

An Empirical Study on Consumer Perception towards Online Shopping

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Abstract

The rapid growth of internet technology has changed consumer buying behaviour and increased the popularity of online shopping. The present study focuses on consumer perception towards online shopping and consumer preferences towards online shopping platforms among consumers in Bangalore. The study adopts a descriptive research design and collects primary data from 150 respondents through a structured questionnaire. The study examines factors such as convenience, product variety, discounts, payment security, delivery services and customer satisfaction. The findings reveal that consumers prefer online shopping due to time-saving benefits, easy accessibility and availability of products. The study highlights the importance of improving service quality to enhance consumer satisfaction.

Keywords: Online Shopping, Consumer Perception, Consumer Behaviour, E-Commerce, Purchase Decision, Customer Satisfaction, Bangalore etc.,

1. Introduction

The growth of information technology and more internet usage changed customers' buying behaviour at a fast rate. Through the use of the internet, consumers are provided with the facility to purchase products and services through online shopping. Over the last few years, consumers have been increasingly switching to online shopping from the physical one due to convenience, accessibility and great variety of products.

The online shopping practices have increased in Bangalore, which is one of the metropolises and is popular for city, business and technology activities. A large population of educated consumers, working individuals and technology users are an increasing factor driving the adoption of e-commerce. Shoppers in Bangalore, India, are equally likely to use online shopping platforms for purchasing clothing, electronics, household items and other personal goods.

The consumers' point of view plays an important role in the success of online shopping. A variety of reasons may be responsible for online purchases. Some of these include the convenience that it offers, the variety of products, price discounts and so on. There are many benefits to shopping online, be it saving time or getting better deals. But consumers can face several hassles such as quality issues, delayed delivery, security issue and so on. In addition, when it comes to online shopping, you can't physically verify the product.

Understanding what the consumer perceives aids the online retailers in knowing the expectations and improving. As a result, the participation of the study is measuring the perception, preferences satisfaction and barrier towards online shopping. The research is done to know the reasons and factors affecting an individual while purchasing goods from an online store.

1.1. Definition of Online Shopping

Online shopping refers to the process of purchasing products or services through internet-based platforms without physically visiting a store. It allows consumers to browse product information, compare prices, select desired items, make payments and receive products through home delivery.

According to **Kotler and Keller**, online shopping is a form of electronic commerce where consumers use digital platforms to search, evaluate and purchase products or services through online channels.

According to **Chaffey**, online shopping is an electronic transaction process where customers interact with businesses through websites or digital applications to complete purchase activities.

Online shopping or e-shopping refers to a type of shopping that takes place on the Internet with access to various retailers. It allows users to purchase goods or services from anywhere, at any time, by utilizing devices like computer systems, tablets, or smartphones.

According to the consumers in Bangalore, online shopping has become a prevalent method of shopping mainly because of the availability of several e-commerce options, easy payment options, discounts and

home delivery facilities. It alters the way consumers buy things by giving them more options, flexibility and easy purchase.

Thus, online shopping can be simply defined as a modern method of selling goods and services to consumers using internet technology that connects the seller with the consumers. Also, it allows for physical exchange of goods and services through digital merchants.

1.2. Advantages of Online Shopping

1. Simplicity

Consumers can buy products and services anytime and anywhere from the convenience of their home through online shopping. Consumers have the luxury of shopping from their homes without making an effort to visit the store.

2. Wide range of products available

A variety of different sellers and brands sell a range of products online. The consumers now can check out different alternatives and pick a product as per choice.

3. Price Comparison Made Easy

Online shopping allows consumers to explore price, features and review options of each product before purchase. It makes consumers select products at fair prices.

4. Saves You Time

Consumers are able to make their purchases more quickly without wasting time travelling, searching in stores or queuing. As a result, online shopping is meant for busy customers.

5. Appealing discounts and offers

Online shopping websites often offer discounts, promo codes and deals which entice consumers to shop for products online at cheap rates.

