iJRASET
International Journal For Research in Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 8 **Issue:** XI **Month of publication:** November 2020

DOI: https://doi.org/10.22214/ijraset.2020.32107

www.ijraset.com

Call: 08813907089 | E-mail ID: ijraset@gmail.com

International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.429
Volume 8 Issue XI Nov 2020- Available at www.ijraset.com

Research Observing Study Views through Online Shopping

Ms. Archana Yadav[1], Dr. Abhishek Kumar[2]
[1]*Research scholar, School of Business Studies, Shobhit Institute of Engineering and Technology (Deemed to be University), Meerut UP*
[2]*Research Supervisor, Associate Professor, School of Business Studies, Shobhit Institute of Engineering and Technology (Deemed to be University) Meerut UP*

Summary: ***Online shopping is the process of buying goods and services from online retailers. Since the advent of the World Wide Web, retailers have been eager to sell their products to Internet users. Consumers can visit web stores from their homes and shop as they sit in front of a computer Nowadays, online shopping has become popular among people, they have become techno-savvy and feel more comfortable using the internet. So online shopping has become a habit and that is why it is necessary to do a study on online shopping and perception. The main purpose of this study is to study consumer perception of online shopping and to discriminate against this perception of sexual desire. For this purpose, with the help of a simple sampling method, 150 respondents were selected and data were collected through a systematic questionnaire. Based on the data analysis it is found that many customers are perceived that online shopping is a better option than hand-bought and most customers are satisfied with their online transactions. Customers access their net at home and office/college. Most customers buy clothing, electronics, and accessories. The most frightening obstacle to online shopping was customers having to give their credit card numbers and not see the products themselves. Consumers agree with the statement that online shopping is more expensive than manual purchases, it takes longer to deliver products and they face problems while shopping online.***
Keywords: Online shopping, customer behavior, understanding, sexism.

I. INTRODUCTION

Online shopping or online marketing is an electronic trading system that allows consumers to directly purchase goods or services from an online retailer using a web browser. Other names are e-shop, e-store, Internet store, web store, web store, online store, and virtual store. An online store evokes realistic comparisons of purchasing products or services at a brick and mortar retailer or mall; this process is called business-to-consumer (B2C) online shopping. In the case where a business buys another business, the process is called business-to-business (B2B) online shopping. The largest online retailers are eBay and Amazon.com, both based in the United States. The first World Wide Web server and browser, developed by Tim Berners-Lee in 1990, was opened for use in 1991. After that, new technological advances emerged in 1994: online banking, the opening of an online pizza shop by Pizza Hut, the Netscape v2 SSL encryption for standard secure data transfer, and the first internship online shopping program. Shortly afterward, Amazon.com launched its online shopping site in 1995 and eBay also launched in 1995.

A. Online Shopping in India

India's e-commerce market has grown at an 88 percent rate in 2013 to $ 16 billion, riding on growing internet trends and undermining slower economic growth and inflation. The increase in Internet access and the availability of multiple payment methods boosted the e-commerce industry in 2013. The E-commerce business in India is expected to reach approximately $ 50-70 billion by 2020 following the growing number of people connected to the internet and improving on related infrastructures such as payment and delivery systems. (DNA, 2014) The best-selling products are in the technology and fashion category, including cell phones, I pads, accessories, MP3 players, digital cameras and jewellrys, electrical gadgets, clothing, household items and kitchen items, lifestyle accessories such as watches, books, beauty products, and perfumes, children's products have seen significant upward movements. India’s e-commerce market, which stood at $ 2.5 billion in 2009, reached $ 8.5 billion in 2012 and rose 88 percent to $ 16 billion in 2013. The study estimates that the country's e-commerce market could reach $ 56 billion by 2023, driven by rising online sales. This increase is due to aggressive online discounts, rising fuel prices, and the availability of more online options. Mumbai tops the list of online buyers followed by Delhi, with Kolkata finishing third. Age analysis revealed that 35 percent of online shoppers are between the ages of 18 and 25, 55 percent between the ages of 26 and 35, and 8 percent in the age group 36-45, while only 2 percent are in the age group of 45-60 years.

