A study of Internet Users Perception towards E Shopping

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Abstract

The growth of Internet has introduced the new way of marketing and supply of the goods and services. Internet has save the time and becomes a expediency medium for the users because with little clicks the users can acquire the product of their choice. Therefore itnecessitatesunderstanding how the internet users distinguish online shopping. The purpose of this study is to investigate the factors that manipulate the Internet users' perception towards e-shopping. Mainly the primary data were collected for the study. The findings of the study are useful for developing strategies interrelated to the products or services usually used by internet users. This study is also helpful for researchers who further want to study the impact of different independent variables on e-shopping.

Today Internet is not only a networking media, but also source of transaction for consumers at universal market. Internet has change the way customersshop and buy goods and services. Customer is no longer bound to mostly free times or specific location to acquire the products or services. This change has put force on the business to shift from real time market to digital market to sell the goods or services to the customers. An online shop, e-shop, e-store, internet shop, web shop, web store, online store, or virtual store evokes the physical correspondenceof buying products or services at bricks-and-mortar retailer i.e. traditional business or in a shopping centre. Selling online gives business a much wider reach to potential customers. Online shopping developed grabbing a better market share and reaching to customer faster.

Internet usage has grown hastily and it has become means for delivering and trading information, services and goods. Online shopping has been emerged quite recently as a medium for communication between customers and firms. The e-commerce promotes open communication and provides a virtual interactive environment where the suppliers and customers can exchange information and products. The growth of e-shopper is greater than growth in Internet users are becoming comfortable to shop online. Online shopping has become the third most trendy Internet activity instantaneouslysubsequent e-mail using/ instant messaging and web browsing.

Online shopping can be defined tradematerial through the internet. The items that we have purchased online will be sent to door step. Online shopping is the procedure whereby customer directly purchases goods and services from vendor in real time without an mediator service, over the internet. It is also known as Electronics- Commerce.

The online shopping system has brought down political and physical barriers giving everyone in the world an equal platform for their market, everyone can put their products on sale through the e-store which is virtual store which is a website committed to selling product.
 Please answer the following questions on the basis of –

A) Relevant Information

a) Do you purchase only from those sites on which delivery time is clearly mentioned?

Yes ☐ ☐

b) Do you make online shopping only when desired information is available on the website?

Yes ☐ No ☐

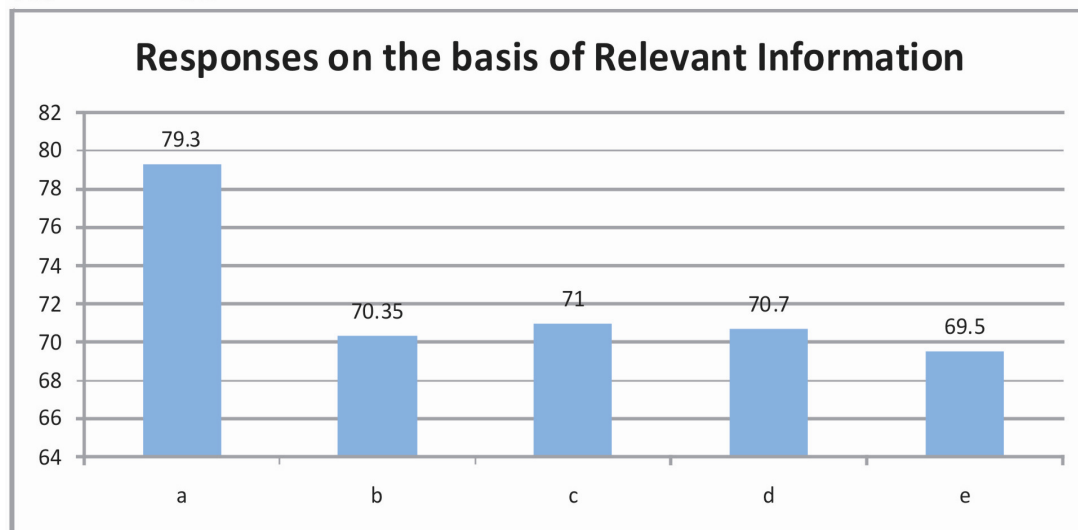c) Do you make online shopping when the site assures the security ?

Yes ☐ No. ☐

d) Do you make online shopping only when the features of product are well described on the websites ?

Yes ☐ No ☐

e) Do you make purchase only when product prize is listed on website.

