

Online Shopping: How Customers See IT

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Abstract: *Nowadays the lifestyle of the people is different. People feel uncomfortable and time consuming when going to crowded markets. So, E-shopping is a boon as it saves a lot of time. Customers can purchase items from the comfort of their own homes or workplace. Shopping is made easier and convenient for the customers through the internet. It is also easy to cancel the transactions which save time and effort. The main allure of online shopping is that consumers can find and purchase items they need which are then shipped and delivered at their front door without ever leaving the house*

Keywords: E-Business

I. INTRODUCTION

Online shopping is becoming increasingly popular for a variety of reasons. There are certainly outside factors such as increasing gas prices, difficulty in getting to traditional stores and hassles often associated with shopping malls and other traditional stores contribute to the increased interest in online shopping.

Online shopping sites contain a wide variety of goods of both high quality and mild quality keeping in mind the level of people.

1.1 DEFINITION OF CONSUMER PREFERENCE:

Consumer preference refers to how customers select goods and services in relation to factors like taste, preference and individual choices. Factors such as the consumer's income and price of goods do not influence the customers preferred product or services".

1.2 WHAT IS CONSUMER PREFERENCE?

Consumer preference for a product can make or break a company. If consumers generally like a product, it may stay around for years and sell millions of copies. However, if consumers do not like a product, it could disappear very quickly.

Consumers can get full information about the product with its reviews being passed by the existing users. If one wants to buy a product he/she is no longer limited to asking friends and families because there are many product reviews on the web which give opinions of the existing users of the product.

1.3 ONLINE CUSTOMERS

Online customers must have access to the internet and a valid method of payment in order to complete a transaction. Generally, higher levels of education and personal income correspond to a more favourable perception of shopping online. Increased exposure to technology also increases the probability of developing favourable attitudes towards new shopping channels.

1.4 THE DOs AND DONTs IN ONLINE SHOPPING

If people want to be savvy online shoppers, enjoy finding great deals and avoid becoming a victim of cybercrime, customers want to follow a few basic Do's and Don'ts when buying from websites.

DOs

- Before giving the credit card information, enough time must be taken to research the website. Customers should contact the seller if it is the first purchase. Most reputable sellers will have a toll-free customer service phone number.

- Encryption is a feature that automatically codes the customer's personal data when it is entered.
- Read the website's return policy and other terms and conditions, also the site privacy policy, before ordering any product.
- Use comprehensive computer security software. This will greatly reduce the risk of contracting viruses and will help to avoid theft on dangerous websites.

DON'Ts:

- Do not buy from spammers. If the customer get an e-mail inviting them to buy something like "Discounted Rolex watches' ' two things must be considered.
- The most spammers will steal the credit card or financial information and use it fraudulently. If purchases are made from spammers, the customer will never get what they have ordered. It is a risky deal.
- Do not pay by a debit card, cash or wire transfer. When the customer pay with debit cards , the money comes directly out of the customers amount. Getting the cash back can be difficult, if it not possible. When the people pay by cash or use a wire transfer, the money goes directly to the sellers account. So there is no recourse if something goes wrong.
- Customers shouldn't buy from a websites unless it is certified for safety. People need to feel confident that when people make an online purchase, personal and financial information will not be compromised.
- Do not forget to inspect the new purchase as soon as it arrives. If the customer finds a problem, notify the seller as soon as possible

ONLINE TRAVEL SERVICES

Travel and tourism in the United states contribute over \$1.1 trillion to the U.S. GDP with online travel services becoming an ever larger part of the picture.

Online travel is one of the most successful B2C e-commerce segments, accounting for more online revenue than any other than online category. The Internet is becoming the most common channel used by consumers to research travel options, seek the best possible prices and book reservations for airline tickets, hotel rooms, rental cars, cruises and other tours.

According to Marketer in 2007, about 42 million U.S. Households booked travel online. A November 2006 survey found that almost 60 percent of those polled in the United states said they used the Internet to plan a vacation. By 2010, Online Travel Booking revenues are expected to grow about \$146 billion from 2007 to \$ 94 billion.

II. REVIEW OF LITERATURE

Babinetal., (1994) suggest that, "The problem solvers merely shop online in order to acquire a specific product or service, in which case shopping is considered to be 'an errand' or 'work'.

Mathwicketal., (2002) , "If online shopping meets this ideal by enabling the consumer to accomplish the shopping task he or she has set out to perform , then consumers will judge the Internet shopping performance positively."

Childers et al.,(2001) found " 'enjoyment' to be a consistent and strong predictor of attitude towards online shopping. If consumers enjoy their online shopping experience, they have a more likely to adopt the Internet as a shopping medium".

III. METHODOLOGY

This study is carried out on the basis of both Primary and Secondary Sources. These collection of data were presented in the following sections.

PRIMARY DATA:

Primary data were collected by means of systematically prepared questionnaires from online purchasers residing in Kandivali ,Mumbai. The majority of the respondents are family and friends.

SECONDARY DATA:

Secondary data has been collected from various Books, Journals, Thesis and websites.

SAMPLE DESIGN:

The study is descriptive and analytical. It is descriptive in the sense it exist at present and it includes facts and findings. It is analytical in the sense it involves analysis of the collected data and information.



WHAT PROMPTS YOU TO SHOP THE DESIRED PRODUCT ONLINE?

From above pie chart it shows that majority of people shop online because of reasonable price. After that there is equal amount of preference in quality and design which means other than price ,customers look for quality and design for their product.



HOW WAS YOUR PAST EXPERIENCEWITH ONLINE SHOPPING?

In the above pie chart, it shows 46.7% responses were satisfied with their last online purchase. There were no response for not satisfied.

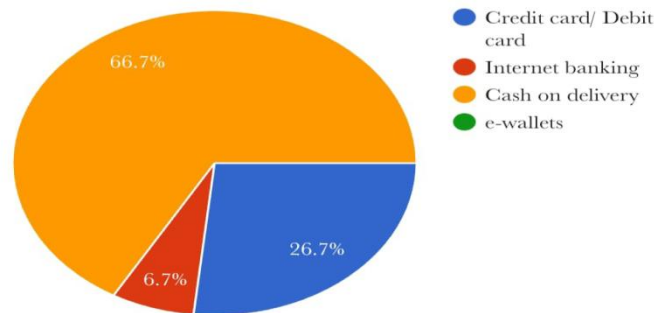


WHAT PRODUCTS YOU BUY MORE OFTEN FROM ONLINE?

More than half of total responses shop online fashion accessories like clothes, shoes , make up, etc.

How do you make the payments during internet shopping (preferred payment mode)?

15 responses



HOW DO YOU MAKE THE PAYMENTS DURING INTERNET SHOPPING [PREFERRED PAYMENT MODE]?

In the above pie chart, most people refer cash on delivery while purchasing online. there are some people who don't mind using debit/credit card for online transactions.

CONSUMER PREFERENCE WISE DISTRIBUTION:

Online shopping is convenient and quick. But it is not suitable for all the products. Each customer has his own preference towards the product according to their level of comfort ability and satisfaction.

IV. CONCLUSION

The researcher made a thorough analysis over the Study of customer preference towards online shopping with reference to Kandivali, Mumbai. Through the Google form questionnaire responses there were a wide range of diversity among customers/buyers about online shopping ,but through all the questions there was minimum negative experience of the customers for shopping online . Customers benefit from a wide range of different products of different brand in a reasonable price. Customers can return products with refund or exchange.

Large number of respondents mostly prefer to purchase Books through online shopping. Because variety of Books are available while searching online web stores.

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