



A Study On Psychological Factors Influencing Consumer Perception Towards Online Shopping

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Abstract:

Customer perception refers to the manner in which consumers evaluate and interpret products and services based on their experiences, expectations, and satisfaction levels. These perceptions are shaped by factors such as price, quality, convenience, trust, and overall service experience. Customer perception plays an important role in influencing purchasing decisions, brand loyalty, and long-term consumer relationships. Online shopping, also known as online retailing, is a form of electronic commerce that enables consumers to purchase goods and services directly through internet-based platforms. Customers can browse products, compare prices, place orders, and make digital payments using computers or smartphones. In recent years, online shopping has become highly popular in India because of rapid technological development, increasing internet penetration, and the widespread use of smartphones. Consumers prefer online shopping because it saves time, offers product variety, and provides easy access to discounts and promotional offers. However, concerns regarding payment security, delayed delivery, and product quality continue to influence consumer behaviour. The present study focuses on customer perception towards online shopping and analyses the benefits, challenges, and satisfaction levels associated with online purchasing behaviour.

Introduction:

Online shopping has emerged as one of the most significant developments in the modern business environment. It is a form of electronic commerce that enables consumers to purchase products and services directly from sellers through internet-based platforms. Customers can access online stores through websites or mobile applications and place orders from any location at any time. The growth of online shopping has transformed traditional purchasing patterns and created a new dimension in the retail sector.



The rapid development of internet technology and digital payment systems has increased the popularity of online shopping across the world. In India, online shopping has witnessed remarkable growth due to increased smartphone usage, improved internet connectivity, and changing consumer lifestyles. Companies such as Amazon, Flipkart, eBay, and Myntra have created competitive digital marketplaces by offering a wide range of products, attractive discounts, and efficient delivery services.

Consumer perception plays a vital role in determining the success of online shopping platforms. Factors such as trust, security, convenience, pricing, product quality, delivery services, and customer support significantly influence customer behaviour. Consumers prefer online shopping because it saves time, provides easy price comparison, and offers access to products that may not be available in local markets. At the same time, customers also face challenges such as delayed delivery, online fraud, and lack of physical inspection of products before purchase.

Understanding customer perception towards online shopping is important for marketers and online retailers because it helps them improve service quality, customer satisfaction, and loyalty. The present study attempts to examine customer perception towards online shopping and identify the major factors influencing online purchasing behaviour.

Review of Literature:

Tamilarasi and Praveen (2019) conducted a study on customer perception towards online shopping in Amazon during seasonal offers with special reference to Chennai city. The study analysed customer satisfaction levels based on gender and purchasing behaviour. The researchers found that female consumers in the age group of 20–28 years preferred online shopping because of attractive discounts, better services, and convenient purchasing options.

Saravanan S. (2021) examined customer behaviour towards online shopping and highlighted the importance of product quality, timely delivery, payment security, and privacy protection. The study concluded that customer satisfaction in online shopping largely depends on reliable service quality and secure payment methods.

Aakash (2021) analysed consumer behaviour towards online shopping and identified major barriers affecting online purchasing decisions. The study revealed that payment insecurity, high shipping costs, warranty issues, and limited internet access in rural areas negatively influence customer perception.

Mahadevi R. (2022) studied customer satisfaction towards online shopping and observed that convenience, product availability, and competitive pricing were the major reasons for customer preference. The study also highlighted that positive shopping experiences increase customer satisfaction and encourage repeated online purchases.

Research Gap

Several studies have examined consumer behaviour and satisfaction towards online shopping. However, most of the existing studies focus only on general consumer attitudes and purchasing



patterns. Limited research has been conducted on customer perception regarding trust, security, delivery efficiency, product reviews, and customer service in online shopping platforms. In addition, there is a need to understand how different factors influence customer satisfaction and loyalty in the current digital environment. Therefore, the present study attempts to analyse customer perception towards online shopping in a detailed and comprehensive manner.

Statement of the Problem:

Online shopping has become an important component of the modern economy and consumer lifestyle. Both educated and uneducated consumers are increasingly using online platforms through smartphones and internet services. Customer attitudes and preferences towards online purchasing are influenced by various factors such as convenience, trust, security, product quality, and service efficiency. Consumers expect reliable delivery services, safe payment systems, and accurate product information while shopping online.

