"A STUDY TOWARDS CUSTOMER PERCEPTION ON E-COMMERCE"

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Abstract:

E-commerce is growing rapidly in today's economy. E-commerce is another way to describe buying things on the internet. E-commerce means buying and selling things online, like on the Internet. It's a big change in how businesses and customers do things. E-commerce isn't just a new tool for businesses; it's changing the whole way businesses work. It is driving a total transformation of the established business model. India is not an exception to the remarkable rise this substantial change in the business paradigm is experiencing worldwide. Many people are using the internet a lot, which has made online shopping grow, especially for new businesses. This way of doing business is becoming more popular. Also, online shopping has a big effect on the environment. Even though the model is heavily utilized in the current business environment, the choice has not been fully investigated. The purpose of this research is to characterize the current state of e-commerce and examine its tendencies. The study also looks at the important factors that e-commerce business models need to succeed.

Keywords: *E-commerce, Shopping preference, Sampling, Research methodologies, customer perception, online shopping*

Introduction:

The twenty-first century is a digital era where everything, from food to electronics, is available online. Today's customers are aware of the advantages of digitization and demand a more individualized experience. While the majority of the transactions made by consumers in major metro areas are made online, this tendency is also progressively spreading to non-metro locations. According to a recent survey by Criteo, the performance marketing technology company, about 74% of Indian respondents to the questionnaire stated that they had installed two to five retail and shopping apps on their smartphones. The manner in which products and services are bought and sold online is transforming as a result of technological innovation. The majority of businesses have shifted to brick-and-mortar locations, particularly in light of the Internet's explosive expansion, in an effort to boost sales and ensure their survival in today's fiercely competitive marketplace. Because of the rapidly rising number of Internet users and the increasing awareness among the corporate sector and consumers about its potential opportunity. E-commerce is now a key component of emerging sales channels. By shifting from traditional retail outlets to website-based businesses, organizations have a unique chance to contact their current and new customers more effectively. E-commerce follows two patterns. Business-to-Business (B2B) and Business-to-Consumer (B2C) We focus on business-to-consumer e-commerce in our study.

Statement of the research problem:

In view of the above and taking into consideration the necessity of the subject, the researcher has selected the research topic entitled "A Study Towards Customer Perception on E-Commerce" for an in-depth study.

Objectives of the study:

1. To learn and understand the concept of e-commerce.
2. To study and examine the levels of online and offline purchases.
3. To study buyers' preferences while purchasing products.
4. To explore the types of products they prefer to buy online.
5. To investigate the risk factors involved in e-commerce.

Scope of the Study:

● Geographical Scope: The geographical scope of the present study covers customers nearby Narhe-Pune.
● Topical Scope: The topical scope of the present study is restricted to studying buyer's preferences in using online and offline ways of purchasing goods.
● Analytical Scope: The analytical scope of the study focuses on the objectives of the study and on the techniques followed, such as classification of data, presentation of data, and comparison of data.
● Functional Scope: The functional scope is confined to offering a set of meaningful suggestions about e-commerce and traditional commerce.

Validity of the Study:

● The proposed research is aimed at focusing on the current perception level of the e-commerce concept among customers in Narhe-Pune.

● This research will facilitate creating perceptions of e-commerce in professional and social life.

● This research will reflect the present scenario of the perception level of e-commerce among the concerned and will prove useful for better professional and social life.

Research Methodology Adopted:

● Population: Online purchasers nearby Narhe, Pune
● Sample size: 40 respondents
● Sampling technique: Quota Random sampling method
● Parameter of interest: determining problems and prospects in online and offline purchases

Data collection source:

a) **Primary Data:**
   Fact-finding methods such as in-person interviews and discussions, on-site observation, and the distribution of structured questionnaires will be used to gather the primary data.

b) **Secondary Data:**
   In order to obtain the secondary data necessary for the study, researcher has personally sent the survey forms to household members and students

c) **Data Analysis:**
   The information that has been gathered thus far from various sources will be systematically examined using percentages and graphical representations.

Data Analysis and Interpretation:

Table 1: **Satisfaction with online shopping**

Options	No. of Respondents	Percentages
Yes	31	77.50
No	09	22.50
Total	40	100.00
Reference (Questionnaire)		

Satisfaction with online shopping

No 22.5%

Yes 77.5%

Interpretation:
From the above table and chart, it is observed that 77.50% of customers purchase online and 22.50% purchase offline.

