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CONSUMERS PERCEPTION TOWARD ONLINE SHOPPING IN DISTRICT KULLU

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ABSTRACT

The present article is an attempt that has been made to study the customer perception towards online shopping in Kullu district in Himachal Pradesh. Customer are playing important role in online shopping. Customers are king of market. Main focus of marketing is to satisfy the needs of customer. But the growth of internet changes the way of shopping. It prompts online shopping of customers. The survey is conducted to find out the demographic profile of customer, reasons for going online shopping and satisfaction of customers towards online shopping.

KEYWORDS

e-commerce, online shopping, consumer perception.

INTRODUCTION

In the emerging global economy, e-commerce and e-business have increasingly become a necessary component of business strategy and a strong catalyst for economic Development-commerce is the hottest computing topic in India right now. It has opened exciting new possibilities for all business like both big and small. e-commerce is definitely one of business option that one will have to explore in the future e-commerce is said about paradigm shift in the world of trading. It is going to change the way of our shopping, learning, interacting and business transaction. This wave of emerging will affect every facet of our life style as well as work place. E-commerce is definitely the future of business, online shopping is a form of e-commerce which allows consumers to directly buy goods and services from a seller over the internet using web browser. Consumer find a product of internet by visiting the website of the retailer directly or by searching among alternative vendor using shopping engine. Online shopping is the process whereby consumers directly buy goods or services from a seller in real-time, without an intermediary service, over the Internet. It is a form of electronic commerce. The sale or purchase transaction is completed electronically and interactively in real-time an online shop, e-shop, e-store, internet shop, webshop, webstore, online store, or virtual store evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or in a shopping centre. The process is called Business-to-Consumer (B2C) online shopping. This is the type of electronic commerce conducted by companies such as Amazon.com. When a business buys from another business it is called Business-to-Business (B2B) online shopping.

REVIEW OF LITERATURE

Gurleen, Kanwal (2012) concluded in his article that most of the respondent of age group 36-45 years, further concluded that educated are aware of buying procedure of online shopping. Most of the consumers prefer to buy some selected products online because they will get heavy discounts in comparison to store purchases. Also, the consumer feels that there are good websites available which can be trusted for purchases.

K.Vaitheeswaran (2013) examined the convenience of online shopping "With product getting standardized, specifications getting fixed and the concept of service getting eroded, the post sale responsibility of the retailer has come down drastically. Hence customers go to stores to explore the product physically detail but by online at a cheaper rate. Heavy discounts of e-commerce firms are possible because of their no warehouse model."

Shanthi & Kannaiah (2015) concluded that majority 90% of them have made online purchase which indicates the growing popularity of the online shopping within the youngsters. Transformation in the trends of shopping

Zia Ul Haq in his study shows that the perception of online shoppers is independent of their age and gender but not independent of their qualification & gender income. The analytical results of our study further indicate relationships between consumers' perceptions of the factors that influence their intention to buy through online. More specifically, consumers' perceptions of the customer service, commitment and web security of online purchasing exhibit significant relationships with their online buying intention.

Jagnathan et al (2016) concluded in their research paper 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. The perception of the consumer also has similarities and difference based on their personal characteristics usage based on their needs and demand. The study reveals that mostly the students are attached to the online shopping and hence the elder people don't use online shopping.

OBJECTIVES OF STUDY

1. To know the demographic profile of the consumers and its impact if any on the online shopping.
2. To identify the various reasons for adoption of online shopping.
3. To find out the satisfaction level of consumers towards online shopping.

RESEARCH METHODOLOGY

The research is primarily descriptive in nature. The data was collected in the form of questionnaires. The study has been conducted in two district of Himachal. The survey was carried out on 200 respondents. The data was collected personally (and via emails) in the months of Oct 2016 to Nov 2016. The questionnaire was pretested in order to identify possible problems in terms of clarity and accuracy. Thus, several changes were made in order to improve the presentation of the items, based on comments and Feedback. Apart from demographic-related questions, five point Likert scale was used for all the questions concerning consumers' perception, expectations and satisfaction about the online shopping.

