



## Consumers perception towards online shopping platforms

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### Abstract

Online shopping platforms have transformed the retail landscape by offering convenience, variety and competitive pricing. The preference of consumers expeditiously shifting from traditional markets to digital platforms due to increase in smartphone usage and internet penetration. There are various factors such as pricing, trust, convenience, customer support and delivery service which influence the perception of consumers towards online shopping. The aim of present research is to study the consumers' perception towards online shopping platforms. Data has been collected from 200 consumers using a self-structured questionnaire. Statistical tools *viz.* Descriptive Statistics, Correlation and Multiple Regression Analysis have been used to analyse the collected data. The results depict that consumers' satisfaction is significantly influenced by delivery service, price affordability, convenience and trust. These factors also influence the intention of consumers to continue online shopping. Among all factors, trust and delivery service indicate the strongest relationship with consumers satisfaction. Younger consumers are found to be more inclined towards online shopping because of time scarcity and comfort. However, issues regarding payment security, product quality and return policies still influence the confidence of consumers.

**Keywords:** Consumer perception, online shopping platforms, perceived risk and price sensitivity etc

### Introduction

With the past-paced growth of digital technology, online shopping has become an essential part of modern lifestyle. Consumers behaviour is significantly influenced by digital platforms by providing various services *viz.* convenience, product variety and accessibility. Online shopping removes the geographical limitations and enables the consumers to make comparison of prices and products easily (Kotler & Keller, 2016) <sup>[7]</sup>.

There is a change in the consumers thought in evaluating the product and services due to technological-driven of retailing. In contrast to traditional retailing, online shopping is heavily dependent on customer service responsiveness, digital trust and user experience. Many factors such as timely delivery, user-friendly interface, reliability of transactions and post-sale services play a significant role in shaping the perception of consumers (Schiffman & Kanuk, 2014) <sup>[11]</sup>.

In developing countries like India, digital transformation has taken place at rapid pace because of increased smartphone usage, affordability of internet and many government initiatives such as digital India. E-commerce has also witnessed growth after Covid-19 which forced the consumers to adapt online buying habits. Despite growth in online shopping, it faces many challenges such as cybersecurity risk, physical product inspection, complicated return policies and delayed deliveries (Akturan & Tezcan 2022) <sup>[1]</sup>. The perception of consumers is not only dependent on technological availability but also on trust in online vendor and psychological confidence (Gefen *et al.*, 2003) <sup>[4]</sup>. To understand how consumers, perceive online shopping platforms is important in making effective marketing strategies and increasing satisfaction level of consumers.

### Review of Literature

Jarvenpaa *et al.* (2000) <sup>[6]</sup> conducted research to study customer trust and perceived reputation in online stores. The findings showed that trust significantly reduced the risk and enhanced purchase intention. E-commerce platforms which

were well known generated high trust in comparison to lesser-known platforms. It indicates the significance of brand credibility in online business. Li and Zhang (2002) <sup>[8]</sup> found that consumers satisfaction was influenced by many factors such as information quality, website design and internet activity. Consumers trust and repurchase intention had been increased due to transparency and user-friendly interface. Gefen *et al.* (2003) <sup>[4]</sup> studied the role of technology acceptance and trust in online shopping behaviour of consumers. It was found that trust played an important role in enhancing the perceived usefulness and ease of use directly and reduces the perceived risk. Online shopping intention was influenced by both institutional and cognitive trust. Monsuwe *et al.* (2004) <sup>[9]</sup> found that consumer attitude towards online shopping directly influenced by information availability, convenience and perceived ease of use. Two types of motivational factors emerged as important drivers in influencing the online buying behaviour of consumers. Sinha and Kim (2012) <sup>[12]</sup> examined the online shopping behaviour of consumers. The results indicated that trust of consumers towards online shopping was influenced by system reliability, privacy and security. Consumers were hesitated to buy the products online because of security concerns. Richa (2012) <sup>[10]</sup> studied the perception of Indian consumers for online shopping. It was found that more internet literacy among Indian consumers had increased the acceptance of online shopping. However, delay in delivery, privacy and product mismatch were the main problems which influenced the satisfaction level of consumers. Al-Debei *et al.* (2015) <sup>[2]</sup> examined the factors which influence the online shopping behaviour of consumer. The findings showed that trust, perceived value, website quality and electronic words of mouth significantly influenced the buying intention of consumers. Arora and Sahney (2020) <sup>[3]</sup> examined the determinants of consumer trust in online shopping platforms and found that information quality, perceived security and platform credibility significantly influenced the customers' trust. Higher sales were observed with higher trust. Jain *et*

