

Perception of IT Employees towards Online Shopping

*Dr.A.Sandhya Rani

*Associate Professor, School of Management studies, Sreenidhi Institute of Science and Technology, Hyderabad.

Abstract

The capability of purchasing without leaving your place is of great interest to many consumers. Not only does online shopping offer really good deals, but also brings optimum convenience to the consumers. Moreover, the use of Internet tools for price searching and comparison provides an additional advantage in consumers' final decision, as they can purchase their desired products in the lowest available price. This study focuses on understanding the perception of IT employees towards online shopping and examining the factors that influence IT employees towards online purchasing. For the study, a sample size of 60 Middle level employees (system engineers), has been taken into consideration. Through Chi Square analysis it is found that there is no Significance of Age & Income on online shopping. Irrespective of Age and Income IT employees are buying clothes and electronics through online shopping.

Key words: Online shopping, Age & Income, IT employees, Perception, Security

Introduction

India has more than 100 million internet users out of which one half opts for online purchases and the number is rising sharply every year. The growth in the number of *online shoppers* is greater than the growth in Internet users, indicating that more Internet users are becoming comfortable to shop online. The capability of purchasing without leaving your place is of great interest to many consumers. Not only does online shopping offer really good deals, but also brings optimum convenience to the consumers. Moreover, the use of Internet tools for price searching and comparison provides an additional advantage in consumers' final decision, as they can purchase their desired products in the lowest available price.

With nearly half of the Indian population being young and net savvy, there has been an extraordinary rise in the numbers of online shoppers. The recent growth in the mall culture in the country has in fact made consumers more aware about different options and encouraged them to search and eventually purchase online. India has more than 100 million internet users out of which one half opts for online purchases and the number is rising sharply every year. The growth in the number of online shoppers is greater than the growth in Internet users, indicating that more Internet users are becoming comfortable to shop online. Until recently, the consumers generally visit online to reserve hotel rooms and buy air, rail or movie tickets, books and gadgets and gizmos, but now more and more offline product like clothes - saris, kurtis, T-shirts - shoes, and designer lingerie, consumer durables are being purchased online. At present the market is estimated at Rs.46000 crore and is growing at 100 percent per year. The two most commonly cited reasons for online shopping have been convenience and price. The capability of purchasing without leaving your place is of great interest to many consumers. Not only does online shopping offer really good deals, but also brings optimum convenience to the consumers. Moreover, the use of Internet tools for price searching and comparison provides an additional advantage in consumers' final decision, as they can purchase their desired products in the lowest available price. On the contrary, privacy and security have been the great concerns, resulting many people to browse the Internet for informational matters than for buying online.

Objectives of the study:

- To study the Perception of IT Employees towards online purchasing.
- To examine the factors that influence IT employees towards online purchasing

Null Hypothesis (H₀): There is no significant impact of Age and Income on Online Shopping

Need For Study

- IT employees are spending more time on internet so the online advertisers are trying to attract the customers in different websites. Here the possibility of making the shopping is high through advertisement. It allows consumers of the world to research and purchase services and products at their own pace and convenience. This study is to know the perception of IT employees towards online shopping with respect to their Age & Income

Scope of the Study: The scope of the study is to limited to middle level employees of IT companies namely TCS, COGNIZENT, IBM in Hyderabad with 60 sample size.

Sources of Data Collection: Data is collected through Primary data & Secondary data. Primary data was collected through questionnaire Secondary data consist of different literatures like books, articles, internet, Magazines, company manuals and websites of company.

Sampling Technique Used: Convenience random sampling technique is used. For the survey, a sample size of 60 Middle level employees (system engineers), has been taken into consideration.

Statistical Tools Used : For logical & meaningful analysis of the collected data, the following statistical tools used, Pie & Bar charts ,Chi square Analysis done using Spss17

Impact of Age on Online Shopping

TABLE NO:1

Age & Perception	Critical value	Df	Table value	Significance/non-significant
Time				
Shopping on the Internet saves time	4.87	12	21.026	Non Significant
Great advtge to shop any time day onthe Internet	8.60	12	21.026	Non Significant
Long time required delivery products service on the internet	10.2	12	21.026	Non Significant
Delivery Time	11.8	9	16.919	Non Significant
Price				
Prefer onl Shpg Only If Onl Prices Lower then Actual Price	7.06	12	21.026	Non Significant
Availability of Products				
Selection Of goods available internet is very broad	13.7	12	21.026	Non Significant
Variety Of Goods				
Good Description of goods	12.7	12	21.026	Non Significant
Information				
Inf givn abt the products and servces on the internet is sufficient	9.37	12	21.026	Non Significant
Privacy of the information	15.1	9	16.919	Non Significant
Guarantees&Warrantees				
Guarantees and Warantees	8.54	6	12.592	Non Significant
Security				
Security	6.11	9	16.919	Non Significant

In the study with 5 percent level of significance, table values of 9 alternatives are less than their calculated values. Hence the null hypothesis can be accepted, i.e. we may conclude that there is no significant impact of Age on Online Shopping. **Hence Null hypothesis accepted.**

