ONLINE SHOPPING AND CONSUMERS' PERCEPTIONS

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Abstract
Online shopping has become a popular shopping methods ever since the internet has declared a takeover. Online shopping allows you to purchase from any vendor, at anytime, anywhere in the world. You can buy a product or service with the help of internet and a web browser. Virtual window shopping enables all users to buy at their leisure and across multiple market places. You no longer have to go the shopping mall and no need to stand in line. One can purchase whenever we want. Before buying any product through online, first observe that whether any coupon codes or special discounts available or not. Many companies send coupons to their customers who have opted into their E-mail marketing campaigns, delivering them with latest product.When you are purchasing through online, be cautious at shipping charges. Sometimes the shipping charges are more than the cost of the actual product. If you're an intolerant person, waiting for the product to be delivered can be a pain. And also, if an item comes damaged or not as described, you will want to return the item or be refunded your money. This process is tedious and is prolonged since you would have to ship back the item and wait on the buyer to refund your payment. Through online shopping, we can save more time, fuel, energy and retail stores are available 24 X 7.

 The future of India is mostly in the field of E-Commerce. From grocery items to cloths, everything is available at your doorstep if you order them online. Because of this reason, all the E-commerce websites like www.flipkart.com, www.amazon.com, www.snapdeal.com, www.cleartrip.com, www.ebay.cometc are getting profits continuously. Already the people who lives in towns and cities are habituated to order the items through online. It is predicted that in the coming ten (10) years, the villagers will use these online E-commerce web sites more than the city cultured people. The present study enables to understand the consumers' perceptions regarding the online shopping.

Key words: Retailer, Mall culture, Online Shopping, Branded products, Quality, Customer satisfaction, Delivery time.

Review of Literature
The word retailing has its origins in the French verb "retailer", which means "to cut up", and refers to one of the fundamental retailing activities which is to buy in larger quantities and sell in smaller quantities. For example, a convenience store would buy tins of beans in units of two dozen boxes, but sell in single-tin units.

Culnan(1999) asserted that customers have become more sensitive about purchasing goods/services online due to many systems vulnerability to security.

Wolfinbargerhe and Gilly(2003), stated that the adoption of online payment depend on users'attitude and trust is the foundation of any business.

Fukuyama (1995) defined trust as the expectation that arises within a community of regular, honest, and cooperative behavior, based on commonly shared norms, on the part of other members of that community.

Bit pipe (2007) stated that online payment is a kind of payment via internet based on debit and credit card system.

Need for the Study
This study includes various factors like quality, customer satisfaction, delivery time, response time etc., Most of the customers confronted different problems in time of receiving the product from particular agency or shopping sites. Problems like Price Consistency, Receiving wrong product, Damaging of product in transit, Delay in delivery of products, Fake Reviews, Money Back guarantee.

Objectives
1. To know the trust level on 'online shopping' sites in the terms of customer perception.
2. To know up to what extent the customers are attracted towards the advertisements in shopping sites.
3. To what extent the customer gets satisfied with the receiving of quality products.
4. To what extent, the customer gets satisfied with the receiving of product in given time.

Hypothesis
Quality and Customer Satisfaction:
H1: The quality of a product leads to increase the level of customer satisfaction at the time of purchasing the products from online stores.
Delivery Time and Customer Satisfaction:
H2: Receiving the product in given time leads to increase the level of customer satisfaction at the time of purchasing the products from online stores.

Research Methodology
The methodology included publication research, interviews, surveys and other research techniques and included both present and historical information.