Table 2: **E-commerce motivational factors**

Options	No. of Respondents	Percentages
Time saving	09	22.50
Easy comparison	11	27.50
Convenience	08	20.00
Economical	12	30.00
Total	40	100.00
Reference (Questionnaire)		

E-Commerce motivational factors

Convenience 20.0%

Economical 30.0%

Time saving 22.5%

Easy comparison 27.5%

Interpretation:
The above table and chart provide information regarding the motivational factors that motivate people to shop online. Economics showed that economical is the most important reason for choosing online shopping, i.e., 30%. Followed by easy comparison 27.50%, time saving is 22.50%,and 20.00% choose convenience.

Table 3: Handling and understanding of e - commerce websites

Options	No. of Respondents	Percentages
Strongly agree	10	25.00
Agree	21	52.50
Neutral	05	12.50
Disagree	02	05.00
Strongly disagree	02	05.00
Total	40	100.00
Reference (Questionnaire)		

Handling and understanding of e - commerce websites

Interpretation:
From the above table and chart, it is observed that the majority of the respondents (52.50%) do agree that handling e-commerce websites is easy; 25.00% of the respondents feel it Strongly agree, 12.50% of the respondents feel it neutral, 5.00% of the respondents feel it disagree & strongly disagree.

Table 4 -Product buying preferences through e - commerce

Options	No. of Respondents	Percentages
Apparels	03	17.50
Foods	05	25.00
Health & Beauty	11	20.00
Medicine	12	17.50
Electronics	09	20.00
Total	40	100.00

Product buying preferences through e - commerce

Interpretation:
From the above table and chart, it is observed that foods 25.00% were the most preferred buying choice, after that electronics & beauty product 20% each had second choice through online shopping. After that, 17.50% of apparels & medicine products 17.50% each had a third choice through online shopping.

Findings:

The following are the major findings of the study:

1. The customers mostly prefer online shopping. They are most comfortable with e-commerce as compared to traditional shopping. The maximum number of customers are satisfied with their shopping preferences. They are convenient with it.
2. Though e-commerce is emerging in this modern world, customers are also aware of credit card transactions. Most people think that online transactions are good and then choose a good or excellent option for them.
3. The customers prefer fair or good choices for returning the products. The customers thought that they didn't get what they paid for, so they are aware of it. The customers think that the quality of the product is Excellent, Good, Fair, Poor, Not Good and so on. Most customers think the quality is good.
4. One-third of the customers think that they are not satisfied with the return policy. In traditional transactions, customers are so trusting of vendors that they are convinced to make offline purchases. The customers think that the price as compared to the traditional e-commerce price is excellent.
5. The quality of product is essential for each customer, and offline, it is easy to touch and feel the quality of product. There are a number of sites for shopping, such as Flipkart.in, Amazon.in, Myntra.com, eBay.com, Ajio.com, etc., but they prefer mostly Myntra.com and Ajio.com.
6. There are a number of factors motivating shopping online, such as convenience, Convenience, Economical, Easy comparison, Saving time and they are all major problems. So, most of the customers shop online because of the economical factor involved in online shopping.

Suggestions:

The researcher has established personal contact with respondents who have purchased products and services online. Conclusion: The majority of respondents have positive opinions on online shopping, despite the fact that there are still a lot of issues to be fixed.

These suggestions are as follows:

1. It is necessary to make some changes in E-commerce without problems like credit card transactions, security issues, quality issues, return policies, warranties, etc.
2. Online transactions are a good option, but we may have issues regarding the cards and wallets. To overcome this, we should be connected with the bank.
3. Returning the goods online is somewhat difficult, so in order to overcome this, there should be a quick return of product to convince the customer.
4. Sometimes customers think that they did not get the product that they paid for, so in order to improve, there should be good quality, color match with the image shown on the online site, and the rate should be the same. Quality online sometimes is not better, so quality should be made better and more usable.
5. There is a big problem online with the return policy; it takes a long time to return a product, so there should be a quick return of the product with minimum process.
6. There are a number of problems related to online shopping, such as, Security Issue, Quality Issue, Payment Failure, Additional Charges, Delivery and Logistics and they are all major problems. So, customers are having more problems. Security should be so safe; no data should be hacked.
7. The delivery charges per product may range from Rs. 40-50. It is somehow loss for customer, so in order to overcome that, we should distribute the areas, and the delivery person should around that area distribute that product at no cost.

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