



Gap Analysis of Perception among Customers and e - Customers in Retail Sector: A case study of Clothing's

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Abstract - The current research study involves the researcher to evaluate the behavior of the customers with respect to shopping which comprises the shoppers who visit the stores and the customers who prefer online shopping as E-shopping is supposed to have gained great fame and demand in the following years. The primary reason behind the research survey is to analyze the factors of satisfaction and dissatisfaction amongst the customers which influence their decision to buy product items online or in person. The research will initiate with an extensive data collection step which would include the evaluation of the research strategies used and conclusions drawn by the other researchers so as to establish a deep insight into the current research study. Various other procedures and techniques will also be undertaken like numerous sampling methods in order to gather the necessary information about the customer's preferences towards E-Shopping and personal shopping. Further, academic and scholar journals can also be analyzed to know more about the customer responses to various trends and facilities that exist in the two prevalent modes of shopping.

I. INTRODUCTION

Wireless sensor network consist of several nodes where nodes are connected to one or more sensor nodes. The sensor nodes are based on the battery powered and having very limited amount of energy capacity. The sensor node having a limited processing and storage capacity, and thus can only perform limited computational functionalities. We present two attacks: barrage attack, sleep deprivation attack. Barrage attack is attack on the victim node with the valid request. The purpose of this request is to waste the node power by cause it to stay out of sleep mode and perform the energy intensive operation. In sleep deprivation attack the malicious node attack on the victim node to forcefully awake the victim node. When victim nodes are kept awake but are not made the energy intensive operation. Barrage attack is spending more energy it is easily detected. Now we focused on the sleep deprivation attack. This attack is difficult to detect, in network maximum security can be achieved by designing an effective detection model whose purpose is to provide alert about possible attack, idently in time to stop the attack. We have our survey of recent IDS in sensor network [1] stand alone IDS

each nodes independent on the instruction. The distributed ID mechanism can be implemented in sensor network because of load distributed which reduce the single node overhead and gives the better performance in term of important parameter such as energy consumption response time, detection accuracy. But IDS is not efficient to found the sleep deprivation attack. For this purpose a distributed collaborative detection model is based on layered architecture.

With the elevating level of the IT industry in today's scenario there has been a great increase in the demand of the online world, Online shopping, a part of the huge online web, has added a great fame and name to the internet usage and dragged a great percentage of customers, Haq, (n.d.). The factors including the purchasing capacity and the income earned by the consumers affect the standard of living and the status of comfort of the consumers. The increasing web domain has forced the users worldwide to shop online while relaxing on their couch at home. This facility of E-shopping offers great flexibility and convenience to the users in selecting product items of their own wish scanning over a wide range and getting the products delivered at their doorstep with minimal burden over the customer. According to the facts over 100 million people are a part of the current e-shopping web and the number is rising every second.

It is quite amazing to note that the percentage of users opting for online shopping has increased considerably in comparison to the increase in percentage of the internet users, which highlights the fact that online shopping is grabbing the attention of more and more masses. The situation of cozily sitting at home and applying orders for the best suited products while selecting the ones that suit the best to one's interests looks more desirable to the customers. Online shopping gives the flexibility to the users to go over hundreds of vibrant collections at exciting costs and select the best one; in addition it also imparts the unique facility of return option thereby attracting more and more users. The easiness and the flexibility that the individual experiences in online shopping is what adds to the craze for the former providing a platform to the users where they can compare various features like price, quality, material used etc of the products by distinct brands (Constantinides, 2004).

Looking at today's scenario where everyone is busy in the fast working life that involves long working hours, one



faces problems in fetching out some time to buy various necessary products from the market and hence the process of shopping becomes more of burden process than a fun time. Therefore, the concept of online shopping serves the purpose significantly well for people who are too preoccupied in their working lives. E-shopping appears quite simple and exciting to the people and also requires no travelling or some special time from one's schedule. Hence, that is the probable reason why figures show an increasing graph on the number of E-shoppers, (Cheung and Liao, 2001).

II. LITERATURE REVIEW

The fundamental objective of the company is to assure that the quality of the products delivered to the customers is remarkable so as to establish a long-run relationship with the customers, which further contributes to the profit making process of the enterprise. Visualizing the above scenario the study of consumers becomes a crucial instrument with respect to e-shopping of clothes (Kumari, 2012).

