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Customer Perception towards E-Shopping in Haryana

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Abstract

Haryana is growing rapidly in terms of business and industrial development through online business channels. In this growing environment, it is of paramount importance for different online firms to understand the behavior of consumers. Hence, the present study is an attempt to investigate the perception of customers towards e-shopping in Haryana. The present research majorly used primary data collected from six hundred respondents through a self-constructed questionnaire by using a cluster sampling technique. The collected data was analyzed by using suitable statistical tools. The findings of the study indicated variation in customer perception towards different modules of e-shopping including convenience, website quality/design, time-saving, and security features. The study also observed that customer perception towards the different categories of products like food & eatables, apparel, electronics, and books & other products is partially and statically significant. Thus, it provides implication for online business firms to adopt segmented marketing and product formulation approach to cope with diverse needs and demands of different customer groups. The study concludes with suggestions and direction for future research in pursuit of achieving satisfaction among present and potential customers.

Keywords: E-Shopping, Customer, Perception, Behavior, Segmentation, Satisfaction.

Introduction

The term ‘e-shopping’ described as online shopping is the conduct of business via the internet which relates to activities of information searching, information sharing, purchasing or exchanging products and services; also maintaining customer relationships without face to face meetings unlike transaction done traditionally (Kenney,1999).

Online consumers are always seeking new products, new attractiveness, and the most important thing being price compatibility with their budget. The internet is the best way to save time and money by purchasing online within their range of budget at home or anywhere. Online consumers don’t have limits to online shopping. They also use the internet for comparison of prices of goods and services, news, visit social networks, and search for information, and so on (Rodriguez, 2009).

Online shopping can be described in different ways by scholars, Kuester (2012) described various forms of online shopping include Business-to-Business (B2B), Business-to-Consumer (B2C) and Consumer-to-Consumer (C2C) models. Hence, with the evolution of technology and an increase in consumerism all over India, e-commerce is riding the high tide in online business. Today, increasing internet and mobile penetration, growing acceptability of online payments, and has provided the e-commerce sector in India the unique opportunity to companies connect with their customers, it said. In India, roughly 60-65 percent of the total e-commerce sales are being generated in recent years and also likely to continue upwards. With the advent of e-commerce technology in India, Online shopping has become a most-liked trend and major are Flipkart.com, Myntra.com, Amazon, Paytm mall, snap deal, Shopclues.com, Nykaa.com., Naptol.com, Tradus, Jabong, Yebhi, etc.

The present study confined to Haryana, a state in north India. Due to the rapid development of information technology in the state, the Government has formulated a scheme for e-commerce for online trading and brand building of the products and services. The digital commerce would provide a cost-effective impetus for growth, opening a window to new markets, increasing spread by shortening traditional supply chains, containing systemic inefficiencies, reducing costs, thereby leading to higher revenues and profit margins for online business firms.

The customers or end-users tend to buy products online and the concerned department of the government also putting its efforts to enhance the number and business of e-commerce companies in the state. The major e-commerce company Amazon, the Seattle-headquartered e-commerce company that operates an online marketplace opened its 22nd fulfillment center in Sonipat, Haryana (IBEF, 2020). Thus, entry and expansion of e-shopping business firms in Haryana portrayed that there are so many providers, the most important thing for organizations is to understand consumer wants and needs in this competitive business environment. On the other hand, the attention of consumers towards online shopping also raised consumer expectations (Hasslinger, 2007). Hence, it is very important to know about their perception of e-shopping. In this framework, the present study has been made to provide an overview of consumer perception concerning e-shopping in Haryana.

Review of Literature

In the increasingly competitive online retailing market, the importance of understanding online consumers is greater than ever. This research is a study of online consumer perception towards e-shopping in Haryana, so, some of the studies of online consumer behavior and perception are presented and reviewed by researchers to get an insight into the topic.

As far as consumer perception about the online shopping environment is concerned, several researchers considered this aspect and indicated that in an online shopping environment, Interactivity and enjoyment are important in influencing customers' perception towards shopping websites (Ha & Stoel, 2009).

