

An Empirical Analysis on Customer Perception Towards Online Shopping

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Abstract: *Buying online has become very popular in this [epoch](#) anticipated to the expansion of technology. The advent of E- money and the enormous use of debit and credit cards have brought shops from throughout the world to the tip of customers' little finger or to the web page. Corporations use effective business plans to convert the potential customers into active ones. Buyers are having a positive attitude towards online shopping as it allows them to shop more ideally without spending hours in shopping areas. This research examines the customers' notion on online shopping and which factors are recognized differently between male and female consumers.*

Keywords: *E- Shopping, Perception, Male and Female.*

1 INTRODUCTION

On line purchasing has emerge as the new revolution nowadays. It's miles a form of electronic commerce which permits clients to directly buy goods or services from a supplier over the net by means of the usage of an internet browser. In 1979, Michael Aldrich developed on line shopping. A web based totally save evokes the physical example of purchasing services or products at a voile and mortar store or buying center; the process is known as commercial enterprise to client online buying. Retail fulfillment has ceased to be all approximately physical stores. This may be evident because of increase in retailers now providing on-line shops interfaces for customers. Together with the increase of on line shopping comes, the standards of pride and willpower for internet site which engaged in offering services on the online and transacting on-line. Businesses use effective advertising and marketing techniques to convert the potential clients into lively ones. Customers are experiencing a superb attitude in the direction of shopping for on line because it allows those to store extra conveniently while not having to shell away hours in buying regions. Furthermore, they may be supplied with plenty of manufacturers; even they can have a assessment on the charge, first-rate and other elements of the product without difficulty. They will also go through the evaluations before shopping it. They will be furnished with each day offers for the ones are seeking out rate reductions and save services. Although lack of comfortable system and privateers issues, many unfastened the confidence of transacting on-line. Customers are not pleasure as they can feel, touch the product and make certain their pleasant. There are individuals who revel in travelling extremely markets and buying regions, as part of their every day habitual. They just do now not prefer buying over the net.

2 SIGNIFICANCE OF THE STUDY

Online purchasing has emerged as indeed popular in this era benefit to the accomplishment of technology. The second coming of Christ of plastic corruption and the massive utilization of debit and ace up sleeve cards has delivered stores from one quit to the opposite the survival to the alarm of clients bit the hand that feeds you or to the internet site. It's miles constantly seen circuitously, pupil family has emerged as lucky sufficient to clean their parents in digital commerce, and they are approached aside dad and mom to recognize the of the primary water website and to have of the first water products from the marketplace. This is solely seeing their admission to the net and civic media. It's miles constantly seen circuitously, pupil family has emerged as lucky sufficient to clean their parents in digital commerce, and they are approached aside dad and mom to recognize the of the primary water website and to have of the first water products from the marketplace. This is solely seeing their admission to the net and civic media.

The wonderful factors that request on-line domestic habits and its merits and demerits are moreover handled. These days, clients are en direction toward online home preferably than stated domestic because it gives copious benefits to the clients. Due to the hiking, the corporate ladder in technology and net on-line home is just what was ordered increasingly famous. Many pottery and mortar agencies have clean to reveal e-commerce markets. The power to cognizance maintains customers are pertinent to the accomplishment of on-line companies. This design examines at which point clients assume on-line shopping and which elements are perceived any other way among consumers who has a ardor for online purchasing and consumers want offline (physical save) purchasing(Shamim,2016) .

3 LITERATURE REVIEW

Burke, R.R (2002), Reliability is a key factor that determines the successes of business to consumer (B2C) e-commerce transactions. Earlier researchers have discovered several critical factors that impact rely upon the circumstance of buying online. This research focuses on available security measures which assure online shopper- a safety and great sales promotions and online deals which promote customers to shop online. Archana Shrivastava, UjwalLanjewar (2011) in on-line shopping, the fee of diffusion and the adoption of online shopping for amidst purchasers continues to be distinctly lower Bangladesh. In view of above hassle an empirical take a look at of online buying behavior turned into undertaken. Based on literary works review, 4 foremost psychographic parameters namely mindset, thought, personality and believe have been studied with recognize to on line buying. The net buying choice procedure fashions structured on all the four parameters are designed after statistical analysis. Those fashions had been incorporated with enterprise intelligence, understanding management and facts mining to design behavioral commercial enterprise intelligence platform with a cohesive view of on line purchaser habit. Christy M.K., Cheung, Lei Lhu, Timothy kwong, Gloria, W.W.Chan, Moez Limayen (2002): The upshot of online consumer process has been express under contrasting contexts during the years. Although researchers from a fluctuation of engagement in activity application disciplines have made suited progress around the past few years and the breadth of these studies is rather generic, the studies develop relatively fragmented and no unifying theoretical exemplar is hang in this delve in to area. In regard of this, extend an exhaustive reevaluate of the book and ask for the hand of a

delve in to framework mutually three key dwelling blocks (intention, adoption and continuance) so as to equal the online consumer style but by the same token serves as a influential guideline for researchers in this area.

4 OBJECTIVE

- To study the customer intuition towards online trading.

5 HYPOTHESIS

H0: There is no significant relationship between customer perception and gender.