Bellman et al (1999) stated that the indicators which hold the power to influence the decision of the users to opt for shopping online are revealed by the research which is conducted by utilizing various demographic variables such as age, education, income, which have a latent unnoticeable effect on the probability of whether the customer will go for e-shopping or not. The facts and information collected through the research stated that the section of society which is literate, young and have deep pockets are more inclined towards online shopping. Further, the other factor which facilitated the greed of shopping amongst the web users included their past experience with a particular e-shopping website, due to which the users remain glued to e-shopping concept.

Gurleen, (2012) analyzed in their research study about the reasons responsible which retard the interests of the customers in purchasing clothes online from the numerous shopping websites available at just a click. The most common reason that came forward which hindered the online shopping experience of the customers included the following:

(1) Financial risks: It pointed towards the anxiety and the anticipation amongst the customers with regard to the payment security like revealing the card details etc. The research study was carried forward by Know and lee (2003), who witnessed and inspected nine factors that affect the customer behavior with regard to e-shopping. The factor which topped the list and was the most influencing factor focused on the worry of the customers about the payment details while doing online shopping. It was observed in the research study that the apprehensive attitude of the customers towards online shopping was put forth to be a principle discriminator between consumers opting for e-shopping and those not opting for the same.

(2) Consummation risk: The situation of this risk arises when the cloth items ordered via online shopping are delivered to the respective consumer and the commodity delivered does not satisfy the demands or the expectations of the consumer with respect to the quality of the product. Rastogi, (2010), further elaborated the fact of 'risk taking' from the perspectives of the customers in relation to the

efficiency of the quality of the products ordered. The customers become aware with the quality of the products only when items arrive at their doorstep, thus there is a certain level of risk that the customer bears.

(3) Privacy risk: This corresponds to a situation where the consumer is doubtful about sharing their personal private information with the online world because of the risk of letting an authorized access to their crucial information.

Suresh and Shashikala, (2001), researched and presented their optimistic views about the online-shopping concept. They were of the view that the IT technology with the internet facility has proved to be a great boon for the internet users with the facility of online shopping coming up. Online shopping has freed the users from the overhead of travelling and moving from shop to shop in search of selecting the best product, with online shopping on the way the consumers just need to do a few clicks and the items are delivered at their residence, thus making the scenario comfortable and full of leisure for the users.

Ramayah, (n.d.), observed in their research study that online-shopping has brought the shops quite closer to the consumer's residence thereby making shopping complacent and delightful for the shoppers. Now the shopping can go according to the wish of the customer from whichever mall located in any country around the globe. Sitting at one's residence the consumer can call an order for style through online shopping at comparatively exclusive offers and affordable prices.

Hoffman, et.al. (1999) observed that the most vital feature which affects the online shopping experience is the trust factor. The existence of trust amongst the shopping individuals proves to be quite momentous as the success of this whole online business relies completely on 'trust', a factor which compels the individuals to repurchase the commodities. Thus, it becomes very significant for the online shopping websites to offer protected methods for the execution of the online payment transactions and maintaining the efficacy and the quality of the products delivered through online shopping.

Iftikhar et al (2011) research study concluded that the shopping preferences of the consumers are influenced to a great deal by the social class of the consumers. The study further stated that the relationship established is not just a mere statement based on illusions but evaluated through extensive research which puts forth that the status of the shopper is proportional to the purchasing rate of the products by the respective shopper. The various factors like income, education, awareness and profession help in examining the status of the consumer which further helps in the evaluation of analysis of purchasing capacity of the consumers coming from distinct background status. The research established that individuals coming from different background status have different preferences with respect to shopping; the further discussion involves the focus on the management entailments and future research perspectives in this particular domain.

Lata et al (2011) a research study was organized in the area of Hisar city of the state Haryana and the nearby villages so as to seek the preferences of the rural women specifically rural mothers while purchasing clothings for their children



and family. To fetch the data for the research, about eight retail shops dealing in garments were interviewed and asked a well structured set of questionnaire. The data fetched from respondents showed that about fifteen varieties of garments existed in the stores for both the sexes and the list of priorities were obtained from hundred village women. Their preferences list comprising- Salwar kameej and pyjama suit were witnessed to be the most demanding clothing amongst women and kurta-pyjama and pant-shirt amongst men.