Vellido et al. (2000), pointed out in his research, that there are nine factors associated with a user's perception of online shopping. Among those factors, the risk perception of users was demonstrated to be the main discriminator between people buying online and people not buying online. Other discriminating factors were control over, and convenience of, the shopping process, affordability of merchandise, customer service, and ease of use of the shopping site.

Changfeng Chen (2006), conducted a study on important determinants of a consumer's overall trust in an online travel site. Through an empirical data collection, six factors, including a website's reputation, characteristics, service quality, a consumer's education level, a consumer's overall satisfaction with such a site, and perceptions of risk associated with online shopping were identified as having a statistically significant influence on a consumer's overall trust in an online travel web site.

Venkoba Rao (2006), carried out in his study consumers' attitude towards online shopping is a prominent factor affecting actual buying behavior. The results of the study of perceptions of 200 online purchasers in Hyderabad reveal trust, security, Internet speed, and responsiveness significantly affect online purchasers' behavior. Also, on examination of demographic variables like gender, age, and education are used; the study reveals that might help organizations develop effective strategies eventually leading to customer satisfaction.

Syed Shah Alam&ZaharahBakar (2008), have investigated in their study the relationships between young consumers' perceptions of the factors that influence their intention to buy online. The analytical results are generally consistent with consumers' perceptions of the customer service, reliability, and trust of online purchasing. Trust has received the most consistent support as factors that influence online buying. Marketers need to realize that the online marketing environment affects the way consumers view and develop relationships.

Miyazaki D. Anthony and Fernandez Ana (2001) in the paper " consumer perception of privacy and security risk for online shopping" finds that government and industry organizations have declared information, privacy and securities are main obstacles in online shopping and also have been identified as an issue for both new and experienced users. This paper explores risk perception among consumers and how this is related to online shopping activity. Findings show the relationship between consumer and level of internet experience, use of purchasing methods, perceived risk, and online purchasing activity and consumer welfare are discussed.

The consultation of the above literature, bring this to notice that the perception of customer e-shopping is changing and the customer finds it very convenient and cost-effective. Although sufficient efforts have been made to understand the term, in the case of study area particularly, scarcity of literature is noticed by present research, thus a research gap existed in this field. Therefore, the present study is an attempt to fill this gap, proposed to understand the perception of consumers towards e-shopping in Haryana.

Research Methodology

This present section is mainly describing the research methodology of the study that includes objectives, hypothesis, research design, data collection, sampling design, research instrument, questionnaire design, data processing as well as methods of analysis.

Objectives of the study

The objective of this study was to investigate the consumer perception of consumers towards e-shopping in the Haryana state of India.

The hypothesis of the study

The study also hypothesized to test the difference in customer perception towards different categories of products purchased through e-shopping, the study proposed the following hypothesis as:

$H1_a$

There is no significant difference in customer perception towards different categories of products purchased through e-shopping.

$H1_0$

There is a significant difference in customer perception of different categories of products purchased through e-shopping.

This research study is a design based on a quantitative approach that is developed through the conceptual framework from previous literature and tested data analysis. Descriptive and exploratory analysis was used in this research study to describe characteristics of the population; the exploratory study is used to study and explain the e-shopping perception of customers in Haryana.

Primary data was majorly used for the present study. The data for the study collected through a self-administered questionnaire developed to collect data. The questionnaire was divided into different parts. The first of the questionnaire covers general information about the respondent including their demographic background and computer and internet literacy profile. The second part of the questionnaire based on the measurement of perception of respondents towards e-shopping. The second part of the questionnaire based on the five-point Likert scale (strongly agree=5 to strongly disagree=1).

The respondents of this study are targeted on consumers who experienced shopping and had purchased apparel through an online store in Haryana. The researcher to maintain the statistical equality decided to collect the sample by adopting a two-stage sampling technique, first, divide the entire state into four clusters, and then randomly distributed the questionnaire to 50 respondents in each district located in four different clusters through a field visit to different districts in each cluster. The researcher distributed the questionnaire to 1100 respondents and out total distributed questionnaires only 600 usable questionnaires were returned to researchers with a response rate of 54. 54%.

