A STUDY TO EXAMINE THE CUSTOMER PERCEPTION TOWARDS ONLINE SHOPPING

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Abstract
Online shopping is the process of buying goods and services from merchants who sell on the Internet. Since the emergence of the World Wide Web, merchants have sought to sell their products to people who surf the Internet. Shoppers can visit web stores from the comfort of their homes and shop as they sit in front of the computer Now a day, online shopping has become popular among people, they have become techno savvy and feel very comfortable in using internet. So online shopping has becoming a trend that is why it is necessary to make a study on online shopping usage and perception.

The main aim of this research is to study the perception of the customers towards online Fashion products and also discriminate this perception gender vise. For this purpose, with help of convenient sampling method 100 respondents were selected and data were collected through structured questionnaire. On the basis of data analysis it is found that most of the customers were perceived that online shopping is better option than manual shopping and most of the customers were satisfied with their online shopping transactions.

Keywords: Online shopping, customer perception, fashion products.

Objectives of the study
1. To analyze the preferences of buying fashion products on different e-commerce websites.
2. To find the satisfaction of customer after buying clothes online.
3. To find which fashion products do people prefer buying online.
4. To identify online shopping behavior of customers.

Introduction
Online shopping or online retailing is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Alternative names are: e-shop, e-store, Internet shop, web-shop, web-store, online store, and virtual store. An online shop evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. In the case where a business buys from another business, the process is called business-to business (B2B) online shopping. The largest of these online retailing corporations are eBay and Amazon.com, both based in the United States.

Online shopping in India: India's e-commerce market grew at a staggering 88 per cent in 2016 to $ 16 billion, riding on booming online retail trends and defying slower economic growth and spiraling inflation. The increasing Internet penetration and availability of more payment options boosted the e-commerce industry in 2016. E-commerce business in India is expected to reach around $50-70 billion by 2020 on the back of a fast growing internet-connected population and improvement in related infrastructure like payment and delivery systems. (DNA, 2016) The products that are sold most are in the tech and fashion category, including mobile phones, ipads, accessories, MP3 players, digital cameras and jewelry, electronic gadgets, apparel, home and kitchen appliances, lifestyle accessories like watches, books, beauty products and perfumes, baby products witnessed significant upward movement. India's e-commerce market, which stood at $2.5 billion in 2009, reached $8.5 billion in 2012 and rose 88 per cent to touch $16 billion in 2016. The survey estimates the country's ecommerce market to reach $56 billion by 2023, driven by rising online retail. This growth is because of aggressive online discounts, rising fuel prices and availability of abundant online options. Mumbai topped the list of online shoppers followed by Delhi, while Kolkata ranked third. The age-wise analysis revealed that 35 per cent of online shoppers are aged between 18 years and 25 years, 55 per cent between 26 years and 35 years, 8 per cent in the age group of 36-45 years, while only 2 per cent are in the age group of 45-60 years. Besides, 65 per cent of online shoppers are male while 35 per cent are female. To make the most of increasing online shopping trends, more companies are collaborating with daily deal and discount sites, the survey pointed out. India has Internet base of around 150 million as of August, 2016 which is close to 10 per cent of Internet penetration in India throws a very big opportunity for online retailers to grow and expand as future of Internet seems very bright. The size of India's e-commerce market in 2015 was around $13 billion, according to a joint report of KPMG and Internet and Mobile Association of India (IAMAI). The online travel segment contributed over 70 percent of the total consumer e-commerce transactions last year. (DNA, 2016).

Literature Review
Isaac J. Gabriel (2007) studied online consumers' risk perceptions and will reveal a "cognitive map" of their attitudes and perceptions to online risks. It was accomplished by composing a master list of online hazards and activities, measuring current level of perceived risk, desired level of risk, and desired level of regulation associated with them, composing a master list of online risk characteristics, determining online risk dimensions, and revealing position of each online hazard or activity in the factor space diagram. A factor space diagram captures a graphical representation of the results of the factor analysis. This study is still in progress and results are not available yet.

