Junaid Ahmed Chandio , Mir Sajjad Hussain Talpur , Abdul Ahad Abro, Hadi Bux Khokhar , Noor Ul Ain Abbasi , Anzar Ali Shah, Mishal Saima

Research Article

Study Of Customers Perception About Shopping Trend Involving E-Commerce: A Comparative Study

Junaid Ahmed Chandio[1], Mir Sajjad Hussain Talpur[1], Abdul Ahad Abro[2], Hadi Bux Khokhar[1], Noor Ul Ain Abbasi[1], Anzar Ali Shah[3], Mishal Saima[1]

[1]Information Technology Centre, Sindh Agriculture University TandoJam, Sindh, Pakistan
[2]Department of Computer Engineering, Ege University, Izmir, Turkey

Abstract

The social media is a great platform to interact with friends, relatives, colleagues. It is not only limited to create the social relations but also grown as a commercial tool to interact with customers. Today, an end-user is connected to different social networks such as WhatsApp, WeChat, Facebook, LinkedIn, Twitter, Instagram, Fan slavev, tumbler and so forth. One of the most common social media platforms is Facebook which has gained a significant attention by both users as well as business community. Correspondingly, the enterprises generated their revenue dramatically through social media platform. On the other hand, there are different e-commerce platforms for enabling to customers to purchase the things online. Both social media and e-commerce related websites have been seen as an ideal for purchasing the goods. The motive is this research is to conduct a survey and get feedback from the consumers about the shopping via social media platform and other e-commerce platforms such as Daraz.pk and so on. For the purpose of case study, we have conducted the survey from the students of information Technology Centre Faculty of Agricultural Social Sciences, Sindh Agriculture University Tando Jam. The results show that 39% of people between 18-30 years prefer to purchase the products from social site and rest of the 61% customers responded that they purchase through renowned e-commerce platforms.

Keywords: E-commerce, Social Media, Facebook,Daraz.

Introduction

The traditional business infrastructure advertise the goods through different electronic platforms such as television, radio, newspapers and so on. However, its has been seen that the way of purchasing system has been changed since last decade. Most of the customer don't want to watch TV and view advertisements. On the other hand, majority of customers don't want to waste their time by visiting the markets physically for purchasing the products. This change

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has been seen due to the availability of internet everywhere. After availability of internet in our society, the social media gained a significant attention by end users. Due to the rapid growth in smart phone industry, the life of people has been changed dramatically. Nowadays, everyone is engaged in using different social media for different purpose. The social media has appeared as a great source communication nowadays which enabled the end-user to interact with their friends, make new friends, contact colleagues, creating social network group of exchanging the ideas or share the business related issues with each other. Today's social media is not only limited to creating the relations but it has opened the gate for business community to do the business without hosting any website or paying any cost for the development and management of website. Rather than relying over websites, the social media enabled the business organization from small level to enterprise level to earn with good profits. On of the most social media platform used by every country except China is Facebook. It is a powerful platform for both personal and commercial purposes. The Facebook is a user friendly and reliable social media platform which brought all the end-users on a single platform. Different users use social media for different purpose. Keeping in view the importance of social media, the business organizations gained their attention towards social media specially Facebook. It provides a page where business organizations can advertise their products and interact with customers. Another common social media is WhatsApp which is commonly used for communication, business and commercial purpose.

1.1 Research Problem
In online marking and sale/ purchase, the customer is ambiguous to identify the right place for online shopping. There are hundred of different e-commerce platforms who provide online services to the end-user. However, it is difficult to identify the suitable platform for online shopping.

1.2 Research Contribution in this Research Study

Nowadays electronic commerce is unfolding each day human beings give the most priority to online buying because in online shopping they could store their time. In on-line buying, people can evaluate gadgets charge object configuration (if cell &computer) and extra through checking the one of a kind types of websites. Juvenile beings that are human being to shop online shaping and there are differences in searching for habits for male and lady customers online (Z, 2017). For example, men are additional interested in electronic merchandise and women are more interested in garb. In addition to this, dudes buy extra from online shops and ladies flip (Ra, 2014). Nowadays electronic business is unfolding each time peoples beings give the concern that is most to online buying because in online shopping they might store their time. In on-line buying, individuals can evaluate gadgets charge object setup (if cell &computer) and additional through checking the certainly one of a kind or type kinds of web sites. The additional info is collected for contrast via a Microsoft BI device with Miro-Excel for item coordinating and assessment this is certainly ordinary. Eventually, an entire group of guidelines may be created for the enterprise.

