A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE SHOPPING AND ITS IMPACT ON RETAIL SHOP AT KOLAR DISTRICT

Vishnu C[1], Bhanupriya.N[2], Dr.Mohammed Arif Pasha[3]

[1]Final Year MBA Student, PG Department of Commerce and Management Studies, Brindavan College, Bengaluru
[2]Assistant Professor, PG Department of Commerce and Management Studies, Brindavan College, Bengaluru
[3]Principal, Brindavan College, Bengaluru

Email: [1]vishnu132683@gmail.com, [2]bhanusowsh@gmail.com, [3]arifpasha75@gmail.com

Abstract—O*nline shopping is a trend and people now a days addicted to online shopping in order to save time and other reasons this affected retail shop and if people depend on online shopping retail shop will be affected and impact is Negative, objective of the study is to know the shopper's perception, and to identify the factors which affected people to go for online shop, to analyse the issues faced by retailers. Research methodology used for study is Descriptive study and formed few questions as annexure and collected the data and done analysis, and concluded people depend on online due to saving time and people purchase more for discounts and to take advantage for benefits in a study.*

Keywords—*E-Commerce, Online Shopping, Perception, Preference, Retail Shop.*

INTRODUCTION

In recent years, buying products or services over the net, online shopping has gained immense popularity mainly as a result of people finding it convenient and easy to shop from the comfort of their home or workplace and also relieved from the difficulty of moving from shop to shop in search of the good of the alternative. Online shopping (or e-tailing from electronic retail or e-shopping) could be a form of e-commerce that allows customers to buy products and services directly over the net via a virtual shop. Some of India's top online stores now are Amazon, Flipkart, Snap deal, Homeshop18, Myntra, etc. Retail could be a method of selling customer's products and services through multiple distribution channels. Retail stores may be small or large, but most of them operate in the same line as "shopping for sale." Retail business variety is as precedent as civilization and is the most basic business form. Retail Stores types are like- department stores. A department store could be a retail store offering the end-users a large selection of products under one roof. In a department store, customers will receive most of the product they want to buy at one place only Discount Stores-Discount stores also offer a wide variety of products to end users at a discount, however. The discount stores typically offer a limited range, and in some cases the quality may also be somewhat inferior to the department stores. Supermarket-It is called a supermarket a retail store that typically sells food and home goods, properly placed, and organized in specific departments. A supermarket is an advanced variety of the small grocery stores and supplies the consumer's house wants. Mom and Pop Store (also known as Kirana Store in Indi-Mom and Pop stores are small stores run by people in the neighborhood to meet the daily needs of customers staying in the neighborhood. They offer selected things and are not organized at all. Malls-a mall is formed by several retail stores operating at one place. However, on a common platform, a mall would consist of many retail outlets each selling their own merchandise. The net has multiple advantages over retail stores. First, the choice, whereas the bookstore at the corner of the road or nearby fabric store offers hardly 5000 references on its stalls or twenty styles of the same size garment, Amazon has many thousands of varieties. Web is full of on-line retailers offering 10 or perhaps a hundred times more merchandise than the common retailer might dream of. The prices of storing and referencing a product for an e-commerce website represent a small fraction of the cost as compared to the cost of storing and referencing a product for "physical" stores. Online shopping is making a big impact on retail stores from customer satisfaction and service availability.

Online shopping could be a form of electronic commerce that allows customers to get products or services directly from a vendor over the net using an application. Customers notice a product of interest by visiting the retailer's website directly or by searching between different vendors using a shopping program that displays the availability and pricing of a similar product at completely different e- retailers. By 2020, customers will shop online using various computers and devices,

including desktop computer, laptops, tablet computers, smartphones, and smart speakers.

