



## **ANALYZING THE DETERMINANTS OF CONSUMER PERCEPTION AND ONLINE SHOPPING PREFERENCES IN INDIA**

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### **ABSTRACT**

Shopping online is an excellent way to buy things. The research focuses on consumer attitudes regarding online shopping in India. The aim of the study is to explore the concept of online shopping, to analyze consumer behavior concerning online purchases, to investigate the reasons that drive Indian online shoppers to opt for offline shopping, and to assess the factors influencing consumers' purchasing decisions. This study is based on secondary data and explores how social, economic, cultural, educational, personal, and psychological factors influence consumer buying behavior in online shopping.

**KEYWORDS** - Online shopping, culture factor, economic factors, consumer design.

### **INTRODUCTION-**

Online shopping has become an excellent medium today, allowing people to shop effortlessly at any time and from anywhere with just a single click. Consumers have a positive outlook on online shopping. There are numerous benefits and features available through online shopping that enhance the shopping experience. Online shopping offers various services such as home delivery, convenient payment options like cash on delivery, UPI, net banking, and more. After-sales service includes an easy return and exchange process, safety and security, simple product price comparison, all brands available on a single platform, and 24/7 service accessible

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without the need for physical presence. Because of these conveniences, online shopping is strongly encouraged for those considering it, as all products are accessible online without any additional effort.

#### **OBJECTIVE OF THE STUDY**

1. To study the concept of online shopping.
2. To study the consumer behavior towards online shopping.
3. To determine the factors that online retailers in India to switch them to offline shopping.
4. To study the challenges faced by consumers while shopping online.

#### **REVIEW OF LITERATURE**

(Thorat, et.al, 2022) Title of the study “Study of consumer satisfaction towards online and offline shopping”. This article based on primary as well as secondary data. The study analyzes the satisfaction level of customer towards online shopping. To examine the main influence of offline shopping on customer satisfactions. This study to identify the challenges faced by customer while shopping online and offline mode. Study found that online shopping more convenient than offline shopping.

(Gupta, et.al, 2021) Title of the study “Consumers perception in the context of virtual shopping: A study on Varanasi city. This based on primary as well as secondary data. The objective of the study to examine the concept of online shopping. To examine the behavior of respondents towards online purchasing. To analysis the factors that affect e- trading in India to switch them offline shopping. To study those factors which influence buying decision. The study found that 82% customer of Varanasi (U.P.) out of 241 respondent are satisfied with online shopping and maximum customers like to give review for purchase online.

(Tyagi et al. 2020), Title of the topic “panic shopping in Covid -19 pandemic: A comparative study of eastern and western culture”. The study based on primary as well as secondary data. to analysis eastern and western culture shopping in Covid- 19 pandemic, and the study found that before pandemic shopping is a part of enjoyment , entertainment , only for need , worthlessness, emptiness feeling but after pandemic has to give new definition of shopping behavior. The perception of customer change towards online shopping because online shopping provide many facilities to customer to shop only one click.

(Perera, & Sachitra, 2019) Title of the study “Customer satisfaction towards online shopping in shrilanka: moderating effect income level”. This study based on primary and secondary data. The study found convenience of shopping online , website features, online services , customer satisfactions on online shopping .The study found that income level moderately effect on the online

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shopping . E-retailer can add more feature in their website so customer can more satisfied with online shopping and doesn't affect income level of customer for shopping online.

(Kaur, & Kochar, 2018) Title of the study “A review of factors affecting consumer behavior towards online shopping”. This study based on primary as well as secondary data. This study based on consumer behavior towards online shopping .The study found that social factor, economic factor ,demographical factors, personal and cultural factors affects consumers behavior towards online shopping . Consumers mostly purchase goods and services through online medium. From past few years online shopping growth is very high in India.

(Kumarasamy, & Syed, 2016) Title of the study “A comparative study between Flipkart and Amazon India”. The study based on primary as well as secondary data. Objective of the study to understanding and estimate the consumer perception and factors affecting their behavior for choosing e- commerce sites. To understand tactics and methods those are used by e-commerce players to grab the customers in India. The study found that both Flipkart and Amazon impact on customer very high and cover loyal customers and they are ready to suggesting to their friends and family for shopping online. Every age group of customers interested in offers available in their website.

(Khanna, & Sampat, 2015)Title of the study “Factors influencing online shopping during diwali festival 2014: case study of Flip kart and Amazon. In”. This study based on secondary data. The objective of the study that the positive and negative influencing factors responsible for online shopping in India. The study found that the role of festive season in the online shopping explosion from the customers perception. Festivals offers like Big billion days, seasons offer (summer, winter, monsoon season) etc. are the best approaches that Flipkart and Amazon .in to attract customers during festivals season.

