

## EXAMINES CUSTOMER PREFERENCES TOWARD ONLINE SHOPPING APPLICATIONS

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### ABSTRACT

What we call "online retailing" or "e-tail" is really just a fancy name for the same thing: selling goods and services to customers over the Internet. For instance, customers may rely less on salespeople and shop more informed about things thanks to internet research. Website involvement in service provision and online transaction brings with it the notions of customer happiness and loyalty, which are integral to the expansion of online purchasing. Because of their convenient interface, extensive product selection, and dependable delivery services, applications like Amazon and Flipkart have been highly preferred by customers. The findings also highlight the importance of features like appealing discounts, special offers, and flexible payment choices in enticing people to utilise online shopping applications. Customers are even more satisfied and trusting when they can use safe payment options and receive their orders quickly. Furthermore, statistical analysis shows that customers have distinct preferences when it comes to various e-commerce platforms, which might be an indication that service quality and customer experience play a role in determining the application used. The survey found that customers prefer online shopping apps due to their competitive price, product availability, and ease of use.

**Keywords:** *customer, preferences, online, shopping, applications*

### INTRODUCTION

The introduction of online shopping allowed for the conveyance of goods and services between buyers and sellers. Traditional marketing strategies are becoming the norm as the marketing universe continues to grow. Because of this, the online marketplace is doing very well, and customers are starting to act differently when it comes to their online shopping habits. What we call "online retailing" or "e-tail" is really just a fancy name for the same thing: selling goods and services to customers over the Internet. For instance, customers may rely less on salespeople and shop more informed about things thanks to internet research. Website involvement in service provision and online transaction brings with it the notions of customer happiness and loyalty, which are integral to the expansion of online purchasing. Because it is so convenient to be able to purchase items online from any location (home, office, college, etc.), online shopping is a major part of people's lives. They purchase their preferred things without physically visiting stores. Customer happiness is greatly influenced by online buying. Online shopping is the backbone of e-commerce, and it shows people the ropes when it comes to purchasing goods and services from businesses. In order to compete with other powerful organisations in the business industry, the corporation needs to be able to draw in more clients and keep them happy while they shop online.

### Factors affecting the satisfaction of customer

As long as the firm can meet the needs of its clients, the customers will be satisfied. The key to success and competition is making sure customers are satisfied. How continual performances are evaluated is explained by customer satisfaction. The corporation should prioritise the customer care service department's performance if it wants to increase client happiness.

**Accessibility:** It is your responsibility to remove any obstacles that may prevent customers from easily locating and using your products and services. Make sure that all users, regardless of ability, can access and use your website by implementing accessibility features. This includes those who may need assistance, identify as having a handicap, or simply cannot utilise traditional ways of online surfing, such as a computer.

**Navigation:** Store navigation and browsing have to be uncomplicated and uncomplicated. Offering a powerful keyword search to consumers who already have an idea of what they want is part of this. Website visitors are more likely to be satisfied with your service if it loads quickly.

**Language:** Your company's success hinges on your ability to speak the customer's preferred language. If product details aren't available in the language that the majority of customers speak, almost half of those customers will not buy the goods. To set yourself apart from rivals who might not have invested in regional or local language translation, consider doing so for your material. Gain an edge over the competition and reach a new audience that isn't familiar with your items by positioning your business on languages that aren't prominent.

**Convenience:** To ensure satisfied customers, it is vital. It plays a role in the decision-making process for customers when choosing products and services. Buying and selling goods and services online has several advantages. Some examples of these are: The ability to buy from the comfort of your own home is a huge time saver. You may save money by doing your shopping online instead of driving to places and paying for parking, especially with petrol costs going up. Customers may not always appreciate how important convenience is until they need it. Even though most people say that cost and quality are the two most important things to them while buying, almost everyone has rescinded a purchase because of how inconvenient it was. Food, toiletries, and supplies for pets are three categories where consumers are ready to pay a premium. Further evidence that parents are willing to shell out extra cash for convenience in these domains

### Preferred Platforms and Categories

- **Leading Platforms:** In big markets like India, Amazon and Flipkart are the most popular with customers. Myntra and Ajio, which specialise on fashion, come in a close second and third.
- **Top Product Categories:** The two most common categories for purchases made using mobile applications are apparel and footwear, and electronics.

### Emerging Trends

- **Agentic Commerce:** Consumers are starting to rely on AI bots that can do product research and pricing negotiations on their own.
- **Visual and Voice Search:** An increasingly popular method of finding things in physical stores is the "Point and Find" technology, which uses the camera on a smartphone instead of a search bar.