6 RESEARCH METHODOLOGY

Research is of descriptive in nature. The data for this study is collected from primary and secondary sources. Primary data is the one that is being collected by the researcher itself and is being collected for the first time. Secondary data is the data that already exists and in ready to use format and gathered by somebody else. This data can be in the form of articles in magazines, journals, government reports or any other historical data. Research is of elucidative in nature. The announcement for this study is collected from primary and secondary sources. Primary data is a well known that is considering stacked by the finder of fact itself and is considering collected for the sooner time. Primary data is collected by filling up the questionnaires. Secondary data is the data that earlier exists and in nimble to consider format and gathered by somebody else. This data cut back in the construct of articles in magazines, journals, and zoo reports or other classified data .The secondary data for the study are collected from articles in the field of online shopping from internet sites. 100 respondents were randomly chosen for the purpose of study from satkhira district, Khulna. The sampling method adopted for this study is convenience sampling. Primary data are collected using questionnaire and the data are analyzed and interpreted using Average Weighted Scores, Rank, Percentage Analysis and Chi-square.

7 ANALYSIS AND INTERPRETATION

7.1 Gender wise classification of respondents

Out of the 100 respondents, 62 were female and 38 were male.

Gender wise Classification

Table 1

Gender:	Frequency	Percentage:
Male	38	38%
Female	62	62%

Source: Primary Data

7.2 Customer Perception

Patron belief refers to how customers view on-line purchasing based on their own conclusions. Those conclusions are derived from a range of variables, consisting of time, 24- hours' accessibility, threat element, and attitude toward conventional shopping, safety, price mechanisms, cost, emblem recognition and infrastructure.

Table.2 Customer Perception towards Online Shopping on the Basis of Gender

Variable	Male		Female	
	AWS	Rank	AWS	Rank
Saves Time	10.13	2	14.13	3
24 Hours Accessibility	14.13	11	14.66	1
Risky	10.53	14	9.20	14
Supersede Traditional Shopping	6.26	8	12.00	8
Long Time for Delivery	9.20	13	9.33	13
Variety Of Products	6.80	7	14.00	4
Accurate Description Of Product	9.46	10	11.73	9
Specification are Satisfied on Purchase	7.73	4	11.73	8
Security	7.86	5	10.00	12
Necessary to Have Bank Account/ Credit Card Difficulties	10.00	12	12.26	7
Prefers Payment of COD	9.33	14	12.80	5
Relies on Low Cost Product	9.33	8	12.8	5
Brand Consciousness	8.67	13	12.80	5
Online Shopping Infrastructure in India is Under Developed	9.33	4	14.26	2
X ² = 32.22, df = 4, p< 0.05				

Source: Primary Data

From the table, it is clear that both males and females rank 24- hours' accessibility in the first rank position with the weighted average of 10.53 by male and 14.66 by females.

Male rank second position to time saving with weighted average of 10.13 and the same factor is ranked by the female in third position with a weighted average of 14.13. Female ranks the preference for payment in cash on delivery in second position with a weighted average of 14.26 and male by 10.00 in the third position. Specification satisfaction is ranked by the male in fourth position and females rank the same in ninth position. Low cost products and brand consciousness is having same weight age in case of male and it is ranked by females in fifth and seventh position respectively, wide selection of product is ranked in seventh position by males and fourth position by females. Male and female ranks eighth position for the importance of online shopping over traditional shopping, Underdevelopment of infrastructure is ranked by the male in ninth position and it is ranked by the female in fifth position. Accuracy of the product description is given a rank of tenth position by male and ninth by female. Difficulty in payment through credit cards is ranked by male in eleventh position and by females. Security concerns are ranked by male in twelfth position and by females in the position of eleven. Delivery of the product is ranked by the male in 13th position and the same rank is provided by females too. From the chi-square value, it is clear that the calculated value (32.22) is greater than table value (9.488). We have to reject the null hypothesis and accept the alternative hypothesis.

H1: There is a significant relationship between customer perception and gender.

8 CONCLUSION

The research gives a notion that online purchasing will hold a bright future in Bangladesh. Perception and mindset concerning the population towards online purchasing is getting higher in Bangladesh. With the massive usage of internet, consumers can buy from all over the world with risk free and secure payment options. They too have an examination of items, not merely with the ones in the retail locations however in spite of with the online merchants. The examination mostly focused on the client's identification towards internet shopping depending on their sexual orientation. The retailers could implement considerably more transparent and safe system to shield the interest of online shoppers and gain a confidence to get a major portion of total sales. Customers should be more mindful and aware of the merchants they can be dealing with. Online shopping gets the ability to replace the traditional at some level if this growth on the internet market continues. In the present day, customers are in the path towards online home ideally than acknowledged home as it provides copious benefits to the purchasers. As a result of climbing, the corporate step ladder in technology and web online home is definitely what was ordered increasingly popular. Many pottery and mortar companies have clear to show e-commerce markets. The overall flexibility to focus preserve customers is pertinent to the accomplishment of online businesses. This design inspects at which point customers expect online shopping and which factors are recognized some other way between consumers who have an enthusiasm for online shopping and consumers wish offline (physical store) shopping.

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