



Perception of the adopters about the e-shopping

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Abstract - The present research revolves around behavior of the customer towards the shopping that distinguishes between the people who prefer to buy things online or physically be present at the stores for shopping. Since online shopping is the latest buzz now days and has increased demand in the recent years. The purpose of this study the factors which actually make people to choose between the two types of shopping schemes. This includes a lot of data collection which further helps to evaluate the strategies thereby matching conclusions with what other researches think of the same. Varieties of methods have been taken into consideration –one of them is the numerous sampling technique which enables to know about customers' choices of personal shopping or online shopping. At a later stage some academic articles can also be taken into consideration to check response of people to changing scenario of the two types of shopping. This study conducted research among 500 respondents regarding their perception about the e – tailing and three dimensions was evaluated.

I. INTRODUCTION

With the boom in the IT industry online world has also risen up to another level. And online shopping has eventually increased. This has increased the popularity of the internet and has increased its usage manifold. The standard of living depends mainly upon the income of the person and that further determines the comfort one gets from all his capacity to buy things. One good thing about online shopping is that you can simply lie back on your sofas at get whatever you want at just a single click of mouse (Constantinides, (2004)). This has increased the demand of online shopping. Online shopping also provides great varieties of things available in front of them. A study found that almost 100 million people are a part of online shopping world now.

And one thing which is astonishing is that there are more number of people who go for online shopping than the number of people who actually are internet users (Bontempo et al, 1997). This shows that the online shopping trend is increasing to a great extent (James, (2010)). People prefer to comfortably sit at their homes and then want the internet to follow their orders and get them whatever they want at their doorstep (Sajjad, (2012)). E-shopping makes it easier for the users to select over large and amazing collection from all over the world and then choose

the one which is best suited for them. Then there are even return back policies (Christy & Cheung, (2003)). All this

enables them to compare everything in terms of price, quality and the type of material used.

Seeing the present situation where life is so fast moving and everyone has long hours at work, going to buy personally things becomes really difficult and also wastes a lot of time in that. So shopping seems to be a more tiring exercise in that case (Cheung, & Liao, (2001); Wan, (2009)). All this seems to be so simple in case of online shopping especially for those really don't have time for even themselves. It involves no travel or taking out special time from busy routine. This is the reason of increase in figure of online shoppers.

II. LITERATURE REVIEW

The basic aim of a company is to make sure that its customers get the best quality products because this can only develop long lasting relations with the customers. And this is the reason for profit increase of the company. So, customers have a major role in e-shopping.

The factors which determine this study are based on various variants' such as the age, education, income. All these factors may not be too much significant but they play a major role in determining the preference of online shopping (Chang, et al, (2013)). The data collected tells that the sections of society which is educated especially the youth and have a good pocket are more influenced by online shopping (Palmer, (1994)). And other important factors include the past experiences of the customers about online shopping.

Gurleen, (2012) Found in their study the reasons which are responsible to decrease the interest of the customers to buy clothes online. Some of the most common reasons are the following ones:

Financial factors: It include the insecurity of people to tell the details of their credit cards online. This study was analyzed further by Lee & Tan, (2003) who found nine factors that affect the interest of the customer with regard to online shopping. And the most highlighted factor was the insecurity of payment and its details. It was found that the apprehensive attitude of people was a differentiating fundamental of preference for online or offline shopping.

Risk of consummation: The risk being talked about is that when the items delivered to the customer are not satisfying their desire for the quality. Boudreau et al, (2001), further found that it is risky for the customer to order things online and then take risk for its quality because until the order has not arrived one is uncertain of its quality (Cox, (1967)).

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.

Privacy factor: Sometimes people are unwilling to share their personal information and are doubtful in doing it. Chandrashekar & Suri, (2012), gave their views on the online shopping after the research. They said IT technology along with internet facility has proved to be of great benefit for all internet users .

The concept of online shopping has made the users rid of unnecessary roaming and selecting the best quality for them. With the upcoming of online shopping schemes the items are easily available for you from round the world.

Daniel, (2006) said that the most important factor for online shopping is the trust factor. Trust among the shoppers determines the success rate of the online business . Thus online shopping websites should work to a great extent on winning trust of the people.