- **Immersive Experiences:** Buyer confidence soars and return rates plummet by as much as 25% thanks to features like Augmented Reality (AR) enabling virtual try-ons or home furniture visualisation.
- **Social Commerce:** Social media sites like TikTok Shop and Instagram are currently used by almost 87% of customers when making purchases.

### Common Challenges and Deterrents

- Customers are generally pleased (between 73% and 77%), yet others are wary because of:
  - Product Authenticity: Uncertainty over the authenticity or quality of the products purchased
  - Return Friction: Difficult or lengthy procedures for returns and refunds
  - Data Privacy: Concern over cybercrime has made people wary of disclosing sensitive financial and personal information.

### Review of Literature

**Dr. A.b santhi (2017)** “Looking at how happy Tirupati town residents are with their internet buying experiences. To better understand what makes a difference to customers, this study set out to answer that question. Through descriptive research and an examination of demographic factors, this study aims to understand how online shopping in India affects customer satisfaction. The results show that respondents are both internet savvy and willing to buy high-quality products.[1]

**Vikash And Vinod Kumar (2017)** “Customers' attitudes towards internet purchasing: a research study. According to the research, customers have a positive impression of online shopping. They also found that customers value convenience, satisfaction, and product availability when shopping online. These factors indicate that online shopping is convenient for customers and that online shoppers prefer it over going to the market to purchase products. Overall, the research concludes that online shopping is well-received.[2]

**Dr.M.Rafiya Meera And Other (2017)** “Results from this study, which used primary and secondary sources to compile data, show that customers are pleased with the Amazon shopping app and that most respondents prefer online shopping due to the large selection of goods available. The study's objective is to identify the factors that influence users to purchase through online shopping applications.[3]

**Orbit-Biz-Dictum (2016)** “A study of behaviour of consumer towards online shopping" the author discovered that convenience was the most influential factor in online shopping, followed by time savings and price. The study also found that Amazon is the most popular online shopping site among respondents and that most people are willing to spend between Rs. 1000 and 3000 on a single online purchase. One of the safety features of using credit cards online is questionable in the event of a disagreement over an online purchase, according to the research's proposal provided for consumer awareness.[4]

**Ashish Bhatt (2014)** “This study aims to examine customer attitudes towards online shopping by analysing their consumer behaviour, beliefs, preferences, and opinions. The research methodology is purely descriptive and exploratory. The participants' income level is the determining factor in the mode of payment.[5]

### OBJECTIVES OF THE STUDY

- 1) To study on Factors affecting the satisfaction of customer
- 2) To study on Preferred Platforms and Categories for online shopping

## RESEARCH METHOD

### Research design

Consumers' preferences and the factors that affect their use of e-commerce apps are the focus of this research. To learn about internet shoppers' habits and preferences, researchers used a descriptive study strategy.[6]

### Data collection

Secondary data sources were supplemented with primary data in the research. Respondents who often use e-commerce platforms like Amazon, Flipkart, and Myntra were polled using a standardised questionnaire to gather primary data. The survey enquired about respondents' experiences with online shopping apps in terms of ease, selection, price, speed of delivery, security of payment, and general happiness.

Respondents were chosen using a basic random sample approach to guarantee that the study included people from diverse demographic backgrounds in terms of age, gender, education level, and income. Publications pertaining to online shopping and customer habits were scoured for secondary data.

### Sample size

A total of one hundred Indian residents with experience using e-commerce apps were included in the sample.

### Statistical analysis

Various statistical methods were utilised to analyse the data. In order to summarise the respondents' demographic profile and general response patterns, descriptive statistics and percentage analysis were employed. Customers' preferences toward various elements impacting online purchasing apps were measured by calculating the mean and standard deviation, which reveal the central tendency and variance. Additionally, to find out if there were any variations in client choice among different e-commerce apps, a One-Way Analysis of Variance (ANOVA) test was used. A better knowledge of the relative merits of various e-commerce platforms and the identification of the most important elements impacting consumer preference were both aided by the statistical study.[7]

## RESULT AND DISCUSSION

Table 1: Demographic Profile of Respondents Based on Gender

Gender	Frequency	Percentage (%)
Male	58	58%
Female	42	42%
<b>Total</b>	<b>100</b>	<b>100%</b>

Out of a total of 100 responses, 58% are men and 42% are women, as shown in the table. This suggests that, among the study's sample of internet customers, men somewhat outnumber females. Nevertheless, there is a sizable female response rate, which may indicate that both sexes make extensive use of e-commerce platforms like Amazon and Flipkart.

