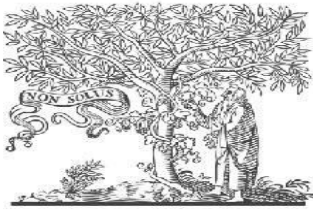


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## A Study on the Impact of Customer Perception on Online Purchases

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### Abstract

Online purchases are exhibiting an upward spiral since the recent past and one of the primary factor for the increase is customer perception. The contemporary generation is overloaded and jam packed with multiple roles and responsibilities and striving for a space to meet personal needs, became a common phenomenon. In such ordeal, online shopping came as a solace, accommodating the needs of customers from all demographics. The propensity to go online and purchase required products and services within minutes, is something that the world has become innovatively accustomed to, and is certainly something that over time will become even more integrated in daily activities. The purpose of this paper is to identify the key convenience dimensions of online shopping, as convenience has been one of the principal motivations underlying customer inclinations to adopt online shopping. This paper focuses on studying the perception of customer on online shopping with respect to taste and preferences, benefits attained, range of products and issues faced.

**Key Words:** Online store, Customers, Perception, Purchasing behaviour, Shopping, Convenience.

### Introduction

The invention and introduction of smart phones have made many changes in the lifestyles of people around the world. The

changes include the use of online payments, online banking, etc. As a result, online shopping has become popular all over the world. Every year, online

business and online shopping are growing enormously. Online shopping has become increasingly popular due to the convenience it provides to customers. This was emerged in 1994 with the introduction of giant online retailers such as Amazon, eBay, and Shopping.com. During the initial phase customers relied on e-commerce websites to compare the prices online and physical shopping, sharing their experiences with the product on various platforms. Over the years, online shopping has evolved to include sophisticated search capabilities like photo search, referral codes, web links etc., virtual shopping carts, wish lists, secure payment methods like cards, online banking, UPIs, and Wallets, easy returns and exchanges, and personalized recommendations. The IoT (Internet of things) has also enabled customers to shop anytime and anywhere, leading to further growth in the popularity of online shopping. Its accessibility and cost effectiveness made consumers shifts online shopping. Shopping online has a high level of acceptance, as customers enjoy the convenience and savings it offers. Online stores also offer customers more options, allowing them to find exactly what they need without having to leave the comfort of home. Consumers appreciate that convenience, cost savings,

as well as the environmental benefits of avoiding long trips to physical stores. It offers convenience and new opportunities to find a wide range of products at great prices. The exponential rise of digital literacy and awareness has made online shopping such an integral and inevitable part of our lifestyle. According to India Brand Equity Foundation, the Indian e-commerce market alone in global share is expected to reach USD 16-20 billion by 2025 and USD 350 billion by 2030. The convenience of online shopping is unmatched, as it allows shopping anytime, anywhere with an access to a vast selection of products at fingertips. From clearance sales to coupon codes and referral discounts there are numerous ways to purchase items at affordable rates. This makes online shopping a cost-effective option. By leveraging the vastness of the internet, online shopping provides an endless variety of products, allowing shoppers to easily browse and compare pricing to find the best deals. Apart from easy deliveries, online shopping also allows hassle-free returns as giving assurance to the customers. The most significant drawback of online shopping is fraudulent activity by scammers. They often use deceptive tactics, such as advertising irresistible deals and

displaying fake products on their websites, to lure unsuspecting buyers. Despite the convenience of purchasing a product online in just 10-15 minutes, it can take several days for the product to be delivered. One more drawback of online shopping is compulsion to rely on product images and description. Imposing additional charges like shipping charges, packing charges makes the product expensive. The present study started with the following reviews.

### Review of Literature

Many researches had different opinions on online shopping experiences. Some of the others explained the concept with their detailed investigation.

Ajzen (1994), opined that perception towards online shopping reveals that perceptions toward online shopping and intention to shop online are not only affected by ease of use, usefulness, and enjoyment, but also by exogenous factors like consumer traits, situational factors, product characteristics, previous online shopping experiences, and trust in online shopping.

Khalifa and Limayem (2003) in a research entitled “Drivers of internet shopping” applied well-established behavioural theories to explain Internet consumer behaviour. They conducted a longitudinal survey study to identify key factors influencing purchasing on the Web and to examine their relative importance. The

results indicate that the intentions of Internet consumers are significantly affected by the perceived consequences of online shopping, the consumers’ attitudes towards it, and social influence.

### Objectives

With the above reviews to fill the gap between studies and the present scenario the following objectives have framed.

