

Original Article

# A Study on Consumer Perception towards E-Purchasing of Select Home Appliances

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**Abstract** - e-Purchasing is the procedure of buying goods and services from suppliers who vend on the Internet. Later the advent of the World Wide Web, merchants have hunted to sell their products to people who surf the Internet. Customers can visit web stores from the ease of their homes and shop as they sit in front of the computer. Nowadays, online shopping has become widespread among people. They have become techno-savvy and sense very happy in using the internet. So e-shopping has become a tendency. That is why it is necessary to make a study on online shopping usage and perception. The main purpose of this research is to study the perception of the customers towards e-shopping and also differentiate this perception gender vice. For this resolution, 0

with the help of a convenient sampling method, 120 respondents were selected, and data were collected through a structured questionnaire. On the basis of data analysis, it is learned that many of the consumers were perceived that e-shopping is a better choice than manual shopping and a maximum of the customers were satisfied with their e-shopping dealings. Customers are retrieving their net at their home and office area/college. Male online shoppers' percentage is higher than the female shoppers. The higher education respondent's are showing more interest in e-purchasing home appliances. The Young and middle-aged group, students and employees, have a positive orientation of e-purchasing. Consumer perception of target customers is resulted moderate and also association on consumer perception by age, gender, educational qualification and occupation. The consumer level of perception is strongly impacting their e-purchasing behaviour towards select home appliances like television and air conditioner in the geographical area of Hyderabad and Secunderabad.

**Keywords** – E shopping, Online shopping, Customer buying behaviour, perception

## I. INTRODUCTION

e-Shopping is the procedure of procurement goods and services from traders who vend on the Internet. Later the arrival of the World Wide Web, sellers have wanted to sell their goods to the public who surf the Internet. Customers can reach web stores from the cosiness of their homes and workshop as they sit in front of the computer. Nowadays, e-shopping has converted widely held among people, they have become techno-savvy and sense very comfy in using the internet. Thus e-purchasing has charming a trend. That is why it is essential to conduct a study on e-shopping practice and perception. The key goal of this research is to study the perception of the consumers in the direction of e-shopping and, likewise, distinguish the perception of gender vice. For this reason, with the aid of a convenient sampling method, 120 respondents were designated, and data was used structured questionnaire. In Accordance with data analysis, it is observed that many of the consumers were perceived that e-shopping is well choice than physical shopping, and the majority of the consumers were content with their e-shopping trades. Consumers are retrieving their net at their home, office, college & etc. Most consumers are purchasing textile, electronics products and accessories. The most disquieting barrier for e-shopping was buyers had to provide their credit card details, and they couldn't see goods physically. Consumers accept the declaration that e-shopping is very more expensive compared to physical shopping, it takes much time to deliver the goods, and they are facing convenience while making e-purchases.

## II. REVIEW OF LITERATURE

The Theory of Consumer Buying Behavior Process: customer choice process has 5 levels. It starts with Problem identification and succeeding Info search, Assessment of alternatives, Buying decision and lastly Post Acquisition behaviour. Problem identification starts with the insight of wants and marches near information gathering. where customers depend on internal and external bases to examine given info and use that data in the next step of assessment of



substitutes. Once they have really done with the purchase, now it comes to Post-acquisition behaviour, whether they are content or not with the purchase. (Kotler, 2012). Technology Acceptance Model is basically an information system theory that covers how a user accepts and uses technology. The model deals with the acceptance of information technology. The external environmental factors that affect consumers to make a decision are- Perceived Usefulness (PU) and Perceived Ease of Use (PEOU). The grade to which an individual trusts that using a specific system would improve his or her job presentation is Perceived Usefulness (PU), and Perceived Ease of Use (PEOU) is the grade to which an individual trusts that using a specific system would be free from effort. The major use of the TAM is to clarify how a user receives exact technology. TAM has been useful to measure the influence of perceived web security, perceived privacy, perceived usefulness and perceived ease of use on online transaction intentions (Teck, 2002). TAM was useful to assess owners/managers purpose to accept web-based supply chain management (Choong, 2003). (Chuttur, 2009). Soonyong Bae Taesik Lee (2010) examines the consequence of online customer appraisals on consumers' buying intention. In specific, they inspect whether there are gender alterations in replying to e-customer evaluations. The consequences show that the result of e-customer evaluation on buying purpose is stronger for females than males. Isaac J. Gabriel (2007) examined e-customers' risk perceptions and will disclose a "cognitive map" of their attitudes and perceptions to online threats. It was accomplished by comprising a principal list of online threats and actions, measuring the current level of perceived risk, desired level of risk, and desired level of the rule related with them, constituting 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 GudaVanNoort, Peter Kerkhof and Bob M. Fennis, (2007) in 2 experiments, the influence of shopping background on customers' risk perceptions and controlling focus was inspected. Therefore told that people perceive an online (vs Conventional) shopping atmosphere's more risky, by its risky nature, primes an avoidance focus. The results in Study1 establish these things by means of self-report procedures for risk perception and avoidance focus. Study 2 simulated these results and established that the consequence of an online shopping atmosphere carries over to performance in a domain unconnected to shopping. Seyed Rajab Nikhashem, Farzana Yasmin, AhsanulHaque(2011) investigated peoples' perception of online buying tickets (e-ticketing) as well as why fewer people use this facility were some who do not use it stick to the traditional way to achieve their needs. In