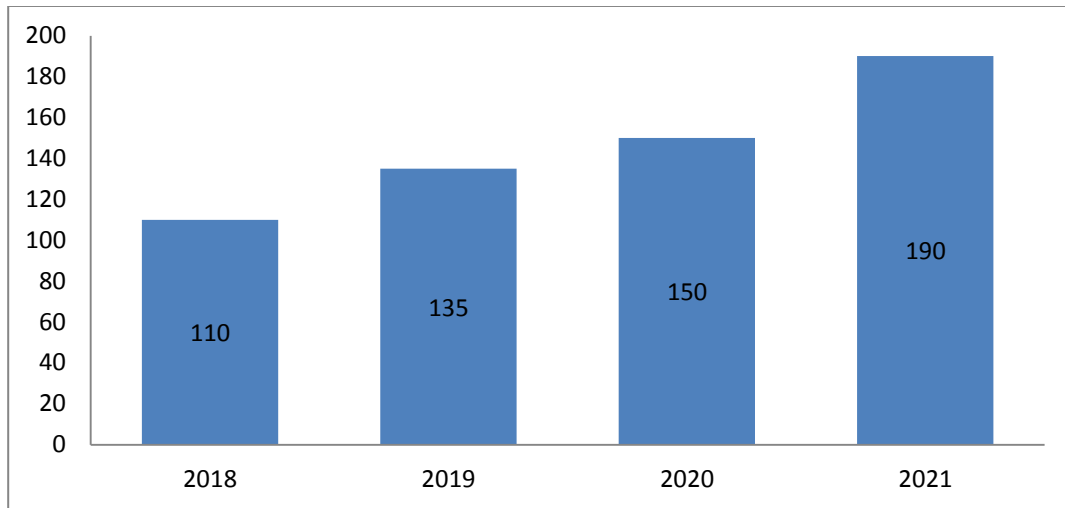
## **METHODOLOGY**

In this article based on secondary data all data collected from newspaper, articles, internet, books.

## **FINDING**

The study revealed that consumers are developing a more positive view of online shopping, as products of good quality are readily available at very reasonable prices. Compared to traditional shopping, the supply chain in the online medium is much smaller, bringing the consumer closer to the value of the product. A variety of factors influence how consumers behave when shopping online.

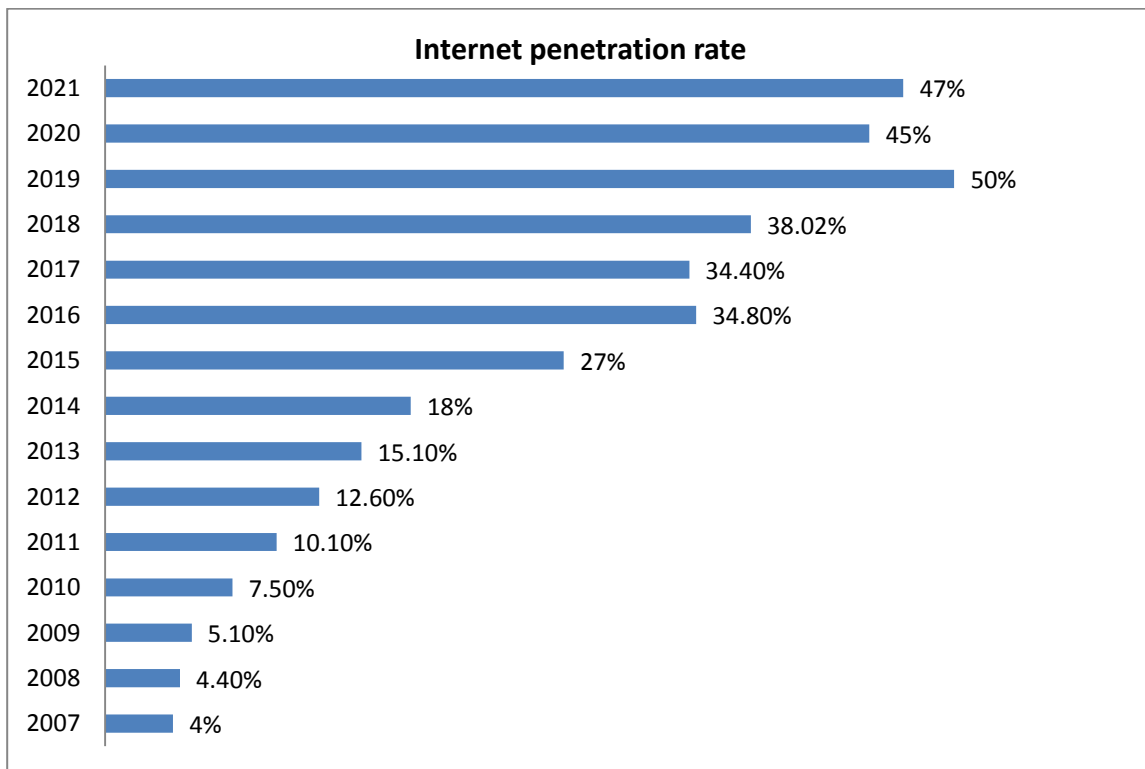
**Table 1.1: Number of annual online shoppers in India from 2018 to 2021 (in millions)**



(Source: Statista, 2022)

The year of 2018, 130 millions of online shoppers in India. The year of 2019, 135 millions of online shoppers in India. The year of 2020, 150 millions of online shoppers in India. The year of 2021, 190 millions of online shoppers in India.