©IJRASET: All Rights are Reserved

In addition, 65 percent of online shoppers are male and 35 percent are female. To make the most of the growing styles of online shopping, many companies are working with daily payments and discount sites, the study said. India has about 150 million Internet sites since August 2013 which is close to 10 percent of Internet penetration in India throwing a huge opportunity for online retailers to grow and expand as the future of the Internet looks bright. (Economic Times, 2014) The size of the Indian Commerce market in 2013 was nearly $ 13 billion, according to a joint report by KPMG and the Internet and the Mobile Association of India (IAM). The online tourism segment accounted for more than 70 percent of the total consumer commerce activity last year. (DNA, 2014) Those who are reluctant to shop online cite reasons such as liking research products and services online (30 percent), getting delivery costs too high (20), fear of sharing your financial information online (25), and a lack of trust that products will be delivered in good condition (15), while 10 percent do not have a credit or debit card. (Economic Times, 2014) Nielsen Global Online Shopping Report shows that more than a quarter of them spend more than 11 percent of their monthly online shopping expenses. 71 percent of Indians rely on family recommendations when making a decision to shop online, followed by recommendations from friends by 64 percent and reviews of online products by 29 percent. Half of Indian consumers (50%) use social networking sites to help them make online shopping decisions. Online reviews and ideas are very important for Indians when buying Consumer Electronics (57%), Software (50%), and Car (47%). (Social in India, 2014).

II. LITERATURE REVIEW

A. Consumer Purchasing Code of Conduct

The Consumer Selection Process consists of five stages, starting with problem identification and following information search, Alternative testing, Purchasing decision and Purchase Post behavior. Problem recognition begins with a need perspective and extends to information search where the consumer uses internal and external sources to analyze the information provided and then uses that information in the next step for further testing. While alternatives are being explored, product prices are tested by supplying metals. After some experimentation, consumers move to buying decisions where they can meet three options, who to buy from when to buy and what not to buy. Once they have made a purchase it comes down to the behavior of the back purchase, whether they are satisfied or dissatisfied with the purchase. (Kotler, 2012).

III. TECHNOLOGY ACCEPTANCE MODEL (TAM)

TAM is a systematic theory that involves how the user receives and uses the technology. The model is about the acceptance of information technology. External factors that influence users to make a decision - Visual Usage (PU) and Visual Usage (PEOU). The level at which a person believes that using a particular program will improve their performance at work is Perceived Usefulness (PU) and Perceived Easy Use (PEOU) which is the level at which one believes that using a particular program will be worth the effort. The main purpose of TAM is to describe how a user receives a particular technology. TAM is used to measure the impact of visual web protection, virtual privacy, visual usage, and virtual usability for online transaction purposes (Teck, 2002). TAM was used to assess the intention of owners / managers to adopt web marketing management (Choong, 2003). (Chuttur, 2009).

Soonyong Bae, Taesik Lee (2010) investigates the effect of online consumer reviews for consumer purchases. In particular, they examined whether there was a gender difference in responding to online consumer reviews. The results show that the effect of online consumer reviews for the purpose of shopping is stronger for women than men. The result of negligence, that consumers are influenced by negative reviews in addition to positive reviews, is found to be more visible to women. These findings have significant implications for online retailers to guide them in making better use of online consumer reviews to engage women in online shopping.

Isaac J. Gabriel (2007) studied consumer perceptions of online consumers and will present a “comprehension map” of their attitudes and opinions on online risks. It is designed by compiling a large list of online risks and activities, measuring the current level of perceived risk, the required level of risk, and the required level of regulation associated with it, listing the main online risk indicators, determining the size of the online risk, and setting the status of each risk online or function in the space drawing of objects. The feature space diagram takes a clear demonstration of the results of the feature analysis. This study is still ongoing and the results are not yet available.

Guda van Noort, MA, Peter Kerkhof, Ph.D., and Bob M. Fennis, Ph.D. (2007) in two trials, examined the impact of the purchasing environment on consumer risk perceptions and regulatory focus. They predict that people see a natural riskier of online shopping (vs. normal) and that an online store, at its own risk, captures a security focus. The findings of Study 1 illustrate these results by using risk reporting methods and focusing on prevention. In Study 2, we reviewed these findings and showed that the effect of online shopping in the field extends to behaviors in a non-buying domain.