addition, factors such as what inform peoples' keenness and reluctance to use internet amenities are also inspected. The result of this research presented a comprehensively combined framework that can be used by policymakers and business enterprises to recognize the lively associations between scopes of perceived risk, user trustworthiness, usefulness, familiarity and confidence. Yu-Je Lee, Ching-Lin Huang, Ching-Yaw Chen, The aim of this study is to utilize structural equation modelling (SEM) to discover the effect of online bookstore customers' perception on their buying intention. Through literature review, four constructs were used to find a causal association between perception of online shopping and customers' purchase intention. The consequences of this study show that product perception, shopping experience, and service quality have a positive and significant influence on customers' purchase intention, but the perceived risk has a bad influence on consumers' purchase intention, and the shopping experience is most important RaminAzadavar, Darushshahbazi, and Mohammad EghbaliTeimouri. (2011) inspected the issues impelling customers' perception of e-shopping and developed a causal model that clarifies how this perception influences their e-purchasing performance. The research found that factors like trust, customer service, customers' income, price of goods or services and security are more significant to inspire persons to purchase online computer-related goods and services. On the other side, factors like goods customization and price of goods were not much real on buying behaviour of the respondents. So a good level of security in online marketing of computer-related goods and services has this possible to develop more and more to encourage people to reduce the time and cost of the transaction. The most important concern regarding online shopping is the security of transactions.

### III. OBJECTIVES

1. To study the consumer perception towards e purchasing of select home appliances- Television and Air conditioner
2. To analyse the consumer perception of e-purchasing select home appliances- Television and Air conditioner with respect to various demographics
3. To study the effect of consumer perception on consumer e- purchasing buying behaviour towards select home appliances- Television and Air conditioner

### IV. HYPOTHESIS

H01: There is no significant consumer perception towards the purchasing of select home appliances- Television and Air conditioner.

H02: There is no significant difference in consumer perception of e-purchasing select home appliances- Television and Air conditioner with respect to various demographics

H03: There is no significant impact of consumer perception on consumer e- purchasing buying behaviour towards select home appliances- Television and Air conditioner

**V. RESEARCH METHODOLOGY**

The convenient Non-Random sampling technique has been used to collect the data. The primary data is collected by incorporating a structured questionnaire using the direct contact method. A Likert (5 Point Scale) is used to design the Questionnaire. The sample size for this study is 120 respondents from Hyderabad and Secunderabad cities of Telangana. The data analysis techniques used are Frequency and Descriptive analysis, One sample T-Test, One Way ANOVA and Independent sample T-Test.

**VI. DATA ANALYSIS AND INTERPRETATIONS**

**A. Frequencies Analysis:**

**GENDER**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	74	61.7	61.7	61.7
Female	46	38.3	38.3	100.0
Total	120	100.0	100.0	

The above Gives the information that, among the total respondents, the respondents with the gender male are 61.7 %, and female gender is 38.3%.

**EDUCATION**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid S.S.C.	2	1.7	1.7	1.7
Intermediate	28	23.3	23.3	25.0
Degree	54	45.0	45.0	70.0
PG and Above	36	30.0	30.0	100.0
Total	120	100.0	100.0	

The above table it is identified the education qualifications of the respondents. The majority of the respondents are with the educational qualification of Degree. It is about 45% of the respondents who are with a degree qualification. 30% of the respondents are PG and above qualification. 23% of the respondents are with Intermediate qualification, and only 1.7% are with SSC qualification.

