

Factors Influencing the E-Shoppers Perception towards E-Shopping (A Study with Special Reference to Wardha City)

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ABSTRACT

Purpose: The study focuses on identifying and exploring the various factors influencing the e-shoppers perception towards e-shopping.

Design / methodology / approach: A research model is developed based on the literature. For the purpose of study data collected from 100 e-shoppers belonged to Wardha City of Maharashtra. By using in structured questionnaire, descriptive statistical measure like mean has been used for analyzing the data.

Findings: The results reveal that the seven key factors like convenience, time saving, home delivery, price advantage, more choice, reliability and security significantly influenced the e-shoppers perception on e-shopping.

Contribution of the study: The result of this study provides a valuable reference to the e-marketers to understand the factors influencing e-shoppers perception. They can further sharpen their marketing strategies to attract and retain their customers.

Keywords-- E-Shoppers, E-Commerce, E-Shopping, Perception

I. INTRODUCTION

Many businesses began their sales and marketing efforts for their products and services via the internet during the era of globalisation and the growth of e-commerce. E-shopping, commonly referred to as online shopping, is the process of purchasing and selling goods and services through the internet. It has grown in popularity in recent years as the number of internet users and smart phone users has increased, making the internet a major platform for E-commerce and online shopping.

Online shopping in India began in the first decade of the twenty-first century. Consumers have become increasingly interested in doing online shopping through various websites and mobile apps in recent years. They have conflicting feelings about shopping online. Consumers nowadays prefer internet shopping to traditional purchasing. Many companies, such as Flipkart and Amazon, offer online shopping and a wide range of products. There are numerous concerns about internet shopping, including convenience, privacy, security, contentment, and quality.

The concept of sensory perception is applied to marketing and advertising by consumer perception. Consumer perception refers to how people acquire

opinions about firms and the products they sell based on their purchases, just as sensory perception refers to how people perceive and process sensory input through their five senses. Consumer perception theory is used by merchants to determine how their customers see them. They also employ consumer perception theory in the development of marketing and advertising strategies aimed at retaining existing customers while attracting new ones.

Customers will buy various products like as apparel, shoes, electronic devices, and services through online shopping according on their tastes and preferences; it is a zero-channel distribution method, which indicates that consumers will buy things directly from producers without the use of intermediaries or middlemen. It helps you save a lot of time, energy, and money.

II. REVIEW OF LITERATURE

Vidyashree. D.V, Alay. P, and Shobha. H.N (2018), examined that consumer's perception on online shopping varies from person to another and the perception is limited to a certain extent with the availability of the proper connectivity and the exposure to the online shopping has to be improved to make the customer satisfied.

K.S. Silpa, P.U. Rajasree and Dr. P. Balasubramanian (2016), This project was an attempt to study people perception towards online shopping. As result of survey the majority of people favor to do online shopping, even if they felt some difficulties. More people prefer cash on delivery than net banking. Most of people do not shop online due to fear of quality of goods, afraid to give out their credit card details and also they find conventional methods more enjoyable. The fact that large number of people is getting attracted towards online shopping creates a basis for tremendous prospects for marketers of today and tomorrow.

K. Rama Mohana Rao and Chandra Sekhar Patro (2016), The study focuses on identifying and analyzing the various factors influencing the consumers' perception towards e-shopping on different products available in the online retail market. The findings of the study established the fact that consumer perception on e-shopping depends upon different factors which can be broadly identified as convenience, website design, delivery, price advantage, reliability and responsiveness.

Gupta and Khincha (2015), Identified that time saving and cash on delivery facilities are major factors that influence the online shopping behavior of customers and are satisfied with online shopping. The other attributes like appropriate pricing, responsibility, website information quality, and reliability should also be added into the websites since people consider these variables to support their decision.

Haq (2014), Revealed that the perception of online shoppers is independent of their age and gender but not independent of their qualification and income on gender. Four key dimensions (website quality, commitment factor, customer service and security) of online shopping are identified and more specifically, consumers' perceptions of the customer service, commitment and web security of online purchasing exhibit significant relationships with their online buying intention.

D.R.M. Rajesh and G.Purushothaman (2013), Studied E-shopping has become growing more popular, the main reason is Convenience (and often lower prices). Numerous companies have started using the Internet with the purpose of cutting marketing costs, thereby minimizing the price of their products and services in order to face competition. No doubt the Internet has affect our lives deeply in which it plays a pre-eminent and unparalleled role. In addition to the tremendous potential of the E-commerce market, the Internet provides a distinctive opportunity for companies to more efficiently reach existing and potential customers.

III. RESEARCH METHODOLOGY

3.1 Objectives of the Study

The purpose of the present study is to understand and analyze the e-shoppers perception regarding e-shopping. The main objective of the present study is to identify and explore various factors influencing the e-shoppers perception towards e-commerce through e-shopping in Wardha City.

3.2 Hypothesis

The following null hypothesis has been formulated to establish relationship between the different factors and consumer's perception.

H_0 = Convenience is not significantly related to e-shoppers perception on e-shopping.

H_0 = Time Saving is not significantly related to e-shoppers perception on e-shopping.

H_0 = Home Delivery is not significantly related to e-shoppers perception on e-shopping.

H_0 = Price Advantage is not significantly related to e-shoppers perception on e-shopping.

H_0 = More Choice is not significantly related to e-shoppers perception on e-shopping.

H_0 = Reliability is not significantly related to e-shoppers perception on e-shopping.

H_0 = Security is not significantly related to e-shoppers perception on e-shopping.

3.3 Sample and Sample Size

This refers to number of respondents to be selected from the population to constitute a sample. A sample of 100 e-shoppers has been selected. The respondents were chosen using convenience sampling method. The study area is limited to Wardha City.