©IJRASET: All Rights are Reserved

Seyed Rajab Nikhashem, Farzana Yasmin, Ahsanul Haque. (2011) It has been studied that the public perception of e-ticketing and why some people use the facility while others who do not use it adhere to the traditional way of meeting their needs. it also tests such as awareness of curiosity and reluctance to use online facilities. The results of this study demonstrated a fully integrated framework that can be used by policy makers and business executives to understand the strong relationship between perceived risk size, user reliability, usefulness, familiarity, and confidence. Also, this study looked at how you can see the prices and security of the internet can be used to understand consumer understanding.

Yu-Je Lee, Ching-Lin Huang, Ching-Yaw Chen The purpose of this study was to use a structural modeling (SEM) model to assess the influence of online bookmakers' consumer perceptions of their purchasing intentions. Through the literature review, four structures were constructed to establish a causal relationship between the concept of online shopping and the purpose of consumer shopping. The results of this study show that product perception, purchasing information, and quality of service have a positive and significant impact on consumer purchases, but the perceived risk has a negative impact on consumer purchasing intentions, and procurement information is very important.

Khanwal Gurleen. (2012) focuses on understanding profiles made by recipients and non-recipients of online purchases. For this purpose, data from 400 respondents were collected in question form. The survey was conducted in 3 Punjab cities, a sample of respondents from selected cities in Jalandhar, Ludhiana, and Amritsar The paper also analyzes various reasons for the acceptance and non-acceptance of online shopping.

IV. RESEARCH METHODOLOGY AND OBJECTIVES

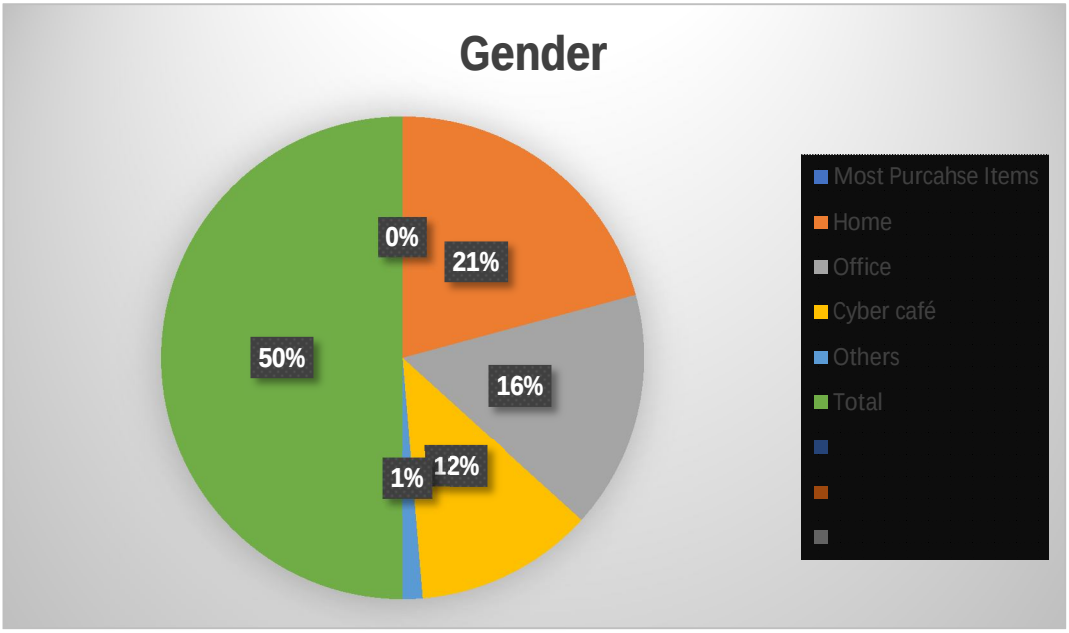
A. Research Methodology

Here a draft research design is developed to measure the level of involvement. A simple process was used to create examples for selecting respondents. The data were collected in a structured questionnaire with a sample size taken as 150 respondents in the Meerut region. In the data analysis, various tools were used such as chi-square test, frequency distribution, crossing tabs, and charts with the help of SPSS software.