After collecting the 600 sets of data, the researcher converted the quantitative data into an interpretive form by using several types of data analysis techniques. The researcher was able to justify the hypothesis and further understand the data through the result of data analysis. The researcher was doing data analysis using SPSS Version 20.0 computer software because SPSS Version 20.0 computer software enables the researcher to analyze the quantitative data more effectively and efficiently. The types of analysis methods were used in conducting this research include descriptive analysis, One Way ANOVA technique was employed to get the output of data analysis.

Discussion of Result

The present study based on the discussion and presentation of the analysis of data collected from respondents. Overview of demographic and technology usage profile of consumers in Haryana is presented and discussed first and consumer perception towards online shopping is discussed later in the research.

Demographic Descriptive Analysis

The selected respondents were, first of all, asked to provide information about their demographic features. In general segmentation, the study revealed the information related to demographics profile was provided.

Table 1: Demographic Features

Gender	**Frequency**	**Percentage**
Female	162	27%
Male	438	73%
Age Distribution	**Frequency**	**Percentage**
20-25	276	46%
26-30	186	31%
31-35	90	15%
36 or more	48	8%
Marital Status	**Frequency**	**Percentage**
Unmarried	366	61%
Married	234	39%
Residential Area	**Frequency**	**Percentage**
Urban	442	72%
Rural	168	28%
Education Background	**Frequency**	**Percentage**
Matriculation or below	18	3%
Intermediate	90	15%
Bachelors	276	46 %
Masters or Above	222	37%
Occupation	**Frequency**	**Percentage**
Student	240	40%
Serviceperson	138	23%
Businessperson	156	26%
Others	66	11%
Income Distribution	**Frequency**	**Percentage**
Less than Rs. 30,000	168	28%
Rs. 30,000 to Rs. 60,000	120	20%
Rs. 60,001 to Rs. 120,000	60	10 %
More than Rs. 120,000	66	11%
Can’t tell	186	31%
Family Size	**Frequency**	**Percentage**
Up to 3 members	144	24
4-5 members	252	42
Above 5 members	204	34
Type of Family	**Frequency**	**Percentage**
Nuclear Family	378	63
Joint Family	222	37

From the above table and figure, the study can easily analyze that majority of the males are respondents of the survey as compared to females, the study has 73% of males and 27% percentage of females consumers from Haryana have participated in this survey. From the above table named age-wise analysis, it is clear that in this survey, research has 600 frequencies between the ages of 20-25 with a percentage 46% which is the highest percentage among other age distribution. In the age distribution of 26-30, further study research study has 31% and 14% fall in 31-35 age, and rest 8% fall in more than 36 years old respondents. The questionnaire responses mainly show the young generation which is actively part of the research.

According to the marital status classification of the respondents which indicated that more than half of the respondents (61%) participated in the survey were having unmarried status in contrast to remaining those who reported with married status. This indicates the unmarried consumers are more influenced by online shopping patterns in the study area.

According to the survey result, it came to notice that the respondents `participated in the survey majorly belong to urban areas and counting to more than seventy perceptions (72%) in comparison to their rural counterparts those indicating only 28% participation from rural areas in the survey. This implies that consumers living in urban areas were more habitual of online shopping and having confidence and knowledge about this digital shopping opportunity, thus also willing to participate more in the field survey.

The highest frequency of 45.42 % among the respondents falls under the category of bachelor's level of studies followed by 36.67 % who have the Master's degree. A very nominal percentage of almost 20 % categorized in matriculation and intermediate level of studies. From the reader's point of view, In Haryana's education system; matriculation, intermediate, and bachelors are categorized as 10, 12, and 14 years of academics education respectively.