al. (2021) [5] studied the factors which influence the consumers satisfaction in online shopping. The results demonstrated that information quality, website design, delivery performance, security and customer service were the main factors which influenced customer satisfaction in online shopping. Akturan and Tezcan (2022) [1] studied the complaints which are faced by consumers while they purchase goods online. It was found that ineffective complaint handling such as unresolved issues and delayed responses significantly reduced the loyalty of consumers. Further, transparent, prompt and fair complaint resolution strengthened the trust of consumers and repeat purchase.

**Objectives of the Study**

- To study the consumers perception toward online shopping platforms.
- To analyse the relationship between consumers satisfaction and perception variables towards online shopping platforms.

**Research Methodology**

This section focuses on the methods of data collection and statistical techniques used in order to study the consumers perception towards online shopping platforms A systematic research structure was adopted to obtain reliable and valid results.

**Research Design**

This study is descriptive and analytical in nature. Descriptive design has been used to describe the opinion and perception of customers regarding online shopping platforms and analytical research has been to analyse the relationship between different variables viz. convenience, price perception, delivery service, customer service and overall satisfaction.

**Source of Data**

For the present study, primary data has been used. Data has been collected through self-administered questionnaire.

**Universe of the Study**

The present study has been conducted in Karnal division in the state of Haryana. This study covers the consumers who have used online shopping platforms such as Amazon, Flipkart, Myntra and Meesho etc. Those customers have been selected who purchase the products from online platforms regularly.

**Sampling**

Purposive sampling technique has been adopted to collect the data from respondents. Students, working professional, businessmen and service person have been contacted to collect the data who use online shopping platforms. Questionnaire were distributed to 220 respondents but due to incomplete information 20 questionnaire were rejected. Thus, Sample size comprises of 200 respondents.

**Table 3.1:** Reliability Test

Construct	Items	Cronbach Alpha
Trust	4	0.81
Convenience	4	0.83
Price	4	0.78
Delivery Services	4	0.85
Customer Services	4	0.80
Satisfaction	4	0.88
Overall Scale	24	0.91

Table 3.1 presents the results of the reliability test conducted using Cronbach’s Alpha for all constructs. The Cronbach’s Alpha coefficients range from 0.78 to 0.88, and the overall scale reliability is 0.91, which is considered excellent.

**Since all values exceed the accepted threshold of 0.70, it indicates:**

- High internal consistency among items
- Validity of the questionnaire for further analysis
- Each construct measures what it is intended to measure

Thus, the measurement instrument is found to be highly reliable, and the data collected is suitable for statistical analysis.

**Analysis and Interpretation**

This section focuses on analysis and interpretation of data. Descriptive Statistics, Correlation and Regression have been used to analysis the collected data.

**Table 4.1:** Frequency Distribution of Preferred Online Platforms

Platforms	Frequency	Percentage
Amazon	76	38
Flipkart	56	28
Myntra	36	18
Meesho	20	10
Others	12	6
Total	200	100

Table 4.1 shows the frequency distribution of preferred online platforms. This table indicates that the most preferred platform for online shopping is amazon showing 38 percent of the sample size. The second preferred online shopping platform is Flipkart with 29 percent of the sample size. These two online shopping platforms account for 66 percent of total preference. Hence, it indicates a strong market dominance. Myntra (18%) is another important platform followed by Meesho (10%). Price sensitive consumers prefer meesho. The other category (6%) suggests that a small segment explores niche platforms or regional apps.