B. Research Objectives

Knowing the customer's view of online shopping.
Discrimination of psychological analysis on the basis of gender.
Identifying the nature of online customer purchases.

V. RESULT AND ANALYSIS



Most of the customer are accessing internet from their home (65/150), office/college (48/150)

©IJRASET: All Rights are Reserved

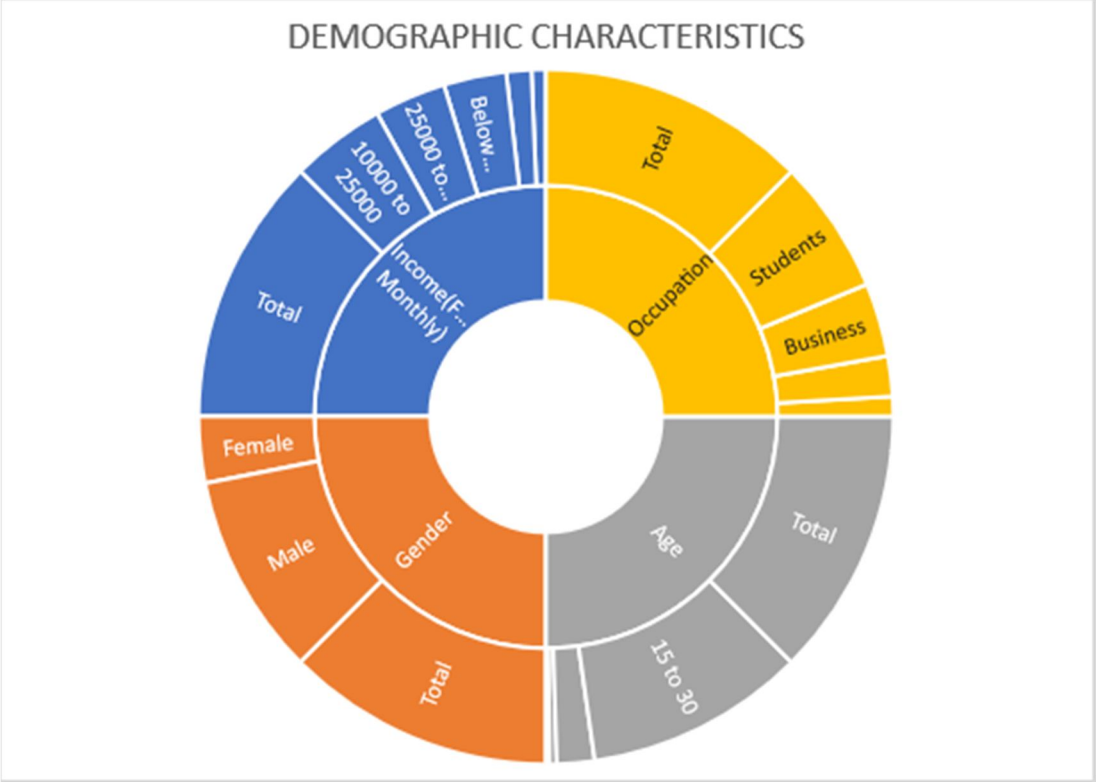
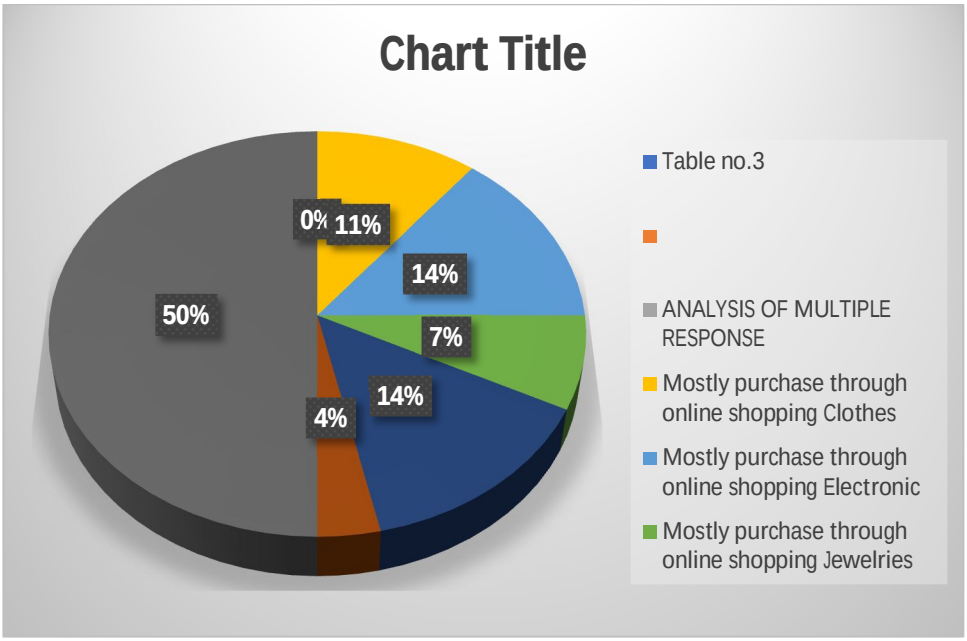