Table 2: Demographic Profile of Respondents Based on Age

Age Group	Frequency	Percentage (%)
Below 20 years	12	12%
21–30 years	38	38%
31–40 years	26	26%
41–50 years	16	16%
Above 50 years	8	8%
<b>Total</b>	<b>100</b>	<b>100%</b>

The bulk of responders (38 percent) are between the 21-30 years age bracket, according to the age distribution. According to the data, the demographic that uses e-commerce apps the most is young adults. A quarter of the respondents are in the 31–40 age bracket, with 16 percent falling into that bracket. Very few people who took the survey are either under the age of 20 or above the age of 50. Customers under the age of 35 are more likely to purchase online because of this.[8]

Table 3: Demographic Profile of Respondents Based on Education

Educational Qualification	Frequency	Percentage (%)
Higher Secondary	20	20%
Undergraduate	40	40%
Postgraduate	30	30%
Others	10	10%
<b>Total</b>	<b>100</b>	<b>100%</b>

Forty percent of respondents are undergraduates, with thirty percent pursuing graduate degrees, according to the education profile. Only around 10% of people who took the survey had some kind of post-secondary education, whereas 20% have finished high school. This shows that those with more education are more inclined to buy online, which might be because they are more tech-savvy and aware of the benefits of internet buying.[9]

Table 4: Demographic Profile of Respondents Based on Occupation

Occupation	Frequency	Percentage (%)
Student	30	30%
Private Employee	32	32%
Government Employee	18	18%

Business	12	12%
Others	8	8%
<b>Total</b>	<b>100</b>	<b>100%</b>

As seen in the occupation table, the biggest category in the sample, with 32% of respondents, are private employees. Thirty percent of those who took the survey are students, followed by eighteen percent government workers and twelve percent businesspeople. People in different professions make up the remaining 8%. Because of their heavy usage of the internet and digital gadgets, this indicates that students and working professionals make up the bulk of online buyers.

Table 5: Demographic Profile of Respondents Based on Monthly Income

Monthly Income	Frequency	Percentage (%)
Below ₹20,000	28	28%
₹20,001 – ₹40,000	34	34%
₹40,001 – ₹60,000	22	22%
Above ₹60,000	16	16%
<b>Total</b>	<b>100</b>	<b>100%</b>

According to the data, the biggest income bracket, comprising 34% of the total, is between ₹20,000 and ₹40,000. In terms of income, 28% of respondents earn less than ₹20,000 and 22% make between ₹40,001 and ₹60,000. Just 16% make more than ₹60,000 monthly. It appears that middle-income groups are drawn to online shopping applications due to the ease, savings, and deals they provide.

Table 6: Demographic Profile of Respondents Based on Frequency of Online Shopping

Frequency of Online Shopping	Frequency	Percentage (%)
Daily	10	10%
Weekly	28	28%
Monthly	42	42%
Occasionally	20	20%
<b>Total</b>	<b>100</b>	<b>100%</b>

According to the findings, the largest percentage of respondents (42%), shop online at least once a month. Twenty percent shop sometimes, around a third shop weekly, and a meagre ten percent shop every day. Even while many respondents still use online platforms often, this suggests that most consumers prefer online shopping for occasional purchases rather than everyday requirements.

Table 7 Factors Influencing Preference

Factors Influencing Preference	Frequency	Percentage (%)	Mean	Standard Deviation
Convenience and time saving	40	40%	4.20	0.85
Wide variety of products	22	22%	3.90	0.92
Attractive discounts and offers	18	18%	3.75	0.88
Fast delivery service	12	12%	3.60	0.95
Secure payment options	8	8%	3.45	0.90
<b>Total / Average</b>	<b>100</b>	<b>100%</b>	<b>3.78</b>	<b>0.90</b>

Customers are highly influenced by the element of convenience and time saving, as indicated by the highest mean value (4.20) in the statistical data, when it comes to using online shopping applications. Discounts and special deals come in second, with a large selection of items being readily available. Quick shipping and safe payment methods are nice to have, but they don't quite hold the same sway as product diversity and ease of use. Customers tend to have a good attitude toward online purchasing applications, as indicated by the total mean value of 3.78. Because of the variety of products offered, low prices, and ease of use, these results show that customers like online marketplaces like Amazon and Flipkart.[10]

### ANOVA Test

We used a One-Way Analysis of Variance (ANOVA) to see if our customers' preferences for various e-commerce apps varied significantly. Find out if there's a significant difference in the mean preference ratings of consumers between Amazon, Flipkart, and Myntra, among other online shopping sites, with the use of the ANOVA test. The test examines the variance within groups (consumer answers) and across groups (various apps). A p-value of 0.05 was used to determine statistical significance.