Data Analysis
Descriptive Statistics for all variables.
4.1 Part-A (Demographic Profile)

Statistics		Gender	Age	Education	Occupation	Income
N	Valid	255	255	255	255	255
	Missing	0	0	0	0	0

Table 1: Distribution Showing Demographic Profile of Respondents

Gender Statistics

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	153	60.0	60.0	60.0
	Male	102	40.0	40.0	100.0
	Total	255	100.0	100.0	

Table 2: Distribution Showing Gender Statisticsof Respondents

Age Statistics

Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-29 years	229	89.8	89.8	89.8
	30-39 years	16	6.3	6.3	96.1
	40-49 years	10	3.9	3.9	100.0
	Total	255	100.0	100.0	

Table 4: Distribution showing the age of respondents

Inference
The table shows that 89.8% of respondents are young as they belong to the age group 18-29, 6.3% of respondents belong to the age group 30-39, 3.9% of respondents belong to the age group 40-49 years.
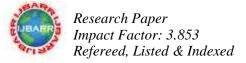Education Statistics:

Education		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Graduate	63	24.7	24.7	24.7
	Others	4	1.6	1.6	26.3
	Post Graduate	70	27.5	27.5	53.7
	Undergraduate	118	46.3	46.3	100.0
	Total	255	100.0	100.0	

Table 5: Distribution showing the education of respondents

Inference
The table shows that 24.7% of respondents belong to the group of graduates, 1.6% of respondents are others (BSc, BCom etc.,) 27.5% of respondents are belong to the group of post graduates and 46.3% of respondents are pursuing graduation.

Research Paper
Impact Factor: 3.853
Refereed, Listed & Indexed

IJBARR
E- ISSN -2347-856X
ISSN -2348-0653

Occupation Statistics

Occupation		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employee	46	18.0	18.0	18.0
	Faculty	20	7.8	7.8	25.9
	Student	189	74.1	74.1	100.0
	Total	255	100.0	100.0	

Table 6: Distribution showing the Occupation Of Respondents

Inference
The table shows that 18% of respondents belong to the group of employees, 7.8% of respondents are teaching faculty, and 74.1% of respondents are students.

Income Statistics

Income		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<10,000	185	72.5	72.5	72.5
	10,001-20,000	27	10.6	10.6	83.1
	20,001-30,000	22	8.6	8.6	91.8
	30,001-40,000	9	3.5	3.5	95.3
	40,001-50,000	8	3.1	3.1	98.4
	>50,000	4	1.6	1.6	100.0
	Total	255	100.0	100.0	

Table 7: Distribution showing the income of respondents

Inference
The table shows that 72.5% of respondents belong to the group of < 10,000 income, 10.6% of respondents belong to the group of 10,001- 20,000 income, 8.6% of respondents are belong to the group of 20,001- 30,000 income, 3.5% of respondents are belong to the group of 30,001- 40,000 income, 3.1% of respondents are belong to the group of 40,001-50,000 income, 1.6 % of respondents are belong to the group of > 50,000 income.

Visiting Online Shopping Statistics

Visiting Online Shopping		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More	27	10.6	10.6	10.6
	Once a week	56	22.0	22.0	32.5
	Once in 2-3 months	74	29.0	29.0	61.6
	Once in 2-3 weeks	45	17.6	17.6	79.2
	Once in a month	53	20.8	20.8	100.0
	Total	255	100.0	100.0	

Table 10: Distribution showing the visiting online shopping by respondents

Inference
The table shows that 10.6 % of respondents visits the online shopping sites regularly, 22 % of the respondents visits the online shopping sites once in a week, 29 % of respondents visits the online shopping sites once in 2-3 months, 17.6 % of respondents visits the online shopping sites once in 2-3 weeks and 20.8 % of respondents visits the online shopping sites once in a month.

1. **Reason for not purchasing the products Statistics**

Reason		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High Shipping rates	78	30.6	30.6	30.6
	lack of Product Information	136	53.3	53.3	83.9
	slow shipping	41	16.1	16.1	100.0
	Total	255	100.0	100.0	

Table 12: Distribution showing the reasons by respondents

Inference
The table shows that 30.6 % of respondents are not purchasing the products because of high shipping rates, 53.3 % of respondents are not purchasing the products because of lack of product information, and 16.1 % of respondents are not purchasing the products because of slow shipping.