REVIEW OF LITERATURE

- **D.R.M. Rajesh and G. Purushothaman (2013)** Studied e-shopping has become increasingly popular and the main reason for this is convenience (and often lower prices). Online shopping usually in the holiday season saves an individual the trouble of searching several stores and then waiting in long queues to buy a certain item. The Internet is changing the way consumers shop and purchase goods and services and has rapidly developed into a global phenomenon. Numerous companies have started using the Internet to cut marketing costs, thereby minimizing the price of their products and services to compete. The Internet has, no doubt, profoundly affected our lives in which it plays a pre-eminent and unparalleled role. In addition to the tremendous potential of the e-commerce market, the Internet offers companies a distinct opportunity to reach existing and potential customers more efficiently.

- **K.S. Silpa, P.U. Rajasree and Dr.P. Balasubramanian (2016)** This project was an attempt to study perception of people towards shopping online. Most people favor doing online shopping because of the survey, even if they felt some difficulties. Most people agree that shopping online will be more on demand soon than shopping offline. Hence, in the coming years, online marketing will have a broader scope. More people prefer cash on delivery compared with net banking. A larger proportion of respondents encourage other people to enter e-shopping. Due to fear of goods quality, most people do not shop online, are afraid to give out their credit card details, and they also find conventional methods more pleasant. The fact that Many people are attracted to online shopping, which creates the basis for tremendous prospects for today's and tomorrow's marketers.

- **K. Rama Mohana Rao and Chandra Sekhar Patro (2016)** The study focuses on identifying and analyzing the different factors influencing consumers ' perception of e-shopping on the various products on the online retail market available. The study findings showed that consumer perception of e-shopping depends on various factors that can be broadly identified as convenience, website design, delivery, price advantage, reliability, and responsiveness. Most respondents are satisfied with the current conditions, according to the study. However, there are still several indicators which need to be improved. As e-shopping websites increase, in-store shoppers need to attract consumers with more attractive offers and product quality.

- **Vidyashree.D. V, Alay.P, and Shobha.H. N (2018)** Examined that the perception of consumers in online shopping varies from person to person and that the perception is to some extent limited by the availability of proper connectivity and the exposure to online shopping needs to be improved to satisfy the customer. Consumer perception also has similarities and difference based on their usage of personal characteristics based on their needs and demand. In the day to come online shopping has tremendous potential and more and more business will be adding online platform to offer the customers extended retailer shelves. However, they must build confidence by offering value service to customers to maintain their trust.

STATEMENT OF THE PROBLEM

In this study an effort has been created to focus on the impact of the increasing trend of on-line looking over the varied mounted look retailers. Retailers comprise of a large section of the population and bigger population depends upon these retailers. This study appearance into the varied aspects regarding however retail businesses are being affected and conjointly the various recovery mechanisms they are arising with to counter those e-stores in their race of survival. This study additionally unravels the impact upon the gain of the varied considerations thanks to increasing trend for on-line looking. Though the periodicity of the study is a smaller amount nonetheless a good try has been created to enlighten the situation at the side of concrete suggestions. This study is conducted with the objectives of analyzing and understating the consumer's perception towards on-line looking, to know varied issues featured by customers at the time of on-line looking and additionally offers effective solutions to beat such problems.

OBJECTIVES OF THE STUDY

- To check the thought of shopper perception

- To identify factors influencing shopper to shop for on-line

- To review the issues moon-faced by retail retailers

METHODOLOGY AND ANALYSIS

In this study the chosen variables like costing elements and other expenses and using the descriptive study, collected the data through secondary form, and calculated the expenses status by using chart and analysis. All expenses factory, administrative, office expenses is calculated for 5years and interpreted the result.

Sampling:

The actual sample size consists of 15 respondents from online shopping and retail shopping.

Primary data:

Whenever its necessary the primary data has been used, in this I collected the data through questionnaires, interview in structured and unstructured and telephone interview.

Secondary data:

In this I collected the information through internet and with help of magazines

Tools for data collection:

Questionnaires and telephone interview.

Plan of analysis:

The collection of data is arranged and tabulated as per the objective of the study. Identify the most important facts in the crisis.

LIMITATIONS OF THE STUDY

- The study is limited to Kolar city only.