Saaksjarvi, (2007) researched about the shopping choices of the consumers which are up to a great extent dependent upon the social class they belong to. This statement is not based not only on some imaginations but on some research facts .Factors like income education and awareness help to find out the status of the person (Paim, (2011)). This helps to find out the purchasing capability of the person. People from varying backgrounds have varying choices depending upon their status.

A study was conducted in Hisar city in Haryana in order to find out the choices of the rural women specially mothers to buy clothes for their families. Eight retail shops were interviewed and were questioned. The study revealed that preferences of people were salwar kameej and pyjami for women and kurta-pyjama for men.

III. RESEARCH METHODOLOGY & DATA ANALYSIS

In our study the sample shall be collected from the 500 respondents those living in and around the region of Patiala and they will be picked randomly from various demographic background. While picking up the sample special attention shall be paid to the thought that whosoever shall be included in the study sample shall be literate about the conduct of the basic internet and computing skills.

The objective of the research study was to analyze any difference in perception of the adopters and non – adopters of the e – shopping and for that 14 statements questionnaire based on various aspect of the covering the topic was framed and was surveyed among randomly selected 500 respondents. In the survey 44 respondents was found to be non – adopters of e – shopping while 456 was the adopters of the e – shopping.

On all fourteen statements the response on five point likert scale was collected and it was further subjected to the factor analysis with the VARIMAX rotation (Kotler, (2009)). The Bartlett Test was significant and KMO test value was higher i.e. 0.871. The correlation matrix obtained was almost significant. The extracted commonalties obtained were all above 0.500 expect one statement don't have to leave home for shopping, for which it was 0.450, still it was retained in the further analysis. The analysis of the Scree plot and

variance table showed that collectively three factors explain approximately 70.0% of the information.

Table 1: Eigen values and variance explanation of the model under factor analysis

	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.712	47.95	47.95	6.71	47.95	47.95	4.64	33.11	33.11
2	1.650	11.79	59.73	1.65	11.79	59.74	3.46	24.75	57.85
3	1.339	9.57	69.29	1.35	9.565	69.29	1.60	11.44	69.29

Table 2: Rotated Component Matrix Output of Principal Component Analysis with VARIMAX Rotation of Perception of the Customers

	Component		
	1	2	3
<i>E Shopping is hassle free</i>	.865		
<i>E shopping provides better quality than retails</i>	.804		
<i>Online shopping is novel, fun way of shopping</i>	.777		
<i>Internet shopping provides better selection than stores</i>	.774		
<i>E stores have things which I want</i>	.740		
<i>In future online shopping will surpass the store shopping</i>	.723	.529	
<i>Internet ordering is hard process for me</i>	-.562		
<i>I hate to give credit card number to computer</i>		-.845	
<i>I like product are delivered at my home</i>		.830	
<i>I like to see things in person before buying them</i>		-.787	
<i>It is hard to judge the quality of products online</i>		-.724	
<i>I only shop on internet when it is cost effective</i>			.750
<i>I don't have to leave home for shopping</i>			.604
<i>I want my purchase to be absolute private</i>			.547

The factors of collective statements through the rotated component matrix was, the first factor identified was Usefulness which contains statements like e shopping is fun, a novel way of shopping, e shopping is hassle free, fill up my needs, provide better quality and selection and have future in coming years than the retail market. The second factor was Risks which contains statements like risk of credit card, no physical assessment of products and hard to judge the quality of the products, another statement in output analysis which was not included in the factor Risk was products are delivered at home, the reason of non inclusion was that it was not the statement of Risk, thus even though rotated component matrix output recommended four statements for this factor, finally three were retained. In the final factor it was Conscious Customers that includes statements like e shopping is hard process, shop when cost effective; don't have to leave home for the shopping and I like absolute private shopping. Thus the perceptual factors that effect the customers towards the e shopping of clothes were Usefulness, Risks Associated and Consciousness.



IV. CONCLUSION

The purpose of the research a paper was to analyze the reasons and the perception of the customer being shifted to the online shopping from the traditional concept of the shopping. The study was conducted among the residents of the Patiala city in Punjab and it was evaluated that the residents perceived the online shopping as the Usefulness, Risks Associated and Consciousness.

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