RESULT AND DISCUSSION

TABLE 1: DEMOGRAPHIC PROFILE OF RESPONDENT

Gender	No. of Respondent	Percentage
Male	101	67.3
Female	49	32.7
Age		
20-30	44	29.3
30-40	45	30.0
40-50	31	20.7
50 above	30	20.0
Qualification		
Plus two	41	27.3
Graduation	72	48.0
Post-Graduation	37	24.7
Occupation		
Student	66	44.0
In-service	27	18.0
Business	29	19.3
Housewife	21	14.0
Farmer	7	4.7
Monthly Income		
Below 10000	43	26.7
10000-20000	44	28.3
20000-30000	35	23.3
30000-40000	24	16.0
40000 above	8	5.3

The table shows that most of the respondent 67.3 percent are male and 32.7 percent female who are customers of online shopping. Further result shows that age of respondent under the age 20-30 are 29.3 percent, under the age 30-40 are 30 percent, under the 40-50 there are 20.7 percent and above 50 years 20 percent respondent. Result shows that 48.0 percent respondents are graduate, 27.3 percent are under plus two and 24.7 percent are post graduate. Under Occupation 44 percent are student, 18 percent are in service occupation, 19.3 percent are business, 14 are housewife and 4.7 are farmer. Table show under the criteria of monthly income 26.7 percent below 10000, 28.3 percent under 20000-30000, 23.3 percent under 30000-40000 and 5.3 percent respondent are income above 40000.

TABLE 2: MODE OF PAYMENT FOR ONLINE SHOPPING

Mode of Payment	No. of Respondent	Percentage
Cash on delivery	91	60.7
Debit Card	49	32.7
Credit Card	9	6.0
Net Banking	1	0.7
Total	150	100

Table 2 shows that 60.7 percent customers use mode of payment are cash on delivery, 32.7 percent uses Debit card for payment, 6 percent customer uses Credit card and 0.7 percent customer uses net banking for online shopping

TABLE 3: MOST PREFERABLE WEBSITE USED BY RESPONDENT

Website	NO. of Respondent	Percentage
Jabong	27	18.0
Flipcart	19	12.7
Snapdeal	21	14.0
Paytm	22	14.7
Amazon	61	40.7
Total	150	100

Table 3 Shows that most of the 40.7 percent uses Amazon for online shopping, Jabong website used by 18 percent respondent, Paytm used 14.7 percent, snapdeal used by 14 percent of customer and Flip cart used by 12.7 percent of respondent.

TABLE 4: TYPES OF GOODS PURCHASED THROUGH WEBSITE

	No. of Respondent	Percentage
Clothing	60	40.0
Mobile Phone	35	23.3
Footwear	19	12.7
Home Furnishing	13	8.7
Accessories	23	15.3
Total	150	100

Table 4 shows that 40 percent of customer purchased clothing through online shopping, 23.3 percent purchased mobile phone through website, 12.7 percent respondent purchased footwear, 8.7 percent purchased home furnishing and 15.3 percent accessories through website.

TABLE 5: BENEFITS THROUGH ONLINE SHOPPING

Benefits	No. of Respondent	Percentage
Convenience	40	26.7
More choice	32	21.3
Less Price	43	28.7
Home delivery	35	23.7
Total	150	100

Table 5 shows that 26.7 percent respondents responses benefits through online shopping are convenience, 21.7 percent response benefits regarding more choice, 28.7 percent response benefits of less price, 23.7 percent response benefits regarding home delivery.

TABLE 6: PROBLEM FACED BY CUSTOMER THROUGH ONLINE SHOPPING

	No. of Respondent	Percentage
Poor Quality of Product	54	36.0
Security Problem	38	25.3
Size Problem	28	18.7
Delivery Problem	30	20.0
Total	150	100

Table 6 shows that problem faced by customers through online shopping. 36 percent customer responded poor quality of product, 25.3 responded security problem, 18.7 percent faces size related problem and 20 percent customer faces delivery problem

TABLE 7: OVERALL SATISFACTION THROUGH ONLINE SHOPPING

	No. of Respondent	Percentage
Highly satisfied	37	24.7
Satisfied	45	30.0
Neither	33	22.0
Dissatisfied	21	14.0
Highly Dissatisfied	14	9.3
Total	150	100

Table 7 shows that 24.7 percent are highly satisfied through online shopping, 30.0 percent respondent are satisfied and 22.0 percent respondent are neither satisfied or dissatisfied, 21.0 percent are dissatisfied and 14.0 percent are highly dissatisfied.

CONCLUSION

Online shopping is becoming more popular day by day with the increase in the usage of World Wide Web known as www. Understanding customer's need for online selling has become challenge for marketers. Specially understanding the consumer's attitudes towards online shopping, making improvement in the factors that influence consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive edge over others. Our study finds out there are many factors who effects the customer's perception towards online shopping. Our study finds out the demographic profile of customers. It also finds out the benefits, problems and overall satisfaction of customers towards online shopping.

LIMITATIONS

It is necessary to recognize the limitations of the current study. Firstly, since the survey was conducted in district Kullu of Himachal Pradesh. The area of the study was very small; the sample size itself is relatively small. To accurately evaluate consumers' perceptions of online shopping, a larger sample is desirable.

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