Awareness Level of the Consumer Towards Online Shopping Features

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Abstract

People's attitudes and behaviors have changed significantly as a result of the Internet. This gift has led to the rise of internet shopping, which has had a profound impact on the life of the average person. the study of aim Awareness Level of the Consumer Towards Online Shopping Features In the age of globalization, e-commerce represents a massive shift in the industry. More and more companies are adapting to technological development during the last decade. It is the use of computers (i.e., online shopping) to improve marketing performance. To address the need for online shopping, merchants are designing strategies and analyzing customer behavior in the area of online buying to better understand consumer sentiments.

Keywords: *E-commerce, Online Shopping, Attitude, Factors, Barriers Consumers.*

1. INTRODUCTION

In today's fast-paced world, online buying is the convenient answer. Customer buying has seen a dramatic shift in the last decade. Despite the fact that many people still prefer to purchase in a brick-and-mortar location, internet shopping has become more popular among customers. Shopping on the internet saves contemporary people precious time because they are so occupied that they are either unable or unwilling to take time off. spend a lot of time at the mall. Consumers may buy products and services directly from a vendor over the Internet in the form of online shopping. Other e-store, e-shop, web-store, and Internet store are some examples of these terms. virtual and internet stores. the desire to buy online the physical resemblance between purchasing goods and consuming them services provided by an online retailer and the buying transaction itself It's known as B2C internet commerce. Online The act of purchasing anything from a store is known as shopping.

2. LITERATURE REVIEW

Mohammad Anisur Rahman (2018) People all around the world's attitudes and behaviors have changed dramatically as a result of the Internet. Consequently, the rise of internet shopping has had a profound effect on the life of the average person. In Bangladesh, internet shopping has also been introduced, although people are still a little apprehensive about doing so on a regular basis. A self-created questionnaire comprising 160 Dhaka city residents was used in this research to get insight into the habits of internet buyers. Consumers purchase online to save time and to access a wider range of items and services, according to a poll. Home delivery is preferred by men over women, who detest not being able to hold the object in their hands and feel how soft it is. It's mostly via social media that they get knowledge about online shopping, and they use the cash-on-delivery option to buy clothing and other items. Online shoppers have conflicting feelings about their entire experience because of their concerns about the safety of the payment method.

Shanthi, R. (2015) There is still a lack of organized retail throughout the nation, with huge retail chains accounting for less than 10 percent of the market. As a result of e-commerce, residents in tiny towns in India are able to get high-quality goods and services that aren't available in bigger cities. It is predicted that by the end of this year, more than 60% of internet consumers would have come from outside of the top eight major metropolitan areas. Expanding the internet's consumer base has helped to diversify its clientele. Only approximately 10% of the population has access to the Internet, compared to 81% in the US and 36% in China. Due to dropping broadband costs, this figure continues to climb on a steady basis. In 1991, Tim Berners-Lee launched the first commercial World Wide Web

server and browser. As a result of these developments, online banking, the inauguration of a Pizza Hut online pizza store, Netscape's SSL v2 encryption standard for safe data transport, and inter-first shop's online purchasing system were introduced in 1994. Amazon.com debuted its online shopping site in 1995, while eBay was founded in 1996. There has been a major shift in the buying habits of customers over the last ten years. Online shopping is becoming more popular, despite the fact that many people still prefer to buy in a brick-and-mortar location. Compared to going to a brick-and-mortar store, purchasing online is more convenient. A wide range of options may be seen from the comfort of one's own home and pricing can be quickly compared to those offered by competitors. One-to-one customer care and round-the-clock customer support are hallmarks of internet marketing, which is conceptually distinct from conventional marketing platforms. Business internet marketing is the fastest-growing section of online commerce today, according to recent data. Traditional and online retailing are vastly different in terms of the level of engagement between the buyer and vendor. Emails and FAQs are becoming increasingly common forms of communication with customers. Using FAQs, inquiries about shipping, payment, product, policies, and other issues may be efficiently handled.

R. Kavitha (2015) Because of the fast advancement of network technology, electronic commerce and electronic marketing have progressively emerged and evolved, creating new business models and opportunities that have had a significant impact on the economic future of the nation. competitiveness. E-commerce has only recently seen the rise of on-line purchasing as a new phenomenon. It's safe to say that online shopping is here to stay. The vast majority of businesses are operating. platforms to market their goods and services online. The convenience of shopping online clients has been able to identify the many items offered in the worldwide market. market, all kinds of things are now accessible on the internet because of fast globalization. Goods and services, consumer goods, books, audio and video cassettes, and services such as the air Tickets may be bought online as well as at the venue. The purpose of this work is to investigate customer awareness. and other elements that influence internet retailing. Qualitative methods have been used in this investigation. in the study of consumer demographics, and quantitative research methodologies respondents' buying habits and knowledge of online shopping's laws and restrictions internet shopping and its advantages and services. The information was gathered. using survey methods. The data has been analyzed using simple percentages. Results the research suggest that numerous factors in India have a substantial impact on online buying. As a result of characteristics such as gender, marital status, family size, and economic level.

