

Chapter-02

PEOPLE'S ATTITUDES AND PERCEPTIONS ABOUT INTERNET SHOPPING PLATFORMS IN KATHMANDU

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ABSTRACT

The main objective of the study is to examine the consumer's perception towards online shopping sites in Kathmandu valley. The specific objectives are: (i) to analyze the level of consumer's perception towards online shopping sites in Kathmandu valley. (ii) To identify the relationship of price, website quality, security and online payment process to consumers' perception towards online shopping sites in Kathmandu valley. (iii) To examine the impact of price, website quality, security and online payment process on consumers' perception towards online shopping sites in Kathmandu valley. (iv). To find out which of the factors play most important role in determining consumers perception towards online shopping sites in Kathmandu valley.

This research is based on primary data sources. To address concerns related to people's perceptions and attitudes toward online shopping sites in the Kathmandu valley, this study used a descriptive research design and a causal comparative research (viii) approach. In order to achieve the objectives questionnaire was made and distributed the questionnaire through Google doc.

The major conclusion of the study is that price, website quality, security, and online payment process plays the major role in determining the customer perception towards online shopping in Kathmandu valley.

INTRODUCTION

According to Master Card Worldwide Insights (2008), online shopping is the process of buying goods and services from websites. It's also referred to as online shopping, electronic buying, or internet purchasing. Internet shopping, according to Kim (2004), comprises inspecting, searching for, browsing for, or looking at a product to learn more about it in order to make an online purchase.

LITERATURE REVIEW

Study	Findings
Alreck and Settle (2002)	Male customers are more likely to shop online than female customers and spend more money online; they tend to be equally or more likely to shop online in the future; and they agree equally or more about online shopping. Women are more aware of the internet and e-commerce than men
Bellman et al. (1999)	The association between age and internet buying intention has shown varied results
Bagchi and Mahmood (2004)	The amount of education has a varied influence on internet buying, ranging from no effect to a favorable effect.
Bhatnagar et al. (2000)	The impacts of Internet usage on online buying intention have shown varied findings. The use of the internet is linked to a lower perception of product risk.
Zuroni & Goh (2012)	There is no discernible variation in attitudes regarding internet buying between different categories of items.
Nikhashemi et al. (2013)	Consumer happiness with internet buying is significantly enhanced by Customer perception of quality, simplicity of use, security, and payment processing
Sudhakar and Kumari (2016)	Young clients are the most recreational in their shopping searches, according to the report.

RESEARCH OBJECTIVES

1. To understand the current state and trends in the use of online shopping services;
2. To analyze the facilities provided by the bank under the online shopping service facility
3. To assess consumer perceptions of online shopping sites in the Kathmandu valley.
4. To establish a link between price, website quality, security, and the online payment process and consumers' perceptions of online shopping sites in the Kathmandu valley.

RESEARCH METHODOLOGY

Our study on consumer attitudes regarding online shopping is a descriptive one, since we are primarily interested in gaining an understanding of the elements that impact customers' online shopping decisions. In general, there are two types of research done: quantity and quality. Here we are using the quantitative method in our research as it is very accurate.

The methodology of research identifies the procedures and methods employed in all aspects of a study and aides in the resolution of systemic difficulties. The phrase "research technique" refers to both the process of the collecting information and data and the study's overall design. The technique may include publication research, interviews, surveys, and other forms of research, and may include both current and historical data. It lays the groundwork for the inquiry. Prior to presenting the data analysis and interpretation, the study strategy must be described.

Data Analysis/ Findings & Discussion

The following is a summary of the significant findings:

1. Males accounted for 72 percent of the 104 responders, while females accounted for 18 percent (28 percent).
2. The bulk of the 104 respondents (97%) are between the ages of 20 and 30, with the remainder (3%) being between the ages of 40 and up.
3. In terms of academic qualifications, the majority of respondents (76%) had a bachelor's degree, followed by master's (11%) and intermediate (8%) degrees, and SLC and below (5 percent).
4. The majority of respondents (83.4%) believe they can clearly comprehend the position of the screen they are presently exploring in the navigation structure, according to the survey. Similarly, the majority of respondents (83%) agree that they can fully understand the content provided on the website where they want to make their purchase while shopping online. Similarly, the majority of respondents (69.6%) stated that personalization and customization had a significant impact on them.
5. According to the study, the majority of respondents (71.66%) believe that website quality is important. Similarly, the majority (77.4%) of respondents thought the start page tells them right away where they can find the information they need, and the majority of respondents (76.5%) thought it was easy to navigate this website.
6. According to the report, the majority of people (56.8%) believe it is safe to give out credit card information on this site. Similarly, the majority of respondents (62.8%) believe the website has acceptable security protections. Similarly, the

majority (69.3percent) of the respondent felt they can trust this website. Further, the majority of the responder (66.6percent) found that they feel protected in my transaction with this website.

7. According to the study, the majority of respondents (71.6%) find that making online payments makes them feel satisfied. Similarly, the majority of respondents (89.2%) prefer to buy products when the payment process is simple. Similarly, the majority of respondents (77.4%) said they accept the website's payment alternatives. Furthermore, the vast majority of respondents (76.5%) stated that this website offers a wide range of payment methods, including post office remittance, online payment, cash on delivery, and so on.
8. There is a positive connection coefficient between customer happiness and service quality. Similarly, there is a positive connection coefficient between customer satisfaction and service quality.

CONCLUSION

The study's main finding is that price and the online payment method have a significant impact in affecting customer perceptions of online shopping in the Kathmandu valley. This indicates that the better the price and the online payment method, the more favorable the customer's opinion of online buying will be. Customers' satisfaction is also influenced by website quality and security, according to the report. It implies that the higher the security and quality of the website, the higher the client perception. Similarly, the higher the website quality, the higher the customer perception.

RECOMMENDATIONS

1. A favorable and significant association between pricing and consumer perception was discovered in this study. As a result, merchants should continually deliver better prices to their clients in order to improve consumers' perceptions of online shopping purchases.
2. The study discovered a favorable and significant link between the quality of a website and the consumer's attitude toward online buying. As a result, retailers who want to improve consumers' perceptions of online buying should improve the quality of their websites.
3. Similarly, the correlation matrix reveals that security and customer perceptions of online buying have a favorable and significant association. As a result, online businesses who want to improve their customers' perceptions of online shopping should strengthen online shopping security.
4. The study also discovered that the online payment method and consumer perception have a good and significant association. It implies that if online purchasing is to be pushed, the online payment method should take precedence.

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