

A STUDY TO MEASURE PERCEPTION OF ONLINE SHOPPING WITH REFERENCE TO RURAL AND URBAN BUYERS IN DEHRADUN CITY

Jai Dev¹ & Rakesh Semwal²

¹Research Scholar, Uttarakhand University, Uttarakhand, Dehradun, India

²Assistant Professor, Uttarakhand University, Uttarakhand, Dehradun, India

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ABSTRACT

In this research report, there is a study of measuring the perception of urban and rural buyers regarding online shopping in Dehradun city. This study is conducted to focus light upon the different factors which influence buyers while doing online shopping. It provides information regarding the patterns and behavior buyers. The scope of this study is in various dimensions of online shopping. This study helps in understanding the various factors which influence the perception of rural and urban buyers. The research which is conducted for this study is descriptive in nature. The sample size of 100 has been taken from Dehradun city and the sampling technique which is used is probability sampling. Data is collected through the primary.

KEYWORDS: Buyer's Perception, Rural and Urban Buyers, Influential Factors

INTRODUCTION

Online Shopping is a process which allows consumers to buy products from a seller via the Internet. Since the world wide web is emerging with a very high growth rate and the new development in technologies, it is easy for the buyer to purchase the product from the home. Online shopping is in trend and millions of new people come to this platform. It is becoming Popular day by day and achieving new heights. People are switching to online shopping from offline shopping.

Both rural and urban buyers use the internet for doing online shopping but there is a difference between both buyers. Rural buyers are the buyers who live in Rural Areas and majorly agriculture is a chief source of livelihood. Whereas urban buyers live in cities and are more literate and they are majorly from the service business background.

Before online shopping, people do traditional Shopping & there is a big difference between these and they are as follows:-

- Anyone can access to online Shop at any point of time whereas in traditional shopping there is fixed time to do shopping majorly at the day time.
- In online shopping, there are multiple choices of payments options are available where-as in traditional shopping purchase are made in exchange for cash payment.
- In online shopping, customers can take its enough time to compare the product until he satisfied himself while in traditional shopping; there are limited times within which a customer compare its product.

- Customers get many offers for a single product in online shopping while in traditional shopping there are not so much offers given to the customers.

LITERATURE REVIEW

- **Lina Zhou, Liwei Dai & Dongsong Zhang (2007)** in their study organizes a survey. Conclude their findings into a model, i.e. Online shopping acceptance mode which explains the acceptance of consumer of e-shopping. Some of the factors are examined to get a result & these are demographics, online-shopping experience, personal traits, Internet experience, Normative beliefs, shopping motivation etc. After examining these factors researcher gets a mixed outcome. The model finds the latest trends & coordinates with a finding which is conflicting.
- **Vaggelis Saprikis, Maro Vlachopoulou & Manto Chouliara (2010)** investigates the perception for e-shopping in terms of advantages, problems, demographic profile & expectations of the online stores. They provide insights into online consumer behavior. The study classifies online shopping after sales problem. This study is based on adopter & non-adopter of online shopping.
- **Kanwal Gurleen (2012)** found four significant factors which are online shopping challenges, a consciousness of price, comfort & different varieties, option for easy clearance. The study shows that shopping through online provides better & more options to choose from.
- **Dr. M Rajesh & G Purushothaman (2013)** studies that consumers are likely to buy those products from the shopping websites on the base factors like user-friendly shopping websites, availability of variety product, discounts, offers. The study also concludes that consumers are more likely to purchase durable goods rather than non-durable goods.
- **Ling Jiang, Zhilin Yang & Minjoon Jun (2013)** identifies dimensions regarding online shopping. These are access, search, assessment, Transaction & ownership or post-purchase access means how & when a customer is accessing the websites. It includes flexibility for time, used of energy by the user, different product or brand availability. Search includes the design of web page where the product is listed, search engine optimization, server speed, Classification of different product, speed of download, etc. Assessment / Evaluation includes the information of product, product differentiation, information of price of listed products. The transaction involves methods of payment; exit process, etc. Possession includes the time of delivery, safety & security of products. Behavior of person who delivers the product, etc. Post-purchase includes the return of product if not match up to expectation, the safety of the customer, the security of data etc.
- **Mr. Pratiksinh S. Vaghela (2014)** in their study on "A study on consumer perception towards online shopping" with the objectives- To know customer perception towards online shopping. To discriminate analysis of perception on gender bias & to identify customer online shopping behavior states that e-shopping is more convenient than offline shopping but many customers are in trouble in return of low-quality product & also the problem of poor customer service.
- **Dr. R Shanthi & Dr. Desti Kannaiah (2015)** states that according to personal Characteristics there are similarities & differences in the perception of online shopping. The study also points out that most of the youngsters are poised to & habitual of e-shopping. The authors are revealed that the purchase from online is

much cheaper than of the offline market. They also claim that which influence the online shoppers like payment security, warranties and guarantee, the company's reputation and products security.

- **Margarida Bernardo Ferreira (2016)** explains a ideal model to measure perception of consumer who are online shoppers. The conceptual model includes ten dimensions i.e Access convenience, search convenience, evaluation convenience, Alternative convenience, transaction convenience, possession convenience, post purchase convenience, Online convenience, online customer satisfaction, Behavioral intentions & Electronic word of mouth.
- **Manjo MR (2016)** studied regarding online buyers perception i.e. perceived credibility, perceived trust & perceived worthiness. The study also proved insightful on the broad topic regarding e-shopping, also the researcher finds that perceived worthiness & perceived credibility have remarkable different for the various age group.
- **Ahmad Nabot, Vanja Garaj and wamadeva Balachandran (2017)** found that e-shopping is still very uncommon due to some barriers like barriers in delivery, unreliable delivery & improper transportation system. The study also investigated regarding the intention of customers to purchase products online & refer it to others as another source for shopping.