**Table 4.2:** Descriptive Statistics of Perception Variables

Variables	Mean	SD
Trust	4.01	0.78
Convenience	4.25	0.65
Price	3.95	0.72
Delivery Services	4.18	0.69
Customer Services	3.90	0.74
Satisfaction	4.30	0.61

Table 4.2 depicts the mean and standard deviation of consumers perception variables. Convenience and satisfaction have highest mean value among all variables indicating thereby that consumers strongly agree that online shopping is convenient, time saving and satisfactory. The mean value of delivery service is 4.18. it shows that customers are satisfied with the timelines of delivery. The mean value of trust is 4.01 indicating thereby that customers nowadays rely on online shopping platforms. They have trust in these online shopping platforms. While customer service has mean value of 3.90. it is lowest among all variables. It shows that customers are dissatisfied with regard to complaint handling and refund processing. The

values of standard deviation of each are moderate which indicate consistency in responses across respondents. Further, overall perception of customers towards online shopping platforms is positive. Convenience is the most appreciated feature while there is a need of improvement in customer service.

**Table 4.3:** Correlation of Perception Variables with Consumers Satisfaction

Factor	Correlation (r)
Trust	0.71
Convenience	0.66
Price	0.59
Delivery Services	0.73
Customer Services	0.55

Table 4.3 shows Pearson correlation coefficients between independent variables and customer satisfaction. R value of delivery service is 0.73 indicating a strongest relationship with customer satisfaction. Trust (r=0.71) depicts a strong positive relationship. Convenience (r=0.66) and price (r=0.59) indicate a moderate positive relationship. Customer service (r=0.55) shows a weak but still positive correlation with customer satisfaction. Further, all values of correlation are positive. It depicts that improvement in any construct leads to improved customer satisfaction.

**Table 4.4:** Regression Analysis

Model Summary		
R	R <sup>2</sup>	Adjusted R <sup>2</sup>
0.83	0.69	0.67

Table 4.4 shows the result of regression model. The regression model gives R<sup>2</sup> = 0.69, which implies that 69 percent of the variation in the customer satisfaction is explained by trust, convenience, price, delivery and service. The model is strong and statistically significant. Customer perception is the key determinant of satisfaction. This proves the relevance and explanatory power of the study variables.

**Table 4.5:** Coefficients Table (Regression Results)

Variable	Beta	Sig
Trust	0.32	0.000
Convenience	0.19	0.021
Price	0.17	0.031
Delivery	0.35	0.0000
Customer Services	0.09	0.112

The regression coefficients show how strongly each variable influence satisfaction. Delivery service is the strongest factor affecting customer satisfaction. Trust plays the second important role. Customer service is statistically insignificant, implying that customers currently care more about speed and reliability than helpline and support service.

**Discussion**

The findings of the present study are supported by existing literature. Trust and delivery are the strongest predictors of customer satisfaction. The findings of the present study are supported by Gefen *et al.* (2003) [4] and Jarvenpaa *et al.* (2000) [6]. Convenience and platform usability, supported by Monsuwe *et al.* (2004) [9]. Price sensitivity was moderate and supported by Al-Debei *et al.* (2015) [2], who argued that

value perception matters more than absolute pricing. Indian consumers’ increasing digital literacy aligns with Richa (2012) [10], but concerns over refund policies remain.

**Conclusion**

The study concludes that consumers have positive perception about various platforms of online shopping, driven mainly by convenience, trust and delivery performance. The findings reveal that online shopping platforms are preferred by customers due to ease of access, time saving benefits and attractive pricing of products while trust in payment system and data security significantly enhances the confidence in online transactions. Delivery service is the strongest predictor of overall satisfaction and it highlights the significance of logistics efficiency in e-commerce success. While customer service has comparatively lower influence. The results also indicate that functional efficiency and psychological confidence both play a significant role in enhancing customer satisfaction. Therefore, it is required for online retailers to focus on strengthening the security mechanism, simplify the return procedures and improving fulfilment system in order to enhance customer retention and competitive advantage. Customer perception plays a significant role in shaping the growth and sustainability of online shopping platforms.

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