Despite the growing popularity of online shopping, several challenges continue to affect customer confidence and satisfaction. Issues such as delayed delivery, payment fraud, poor product quality, and difficulties in return and refund processes create dissatisfaction among consumers. Therefore, understanding customer perception towards online shopping has become essential for improving service quality and enhancing customer loyalty. The present study aims to analyse customer perception towards online shopping and identify the factors influencing customer satisfaction.

Need of the Study:

Marketing primarily focuses on satisfying customer needs effectively through better products, services, pricing strategies, and delivery systems. Technological development and increasing internet usage have significantly changed the way consumers purchase goods and services. Modern consumers lead busy lifestyles and often prefer online shopping because it saves time and provides convenience.

Online shopping allows consumers to purchase products from their homes or workplaces without visiting physical stores. Customers can compare prices, read reviews, and select products according to their preferences. At the same time, consumers also face problems related to security, delivery, and product quality. Therefore, studying customer perception towards online shopping is important to understand consumer expectations, identify customer problems, and improve online shopping services.

Objectives of the Study:

The present study has been undertaken with the objective of understanding customer perception towards online shopping and analysing the factors influencing consumer behaviour in the digital marketplace. The study aims to identify the benefits available through online purchasing and examine the problems faced by consumers while shopping online. It also focuses on identifying the important features expected by online shoppers and understanding the reasons behind the increasing preference for online shopping platforms. In addition, the study attempts to analyse the level of customer satisfaction towards online shopping services and evaluate the factors responsible for customer



loyalty and repeated purchases.

Research Methodology:

The study is based on both primary and secondary data sources. Primary data were collected through a structured questionnaire containing both open-ended and close-ended questions. The questionnaire was distributed among online shoppers to collect information regarding their perception, preferences, satisfaction levels, and problems faced during online shopping.

Secondary data were collected from journals, books, magazines, websites, and previous research studies related to online shopping and consumer behaviour. The collected data were analysed to understand customer attitudes towards online shopping and identify the important factors influencing online purchasing behaviour. The study mainly focuses on convenience, pricing, delivery services, security, and product quality in online shopping platforms.

Scope of the Study:

The scope of the study covers various aspects of online shopping and customer perception. The study examines consumer behaviour, customer satisfaction, and the factors influencing online shopping preferences. It analyses why consumers prefer online shopping, the benefits they receive, and the problems they encounter during online purchasing.

The study also focuses on the impact of online shopping on traditional retailing and the changing trends in the e-commerce industry. In addition, the research highlights the importance of convenience, product variety, pricing strategies, delivery services, and trust in shaping customer perception towards online shopping platforms.

Conceptual Framework:

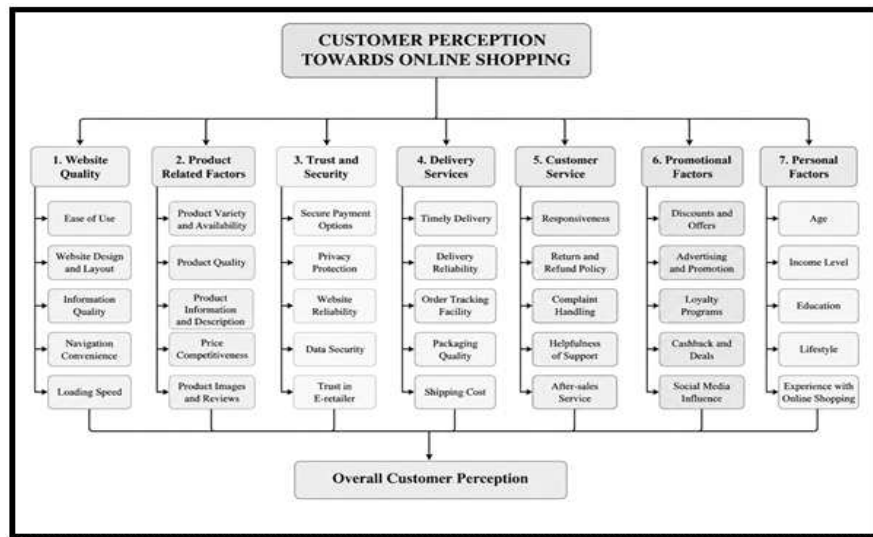
Customer perception towards online shopping is influenced by several cognitive, emotional, and situational factors. Consumers evaluate online shopping platforms based on convenience, trust, security, product quality, pricing, and delivery efficiency. Positive experiences with online shopping increase customer satisfaction and encourage repeated purchases.