They are:

- To identify the factors that influence customer perception on online purchasing.
- To investigate the impact of customer perception on online purchasing behaviour.
- To understand the decision making in online purchasing based on customer perception.

### Methodology

Primary data is data that is collected for the first time by the researcher through various. This paper is based on secondary data, of immediate past which includes statistics and graphs collected from a trusted website that aimed to portray the current scenario of online shopping.

This study focuses on uncovering the key dimensions of convenience and their associated sub- dimensions specific to the context of online shopping. Theoretically, the identified dimensions and their related sub- items comprise a validated scale for

measuring Web-based service convenience and can serve as building blocks for further studies in e-commerce customer relationship management.

MS Excel has been used to depict the pictures to understand the concept.

### Analysis and Interpretation:

The five dimensions of online shopping convenience are: access, search, evaluation, transaction, and possession / post purchase convenience. Started discussion with table contains details of consumer willing to buy products online.

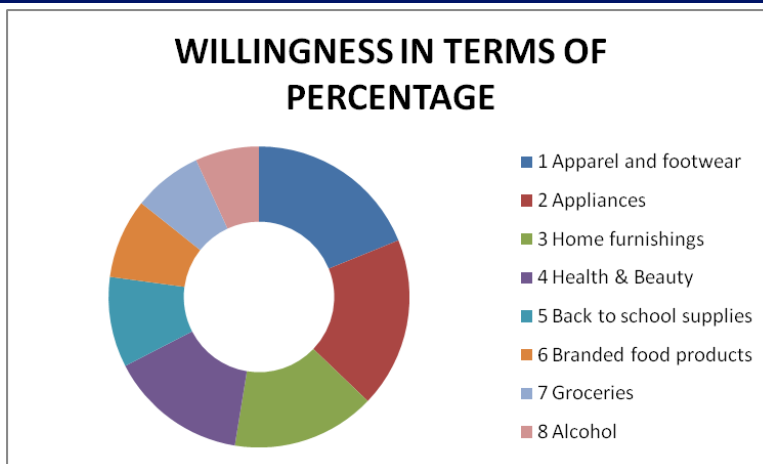
### CONSUMER WILLINGNESS TO BUY PRODUCTS ONLINE AND HAVE THEM SHIPPED TO THEIR HOMES (2021 GLOBAL SURVEY)

S.NO	NAME OF THE PRODUCT	WILLINGNESS IN TERMS OF PERCENTAGE
1	Apparel and footwear	33%
2	Appliances	32%
3	Home furnishings	27%
4	Health & Beauty	26%
5	Back to school supplies	17%
6	Branded food products	15%
7	Groceries	13%
8	Alcohol	12%

<https://www.websiteplanet.com/blog/online-shopping-statistics/>

According to a global survey conducted in 2021, consumers are most willing to buy apparel and footwear online and have them shipped to their homes, with 33% of respondents indicating this preference. The next highest categories were appliances (32%) and home furnishings (27%). In contrast, only 12% of respondents were

willing to buy alcohol online and have it shipped to their homes. The survey suggests that while consumers are generally comfortable buying a wide range of products online, there is still some hesitancy to purchase certain items in this manner.



<https://www.websiteplanet.com/blog/online-shopping-statistics/>

From the above chart it is clear that Apparel and footwear are most preferred area and home appliances are followed by the previous one.

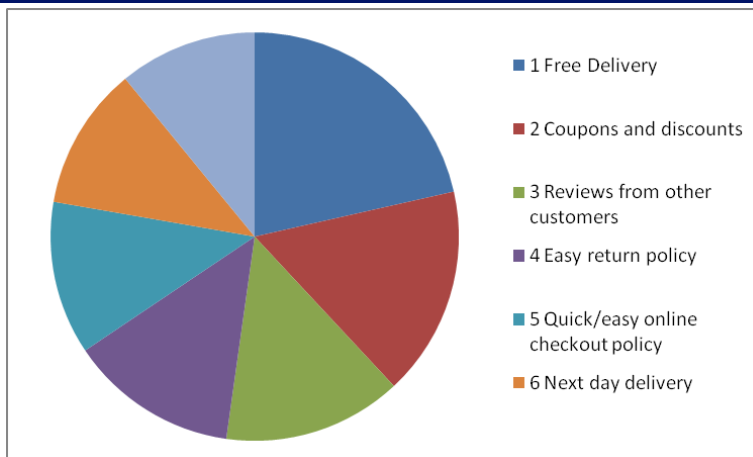
Reasons for purchasing products online (2020 Global Survey):