**Table 1.2: Internet penetration rate in India from 2007 to 2021 (in percentage)**

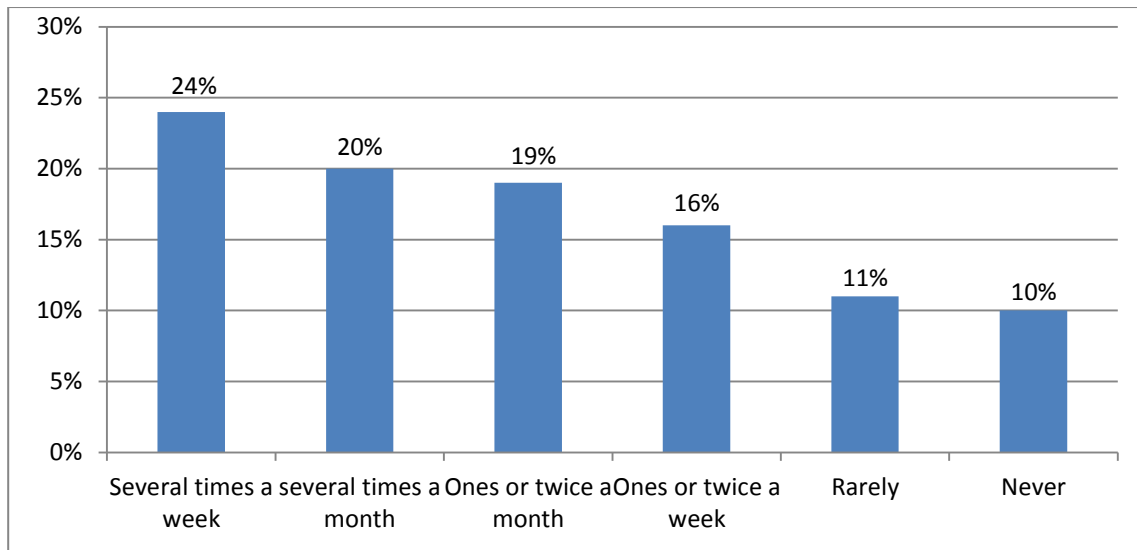


(Source: Statista, 2022)

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The internet penetration rate in India rose from 4% in 2007 to 4.40% in 2008. Internet penetration in India rose from 5.10% in 2009 to 7.50% in 2010. The internet penetration rate in India increased from 10.10% in 2011 to 12.60% in 2012. Internet penetration in India rose from 15.10% in 2013 to 18% in 2014. Internet penetration in India rose from 27% in 2015 to 34.80% in 2016. The internet penetration rate in India rose from 34.40% in 2017 to 38.02% in 2018. Internet penetration in India dropped from 50% in 2019 to 45% in 2020. In 2021, internet penetration in India increased to 47%.

**Table 1.3: Frequency of online shopping in India as of June 2022**



**(Source: Statista, 2022)**

According to the survey on online shopping behavior in India conducted in June 2022, 24% of respondents shopped online several times a week, 20% shopped several times a month, 19% shopped once or twice a month, 16% shopped once or twice a week, 11% shopped rarely, and 10% never shopped online.

According to the survey on online shopping behavior in India conducted in June 2022, 24% of respondents chose to shop online several times a week, 20% of respondents chose to shop several times a month, 19% of respondents chose to shop once or twice a month, 16% of respondents chose to shop once or twice a week, 11% of respondents chose to shop rarely, and 10% of respondents chose to shop never.

### **Culture factor-**

Lifestyle and the moral values of people also influence consumer shopping behavior. As time changes, more people are embracing an online lifestyle as their way of life. In addition, shopping is shifting from traditional methods to online shopping.

## **Educational factor**

The education factor positively influences online shopping. An informed consumer can influence others' perspectives through technical knowledge, and there is a significant detail regarding the speed of online shopping platforms.

## **Social factor**

The new generation is evolving in society and is influenced by significant social factors that shape consumer attitudes and preferences for online shopping.

## **Personal factor**

Personal factors can also significantly influence consumer perception or design. In online mediums where products are available quickly, at lower prices, and without the need to go anywhere, consumers can personally prefer online shopping over traditional shopping.

## **CONCLUSION**

The growth of online businesses has been increasing rapidly over the past few years. Online businesses increase competition in the market and require new marketing strategies. Consumer culture, educational development, social influences, and physiological factors all affect the way consumers approach online shopping. Online platforms offer numerous benefits to consumers, such as product and payment security, various payment options, home delivery, and the ability to shop 24/7 without needing to be physically present. These conveniences are driving more people to choose online shopping.

## **SUGGETION**

In the current situation, online marketing is boosting the economy. There are numerous advantages, but also certain limitations such as product quality, product security, weak internet service in rural areas, conservative attitudes toward online shopping, customer loyalty issues, fake links, and counterfeit websites, among others. These limitations will be addressed in the future.

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