3. METHODOLOGY

Objective of Research

- To explore how consumer attitudes about internet buying are affected by socio-demographic characteristics.

- To discover how consumers' opinions regarding online shopping are influenced by the patterns of online purchasing.

- To find out what stifled the consumer's enthusiasm for online purchasing, we conducted a survey.

Sample Method

Participants were drawn from all throughout Country. Convenience sampling was used in this investigation. A well-designed questionnaire was used to collect the study's data. This study drew in 60 participants.

Data collection and data analyze

Convenience sampling was used in the research. Its goal is to learn more about how people feel about internet buying and what it means for them. A questionnaire was used to gather data for the research. The first section of the survey asked about the respondents' demographics, such as their annual income, age, and job title. More questions were asked concerning respondents' internet use patterns in the second section of the questionnaire. Likert scales of 1-strongly agree to 5-strongly disagree were used in a second component of the questionnaire, while the other one ranged from 1-very important to 4-not at all significant, respectively**.** We conducted a poll based on a self-

constructed questionnaire to learn about Bangladeshi consumers' reactions to the country's first foray into internet purchasing. To get a speedy answer from the participants, a Likert scale spanning from strongly agree to strongly disagree was utilized. Non-probability sampling was used in this research to collect data from respondents in Dhaka city, where around 50% of e-commerce buyers dwell. It's more usual in IS research to use a convenient sampling strategy since it's quick to apply and cost-effective. Personal interviews with 200 respondents from diverse age groups (student, service-holder/businessperson/homemaker), as well as those with varying internet buying experiences, resulted in 90% response rate. 160 relevant and legitimate replies were then utilized for further investigation after sifting through all the data. Microsoft Excel was used to examine the gathered data.