Soonyong Bae, Taesik Lee (2010) investigates the effect of online consumer reviews on consumer's purchase intention. In particular, they examine whether there are gender differences in responding to online consumer reviews. The results show that the effect of online consumer reviews on purchase intention is stronger for females than males. The negativity effect, that consumers are influenced by a negative review more than by a positive review, is also found to be more evident for females. These findings have practical implications for online sellers to guide them to effectively use online consumer reviews to engage females in online shopping.

Research Methodology
The present research is a Descriptive Research because we just want to draw a picture as to what are the factors that influence consumers to shop online fashion products. Primary data collection method is used for the present research. Consumers were surveyed so as to find out what are the factors that influence consumers to purchase online through a questionnaire.Sample size has been set up to 100 Questionnaires as per the guidelines provided by the institute. Sample area for filling up questionnaires was Aurangabad City's area. Sample unit for questionnaires were all those people who shop online fashion products.

Results & Discussion

Sr.No.	Attribute	Category	No. of Respondents / %
1	Age	Less Than 20	18
2		21-25	01
3		26-30	6
4		31-35	72
5		Above 35	3
6	Gender	Male	69
7		Female	31
8	Working Organization	Public Sector	41
9		Private Sector	39
10		Others	20
11	Monthly Income	20000 to 30000	20
12		30000 to 40000	24
13		40000 to 50000	30
14		Above 50000	26

Table 1: Demographic Information of Respondents

Table 1 shows the demographic information of respondents, maximum respondents belong to age group 31-35, work in public sector organizations and have monthly income between Rs. 40000 to Rs .50000.

Frequency of Shopping: 7 people shop online every 15 days,32 people every month,36 people shop every 3 months,24 people every 6 month, maximum of the population (68%) shop every month to every 3 months.

Frequency of buying online fashion products: 2 people shop online fashion products every 15 days, 21 people every month, 40 peoples every 3 months, 30 people every 6 month, and there are 7 respondents who do not shop online fashion products.

Preference of Fashion Products Category: There are 38 people who prefer buying shoes online, 47 people who prefer buying clothes online, 28 people who buy accessories online and there are 40 people who buy above all things online

Time Taken to shop online products: There are 12 respondents who take less than 15 min to buy online,34 respondents who take 15-30 min,31 respondents who take 30-45 min and 23 respondents who take more than 45 min to buy online.

Reasons for Buying Fashion Products Online: It was found that 32% people have selected the reason as ease of searching item, 18% people have selected the reason as availability of discounts, ,10% people have selected customer service, 15% people have selected ease of payment, 25% people have selected packaging. It is found that maximum (61.18%) of the people shop online because they find it easy for searching the items and they get more discounts online as compared to offline stores.

Reasons that Stop you from buying fashion products online: 15% people stated **insecurity about online payment** options, 50% people have mentioned concerns about quality of products, 11% people opine that the lag between payment and delivery is a reason that they do not prefer online shopping, 24% people quote the desire to touch the products physically is there preference hence they do not prefer buying online.

First website that comes to your mind for buying fashion products online: 37 respondents have thought Flipkart as the first option for buying online fashion products, 24 have thought Amazon and 23 have thought Myntra.

Overall Satisfaction on online shopping: There are 51% people who are highly satisfied after buying fashion products online and 3% people who are highly dissatisfied.

Suggestions
Quality of products can be monitored continually with strategies like providing an authentic quality mark on product so that it would assure the quality of products. There should be an improvement in the web interface of the e-commerce websites. There are 24 respondents who do not buy online because they want to feel the product online so to overcome this Myntra has launched a new plan of "Try and Buy". In this we get the products at our door step we try them and if we are satisfied then we buy it. For the ease of search of products according to our liking many e-commerce sites like Myntra and Flipkart have started a new feature of scan in which u scan the product and u get the same or similar product on the websites.

Conclusion
Online Shopping has become a popular mode of Shopping. The present study reveals that Online Shopping is influenced by the Product Quality, Pricing and Trustworthiness. Instant Review does not influence Online Shopping Intention. So it is important to focus other attributes which influence Shopping ithrough online.

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