Online retailers such as Amazon and Flipkart have created strong brand images through reliable services, efficient delivery systems, and customer-friendly policies. User-friendly interfaces, personalized recommendations, secure payment methods, and transparent return policies also influence customer perception positively. In addition, customer reviews and ratings play an important role in shaping consumer confidence and purchase decisions. Therefore, understanding customer perception towards online shopping is essential for improving customer satisfaction and long-term loyalty.

Nature of Online Shopping:

Online shopping has become an important part of modern consumer behaviour because it provides convenience, accessibility, and flexibility. Consumers can purchase products and services from any location at any time using computers or smartphones. Online shopping platforms provide a wide

range of products and allow customers to compare prices and features easily. The nature of online shopping is dynamic because it continuously evolves with technological advancements and changing customer expectations. Features such as digital payments, personalized recommendations, customer reviews, and quick delivery services have enhanced the online shopping experience. The availability of 24-hour shopping facilities and access to international products have further increased the popularity of online shopping among consumers.



The above diagram explains the major factors influencing customer perception towards online shopping. It highlights important dimensions such as website quality, product-related factors, trust and security, delivery services, customer service, promotional factors, and personal factors. These elements collectively influence customer satisfaction, purchasing decisions, and overall perception towards online shopping platforms.

Advantages of Online Shopping:

Online shopping provides several advantages to consumers. One of the major benefits is convenience, as customers can purchase products from their homes without visiting physical stores. Online shopping also saves time and energy because consumers can compare prices and select products quickly.

Another important advantage is the availability of a wide variety of products from different brands and sellers. Customers can access attractive discounts, promotional offers, and seasonal sales that may not be available in traditional retail stores. Online shopping platforms also provide customer reviews and ratings, which help consumers make informed purchasing decisions.



Disadvantages of Online Shopping:

Despite its advantages, online shopping also has certain limitations. One of the major concerns is the risk of fraud and payment insecurity. Customers may face problems such as hacking, phishing, and misuse of personal information during online transactions.

Another important disadvantage is delayed product delivery, which creates dissatisfaction among consumers. Customers are also unable to physically inspect products before purchasing them, which sometimes leads to disappointment regarding product quality. In addition, online shopping reduces personal interaction and the traditional shopping experience associated with visiting physical markets and stores.

Major Findings of the Study:

The study found that a majority of consumers prefer online shopping because of convenience, time-saving benefits, and product variety. Customers were satisfied with the availability of discounts and promotional offers provided by online shopping platforms. The study also revealed that younger consumers show greater interest in online shopping compared to older consumers.

However, concerns regarding payment security, delayed delivery, and product quality continue to affect customer confidence. The findings indicate that customer satisfaction depends largely on service quality, delivery efficiency, and reliable customer support. Positive shopping experiences encourage repeated purchases and increase customer loyalty towards online shopping platforms.

Suggestions:

Online retailers should strengthen payment security systems to improve customer trust and confidence in online transactions. Providing detailed product descriptions, authentic customer reviews, and transparent pricing policies can help consumers make better purchasing decisions.

Delivery services should be improved, especially in rural and remote areas, to enhance customer satisfaction. Online shopping platforms should also introduce customer-friendly return and refund policies to reduce consumer dissatisfaction. Government authorities should take strict action against cybercrime activities and ensure proper regulations for online business operations.

Conclusion:

The study concludes that online shopping has become an important part of modern consumer behaviour due to convenience, accessibility, and competitive pricing. Consumers generally have a positive perception towards online shopping because it provides a wide range of products, easy purchasing options, and attractive discounts.

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