Yes ☐ No ☐

Responses on the basis of Relevant Information

	a	b	c	d	e
Value	79.3	70.35	71	70.7	69.5

(Fig -1)

B) Trustworthiness

a) Do you make online shopping only when site assures your financial information would be kept confidential?
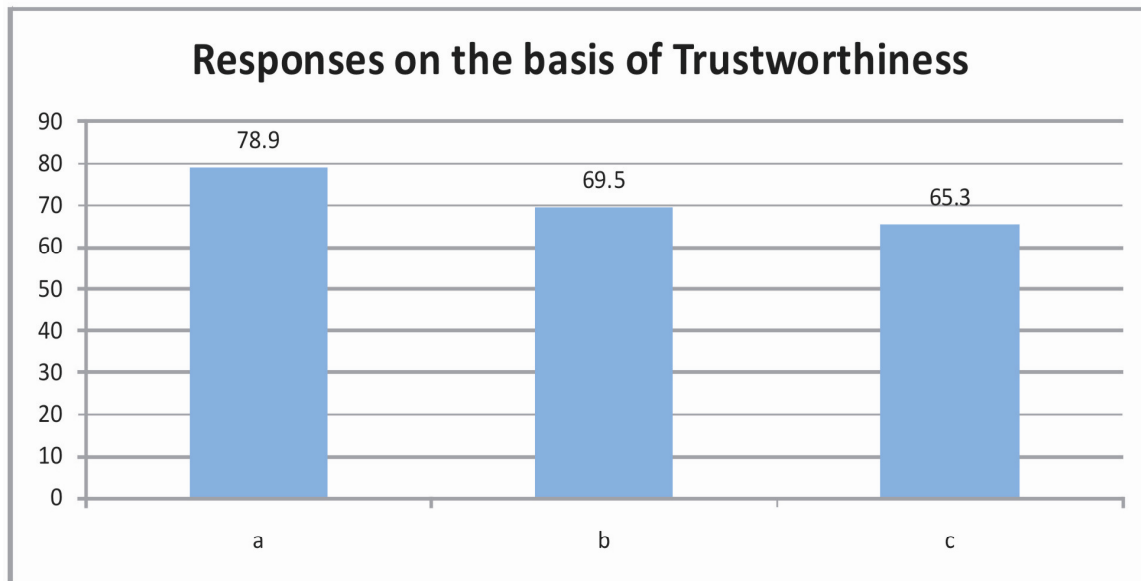
Yes ☐ No ☐

b) Do you make online shopping only when you are confident that your PC would be secured i.e. any virus will not be transferred?

Yes ☐ No ☐

c) Do you make online shopping only through those site on which navigation is easy.
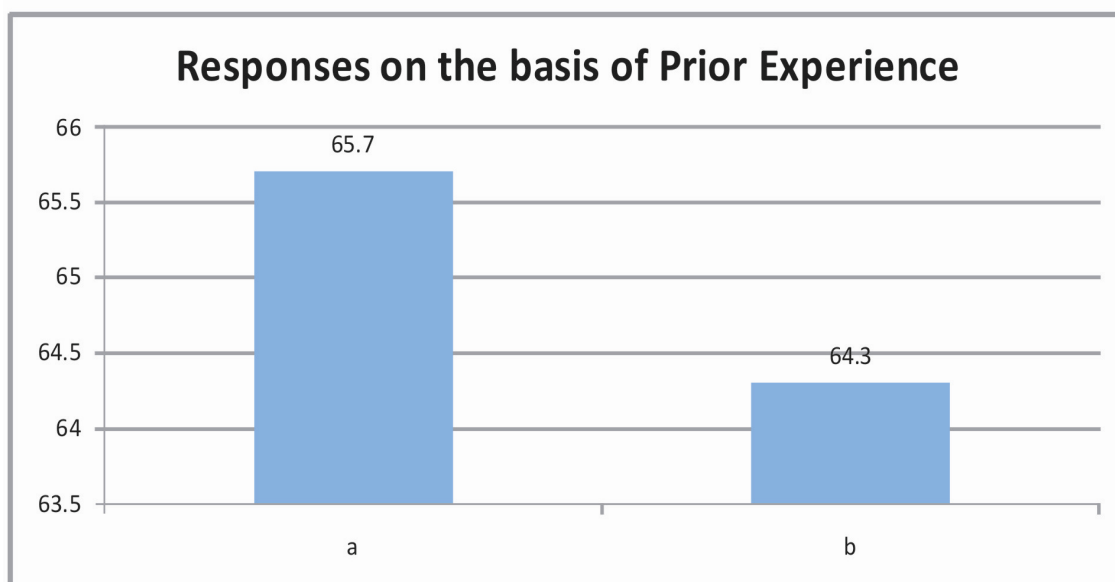
Yes ☐ No ☐

(Fig – 2)

C) Prior Experience

a) Do make purchase through those site only which you have experienced earlier.

