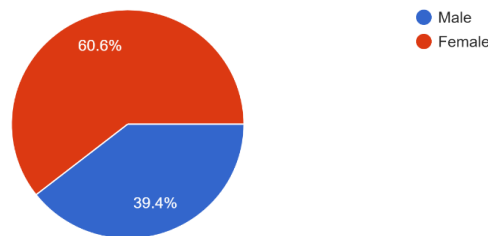
- Male
- Female

Above figure observes that out of 104 respondents 60.6% was men and around 39.4% were female.

➢ **Age**

Q2. Age
104 responses

- a) Up to 20 years
- b) 21-25 years
- c) 26-30 years
- d) 30-40 years
- e) Above 40 years

The above table refers to the respondent's age where the majority of online shopping doers is around the age of 21-25 years with overall percentage of 34.6%. Around 19.2% respondents

belong to 26-30 years showing interest in online shopping. Around 23.1% respondents belong to 30-40 years as the doer of online shopping irrespective of doing traditional shopping.
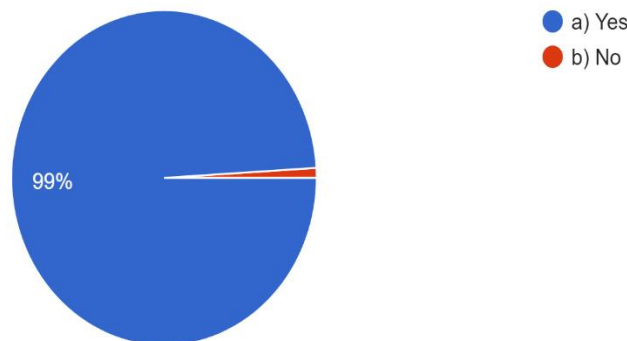
➢ **Education**
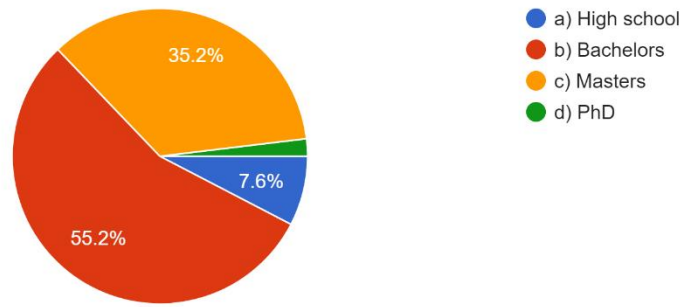
The above table shows the education level of the respondents where majority of the respondents belongs to the category of doing Bachelor degree is showing their interest in doing shopping through online platform with 55.2% followed by 35.2% has done masters and remaining belongs to either Ph.D. or high school.

➢ **Opting of online shopping**

The above table shows the respondents familiar with Online shopping or offline shopping. Around 99% of the respondents showed interest in doing online shopping and rest 1% still prefer to do offline shopping.

➢ **Frequency of Offline shopping reduces because of online shopping**

Q8. Does the frequency of doing offline shopping come down because of online shopping?
104 responses
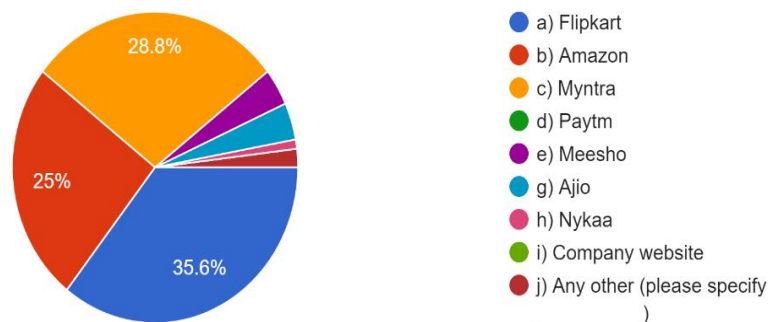

● a) Yes
● b) No

20.2%
79.8%
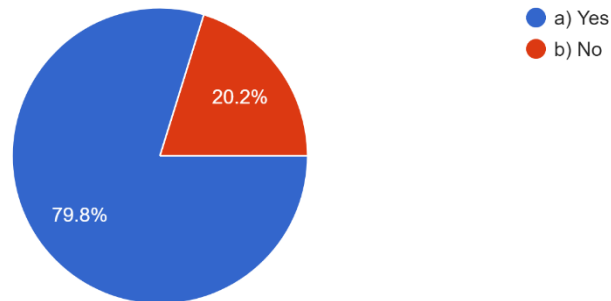
The above table shows the frequency of decrease in offline shopping due to online shopping which is almost 79.8% says yes that online shopping has taken place of offline shopping whereas only 20.2% respondents say No regarding this view point.

➢ **Preferred shopping website**

Q14. Which shopping web store do you prefer (1st choice) frequently for online shopping?
104 responses

● a) Flipkart
● b) Amazon
● c) Myntra
● d) Paytm
● e) Meesho
● g) Ajio
● h) Nykaa
● i) Company website
● j) Any other (please specify
_____)

28.8%
25%
35.6%

The above table depicts the most preferred website for doing online shopping. The most preferred website is Flipkart with 35.6% followed by Amazon and Myntra with 25% and 28.8% respectively. Remaining uses the other website such as Paytm, Ajio, Nykaa and some shop directly through the company's website.

