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**CONSUMER PERCEPTION TOWARDS ON-LINE SHOPPING: A
STUDY OF INDIAN PERSPECTIVE WITH SPECIAL REFERENCE TO
DELHI****Abstract:**

Internet is changing the way consumer's shops and buys goods and services, and has rapidly evolved into a global phenomenon. Many companies have stated using the internet with the aim of cutting marketing costs, thereby reducing the price of their products and services in order to stay ahead in highly competitive markets. Companies also use the Internet to convey, communicate and disseminate information, to sell the product, to take feedback and also to conduct satisfactions surveys with customers.

Customers use the Internet not only to buy the product online, but also to compare prices, product features and after sale service facilities they will receive if they purchase the product from a particular store. Many experts are optimistic about the prospect of online business.

Since the existing literature remains insufficient to provide a conceptual model of perception towards online shopping, empirical research is required to clarify the detailed determinants of e-service quality and their influence on customer perceptions of online stores (Janda et al., 2002; Yang and Jun, 2002; Santos, 2003). In the light of this, Present paper makes an attempt :

- To examine the influence of reputation of the company, delivery time, guarantees and warrantee offered, Price and proper description of goods on buyers' perception towards online shopping.
- To evaluate the comparative strength of these factors in terms of their influence on buyers' perception towards online shopping.
- To examine the influence of Socio-economic variables on buyers' perception towards online shopping.

The data has been collected from the selected sampling area i.e. National Capital of India; i.e. Delhi. Sample size is 147 respondents selected from the all the nine districts of Delhi. In order to ensure the representation of the entire population of Delhi, data base of faculty members (belonging to different age groups and gender) teaching in 56 constituent colleges of university of Delhi spread across all the nine districts of Delhi have been used to record the responses online.

Keywords:

Online Shopping, Perception, Quality

JEL Classification: L81, M31