Q_2: Whether the Shopping Websites are fully trusted Statistics:

Q_2				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly DisAgree	6	2.4	2.4	2.4
	DisAgree	32	12.5	12.5	14.9
	Neutral	87	34.1	34.1	49.0
	Agree	81	31.8	31.8	80.8
	Strongly Agree	49	19.2	19.2	100.0
	Total	255	100.0	100.0	

Table 28: Distribution showing the website trust by respondents

Inference
The table shows that 19.2% of respondents has strongly agreed, 31.8 % of respondents has agreed, 34.1 % of respondents are neutral (can't say) in this case, 12.5% of respondents has disagreed, 2.4 % of respondents has strongly disagreed that that website are fully trusted.

Q_3: Online Shopping saves time Statistics:Q_3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	DisAgree	8	3.1	3.1	3.1
	Neutral	22	8.6	8.6	11.8
	Agree	79	31.0	31.0	42.7
	Strongly Agree	146	57.3	57.3	100.0
	Total	255	100.0	100.0	

Table 29: Distribution showing the time saving of online shopping by respondents

Inference
The table shows that most of the people i.e.,57.3% of respondents has strongly agreed that the time is saved in online shopping, 31 % of respondents has agreed, 8.6 % of respondents are neutral (can't say) in this case, 3.1% of respondents has disagreed.

Q_4: Website is easy to understand Statistics

Q_4				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	1.2	1.2	1.2
	Disagree	13	5.1	5.1	6.3
	Neutral	44	17.3	17.3	23.5
	Agree	131	51.4	51.4	74.9
	Strongly Agree	64	25.1	25.1	100.0
	Total	255	100.0	100.0	

Table 31: Distribution showing the easy to understand by respondents

Inference
The table shows that 25.1% of respondents has strongly agreed, 51.4 % of respondents has agreed, 17.3 % of respondents are neutral (can't say) in this case, 5.1% of respondents has disagreed, 1.2 % of respondents has strongly disagreed that accessing the shopping website easy to understand.
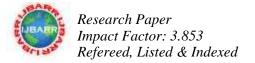
Q_5: Advertisements Statistics

Q_5				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	25	9.8	9.8	9.8
	Disagree	68	26.7	26.7	36.5
	Neutral	55	21.6	21.6	58.0
	Agree	73	28.6	28.6	86.7
	Strongly Agree	34	13.3	13.3	100.0
	Total	255	100.0	100.0	

Table 33: Distribution showing the advertisement in online shopping by respondents

Inference: The table shows that 9.8% of respondents has strongly disagreed, 28.6 % of respondents has agreed, 21.6 % of respondents are neutral (can't say) in this case, 26.7% of respondents has disagreed, 13.3 % of respondents has strongly agreed that advertisements are attracted and every one continues the online shopping

Q_6: Quality Aspects Statistics

Q_6		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly DisAgree	1	.4	.4	.4
	DisAgree	10	3.9	3.9	4.3
	Neutral	37	14.5	14.5	18.8
	Agree	119	46.7	46.7	65.5
	Strongly Agree	88	34.5	34.5	100.0
	Total	255	100.0	100.0	

Table 37: Distribution showing the quality aspects

Inference
The table shows that 0.4% of respondents has strongly disagreed, 46.7 % of respondents has agreed, 14.5 % of respondents are neutral (can't say) in this case, 3.9 % of respondents has disagreed, 34.5% of respondents has strongly agreed that quality aspects are considered while searching the products.

Q_7: Regarding the Security Terms & Conditions Statistics

Q_7		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly DisAgree	4	1.6	1.6	1.6
	DisAgree	12	4.7	4.7	6.3
	Neutral	14	5.5	5.5	11.8
	Agree	113	44.3	44.3	56.1
	Strongly Agree	112	43.9	43.9	100.0
	Total	255	100.0	100.0	

Table 38: Distribution showing the security terms & conditions

Inference
The table shows that 1.6% of respondents has strongly disagreed, 44.3 % of respondents has agreed, 5.5 % of respondents are neutral (can't say) in this case, 4.7 % of respondents has disagreed, 43.9% of respondents has strongly agreed that everyone will check the security terms & conditions.