Chart no.2- Explain demographic profile of customers like monthly income. Gender, age, occupation.



VI. CONCLUSION

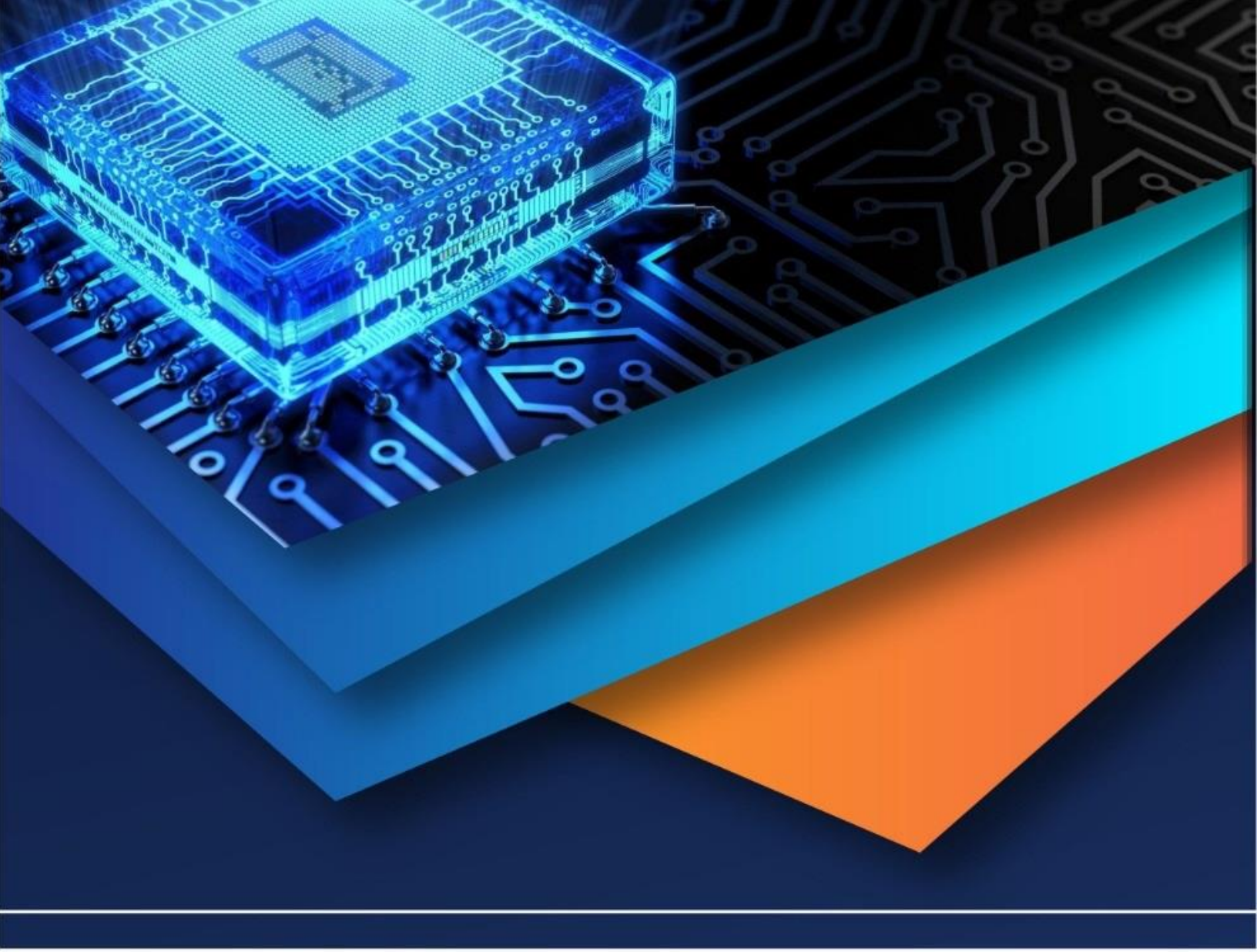
Online shopping has become quite common in today's world. Research shows that most customers have the experience of shopping online. The customer believes that online shopping is a better option than handmade and still believe that online shopping is expensive, delaying the delivery of products and services. Most customers face issues such as poor / bad product returns, confusing sites, and inactive customer performance. According to, the shocking obstacle for customers to shop online is not the guarantee of the product itself, the security of online payments.