On analyzing the occupation of the respondents, it came to notice that respondents from different social groups participated in the survey for the study. This ensures the equal participation of every segment of society to identify their behavior towards online shopping. The descriptive analysis portrays that the largest segment of a participant in the survey belongs to students indicating 40% percent of participants during the field survey. This brings to notice that the youth generation is more likely to buy any products through online shopping portals. The other merging group of society participated in the survey were noticed from businessperson (26%), and an almost equal number of participants were noticed from servicepersons (23%) including both government and private sector and remaining participant respondents were belongs to others occupations (20% such as retired, freelancer, shopkeepers, retailers, professionals.

From the survey, it was analyzed that the highest frequency in income distribution falls under Can't tell which is a very strange thing but from the survey, it is happening, maybe males are reluctant to tell their income while the study has the majority of respondents are males and 28% fall under less than 30 thousand.

It is inferred from the above table that 24 % of respondent participants were reordered if having up to 3 members in their family, 42 percent of the respondents are having 4-5 members in their family and remaining more than one third (34%) percent of the respondents are having above 5 members in their family. This brings to notice that most of the respondents indicated that the family status in the study region is normally of having a good number of family members. This highlights the family planning status in the area is moderately followed by residents of Haryana.

The further analysis helps to understand that the trend of nuclear family structure is growing rapidly in Haryana. The survey found that more than half of the respondents participate were living in a nuclear family (63%) in comparison to respondents participating in having a joint family (37% status. This indicated that due to increase in the level of education, employment independence and economic position of youths or individuals especially due working of women in society cause the growth of the nuclear family in the study area as observed from discussion with respondents participants supported by quantitative data presented in the above table.

Customer perception about e-shopping in Haryana

One of the important steps is to analyze the data and discuss the findings. In this chapter, researchers discuss the empirical findings of consumer perception about e-shopping in Haryana.

Table 2: Customer Perception towards E-Shopping

	Modules	SA	A	N	D	SD
	Convenience	**Frequency**				
1.	I get on-time delivery by shopping on-line	90	396	102	6	6
2.	Detail information is available while shopping online	114	330	114	36	6
3.	I can buy the products anytime 24 hours a day while shopping online	336	186	36	30	12
4.	It is easy to choose and make a comparison with other products while shopping online	150	252	96	90	12
	Website Design/Features					
5.	The website design helps me in searching for the products easily	150	246	150	48	6
6.	While shopping online, I prefer to purchase from a website that provides safety and ease of navigation and order	*312*	180	78	18	12
7.	The website layout helps me in searching for and selecting the right product while shopping online	174	288	72	54	12
8.	I believe that familiarity with the website before making actual purchase reduce the risk of shopping online	198	270	90	36	6
9.	I prefer to buy from a website that provides me with the quality of information	258	270	60	6	6

	Time-Saving					
10.	Online shopping takes less time to purchase.	102	234	144	108	12
11.	Online shopping doesn't waste time	90	174	204	114	18
12.	I feel that it takes less time in evaluating and selecting a product while shopping online	36	186	144	204	30
	Security					
13.	I feel safe and secure while shopping online	24	216	150	156	54
14.	Online Shopping protects my security.	6	102	276	144	72
15.	I like to shop online from a trustworthy website.	276	282	24	6	12

The collected data was analyzed regarding the perception of respondents to shop online, it consists of 15 questions and each question represents one module, so in total there are 15 modules as it is evident from the 5. The first factor that is convenient carries four modules and each module was analyzed and discussed separately with the help of a table and graph of frequency and with results of the Likert scale.

The present study applied a 5 point Likert scale ranged from high agreement (5) to low agreement (1) with statements. The descriptive statistics were used to find out the mean score of the item statements of the questionnaire. To get the grand mean of every statement, the rating of every component was multiplied and divided by the total sample size taken for the study. The factor convenience contains four variables, website design and feature clubbed with five items, time effectiveness contains three variables and security concerns have three attributes. Primarily the individual variables' frequency and means score were measured and then grouped mean for selected four factors were calculated and presented through tables. The summarized mean of all four groups was used to identify the overall mean (3.5) to understand the general opinion of consumers towards electronic shopping in the study region. Lastly, the overview of influencing factors on consumers and comparative analysis of the current result to relevant literature were also discussed. The study discusses the fifteen questions concerning four factors, as discussed earlier each question represents one module and discussed each module under their concerning factor.