➢ **Product preferred while doing online shopping**

Q15. Which product do you prefer more while doing online shopping? (Rank according to your specifications)
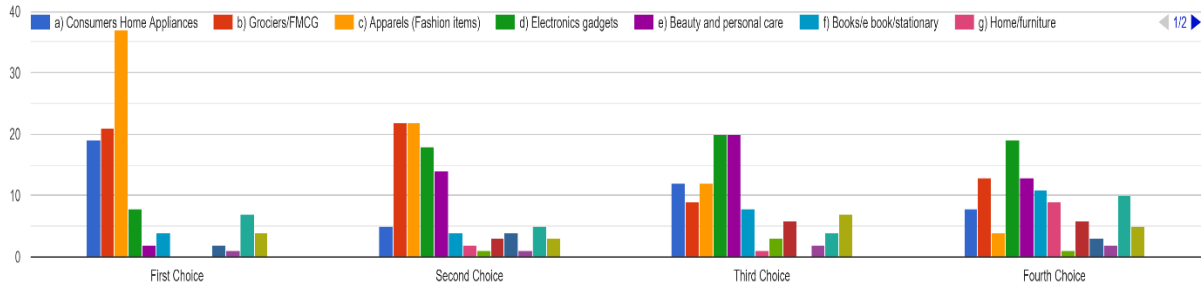
The above table shows the respondents preference of the product majorly bought by Online shopping. As first choice of every respondent is Apparels i.e. fashion items to be preferred product in online shopping followed by second choice as FMCG groceries and electronic items and various others.

➢ **Preferred payment method**

Q24. Which payment method do you use often when buying products online?
105 responses
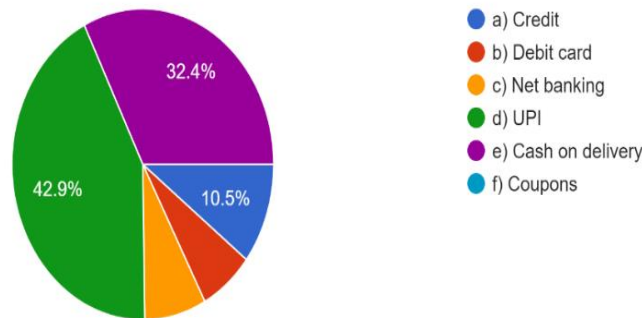
The above table depicts the payment method majorly used by the respondents which favours UPI method as Phone Pay ,G Pay with 42.9% as the most convenient way of paying online for the product purchased followed by Cash on Delivery as the safest way of paying after the product is delivered with 32.4% followed by use of debit or credit card and coupons

➢ **Satisfaction with Online shopping**

Q28. Are you satisfied with the online shopping?
105 responses

● a) Yes
● b) No

9.5%
90.5%
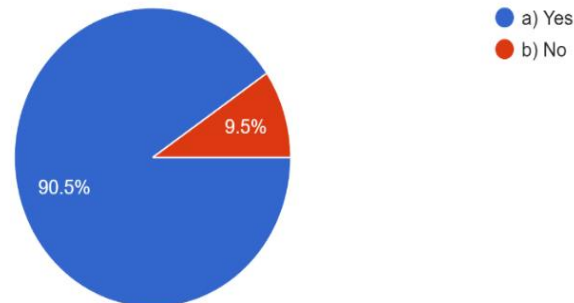
The above table focuses on satisfaction level with the Online shopping where almost 90.5% respondents has given Yes as their option of getting full satisfaction while doing shopping online through various websites and approx. 9.5% respondents favour no as they still believe in traditional way of doing offline shopping through physical stor

Conclusion as the Findings of The Research Study
➢ The demographic segment shows that majority of the respondents prefer to do online shopping around 90% aged between 25 to 30 years of age holding Bachelor degree with the major focus on purchasing Apparels, electronic gadgets, FMCG products.
➢ The majority were using UPI application and Cash on delivery Option to pay online for online shopping.

Conclusion
➢ The major objective of this research paper is to analysis the shopping trend of this generation favouring majorly towards online shopping and their perception that majority believes and think that doing online shopping is very comfortable and cheaper with lot many discount schemes. They have made their perception that quality offered is also best as compared to offline shopping. This paper deals with various questionnaire regarding purchase of various goods, mode of payments, website preferred, frequency of doing online shopping, their satisfaction level and various expectations level of the customers doing online shopping.

To understand the new shopping trends and consumer perception along with meeting the current demand scenario for making online shopping more convenient approach to consumer and achieving the success point in the market below approach should be followed: -
1) **Accessibility to their smart phone in easy mode**: Across all online respondents prefer to start their shopping from just one click from their smart phone. Almost 81% seek seamless transfer between devices in the process of online shopping.
2) **Convenience at top priority:** Basic things the respondents demand is comfort while doing online shopping, so their convenience should be kept at top priority. They should feel much convenient while surfing the shopping browser as a guess.

3) **Easy feasibility approach to various Omnipresent shopping**: the focus should be on the various omnipresent model where online respondents prefer to buy from the platform where they are spending majority of their time and they desire that their favourite brands should be present while doing their multiple work on the same social platform to maximise their convenience.

4) **Easy and secure payment:** To meet online respondent's expectations and behaviours it is necessary to look over their payment method. New shopping trends and demand according to online respondents focus on effortless payment which is done through UPI mode or cash on delivery. Therefore, it's much required to provide safety regarding this payment approach.

5) **Reliable and Easy safe delivery**: An online respondent desires to have the delivery of their ordered product at a fast scale along with the reliability of same product along with reducing their shipping cost and giving them immense satisfaction.

Limitations of the Study
1) Survey due to time constraint i.e. just only for span of two months will not give accurate result.
2) This research was conducted in limited area i.e. in the Gaya city, Bihar, India.
3) Only 104 respondents filled the questionnaire which is too small to draw any conclusive results.

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