Yes ☐ No ☐

b) Do you purchase online only when you know about the seller
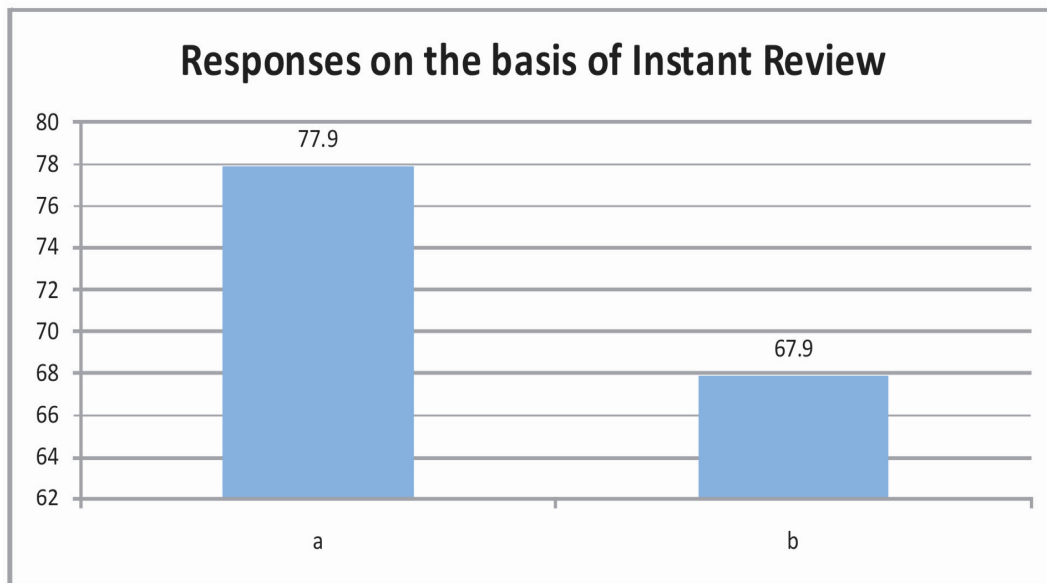
Yes ? No ?


(Fig – 3)

D) Instant Review

a) Do you purchase only when the picture given by seller about the product provides valuable information.

b) Do you have anxiety over sharing personal information on the websites

Yes? No?

Responses on the basis of Instant Review

(Fig – 4)

E) Transparency

a) Do you make online shopping through those site which have enquiry section

b) Do you make online shopping through those sites in which interactions with other users are possible

c) Do you make online shopping only when all the terms and conditions regarding payment are clearly mentioned on the sites?

Responses on the basis of Transparency
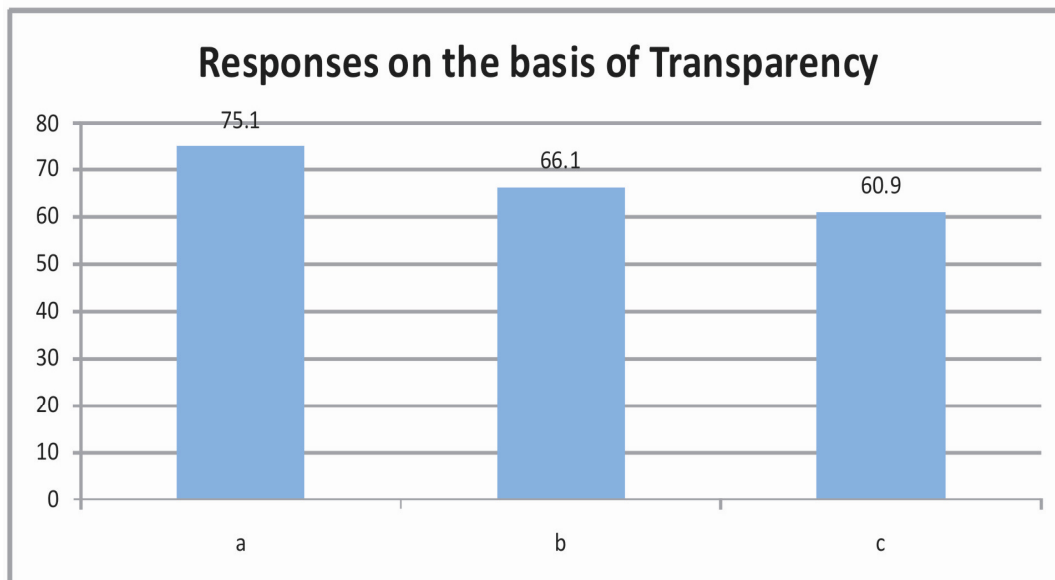
(Fig -5)

F) Image of Seller

d) You make online shopping when seller has a good reputation only

The perception of Internet users towards E-Shopping can be concluded with the following findings

Findings& Conclusion

1) According to Fig-1 when we consider the criteria of "Relevant Information",it can be concluded that customers gives importance to delivery time of product and they purchase only from those sites on which delivery time is clearly mentioned

2) According to Fig-2 when we think on the point of "Trustworthiness" , we can say that customers make online shopping only when site assures thattheir financial information would be kept confidential. Financial security is the important point for E-shopping

3) According to Fig-3 prior experience of customer is very important for putting the orders of goods because customers mostly purchases through those site only which they have experienced earlier.

4) According to Fig-4 most of customers have anxiety over sharing personal information on the websites. They respond for the purchase of goods only when the picture given by seller about the product provides valuable information.

5) According to Fig-5 Customers prefer only those sites which have the enquiry counter. In traditional shopping , customers visit the shop, enquire about all the aspects of the goods which he wants to purchase and after satisfying the facts he purchase the goods. So he expect the same things for online shopping.

Conclusion

Internet is changing the way consumers shop and procure goods and services. Most of the people use internet not only to acquire the product but also to compare prices and characteristic of product. It is indispensable for the e-companies to understand the internet users' perception towards the online shopping. Today many companies provide online services for the shopping purpose. Findings of this research in terms of internet users' perception could help firms to understand internet users' needs and consequently relate the marketing policies, strategies, program to be applied.

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