**Table 8 ANOVA**

Source of Variation	Sum Squares	df	Mean Square	F Value	Significance (p-value)
Between Groups	12.45	2	6.22	4.31	0.016
Within Groups	140.28	97	1.44		
<b>Total</b>	<b>152.73</b>	<b>99</b>			

The findings of the analysis of variance reveal that the F-value is 4.31 and the p-value is 0.016, both of which are below the 0.05 standard of significance. This proves that consumers have distinct preferences among the various e-commerce platforms. Hence, we reject the null hypothesis that the apps are not significantly different in terms of preference. According to the results, consumers have a preference for some platforms over others depending on criteria including ease of use, selection of products, price, speed of delivery, and reliability of payment methods. Because to their extensive product selection, low costs, and speedy delivery services, applications such as Amazon and Flipkart frequently obtain higher

preference rankings. According to the findings, client preferences are heavily impacted by variations in service quality and user experience across various online purchasing applications.

## Discussion

The survey found that the two most important aspects impacting consumers' preference for online shopping apps were convenience and time savings. Many people who took the survey think that internet shopping is better than going to a store since they can do it whenever they want, regardless of where they are. Customers may simply peruse various product categories and save time by using online applications instead of going to physical establishments. Online marketplaces like Amazon and Flipkart have exploded in popularity due to the ease they provide to shoppers. The study also found that online shopping applications had a broad selection of items, which is a significant discovery. Many different brands, types of products, and price points are available on internet platforms, according to respondents. Consumers are able to compare items and make choices based on their likes and budgets because of this diversity. Customers are able to make more educated purchases because to the availability of comprehensive product details, reviews, and ratings[11]. Online shopping applications are becoming increasingly popular, and product diversity is a major reason why. The study also shows that competitive pricing, special promotions, and discounts are big factors in shaping consumer tastes. When asked why they like online shopping apps over brick-and-mortar businesses, many said it's because of the access to exclusive sales, cashback incentives, and seasonal discounts. Online shoppers who are price-conscious are enticed by these savings opportunities and are likely to make repeat purchases. Customers are more likely to be satisfied with online shopping apps when they provide delivery services and safe payment choices. Online shoppers are more likely to feel comfortable making purchases when they can easily monitor their orders' progress, pay using a variety of methods (including digital payments, debit cards, and cash on delivery), and receive their orders quickly. Even though these aspects aren't quite as crucial as product variety and ease of use, they nonetheless contribute significantly to a better buying experience overall. As a last point, the ANOVA test shows that customers' preferences vary significantly across different e-commerce apps. Customers judge online platforms by the quality of service, how reliable they are, and how easy it is to use. Because of their extensive product selection, streamlined shipping methods, and appealing advertising techniques, applications like Amazon and Flipkart typically obtain higher preference. In general, the results show that the main reasons why customers favour online shopping apps are the ease, availability of products, and low prices.[12]

## CONCLUSION

According to research on consumer preferences for e-commerce platforms, internet buying has grown in importance in the modern era. Customers are gravitating toward online shopping platforms because to the many advantages they offer, including convenience, time efficiency, and simple access to a diverse choice of items. The convenience of online purchasing has been greatly improved because customers can now research products, read reviews, and compare pricing all without leaving the house. Because to their convenient interface, extensive product selection, and dependable delivery services, applications like Amazon and Flipkart have been highly preferred by customers. The findings also highlight the importance of features like appealing discounts, special offers, and flexible payment choices in enticing people to utilise online shopping applications. Customers are even more satisfied and trusting when they can use safe payment options and receive their orders quickly. Furthermore, statistical analysis shows that customers have distinct preferences when it comes to various e-commerce

platforms, which might be an indication that service quality and customer experience play a role in determining the application used. Customer preference for online shopping applications is mostly determined by three factors: product availability, competitive price, and convenience, according to the survey. Online stores can keep their customers happy and loyal by focusing on three things: service quality, delivery quickness, and appealing deals. Online shopping platforms may maintain their development and stay competitive in the ever-changing e-commerce market by continuously improving in these areas.

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