Q_8: Response time Statistics

Q_8		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly DisAgree	6	2.4	2.4	2.4
	DisAgree	18	7.1	7.1	9.4
	Neutral	39	15.3	15.3	24.7
	Agree	125	49.0	49.0	73.7
	Strongly Agree	67	26.3	26.3	100.0
	Total	255	100.0	100.0	

Table 41: Distribution showing response time

Inference
The table shows that 2.4 % of respondents has strongly disagreed, 49 % of respondents has agreed, 15.3 % of respondents are neutral (can't say) in this case, 7.1 % of respondents has disagreed, 26.3% of respondents has strongly agreed that follows the messages, mails regarding the products after placing the order(response time).

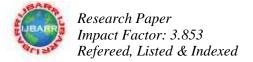### Q_9: Regarding delivery time of product statistics

Q_9		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly DisAgree	3	1.2	1.2	1.2
	DisAgree	15	5.9	5.9	7.1
	Neutral	36	14.1	14.1	21.2
	Agree	125	49.0	49.0	70.2
	Strongly Agree	76	29.8	29.8	100.0
	Total	255	100.0	100.0	

Table 42: Distribution showing the delivery time

Inference
The table shows that 1.2 % of respondents has strongly disagreed, 49 % of respondents has agreed, 14.1 % of respondents are neutral (can't say) in this case, 5.9 % of respondents has disagreed, 29.8% of respondents has strongly agreed that customer satisfies with the assured delivery time of product.

Q_10: Recommending Statistics

Q_10				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly DisAgree	6	2.4	2.4	2.4
	DisAgree	21	8.2	8.2	10.6
	Neutral	48	18.8	18.8	29.4
	Agree	133	52.2	52.2	81.6
	Strongly Agree	47	18.4	18.4	100.0
	Total	255	100.0	100.0	

Table 48: Distribution showing the recommended

Inference

The table shows that 2.4 % of respondents has strongly disagreed, 52.2 % of respondents has agreed, 18.8 % of respondents are neutral (can't say) in this case, 8.2 % of respondents has disagreed, 18.4 % of respondents has strongly agreed that recommending to friends to buy the products from online shopping.

Findings of the Study

1. The study shows that the majority of respondents are females(153) with 60% and rest of the respondents are male(102) with 40%.
2. Most of the respondents belong to the age group of 18-29 years. i.e., 229 respondents.
3. Most of the respondents belong to the group of undergraduates 118.
4. Majority of the respondents are students(189)
5. Majority of income group is <10,000 which students are included in this case.
6. Rather than buying from online, respondents shows the interest to buy from retail stores.(durables & non-durables)
7. 57.3 % of respondents strongly agree that online shopping saves time rather than in traditional way.
8. 51.4 % of respondents agree that website is easy to understand and study shows in positive way.
9. Product reviews and Quality Aspects are very helpful to the respondents and the majority have agreed that based on reviews they will purchase the products.
10. Found that majority of respondents (125-Agree, 76- Strongly Agree) give importance for the delivery time factor.
11. H01 is rejected, indicating that there is no significance difference between quality & customer satisfaction.
12. H11 is rejected, indicating that there is no significance difference between delivery time and customer satisfaction.

Conclusion

The online customers of different areas are satisfied with the usage of websites, security in online payment and the quality and timely delivery of goods. It is also understood that it is better to prefer third party mediation for their online payments.Customer satisfaction has a direct impact on loyalty and hence businesses should focus on satisfying their customers. Customers should be encouraged to make use of the online customer support services in case of any inconvenience. Customers decide to purchase a product or service based on its review. By providing reviews, a customer indirectly recommends the brand or product to others. Since product or service review is increasingly important for its growth, online Norwegian companies should encourage their customers to provide constructive feedback in their websites.

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