©IJRASET: All Rights are Reserved

REFERENCES

[1] DNA. (2014, 09 20). Retrieved from DNA website: http://www.dnaindia.com/scitech/report-india-s-e-commerce-industry-may-reach-70- billion-by-2020-1960504 accessed 20-09-2014
[2] Economic times. (2014, 09 20). Retrieved from Economic Times website: http://articles.economictimes.indiatimes.com/2013-12-30/news/45711192_1_ecommerce-market-online-shoppers-survey retrieved on 20/09/2014
[3] Indiasocial. (2014, 09 20). Retrieved from Indiasocial website: http://www.indiasocial.in/nielsen-global-online-shopping-report/ Retrieved 20-09-2014
[4] Soonyong bae, task lee (2011) "Gender differences in consumer perceptions of online consumer reviews" electron comer res.
[5] Chuttur, M. (2009). Overview of the Technology Acceptance Model: Origin, Development, and Future Directions. Sprouts: Worksheets Worksheets, 09-37.
[6] Kotler, P. (2012). Marketing Management. US: Pearson.
[7] Isaac j. Gabriel (2007), "in terms of understanding the risks of online consumer purchases" of the southern 2007 information system organization.
[8] Guda van Noort, upeter, bob, and (2007). "By using the internet in comparison with the general understanding of store consumers and the focus of control." Cyberpsychology and ethics. Volume 10.
[9] Seyed, Farzana, Ahsan ul (2011), "research on customer perceptions regarding online ticketing in Malaysia" continued with a conference on international research and colloquium.
[10] Yu lee, ching, takes, "examining the impact of in-depth visual perception on purpose shopping as shown by an online bookstore."
[11] Ramin, hurry up, Mohammad. (2011), "The Role of Security as a Consumer Perspective on the Conduct of Customer Online Consumer" International Conference on Software and Computer System, Volume 9, Singapore.
[12] Kanwal, (2012). "Consumers' view of online shopping - the Punjab case." International journal on information management and technology. Volume 1, no 1, may, 2012.
[13] http://www.zdnet.com/in/online-shopping-catching-fancy-of-indian-consumers-7000010470/ retrieved on 14/5/2013
[14] http://en.wikipedia.org/wiki/Online_shopping returned on 11/5/2013

©IJRASET: All Rights are Reserved



10.22214/IJRASET

45.98

IMPACT FACTOR: 7.129

IMPACT FACTOR: 7.429

INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Call : 08813907089 (24*7 Support on Whatsapp)