Impact of Income on Online Shopping

TABLE NO: 2

Income& Perception	Critical value	Df	Table value	Significance/ non-significant
Time				
Shopping on the Internet saves time	26.8	12	21.026	Non Significant
Great advtge to shop any time day onthe Internet	16.0	12	21.026	Non Significant
Long time required delivery products service on the internet	18.7	12	21.026	Non Significant
Delivery Time	12	9	16.919	Non Significant
Lower Price	15.5	12	21.026	Non Significant
Availability of Product	7.80	12	21.026	Non Significant
Variety Of Goods	21.6	12	21.026	Non Significant
Information abt the products and servces on the internet is sufficient	12.2	12	21.026	Non Significant
Privacy of the information	12.4	9	16.919	Non Significant
Guarantees&Warrantees	6.92	6	12.592	Non Significant
Security	16.7	9	16.919	Non Significant

In the study with 5 percent level of significance, table values of 9 alternatives are less than their calculated values.. Hence the null hypothesis can be accepted, i.e. we may conclude that there is no significant impact of Income on Online Shopping. **Hence Null hypothesis is accepted.**

Findings:

- The Impact of Age on online shopping is studied through Chi-square analysis. The results shows at 5 percent level of significance, table values of 9 alternatives are less than their calculated values. Hence accepting the null hypothesis i.e. There is no significant impact of Age on Online Shopping is proved.
- The Impact of Income on online shopping is studied through Chi-square analysis. The results shows at 5 percent level of significance, table values of 9 alternatives are less than their calculated values. Hence accepting the null hypothesis i.e. there is no significant impact of Income on Online Shopping is proved.

- 58% respondents are in between 21-29 years age , and 25% respondent 30-39 years of age group and the very low 6% respondents are 50 years age group
- 58% respondents are from Middle level, 25% respondents and junior level 15% respondents are upper level
- 58% respondents have tried online purchasing and only 42% respondents have not tried online shopping among 100% respondents.
- 38% respondents are agree that there is no need to shop online and 25% respondents started that there may be some security problem and Products are not as same as photos. And 5% respondents are saying in Expensive
- 53% respondents check the products before buying, 35% respondents are saying that it is easier to return the product & 12% respondents are saying that they can purchase by check or cash.
- Out of 100% respondents 40% respondents agree that online shopping is very cheap, 22% respondents feel convenient to find whatever they want, 30% respondents are thinking that they can buy different products in a short time
- Out of 100% respondents 35% respondents buy more than 5 times in a month 30% respondents buy 3 to 4 times in a month& 28% respondents buy only 1 to 2 times for in a month
- Out of 100% respondents, 37% respondents buy clothes, 30% respondents buy electronic products, and 20% respondents are buy foot wares & 8% respondents for books.
- Out of 100% respondents 43% Respondents are purchasing on based on safety of payment and 17% Respondents are purchasing on warrant and climes, 13% Respondents are locking for brand before buying any product in online
- Out of 100% respondents 26% respondents prefer jabong, 24%respondents prefer e-bay, 23% respondents prefer Flipkart,27% respondents prefer other websites.

Conclusion:

As many employees are from IT sectors and having access to online shopping .There is a need to educate business owners about the growing importance of Internet marketing. My study has focused on IT Employees interest and Perception On online shopping. Irrespective of Age and Income IT employees are buying clothes and electronics through online shopping.

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Noel Capon is the R.C. Kopf Professor of International Marketing and former Chair of the Marketing Division at Columbia Business School in New York. He is one of the world's leading marketing educators and the global leader in key/strategic and global account management.

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Annexure

Age:

S.No	Options	Respondents	Percentage
1	Under 21-29 Ys	35	58.33
2	30-39	15	25.00
3	40-49	6	10.00
4	50 above	4	6.67
Total		60	100.00

Income of Respondents

S.No	Options	Respondents	Percentage
1	Less than 1 L	5	8%
2	1 – 3 L	21	35%
3	3 – 5	25	42%
4	> 5	9	15%
Total		60	100%

Shop online

S.No	Options	Respondents	Percentage
1	>5 times	21	35%
2	3-4 times for month	18	30%
3	1-2 time per month	17	28%
4	other	4	7%
Total		60	100%

6. Reason for not try online shopping.

S.No	Options	Percentage
1	Security Problem	25%
2	There is no need to shop online	38%
3	Products are not as same as photos	25%
4	It is expensive	5%
5	Other	7%
		100%

Reason to try online shopping

S.No	Options	Percentage
1	It is cheap	40%
2	It is convenient to find what I want	22%
3	We buy different products in a short time	30%
4	I Don't have carry the items	3%
5	Others	5%
		100%

Products normally Purchase online

S.No	Options	Respondents	Percentage
1	Books	5	8%
2	Clothes	22	37%
3	Electronic products	18	30%
4	Footwear	12	20%
5	Softwares	3	5%
6	Other	0	0%
		60	100%

Main barriers which keep you away from shopping online

S.No	Options	Respondents	Percentage
1	safety of payment	26	43%
2	brand	8	13%
3	value added tax	2	3%
4	High shifting	1	2%
5	refund policy	9	15%
6	warranty and claims	10	17%
7	deliver to slow	3	5%
8	others	1	2%
	Total	60	100%