3.4 Data Collection Technique

The present study is based on quantitative research approach and the data was collected from primary sources. The primary data collection method includes a questionnaire, which was distributed to the e-shoppers (Internet users) to know their perception towards purchasing products online. A convenience sampling technique was adopted to get the required information. While drafting the questionnaires the researcher incorporated close-ended questions. In Close ended or the selection type questions the respondents were asked to rate the on a 5-point scale where "1" refers to Strongly Disagree (SDA), "2" refers to Disagree (DA), "3" refers to Neutral (N), "4" refers to Agree (A) and "5" refers to Strongly Agree (SA).

3.5 Scope of the Study

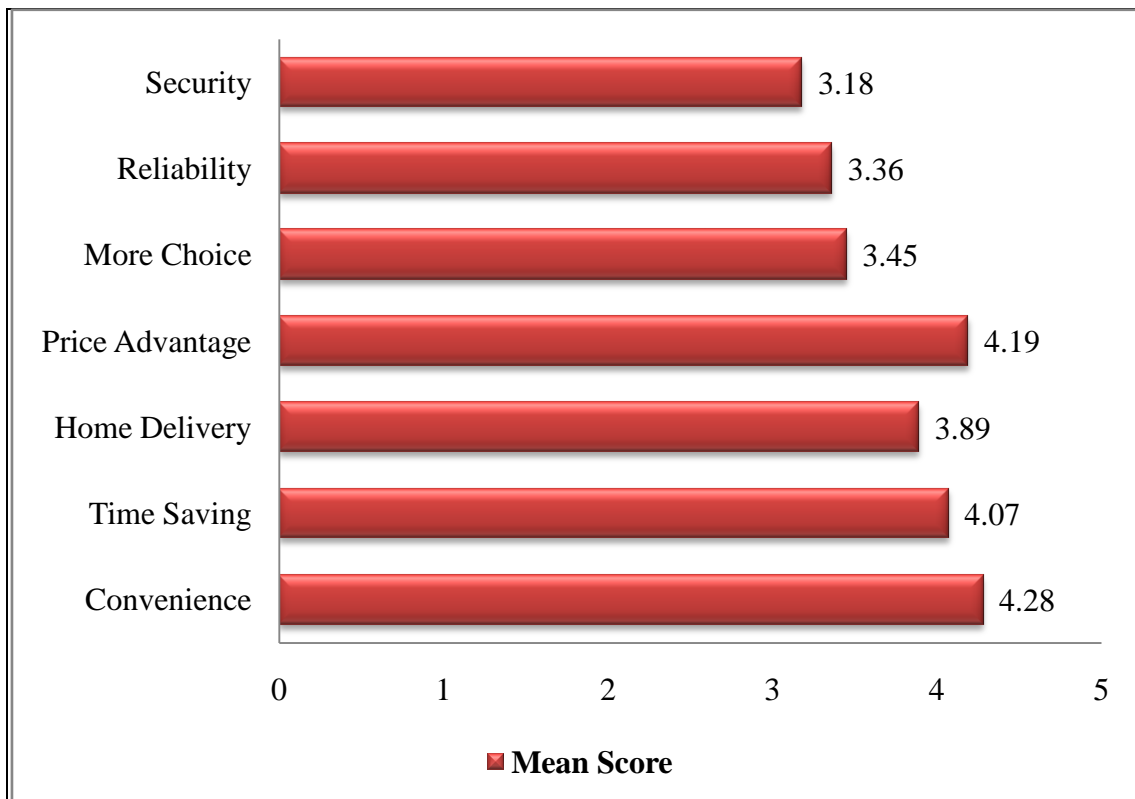
The study covers only the perception of e-shoppers towards e-commerce through e-shopping in Wardha City.

IV. DATA ANALYSIS AND INTERPRETATION

An analysis based on the responses from the internet users was made to know the different factors influencing the e-shoppers to shop online. The demographic profile of the respondents reveals that 59 percent (n=59) are males and 41 percent (n=41) are females.

Table No. 4.1: Factors Influencing the E-shoppers Perception towards E-Commerce through E-Shopping

Sr. No.	Attributes	Mean Score
H ₀	Convenience	4.28
H ₀	Time Saving	4.07
H ₀	Home Delivery	3.89
H ₀	Price Advantage	4.19
H ₀	More Choice	3.45
H ₀	Reliability	3.36
H ₀	Security	3.18

Graph No. 4.1: Factors Influencing the E-shoppers Perception towards E-Commerce through E-Shopping**Interpretation**

The above table and graph shows the level of factors influencing the e-shoppers towards e-commerce through e-shopping in Wardha City. The respondents are highly influenced by factors like convenience, price advantage, time saving and home delivery since the mean value of these factors is significantly greater than 3 whereas more choice, reliability and security are least influencing factors towards e-commerce through e-shopping in Wardha City.

V. CONCLUSION

A vast number of studies have been undertaken by various research researchers across the country to examine the aspects that may influence customers' perceptions of online shopping and behaviour. As a result of the survey, it was discovered that the majority of respondents are strongly influenced by characteristics such as convenience, price advantage, time savings, and home delivery, with the mean value of these characteristics significantly larger than 3, whereas more choice, reliability, and security are the least influencing elements in Wardha City.

In general, e-shopping is in excellent shape in the current environment. According to the survey, the majority of respondents are happy with the existing situation. However, there are still a few signs that need to be addressed. Because of the rise in e-commerce websites, in-store retailers must entice customers with more appealing deals and high-quality products. This research is likely to

aid other academics in learning more about the elements that influence consumer views of e-commerce.

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