1. Methodology

2.1 Design

Current research has been done with a small amount of general analysis shopping trend. Survey was based on collection of data and survey about e-commerce. This study was conducted in different i.e. to study about online shopping trend, investigate costumer perception and to study the factor which are affecting customer for online shopping. Information Collection by Questionnaires by Visiting People in Nearby Sindh Agriculture university Tandojam Sindh. The contemporary look may be primarily based on an experimental and qualitative technique in nature. The primary statistics gathered for the proposed observe can be amassed by the usage of the internet, most of the facts are gathered through the use of search engines inclusive of Google, Yahoo, and Bing. The secondary information is gathered for comparison through a Microsoft BI tool with Miro-Excel for product matching and ordinary evaluation. Finally, a complete set of recommendations might be made for the brand-new enterprise starters. On the idea of comparative analysis, this study's work will finish the exceptional social media in the sense of revenue-generating supply.

2.2 Survey Details

In this research I conduct small survey to analyze online shopping trend of SAU population. questionnaire was provided to the population which contain simple questions to find their interest toward e-commerce. Questionnaire is attached as annexure 1.
 In view of their solutions the methods required for all e-trade web sites to live to tell the tale in modern-day opposition have been stated. Data were amassed and analyzed accurately to achieve the objectives of this study. Viewing charts for every query shows the number of selections made by using respondents.

2.3 Data Analysis

People within the Age institution from 15 and older guys or girls are taken into consideration. Two e-commerce websites permit under-18 users to apply their website for purchases so long as its miles achieved underneath in view of a caregiver or discern (speech statement varies from Site to Site, but the description remains the equal). The age businesses had been divided by using me from below 60, and over 60 respectively.

2.4 Customer Satisfaction

Consumer satisfaction with the end result of records comparison. In different words, the consumer is happy when the transport is finished or exceeds their expectancies. Satisfaction and honesty are the key elements that determine the success of a marketplace concept implementation. Satisfied customers are people who will re-purchase if the service issuer meets or exceeds expectancies. It is crucial to identify changing purchaser pride as they present business values and function as a guide for future improvement. Web layout, security,

information satisfactory, payment methods, e-service nice, product first-class, product range, and carrier transport. On the other hand, the following are the reasons for consumer satisfaction: Quality of patron connections, records nice, visible great, and privacy.

2.5 Security

Security is defined as the net's ability to shield customers' personal facts from any unauthorized disclosure of facts throughout a digital transaction. Security is considered a crucial element for on-line clients to take severely. This is due to the fact security and privateers' problems play a crucial function in building consider in the course of on-line transactions. Because online buying frequently refers to a credit score card or credit card charge, consumers every now and then conscious of defensive records about traders. Consumer willingness to go to and shop in on-line shops is at once related to their self-belief in non-public records and credit score card payments.

Whether consumers buy a product from a relied-on store or an acquainted product in online marketing, believe is a critical difficulty in influencing the success or failure of Internet shops. Security becomes a primary problem in stopping clients from making on-line purchases, as customers worry, they'll be misled through merchants who misuse their data, particularly credit card info. For example, a report shows that eighty% of on-line consumers within the United States is committed to the misuse of their personal records and transaction safety. Security may be divided into two parts: the first is set records safety and transactions, the second is primarily based on consumer authenticity, and focuses on prolateness and security issues. Eighty-one percent of those surveyed will preserve to trade on-line if their prolateness and info are protected.

Therefore, all the above highlights the importance of the protection of online trade as one of the most critical factors that purchasers don't forget while finding out to buy merchandise on-line. Therefore, there are reliable and glad customers of websites that offer protection. Based on the above, the subsequent research hypothesis is defined.

H1: Security Has A Positive Consequence On Customer Satisfaction.