Comparative Analysis of Four Factors of Perception

In the comparative analysis of four factors, the study used the averages of each factor by their corresponding modules, for instance, "Convenience" as one of the four factors contains four modules, researchers take the average of four modules under convenience and compare with other factors averages to see which factor is relatively more attractive, the study also discusses each factor as well. In the table, the factor Convenience contains 4 modules, Website design/ Features contains 5 modules, Time saving with 3 modules and Security contains 3 modules. The average score for convenience is 3.9625 which is a high score and it indicates convenience is the important factor for online shoppers in Haryana, and convenience as a factor influence consumers to shop online and it also attracts online shoppers, if the study compares the convenience with the other factors it has a second-highest score and this also indicates as it is one of the important factors for online shoppers in Haryana, as it is an area and there are not so many options for people, so it is perhaps more convenient for people to shop online.

The corresponding average scores of Website Design/Features are 4.064 which the highest score study has received as compared to other factors, so it is concluded that for online shoppers in the Haryana website design/Features are the most attractive factor that influences consumers to shop online. Though time-saving has the lowest score of all i.e. 3.28 but still the score is positive and it indicates that time-saving is also an attractive factor for online shoppers in Haryana. Lastly the average score for the security I .e.3.35 is also positive and it's above 2, which shows security is an important factor that online shoppers keep in mind while shopping online.

The study was also proposed to check what other factors influence consumers to shop online, out of 600 respondents, nearly one-third of the respondents opted to give additional comments regarding e-shopping in Haryana. After analyzing the statements provided by respondents, the study found another important perception about the price of the product or services and discount, as they perceive while shopping online they get items in lower prices and get better discounts. As one of the respondents said "the main benefit for me is that prices are lower in on-line shops", another said "I guess shopping online depends on the price of the product, otherwise, visit the shop. If the shop is far away and the product is cheaper buying it online then, prefer e-shopping, evaluate the product properly myself and make a decision to buy or not". So by looking at these statements and some other similar statements shown in appendix 2, one can signify that price is another important factor that influences consumers to shop online. Convenience is also an important factor as our study also indicated and one of the respondents said:" Living on Haryana makes it sometimes hard to find certain things anywhere but by online Shopping is probably my strongest reason for shopping online".

Feedback from previous buyers is also seen to influence online shoppers, as one of the respondents said: "The feedback from previous users I found it very helpful to minimize the risk". Online shoppers are also concerned about the security issue and quality and reliability of information as one respondent claim "The biggest problem I have with online shopping trusts the product quality and delivery, especially since you rely totally on second-hand information i.e. someone is giving you information about the product rather than you seeing it for yourself". People are also concerned about website design and research has also found from our study as to be the most attractive factor in our study and one respondent believes "The major influence is the display of the product. Prefer products with many pictures from different positions. So after analyzing the statements, writers have found that other than four factors 1) Price and discount 2) feedback from previous users 3) Product quality and quality of information are also important factors that influence consumers to shop online.

Testing of Hypothesis- Difference in Customer Perception for Different Products

The study also purposed to test a hypothesis that assumed that no significant difference in the perception of respondents regarding different categories of products purchased through online shopping platform. This research assumed that regular online buyers would return the highest mean score for different categories of products, whereas the result gives variation in its rating regarding perception. It was also assumed that there was no difference in the perception of the different categories of products of online buyers. The results of this analysis are shown in Table 3.