OBJECTIVE OF THE STUDY

- To know the factors which affect the buyer's perception.
- To measure the perception of consumers towards online shopping.
- To discriminate analysis of perception on the rural and urban basis.

RESEARCH METHODOLOGY

Research Design

It is a process through which components of research set in a reasonable manner and the framework within which the research study will conduct. The research which will be conducted for this study is descriptive in nature.

Sampling Design

It is basically a roadmap for selecting a sample from the whole population and selecting sampling methods which are used to select samples.

Sample size- 100, sampling techniques- Probability sampling, Selection of the sample taken from Dehradun.

Methods of Data Collection

The data for this study is collected from the primary source in which the method of the structured questionnaire is adopted for taking the respondents response.

Tools for the Analysis

The tools which are used for the analysis of data are tabulation, cross tabs, frequency distribution etc.

Analysis of Data

Demographic Profile

Table 1

Demographic Characteristics		
Age	18-24	40
	25-30	32
	31-40	18
	Above 40	10
	Total	100
Gender	Male	58
	Female	42
	Total	100
Education Status	Undergradauate	15
	Grduate	35
	Post graduate	47
	Doctorate	03
	Total	100
Occupation	Student	57
	Service	13
	Business	15
	Home maker	15
	Total	100
Area	Urban area	57
	Rural area	43
	Total	100
Monthly income (family)	Less than 10000	10
	10001-25000	20
	25001-50000	35
	50001-75000	12
	75001-100000	15
	More than 100000	08
	Total	100

Interpretation-In demographic profile, it gives an explanation of the respondents profiles like age, gender, income, education status, occupation, monthly income, area.

Multiple Response Analysis

Table 2

Analysis Of Multiple Response		Area		
		Rural Buyer	Urban Buyer	Total
Items purchase through online	Apparels	27	30	57
	Electronics items	21	33	54
	Grocery items	25	21	36
	Cosmetics items	18	19	37
	Furniture items	12	11	22
	Others	06	02	08
	Total	109	116	225
Problem faced while doing online shopping	Payment related problems	24	14	38
	Unclear return and guarantee policy	27	25	52
	Security and safety	21	26	47
	Others	12	11	23
	Total	84	76	160
Factor consider while doing online shopping	Price	20	20	40
	Quality	17	32	47
	Convenience	12	15	27
	Payment options	13	16	27
	Security	18	11	21
	Total	80	94	174

Interpretation- In Table 2, the study states that rural buyers prefer to purchase apparels from online shopping; on the contrary urban buyers prefer to purchase electronics items from online shopping. The problem which is mostly faced by rural buyers while doing online shopping is the unclear return and guarantee policy while urban buyers faced problem on security and safety. Rural buyers consider price factor while online shopping and urban buyers consider quality while doing online shopping.

Perception

Table 3

Perception Related Questions		Area		
		Rural Buyers	Urban Buyers	Total
Preference for shopping	Online shopping	25	38	63
	Offline shopping	18	19	37
	Total	43	57	100
Frequency of shopping online	When needed	25	35	60
	Once in a week	06	07	13
	Once in a fortnight	07	08	15
	Once in a month	05	07	12
	Total	43	57	100
Online shopping is convenient	Yes	32	45	77
	No	11	12	23
	Total	43	57	100
Timely delivery of product	Yes	25	38	63
	No	18	19	37
	Total	43	57	100
Low price product	Yes	35	43	78
	No	08	14	22
	Total	43	57	100

Product quality is good	Yes	33	48	81
	No	10	09	19
	Total	43	57	100

Interpretation- The above Table 3 shows that rural and urban buyers prefer online shopping rather than offline shopping. Both rural and urban buyers mostly shop when they needed. Rural and urban buyers said that online shopping is convenient. Rural and urban buyers have the same perception regarding the timely delivery of the product and they think that product is delivered on time. Both rural and urban buyers respond that online websites provide low price product and the product quality is good.

FINDINGS

- It has been found that price is one of the major factors which influences equally the buyer of the rural and urban area.
- Buyers of rural and urban area prefer online shopping but online websites should more be focused on the rural buyer.
- Rural buyer gets affected by unclear return and guarantee policy while urban buyers affected by security and safety issue of their personal details.
- Both rural and urban buyers don't have a fixed pattern of purchase online but they mostly purchase when they needed.
- Both rural and urban buyers agree that online shopping is convenient and the price is low in comparison to offline shopping.

CONCLUSIONS

Online shopping is becoming a part of the life of both rural and urban buyers. The study shows that more and more people are aware of online shopping and they are preferring online shopping as it gives many benefits to the buyers like timely delivery of the product, low price product, convenient shopping experience, etc. The study shows that buyers also have some issues regarding online shopping like payment related problems, Unclear return, and guarantee policy, security and safety issues, etc. The online websites should remove these hurdles while buyers do online shopping. All in all online shopping gives pleasure experience to its buyers and buyers are attracted towards it and in seems like that buyers will do more shopping online and refer others too to shop online.

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