- Besides that, the detailed study has been conducted taking on retail stores based upon convenient sampling.

- Time is also a limiting factor as the study is conducted in a very short span of time

DATA ANALYSIS AND INTERPRETATIONS

TABLE 1: GENDER

Gender	No. of respondents	Percentage
Female	39	38.6%
Male	62	61.4%

Above table shows that 61% of the respondents are male and 39% are female. Majority of the respondents are male this is the general or common question that I asked in the survey.

TABLE 2: AGE

Age	No. of respondents	Percentage
18-25	57	56.4
25-30	29	28.7
30-35	14	13.9
Above 36	1	1

In the above table there are total 101 responses the 18-25 years' respondents are 57. 25-30 are 29 respondents 30-35 are 14 respondents above 36 are 1 response.

TABLE 3: WHAT DO YOU LIKE MOST ABOUT ONLINE SHOPPING?

Options	No. of respondents	Percentage
Convenience	18	17.8
Cheaper	26	25.7
Save Time	36	35.6
Choice	21	20.8

From the above table shows that 17.8% of the respondents like online shopping because of convenience .25.7% like because of cheaper and 35.6% likes online shopping because of time save. 20.8% likes for more choices Therefore, the online buyers will like most because of the time saving so it effects on retail shops and their profits and turnover of retail shop.

TABLE 4: IS ONLINE SHOPPING SAFE?

Options	No. of respondents	Percentage
Yes	68	68
No	33	33

From the above table shows that 68% of respondents tells that online shopping is safe to buy the products and services 33% respondents tells that online shopping is not safe. In the era of updated technology everything has digitalized so that peoples also adopted the technologies in a systematic manner and consumer perception towards online safety is very good.

TABLE 5: FREQUENCY OF ONLINE SHOPPING?

Options	No. of respondents	Percentage
As needed	37	36.6
Once a month	30	29.7
Once a week	26	25.7
Once a few days	8	7.9

From the above table shows that frequency of online shopping of the respondents are high when there is a need to buy a product and it is (36.6%), and 29.7% of people buy once a month.25.7% buys once a week and 7.9% buys once a few days.

TABLE 6: MOST FREQUENTLY PURCHASED CATEGORY?

Options	No. of respondents	Percentage
Electronics	27	26.7
Clothing and fashion	42	41.6
Accessories	22	21.8
Others	10	9.9

From the above table shows that highest purchased category according to survey is 26.7% electronics 41.6% clothing and fashion and 21.8%, other category 9.9% so highest purchased category is clothing and fashion. In the updated technology peoples are more concentrating towards clothing and fashion so online has giving more preference to clothing and fashion and also with good offers so that people will buy in online and they will reduce to go for retail shops.

TABLE 7: WHAT INFLUENCES YOUR SHOPPING DECISION FOR ONLINE SHOPPING OF PRODUCTS?

Options	*No. of respondents*	*Percentage*
Advertisement	57	56.4
Magazines	22	21.8
Outdoor posters	17	16.8
Direct mail	5	5

From the above table shows the influence shopping decision of online shopping products in that 56.4% influenced by advertisement. 21.8% influence by magazines .16.8% from outdoor Posters and 5% from direct mail. Advertisements place a consumer to buy the product. in this survey I got to know that with the help of advertisements most of the online shopping has very good sales compare to retail shops online has providing a more advertisements so that people will buy in online it is effecting on retail shops.

TABLE 8: MOST AMOUNTS SPEND IN SINGLE TRANSACTION THROUGH ONLINE?

Options	*No. of respondents*	*Percentage*
1000-5000	43	43
5000-10000	34	34
10000-50000	20	20
50000-100000	3	3

From the above table shows that the amount spent by consumer through online shopping in that 43% spend 1000-5000, 34% of consumers spent 5000-10000, 20% spent 10000-50000 in Single transaction. 3% spent 50000-100000 the people are spending money to buy a product and services and making payments through online.