Table 3: ANOVA on Perception and Types of Products in E-Shopping

Factors	Food & Eatables	Apparels	Electronics	Books & Other	F	Sig.
Website Design	2.93	3.6	3.64	4.25	4.032	**.009**
Convenience	3.52	4.03	4.36	4.41	2.694	**.050**
Time Saving	3.21	3.74	3.78	3.86	1.173	.324
Security	2.79	3.3	3.42	4.05	1.364	.258

As can be seen from the above table, our first hypothesis (H1) has been partially supported. The results showed that only the website design factor and the convenience factor were perceived differently (with p-values of .009 and .050, respectively), among food & eatables, apparel, electronics, and books &another category of shopping products purchased online by buyers in Haryana. On the other hand, the perception of time saving and security among the four types of products for online buyers was not significantly different. This indicated that different types of products purchased online buyers in Haryana were fairly perceived with customer service, but less importantly perceived about security/privacy issues. On the other hand, more online buying experience would positively enhance the evaluation of online purchasing, and this would result in different perceptions among the four types of online buyers. Also, a pattern should be noticed. In each case, the level of perception increases as the buyers' online shopping frequency increases. In the context of security, the pattern is consistent with previous research findings, which showed that online buyers with more online experience were less likely to have security concerns.

Based on above discussion and empirical evidence supported by One Way ANOVA table, the study observed that consumer perception (for website design, convenience, time-saving and security) is partially statistical significant in case of different factors towards purchasing different categories of products (food & eatables, apparels, electronics, and books & others). The table values indicated that consumer perception for the above four factors is statistically significant on line case of website design and convenience factors towards different categories of product through e-shopping as the value of significance (0.05) in case of these two factors is below an acceptable level. Hence, the null hypothesis ($H1_0$) is partially rejected and partially accepted, and thus, based on this analysis it is generalized that the consumer perception towards purchasing different categories of products through e-shopping in Haryana is not partially different in terms of website design and convenience factors.

Suggestions and Recommendations

The findings of the research also offer specific suggestions as:-

1. More effective promotional campaigns to be undertaken to inform about the positive sides of online shopping.
2. Through advertising, the organizations should assess the ambivalence of their target consumers' attitude toward online buying.
3. Demographic segmentation should be implemented so that the different categories of online buyers can be targeted according to the selected segment of the market.
4. A rich e-content on online shopping channels with high quality should be designed that focuses on the needs of customers.
5. The online business firms necessarily invest in employees' professional training so that they can be equipped with the necessary skills to utilize e-shopping effectively.
6. Top management should favor the e-shopping adoption and proper use by giving advice as well as making available the needed infrastructure for e-shopping implementation.

Conclusion

E-shopping is a growing phenomenon and is a novel type of shopping trend that has emerged in the current business era. As far as the Haryana region is concerned, the study observed that business organizations' have become critical to e-shopping adoption and contribute planning and knowledge infusion at the priority of their organizational strategies.

As far as the perception of the consumer about online shopping in Haryana is concerned, the findings concluded that the most perceived and attractive factor among four factors is a website design/features with an average score of 4.064, following convenience that is a second most influencing factor with average score 3.96, time-saving with average score 3.28 and security with average score 3.35 is also important, particularly the security concerns are very important while shopping online. Last but not least after analyzing the additional comments made by 31 respondents out of a total 600 sample size, we have found that low prices, discounts, feedback from previous shoppers, and quality of product and information are also considered to be important factors. The result of the ANOVA table indicates that consumer perception (for website design, convenience, time-saving, and security) is partially statistically significant in case of different factors towards purchasing different categories of products (food & eatables, apparel, electronics, and books & others). This indicated that consumer perception for the above four factors is statistically significant on line case of website design and convenience factors towards different categories of product through e-shopping.

The findings of the research provide practical implications for e-shopping firms to identify the key factors leading to more acceptability of products and services. The study also helps to understand the corrective actions to improve the adaptability and satisfaction of consumers towards e-shopping. The customers can be made more aware of the positive aspects of online shopping as a result of which potential customers will be accepting it for their daily use. However, the current research provided answers to crucial research questions, future researchers are encouraged to create and develop new constructs to better reflect the evolution of marketing in future and changes in the lifestyle of communities like propensity of consumers towards opportunities of co-creation of innovative solutions by marketers, emotional and enthusiastic affiliation to a brand

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