4.   RESULTS AND DISCUSSION

The demographic information of 60 respondents may be readily seen in the figure above. In the first graphic, we can observe that the majority of responders are between the ages of 26 and 35, and 15 and 25. It's also worth noting that respondents' educational backgrounds are shown in a second graphic. 55 percent of respondents are postgraduates, while 36.7 percent are undergraduates and the remaining 8.3% are non-graduates, as seen in the diagram. of those polled are college grads, diploma holders, or students with some college experience. Other respondents' professions are shown in a diagram. According to the graphic, 30% of respondents come from the private sector. 20% of the respondents are government sector workers, while the other 20% are students. In this survey, 10% of respondents are entrepreneurs and 8.3% of respondents are professionals.
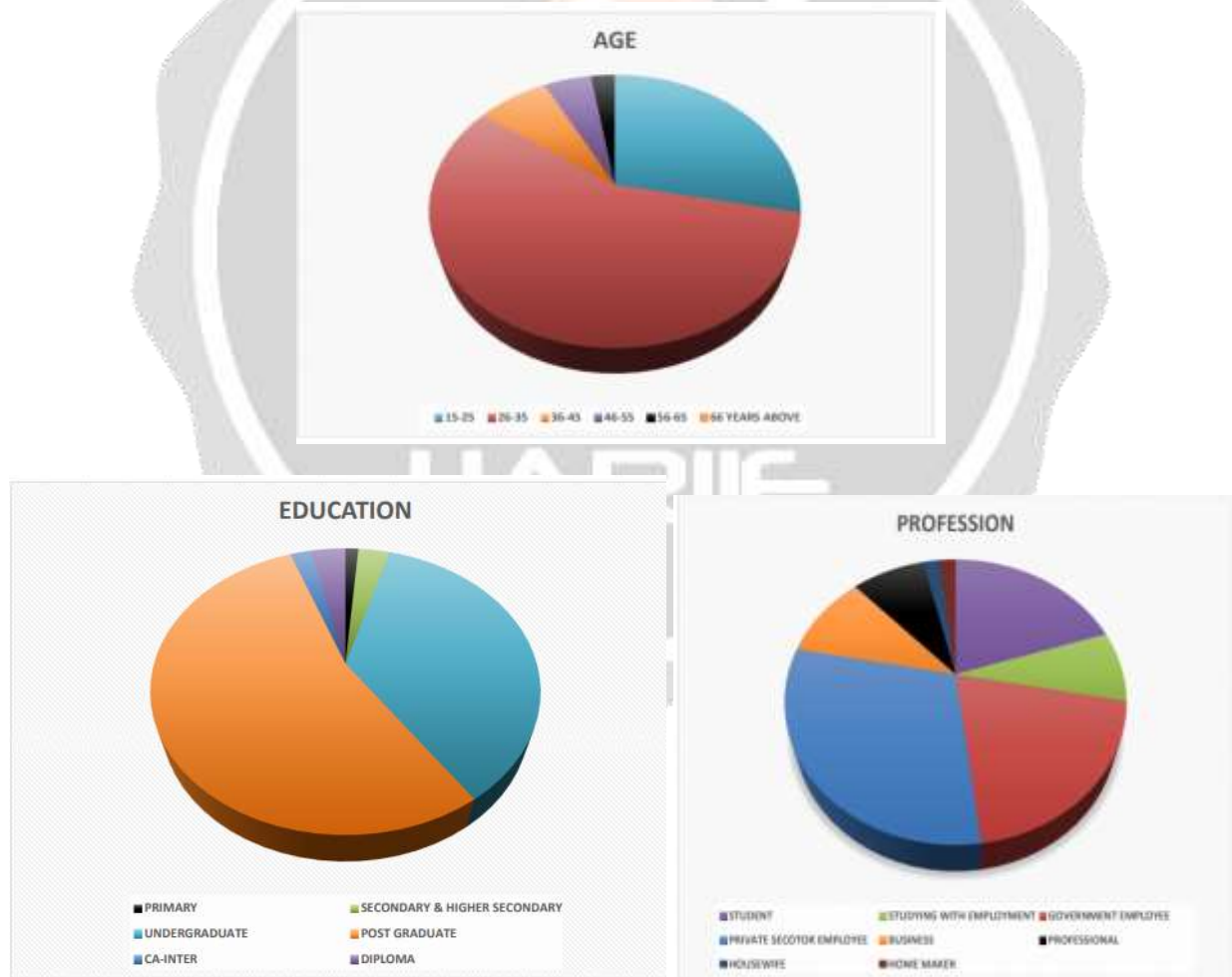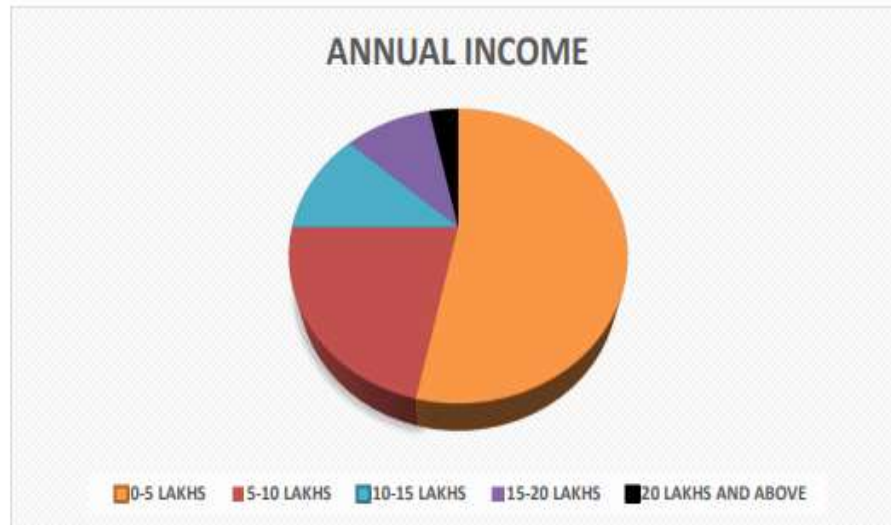
**Figure No 1: To Know the Demographic Factors of Respondents**

The remaining 11.3 percent of respondents are enrolled in college or university, working as a house maker, or a student. The following diagram illustrates this point. yearly earnings of responders are shown. According to the statistics gathered, 53.3 percent of respondents get an annual salary. about two-thirds of respondents earn less than one million dollars every year; 11.7 percent of the population earns between 5 and 10 lakhs. 10 percent of respondents had a yearly income of between 10 and 15 million rupees. The remaining 3.3 percent of respondents had an annual income of at least 20 lakes.

5. CONSUMER ATTITUDE

Consumers' attitudes on internet purchasing are shown in the diagram above. From a total 60 respondents, 95 percent bought items/services online, while just 5 percent had never purchased things or services online. The second figure illustrates the many types of online purchases of goods and services 39 (65 percent) of the respondents purchased food online, whereas 47 (47 percent) did not (78.3 percent) 34 percent of respondents shop for clothing online (56.7 percent) 8 (13.3% of respondents) purchase books on the internet. jeweler for sale on the internet There are 24(40%) people who purchase food on the internet, and 20(33.3%) people who buy cosmetics online. Eleven out of the respondents (or 18.3%) purchased furniture online. Toys are purchased online by 12% of respondents. The number is 34. (56.7 percent) consumers purchase consumer electronics, 31 (51.7 percent) use the internet to make hotel and vacation arrangements. Movie/sports/music/event Tickets are purchased by 37(61.7 percent) of the respondents, whereas just three (3.7 percent) of those polled buy them online (5 percent) There had never been any online purchases made by respondents in this study.