III. OBJECTIVES OF THE STUDY

The fundamental objectives of the present research study include:

- To recognize the core reasons for the users with high inclination towards online or personal shopping of clothes.
- To recognize the causes of satisfaction or dissatisfaction amongst the users with respect to online shopping of clothes.
- To establish the factors that influence the conception of the consumers in relation to online shopping of clothes
- To establish the pros and cons aspects of online shopping of clothes
- Proposed suggestions prior to the research findings of the present research study

The present research study focuses on a unique topic which has not been in discussion in the past research studies. The researcher thus, accumulates the data with the help of a well structured questionnaire, utilizing which certain characteristics and behavioral patterns of the consumers are drawn which contributes a lot in elaborating the existing trends observed in the consumer behavior well evident in the facts.

IV. RESEARCH METHODOLOGY

The researcher working on this study would employ the descriptive research approach. To fetch remarkable results from the research study and illustrate the thesis extensively on paper and in practical comprises the core objective of the research study. A monumental proportion of the present research study shall be derived from the responses accumulated via questionnaire from the respondents as the data gathered from them is vital for driving conclusions. Since the major input in the current research study has been collected from the respondents therefore, it is their views which gives a vivid description about the selections made with respect to shopping of clothes and what parameters affect their shopping criteria.

Time, effort and money are three aspects that prove to be very significant for all and sundry in today's scenario, hence the process of data collection will be followed by putting queries like- what is the regular occurrence rate of their shopping, their preference list amongst online shopping websites or the stores they usually prefer, working hours, the occupation of the respondents, their education level and other related questionnaire so as to fetch the desired information about their attitude towards shopping.

The information so gathered from the respondents will be utilized in the process of analysis to frame certain relationships among the factors considered to be affecting the purchasing rate and the background status of the consumers. The relationships so established shall be presented using graphs, tables and diagrams in order to portray the research study data in a presentable and comprehensive manner.

V. DATA COLLECTION AND SAMPLE SIZE

The methodology employed by the researcher for data collection shall comprise a quantifiable approach which would allow the researcher to measure the information accumulated and hence amalgamate the data to establish the conclusion to the current research study. As illustrated in the above sections, the collection of fundamental data would be based on the questionnaire and visual observation, respondents would be interviewed over a specific set of questionnaire. In order to make sure that the research study is based on true facts and not just illusionary statements, the researcher shall make sure that the questionnaire may comprise interactive and interesting questions which may grab the attention of the respondents and thus contribute in the process of true and reliable data collection. Thereafter the data so collected shall be examined effectively by utilizing SPSS with the intension of fetching appropriate accurate results.

The next step to be taken by the researcher shall be probability sampling method. The primary reason for following this strategy is to get the core insight about the perspectives of the consumers with regard to e- shopping and personal shopping of clothes and to get to the root cause which urges the consumers to prefer or avoid online shopping. The further research will be continued, with centre of attraction on the area of Patiala by the researcher. The survey questionnaire so framed shall be put to a maximum of 500 random respondents in the city of Patiala who prefer or does not prefer online shopping. The list of respondents shall envelope individuals from distinct background status, age groups between 18-60 years, genders and economic or financial status. The reason behind going for respondents from distinct backgrounds is to obtain adequate pertinent results with high level of accuracy which would make the research study successful. The expected response number is supposed to range from 400-500 responses. The survey questionnaire will be propagated to the respondents personally, through e-mails or post.

VI. DATA ANALYSIS

Concentration of major data collection for the current research study includes the responses fetched from the respondents, thus a quantitative approach shall be incorporated for the research which follows a rationalist methodology. The entire process of the research study comprising the data collection and data analysis shall be descriptive as it would involve majestic data representing the responses of the respondents, observations made, factors affecting the shopping criteria of the consumers, the economic, social and educational status of the consumers in the city of Patiala. Numerous data analysis tools like factor analysis, general linear modeling, co-efficient of correlation,



ANOVA, regression analysis, Chi-square, t-test shall be deployed whenever required. The process of data analysis thus can be referred as a tool that is employed in order to club the observations gathered into an accurate frame structure that helps in effective evaluation of the results.

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