**AGE**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Below20 years	44	36.7	36.7	36.7
20-40 years	56	46.7	46.7	83.3
41-60 years	14	11.7	11.7	95.0
Above 60 years	6	5.0	5.0	100.0
Total	120	100.0	100.0	

From the above, it is observed that the majority of respondents are between the age group of 20-40 years. It is 46.7% of the respondents between that age group. And 36.7% of the respondents are below 20 years of age group, 11.7% are between the age group of 41-60 years, and only 5% are above 60 years of age group respondents.

**OCCUPATION**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Student	44	36.7	36.7	36.7
Homemaker	24	20.0	20.0	56.7
Employee	38	31.7	31.7	88.3
Business	14	11.7	11.7	100.0
Total	120	100.0	100.0	

From the above, it is observed that 36.7% of the respondents are students. 31.7% of respondents are Employees, 20% of the employees are Homemakers, and 11.7% of the respondents are doing their own businesses.

**B. Hypothesis Testing:**

**Hypothesis-1: There is no significant consumer perception towards e purchasing of select home appliances- Television and Air conditioner:**

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
CONSUMER_PERCEPTION	120	3.4869	1.06301	.09704

**One-Sample Test**

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
CONSUMER_PERCEPTION	5.018	119	.000	.48690	.2948	.6791

The mean value of consumer perception is 3.4869. It is a moderate level of perception shown towards E-Purchasing of Television and Air conditioner. The mean difference is shown in the above table is 0.48690. It means that a moderate positive perception is exhibited. The significant calculated value is 0.000. It is lesser than the p-value of 0.05. There is enough evidence to reject the null hypothesis. Therefore it can be concluded that there is significant consumer perception towards e purchasing of select home appliances- Television and Air conditioner

**Hypothesis-2: There is no significant difference in consumer perception of e-purchasing select home appliances- Television and Air conditioner with respect to various demographics:**

**ANOVA**

**CONSUMER\_PERCEPTION – GENDER**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10.044	1	.044	3.638	.045

Within Groups	134.426	118	1.139		
Total	144.469	119			

The above gender ANOVA Table shows the f value is 3.638, and the significant calculated value is 0.045. the significant calculated value is 0.045, which is lesser than 0.05. hence there is enough evidence to reject the null hypothesis and accept the alternative hypothesis; therefore, there is a significant difference in the perception towards e-purchasing between male and female gender.

**ANOVA**

**CONSUMER\_PERCEPTION – AGE**

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	10.784	3	.261	3.227	.048
Within Groups	123.685	116	1.152		
Total	144.469	119			

The above age ANOVA Table shows the f value is 3.227, and the significant calculated value is 0.048. The significant calculated value is 0.048, which is lesser than 0.05. Hence there is enough evidence to reject the null hypothesis and accept the alternative hypothesis. Therefore there is a significant difference in the perception towards e-purchasing among various age groups.

**ANOVA**

**CONSUMER\_PERCEPTION – EDUCATION QUALIFICATIONS**

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	10.859	3	2.620	2.400	.041
Within Groups	126.610	116	1.091		
Total	144.469	119			

The above Education qualification ANOVA Table shows f value is 2.400 and the significant calculated value is 0.041. The significant calculated value is 0.041, which is lesser than 0.05. Hence there is enough evidence to reject the null hypothesis and accept the alternative hypothesis. Therefore there is a significant difference among perceptions towards e-purchasing among respondents with different educational qualifications.

**ANOVA**

**CONSUMER\_PERCEPTION – OCCUPATION**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10.552	3	.184	3.160	.033
Within Groups	133.917	116	1.154		
Total	144.469	119			

From the above Occupation Table of ANOVA, it is exhibiting f value is 3.160, whereas significant calculated value is 0.033, which is lesser than 0.05. Therefore there is adequate proof to reject the null hypothesis and accept the alternative hypothesis. Therefore there is a significant difference among perceptions towards e-purchasing among respondents with different occupations.