6.   IDENTIFY FACTORS INFLUENCING CONSUMERS TO BUY ONLINE

For the purpose of figuring out what makes people feel about buying for things online It's a 5-point Liker scale, spanning from 1 to 5. There are 45 percent of the respondents who believe that internet buying saves time, and just 10 percent who believe that online shopping does not. Online buying is as convenient as conventional shopping for 18.3% of the respondents, according to the study. Respondents found internet purchasing to be equally convenient as going to the store in person. One in 10 consumers say they find internet shopping less convenient than going to a physical store. shopping.
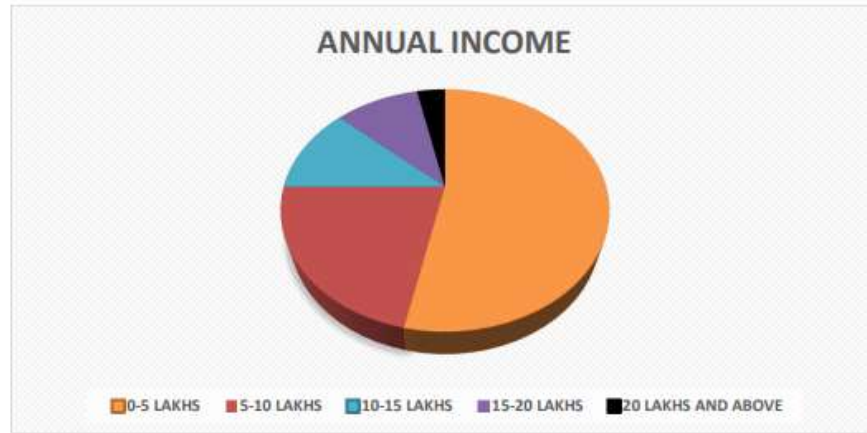
Money-Saving

There are 21.7 percent of respondents who feel it saves money, and 38.3 percent of respondents who agree that it does deliver promotions and discounts, making it money-saving. Despite this, 10% of respondents strongly disagree with the statement. More than 40 percent of respondents strongly agree and 41.7 percent of respondents agreed that internet shopping offers a wider selection of items than conventional shopping, allowing customers to browse from a variety of different brands on the same platform. cannot provide a wide selection of goods and services.

Easy and On-time delivery

Online shopping gives customers with the convenience of quick, on-time delivery and pickup at their front door, according to survey results from 41.7% of respondents. When it comes to internet buying, just 6.7 percent of respondents strongly disagree, while 36.7 percent highly agree and 30% strongly agree that online shopping is convenient. Payments should be safe and secure. Only 10% of those polled thought the payout was fair.

7.   IDENTIFY FACTOR PREFERENCE DURING ONLINE SHOPPING

A Liker scale ranging from 1 (very important) to 4 (not at all important) is used to assess aspects of preference while buying online. internet buying method.

Easy access

Easy access is a major criterion for online shoppers, as seen by the responses of 53.3% of those polled. A mere 5% of the people who took the survey said that simple access was not significant to them in any way.

Look/ Appearance of the product

According to the study, 56.7 percent of online shoppers trust in the product's looks while making purchases.

Brand

According to the statistics, 66.7 percent of respondents said that brand value is a major concern when purchasing online. According to the study, people place a high value on a product's brand name when making an online purchase.

Discount/ Promotion

According to the survey, 50% of respondents said that discount/promotional programmers were a major role in their online purchases. According to 38.3 percent of respondents, discount and promotional programmers are also crucial

to consider before making a purchase. 3.3 percent of those surveyed s Their predilection for internet purchasing is unaffected by discounts or other promotional offers.

8. CONCLUSION

The researcher attempted to investigate the current state of internet buying. 60 people from throughout the nation were chosen to participate in the survey. Using a well-structured questionnaire, these respondents were able to express their thoughts. In order to derive conclusions, researchers used data analysis and interpretation techniques. Researchers came at the following conclusion based on their results. Bangladesh's ICT infrastructure, electronic payment methods, and total Internet usage are fueling this trend when it comes to conducting business online. Prior study has shown that online buying behaviour is influenced by characteristics such as internet connectivity, website accessibility, and more. here, the focus is on the aesthetics

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