TABLE 9: HOW SATISFIED YOU ARE WITH YOUR EXPERIENCE OF ONLINE SHOPPING?

Options	*No. of respondents*	*Percentage*
Highly satisfied	62	62
Satisfied	38	38

From the above table shows that customer experience of online shopping in that 62% customers are highly satisfied and 38% are satisfied but not up to the mark.

TABLE 10: HOW OFTEN YOU GO FOR RETAIL SHOP AFTER YOU OPT FOR ONLINE?

Options	*No. of respondents*	*Percentage*
Daily	56	56.6
Weekly	43	43.4

Above table shows that after choosing online shopping how often they will visit the retail shop in that 56% visits retail shops daily and 43.4% of customers visits weekly

FINDINGS

E-commerce consistently takes up a greater proportion of consumer time and expenditure. Consumers have several driving factors to shop online with prices, convenience in shopping and a wide range of available products being the primary ones. The study's key findings are as follows:

- Retailers' turnover and profit margins have declined significantly in the last few years.

- Retail stores are more engaged in customer satisfaction services nowadays.

- Even if retailers are unable to keep a wide variety in stock, they are trying to keep the best of them to have an impact on more sales.

- Window shopping at an alarmingly higher rate is seen by customers to have a physical look at the product and buy it online at a reduced rate.

- Retail stores now start at the doorstep of their customers with home delivery services for their various products.

- Consumers become more comfortable with the online shopping experience with convenience and the range of products becomes relatively more important as a decisive factor for online shopping.

SUGGESTIONS

Retailers need to change their market orientation. Today's is a consumer market and therefore consumer satisfaction is the priority. The firm has to be in consumers' good books. Better quality products, fair price and friendly after-sale services are the basic areas where the business has to focus to a remarkable degree. Additional services should be provided to consumers to help them and build on a loyalty that would, in turn, ensure stable sales over the coming years.

Technology places an important and vital role in the economy, so that changes are common, and some changes have to be made by human beings. Online shopping is also a human change and retail shops are also needed to survive both in nature,

- While e-shopping is very simple and convenient, people still prefer traditional shopping over shopping online.

- The study shows that customers prefer cash on delivery to online payment.

- Respondents prefer e-shopping, as time, money and a variety of options are saved.

- Most respondents say shopping online helps them access a wide variety of products quickly

- Most customers used online shopping and showed willingness to continue, but very few have done so

- Earlier online shopping and not showing willingness to continue Following are major limitations of large-scale online shopping

- Customers wish to see the product before purchasing in person. Customers are afraid that they will receive the wrong or bad product and could not return.

CONCLUSION

The retail side has changed. The advent of technology in the recent period has been the main reason for this. Retailing today means going into shopping centers, online and mobile. Small retailers miss out somewhere in all these. But for all reason and seasons the nearby store is always the most important concern. It does not just need to survive to relive. The retail stores simply need to uplift their business pattern and face a more positive outlook on the competitive world. E-shops and retail stores both have to survive, none at the other's expense. It is not just about the livelihood it gives to the thousands of people but also about the convenience and steadfastness of a fixed retail store. Consumer perception places an important and vital role in purchasing the products and services that this research is carried out to analyse the perception of consumers and the impact of online shopping on retail stores. So that some of the diploma is suggested to measure to satisfy the loopholes of consumer perception towards online shopping and its impact on the retail shop as it rightly said run if you can't walk then but don't stop.

REFERRENCES:

[1]   Chetan Bhagat, Retail Management, OXFORD

[2]   ACNielsen Report. (2005). Global Consumer Attitudes towards Online Shopping.

[3]   http://en.wikipedia.org/wiki/Online_shopping(Retrieved 2013-1-25).

[4] http://www.technofunc.com/index.php/domain-knowledge/retail-industry/item/overview-of-retail-industry(Retrieved 2013-1-25).

[5] "Online Shopping Acceptance Model – A Critical Survey of Consumer Factors in Online Shopping", Journal of Electronic Commerce Research, Vol. 8.

*****