S.NO	REASONS FOR PURCHASING ONLINE	WILLINGNESS
1	Free Delivery	53%
2	Coupons and discounts	41%
3	Reviews from other customers	35%
4	Easy return policy	33%
5	Quick/easy online checkout policy	30%
6	Next day delivery	28%
7	Loyalty	27%

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According to a survey conducted in 2020, the top reason for purchasing a product online is free delivery, with 53% of respondents citing it as a significant factor. Following closely is the availability of coupons and discounts at 41%. Reviews from other customers also significantly

influence purchase decisions, with 35% stating it impacts their choice. An easy returns policy is also an essential factor for 33% of consumers. Quick and easy online checkout processes, next-day delivery, and loyalty points also play a significant role in the online buying experience.



<https://www.websiteplanet.com/blog/online-shopping-statistics/>

Free delivery is the most preferred reason in online shopping. Customers are trusted online shopping which gives more comfort and convenience shopping experience.

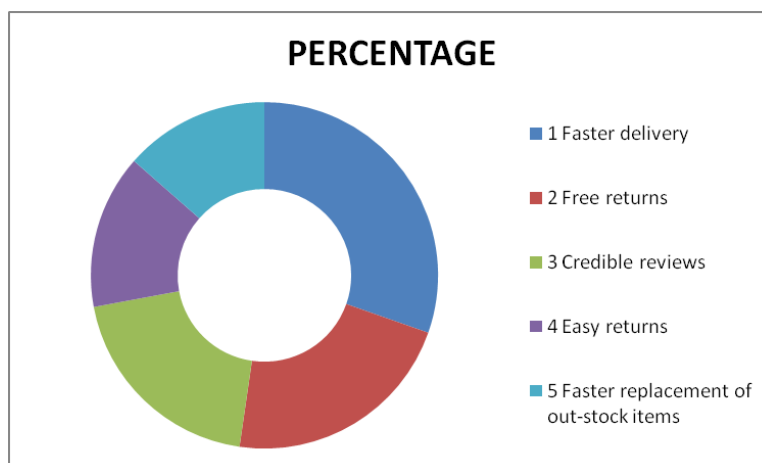
### Factors Consumers Want to Change About Online Shopping (2021 Global Survey)

SNO	FACTORS AFFECTING	PERCENTAGE
1	Faster delivery	11.2%
2	Free returns	8.1%
3	Credible reviews	7.3%
4	Easy returns	5.3%
5	Faster replacement of out-stock items	5%

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In 2021, consumers want faster delivery and free returns as the top factors they want to change about online shopping. Credible reviews and easy returns also rank high on their priority list. Consumers also want faster replacement of out-of-stock items, indicating the importance of

availability and convenience. Online retailers need to address these concerns and prioritize meeting consumer needs to remain competitive in the market. By doing so, they can create a positive shopping experience that fosters customer loyalty and increases sales.



<https://www.websiteplanet.com/blog/online-shopping-statistics/>

Different factors have their own space in online shopping. Most online shopping sites use web advertisements as one of the communication channels by which they can interact with online consumers for transactions. These sites have generally relied on online consumers to purchase or consume their products and services. From the perspective of the users, websites can be used to meet one's needs and requirements, such as the acquisition of new product information (Li, Browne, & Wetherbe, 2006). On the basis of such interaction, we cannot overemphasize the importance of web advertisements in the relationship between online shopping sites and online consumers.

Considering that one must have some prerequisite knowledge and basic skills in order to use online shopping sites, we also attempted to assess the manner in which

the attributes of web advertisements affect intentions to purchase. Additionally, we will examine whether two different variables (product involvement and trust toward websites) moderate and mediate the effects of the attributes of web advertisements. Trust toward websites may be reflective of the reliability and credibility of e-vendors (Gefen et al., 2003, Palvou, 2003), whereas the degree of product involvement may reflect motivation to process information (Elliot and Speck, 2005, Petty et al., 1983). Based on these factors, we present these constructs as mediating and moderating variables for grasping specific factors in a consumer's purchase process in online environments.

## Conclusion

Online shopping a modern phenomenon, has revolutionized the way people buy and



sell goods and services. The upgraded web facilities are enhancing the shopping experience, encouraging the consumers to attain the convenience and accessibility than ever before. Online shopping has certainly transformed the lives of millions of people around the globe.

This intense growth is attributable to online shopping platforms who are offering range of products and services like groceries to clothing to electronics. This trend is only predicted to continue and escalate as consumers embrace the benefits of online shopping.

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