6. Flexible Payment Alternatives

Consumers have various payment options at their disposal which include online shopping through debit or credit card with net banking, digital wallet or cash on delivery.

7. Door-to-door delivery

Doorstep deliveries allow consumers to get the products at their preferred location, so they need not visit the markets or shopping centres.

8. Customer Feedback and Details

E-commerce platforms provide product descriptions, ratings and reviews for facilitating proper evaluation of the product before a purchase.

9. Products Availability

The online stores work 24 hours a day which allows the consumers to buy products when they feel like. Moreover, there are no restrictions on time because there are no store hours like in the physical or traditional stores.

10. Simple to Return and Replace

Many online retailers offer a return and replacement facility that enhances the confidence and satisfaction of consumers with online shopping.

2. Literature Review

1. According to the logic of Online Shopping anything, it can hardly be branded a fad or a niche for the few and by the few. From all types of retailers from various sectors, we are seeing an expansion of offerings, offering free shipping, includes different sorts of features and also experimenting with Social Media. Traditional retailers are also adapting to this trend and are adding an online route for their customers to connect with them.

To gain some perspective, a recent Google study stated that the uncertainty surrounding from the year of the carnage is an omnipresent and constant component of our lives. Increasing Internet Penetration and growing preference for shopping online will drive the E-commerce market in India to USD 15 billion by 2016. From 8 million in 2012 to 35 million now, analysts say, the number of online shoppers is

expected to grow almost three times to 100 million by 2016. Compared to the scenario a few years back, people are now buying everything from Apparel to Electronics to Cosmetics and Furniture from online stores. Out of the 100 million people projected to be online shoppers, roughly around 40% are expected to be women who, in Tiers 1, are already outspending men by as much as 2X, going across categories like apparel, beauty and skincare, home furnishing, baby products and even, jewellery. When asked where Online Shopping scored over its Traditional counterpart, the common denominator of Convenience, Variety and Discounts seemed to have been the one that the online shoppers all reiterated.

2. In a Forrester Consulting research, more than 60 percent respondents claimed that buying online was related to social status. But how do these numbers sum up for an Indian e-trailer? A study conducted by PWC Global is recently completed. It performed a survey about the online customer preferences regarding expenditure, devices used and a lot more. As well as clearly depicting the growing future of e-Commerce, it also gave us a more candid glimpse into the processes of how online shoppers undergo their online retail-therapy.

- 78% of shoppers make online purchases at least once a month. Taking into account the number with the previous statistics and with “at least. Given the kind of numbers seen on the job and their reasonably regular presence on the online platforms, this should give a good idea of the immense scope that has online shopping has in the future.
- 38% of people check out brands on Social Media before buying. It is precisely why specialists recommend maintaining a constructive and consistent presence on such platforms.
- 79% prefer receiving offers through mobile phones. This greatly assists those who focus on mobile commerce. According to experts, m – commerce is something everyone must take seriously, given the pace at which digitally savvy shoppers are accepting every innovation that comes their way.
- 69% of customers are happy to pay more for same day delivery. A feeling of urgency dictates almost every facet of our daily lives so this certainly comes as no surprise to anyone. Nevertheless, anyone making this kind of value proposition must have solid logistics and on the ground support.

3. **Susan Rose, Neil Hair and Moira Clark (2011)** examined online purchase behaviour and stated that the growth of internet adoption and technology has increased consumers’ participation in online shopping. Their study indicated that online purchase decisions are influenced by consumer experience and interaction with digital platforms.

4. According to **K. Vaitheeswaran (2013)**, the responsibility of the retailer after the sale of a product has reduced by manifold. In other words, the responsibility of the retailer has become nominal. Consequently, customers visit outlets to examine the product information in detail but purchase online at a lesser rate. E-commerce companies are able to offer deep discounts because of their no warehouse model.