**Hypothesis – 3:** There is no significant impact of consumer perception on consumer e- purchasing buying behaviour towards select home appliances- Television and Air conditioner

**Coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.133	.090		1.473	.144
	CONSUMER_PERCEPTION	.942	.025	.961	37.989	.000

a. Dependent Variable: PURCHASE\_BEHAVIOUR

The above results indicate that consumer perception significantly influences consumer e-purchasing behaviour. This is evidence that the p-value of consumer perception is 0.00. It is lesser than the top value, i.e., 0.05. Therefore there exists a significant impact on consumer perception of consumer e-purchasing behaviour.

The estimated regression equation has obtained from the above table may be written as

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.961 <sup>a</sup>	.924	.924	.28746

a. Predictors: (Constant), CONSUMER\_PERCEPTION  
R square value is equal to 0.924. It indicates that 92.4% of the variation in consumer e-purchasing behaviour is explained by consumer perception.

**ANOVA**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	119.250	1	119.250	1443.164	.000 <sup>a</sup>
Residual	9.750	118	.083		
Total	129.000	119			

a. Predictors: (Constant), CONSUMER\_PERCEPTION

b. Dependent Variable: PURCHASE\_BEHAVIOUR

From the above ANOVA table, the f value is 1443.164 at a significant value of 0.000. Therefore there is a significant difference in the predictor variable of consumer perception and the dependent variable of consumer e-purchasing behaviour.

**Consumer behavior = 0.133 + 0.942 (Consumer Perception)**

**VII. FINDINGS**

- It is found that the gender majority of the respondents are male, with a frequency of 74 out of 120. i.e. 61.7%
- It is found most of the respondent’s qualification is degree and PG with the frequency of 90 out of 120. i.e., 75%
- The majority of the respondents fall into the age group of fewer than 40 years. It shows a frequency of 100 out of 120. i.e,83.4%

- The highest portion of respondents falls under the categories of students and employees. It is presented with a frequency of 82 out of 120. i.e., 68.4%
- It is found that a moderate level of positive consumer perception is shown towards the e-purchasing of select home appliances that are televisions and air conditioners.
- It exposed that there is a substantial difference in the perception among Male and females towards e-purchasing.
- The study discovered that there is a significant difference in the perception towards e-purchasing among various age groups for select home appliances.
- It found that there is a difference among perceptions towards e-purchasing of select home appliances among the respondents with different educational qualifications.
- The study evidence that different occupational respondents showed different perceptions towards e-purchasing of select home appliances.
- The study derived that consumer perception of e-purchasing has a highly positive impact on consumer e-purchasing behaviour. Positive perceptual customers are showing a positive orientation towards online purchasing of television and air conditioners in the geographical area of Hyderabad and Secunderabad.

### VIII. SUGGESTIONS

- The companies should concentrate on increasing female customers also to purchase online (e-purchasing) as they are the main influencers of purchase decisions towards home appliances.
- It is recommended to Develop appropriate strategies for encouraging above 40 years age group participation in e-purchasing of select home appliances.
- It is suggested to develop convenient programs to bring some awareness among people who are not even having the primary level of education.
- As the majority of prospective customers fall under the occupation of students and employees, it is recommended to modulate strategies to reach them with higher intensity.
- The consumer perception towards e-purchasing is found moderate. Hence it is recommended to develop marketing programs for enhancing consumer perception for moderate to a high level.

- It is suggested that companies can develop different perceptual development programs for male and female gender categories, different age groups, different educational qualification segment customers, and different occupational people for better reachability of the target market.
- Consumer perception has the highest positive impact on consumer e-purchasing behaviour. Therefore companies focus more on consumer perceptual development programs to encourage favourable consumer e-purchasing behaviour towards select home appliances.

### IX. CONCLUSION

Nowadays, online purchasing sources are increasing tremendously, and the marketing system has changed from offline shopping to online shopping. In this regard, the present study revealed certain important aspects. Male online shoppers' percentage is higher than the female shoppers. The higher education respondent's are showing more interest in e-purchasing home appliances. The young and middle-aged group has a positive orientation of e-purchasing. Students and employees are showing good interest. Consumer perception of target customers is resulted moderate. Further, there is a higher association on consumer perception by age, gender, educational qualification and occupation. The consumer level of perception is strongly impacting their e-purchasing behaviour towards select home appliances like television and air conditioner in the geographical area of Hyderabad and Secunderabad.

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