Availability of the Information

Consumers count on on-line stores to provide you with all the applicable and accurate statistics approximately a product. Because online consumers not often have the possibility to touch and hear a product earlier than making a purchase selection, online outlets must provide information that clients value records that meets their needs. We will meet many authors who accept as true that the amount and reliability of information are crucial to making sure the great of services in e-buying.

The amount of information refers to the ability to reap applicable facts when making a web buy (together with a price assessment), at the same time as the reputation refers to the extent to which purchasers accept as true with the data furnished by using on-line sellers. Providing relevant information can assist on-line stores to address patron concerns about a product or online purchase. Instead of byte words, customers need access to all the records with a view to

allow them to make knowledgeable decisions about a product, service, or feed. Intel's online interactive gear for product and service evaluation is considered a crucial supply of data that can be used for on-line shopping, customer pleasure, product selection-making strategies in quantity and fine. It will make it less complicated. As part of the pleasure of e. In view of the information offered, the following concerns are considered.

H2: Information Obtainability Has A Positive Effect On Customer Satisfaction

Shipping

Shipping is a delivery link that manages the customer directly and consequences in satisfaction. Shipping is a critical feature during the manner and mainly in online purchasing. The product shipping service is a kingdom of customer pleasure. This indicates that the client will acquire the ordered product, fully packaged, and its amount, fine, and details per order and time and location for shipping. The buyer expects the vendor to deliver the promised product in a truthful and affordable way. The consumer is entitled to get a solid product on time as promised. It emphasizes that carrier shipping is important to meeting patron expectations and pleasure. In online shopping, dependable, comfortable, and timely shipping is a key and vital intention for on-line consumers.

Consumers are willing to buy the product in their very own homes so that they need a comfy, reliable, and active delivery of the product. In an internet environment, well-timed and dependable delivery plays a primary position in assembly purchaser expectancies and satisfaction. Delayed delivery makes the consumer sense disappointed. Timely and dependable product transport encourages new online sales. The excellent of service transport influences reliance on on-line buying with one click on and users can effortlessly transfer from one website to any other if they are no longer glad about the behind schedule and unprotected delivery. Therefore, it is vital to see transport in keeping with purchaser wishes. Therefore, the subsequent issues are taken into consideration.

H3: Shipping Has A Positive Impact On Customer Satisfaction.

Quality

The pleasant of merchandise and online advertising, services have an effective effect on customer pleasure. The visible high-quality of a product is defined as the consumer's selection regarding the general great or top of the product. Kenny pointed out that lowering manufacturing fees and increasing product satisfaction should be visible as key factors in the achievement of e-commerce. Peterson stated that perceived product overall performance is the most effective decision for pride. In contrast, much research in online marketing has advised that purchaser pride has an advantageous effect on carrier nice. Service great determines that customers will build sturdy and loyal relationships with online outlets. Online marketers who offer remarkable offerings meet the expectations of their customers and for this reason, enhance their delight.

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The buy, transport, and delivery of products and services are assisted as widespread. By offering and sending statistics thru legitimate or casual platforms, online stores grow the expectations of their clients and inform their offerings. Therefore, it is very critical to manipulate the excellent of the commercial enterprise to ensure the pleasant excellent of customers. Service high-quality is predicted to be the anticipated extent first, and second to fulfill purchaser needs. Therefore, the shipping of great services plays an important role in selling client pride. The excellent nice of a website is motivated with the aid of the selection of purchasers to buy online. Based on the above, the following assumptions are defined.

H4: Quality Has A Positive Effect On Customer Satisfaction

Pricing

Professional literature considers charges as essential factors in client pleasure due to the fact purchasers are always cantered on things whilst comparing the cost of products and services from the consumer's factor of view, the rate is similar to sacrificing or sacrificing for the sake of the product. Numerous researches have proven that prices determine consumer satisfaction. Prices immediately affect the perceived fee and use of transactions, and as a result consumer satisfaction. Negative pricing ideas make purchasers experience upset and insecure. According to him, extra than half of the former customers who modified the vendor did so because of the price. Prices contribute significantly to the pride of experienced Internet users. When a customer is confident in a transaction, the need for their economic advantage increases. Because of better purchasing conditions, client utilize the Internet to purchase the similar item at a decrease charge than in-shop.