5. **Ashwini N. and Manjula R. (2015)** conducted an empirical study on consumer perception towards online shopping and observed that convenience, discounts and after-sales services were important factors influencing consumers to shop online. The study also highlighted that consumers use online platforms not only for purchasing products but also for comparing prices, product features and services. A study on the scope of online shopping in India found that increasing internet usage and changing consumer lifestyles contributed to the growth of e-commerce. The study revealed that consumers preferred online shopping due to convenience, wider product choices and attractive discounts compared to traditional shopping methods.

3. Research Methodology

3.1. Objectives of the Study

1. To study consumer perception towards online shopping.
2. To understand consumer preferences towards online shopping platforms.

3.2. Hypothesis for the Study

H₀ : There is no significant relationship between consumer perception and preferences towards online shopping platforms.

H₁ : There is a significant relationship between consumer perception and preferences towards online shopping platforms.

3.3. Scope of the Study

This study helps to understand consumer perception towards online shopping. The research is carried out in Bangalore on consumers to study their awareness, preferences and opinions about online shopping. The research studied various aspects of consumers' choosing of ecommerce sites like convenience, product assortment, price benefits, payment, web features, delivery service and satisfaction.

The study aims to explore the consumer behaviour for purchase through online shopping platforms and their overall experience with online purchases. It also looks into consumers' preferences for online shopping services and identifies their major buying behaviour factors.

The study's scope is limited to the users of online shopping sites who are familiar with online buying or purchasing the products or services online. The research results shed light on consumers' expectations, which can help online retailers enhance the service quality and develop the right strategies to improve customer satisfaction.

3.4. Research Design

The current study employs a **descriptive research design**. Descriptive research is undertaken to understand and describe the existing perception, preference and behaviour of consumer towards online shopping. This study seeks to understand the perception of online shopping platform in Bangalore & other factors influencing buying behaviour of consumers. The descriptive method assists in gathering factual information about online shopping based on consumer's opinions, experiences, satisfaction and preferences.

3.5. Data Collection

The main basis of the study is a primary study based on a structured questionnaire. This questionnaire will help us learn about the consumer awareness, perception, preferences, buying behaviour and experience of online shopping. The information provided by the respondents assists in analysing the factors influencing online purchase decisions. The study has also been supported with reference to research articles, journals, books and other relevant secondary data.

3.6. Sampling Technique

The investigation uses a **convenient sampling technique**. This method selects respondents based on their availability and ability to respond to the survey. The consumers in Sample are from Bangalore and are acquainted with online shopping and the working of online shopping platforms.

3.7. Sample Size

For this Present study the researchers gathered 150 responses from the respondents.

4. Data Analysis and Interpretation

Objective 1: To study consumer perception towards online shopping.

Table 4.1: Factors Influencing Consumer Perception towards Online Shopping

Sl. No	Factors influencing online shopping	No. of Respondents	Percentage
1	Convenience and time saving	45	30%
2	Attractive discounts and offers	38	25.33%
3	Wide variety of products	32	21.33%
4	Easy payment options	20	13.34%
5	Home delivery facility	15	10%
Total		150	100%

Interpretation

The above table shows that most of the respondents (30%) perceive convenience and time saving as the major advantage of online shopping. Discounts and offers also influence consumer's perception, followed by product variety and easy payment facilities. This indicates that consumers prefer online shopping mainly due to comfort and accessibility.

Table 4.2: Satisfaction Level towards Online Shopping

Sl. No	Satisfaction Level	No. of Respondents	Percentage
1	Highly satisfied	35	23.33%
2	Satisfied	75	50%
3	Neutral	25	16.67%
4	Dissatisfied	10	6.67%
5	Highly dissatisfied	5	3.33%
Total		150	100%

Interpretation:

The table reveals that 50% of respondents are satisfied with online shopping, indicating a positive perception among consumers. Only a small percentage of respondents are dissatisfied, showing that online shopping services generally meet consumer expectations.

Objective 2: To understand consumer preferences towards online shopping platforms.

Table 4.3: Preferred Online Shopping Platforms

Sl. No	Online Shopping Platform	No. of Respondents	Percentage
1	Amazon	60	40%
2	Flipkart	45	30%
3	Myntra	25	16.67%
4	Other Platforms	20	13.33%
Total		150	100%

Interpretation

The table shows that Amazon is the most preferred online shopping platform among respondents, followed by Flipkart and Myntra. Consumer preference is influenced by product availability, trust, discounts and delivery services.

Table 4.4: Factors considered before online purchase

Sl. No	Factors	No. of Respondents	Percentage
1	Price and discounts	50	33.33%
2	Product quality	35	23.33%
3	Customer reviews	30	20%
4	Delivery service	20	13.34%
5	Return policy	15	10%
Total		150	100%

Interpretation

The table indicates that **price and discounts** are the major factors influencing consumers while choosing online shopping platforms. Product quality and customer reviews also play an important role in purchase decisions.

The overall analysis shows that consumers in Bangalore have a favourable perception towards online shopping. Convenience, discounts, product variety and service quality are the major factors influencing consumer behaviour. Consumer preferences towards online platforms are mainly based on pricing, trust, product quality and delivery experience.

5. Findings, Suggestion and Conclusion

5.1. FINDINGS

Based on the analysis of responses collected from 150 consumers in Bangalore, the following findings are identified:

- The majority of consumers have a positive perception towards online shopping due to its convenience, flexibility and time-saving benefits.
- Discounts, promotional offers and attractive deals are major factors influencing consumer's decisions to purchase products online.
- Availability of a wide variety of products and different brands encourages consumers to prefer online shopping platforms.
- Consumers consider factors such as payment security, reliable delivery services and easy return policies while making online purchases.
- Online shopping provides consumers with benefits such as easy price comparison, access to product information and doorstep delivery.
- Consumer preferences towards online shopping platforms are influenced by factors such as trust, product quality, customer reviews and service experience.
- Some consumers face challenges related to product quality differences, delayed delivery and replacement issues while shopping online.
- Customer satisfaction towards online shopping is mainly dependent on product quality, delivery performance and after-sales service.

5.2. SUGGESTIONS

- Online retailers should improve product quality control measures to ensure that customers receive products as per their expectations.
- Delivery services should be made faster and more reliable to enhance consumer satisfaction and trust.
- Online shopping platforms should strengthen data privacy and payment security systems to increase consumer confidence.
- Better customer support services should be provided to address consumer complaints, returns and replacement requests effectively.
- Detailed product descriptions, images, specifications and customer reviews should be provided to help consumers make informed purchase decisions.
- Online retailers should focus on maintaining transparency in pricing, offers and return policies to improve consumer trust.
- Regular improvement in website/app features can enhance consumer experience and encourage repeated purchases.

5.3. Conclusion

Online shopping has become an important part of modern consumer behaviour by providing a convenient and flexible method of purchasing products and services. The present study on consumer perception towards online shopping among consumers in Bangalore highlights that consumers have a favourable attitude towards online shopping due to benefits such as convenience, time saving, availability of various products, attractive discounts and doorstep delivery facilities. The study reveals that consumer perception towards online shopping is influenced by factors such as product quality, price, payment security, delivery services, customer reviews and return policies. Consumers prefer online shopping platforms as they provide easy access to a wide range of products and enable them to compare prices and features before making purchase decisions.

Although online shopping offers several advantages, certain challenges such as concerns regarding product quality, delayed delivery and security issues affect consumer confidence. Improving service quality, ensuring secure transactions, providing accurate product information and enhancing customer support can help online retailers increase consumer satisfaction. Overall, online shopping has created a significant change in the retail sector by transforming traditional buying practices. With continuous improvements in technology and customer service, online shopping platforms are expected to gain greater acceptance among consumers. The study concludes that understanding consumer perceptions and preferences is essential for online retailers to develop effective strategies and build long-term customer relationships.

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