Many consumers assume that online shops offer their services and products at a lower fee than traditional stores. Discounts at the time of purchase influence client confidence in costs and in the end, influence their satisfaction. When purchasing online, customers can not view or view products. Therefore, they do no longer accept as true that the products offered are like the internet site. As a result, the idea of fee performs a totally vital function. Because online stores provide specific products and services to customers, customers can evaluate product charges on one-of-a-kind websites and locate merchandise at lower charges than keep expenses, which includes auctioning off different websites to eBay customers. Or offer a higher deal, provide them something precise for his or her product. Such a technique transforms online shops into a recreation and turns it into amusing and exciting. Finally, charges may additionally reason services or products to be abandoned or donated with a view to obtaining a product or services. In view of the above, the following idea is explained.

H5: Pricing Has A Positive Impact On Customer Satisfaction

Time

Saving time is the largest impact on on-line buying. Time is an important resource that purchasers spend whilst shopping on-line or in conventional stores. Browsing on-line catalogues even as shopping online saves time and reduces strain in comparison to traditional

shopping. That said, one feasible explanation for why shopping online saves time is getting rid of the need to tour the shop. On the opposite hand, hence, time-saving does now not provide a motivating issue for clients to shop for on-line, because the shipping of products takes a little time, so an issue of time-saving changed into designated as the number one thing in these purchasers Was Who has already experienced e-shopping. In addition, there may be a distinction between line users and offline users.

Online clients are worried about the benefits, time financial savings, and choices of buying, while offline consumers are concerned approximately security, prolateness, and delivery on time. According to consumer feedback, the benefit of on-line commerce lies within the simplicity of the acquisition and the discount in time spent on the purchase. One of the maximum critical issues is that people suffer from perceived time pressures. Accordingly, time strain represents a diploma that indicates that there may be no time left for daily responsibilities and paintings. Because online commerce can be completed anywhere and anytime, it makes the lives of its customer's tons less difficult. By shopping online, consumers avoid traffic jams, no want to look at the parking zone, no need to queue, and no need to be part of the group at the store.

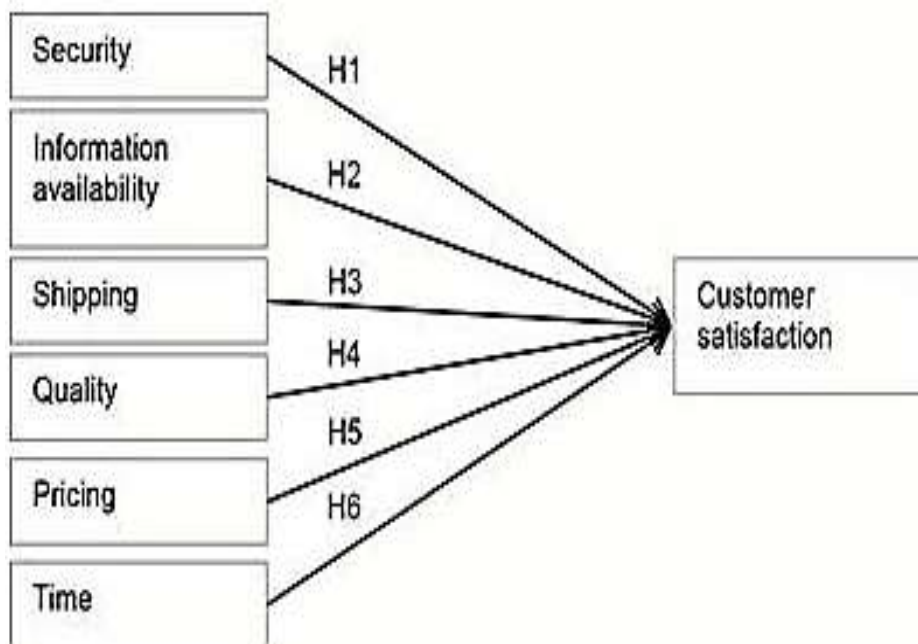**H6: Time Decidedly Affects Consumer Loyalty**

Figure 1:Conceptual Model of the Customer Satisfaction Online Shopping

In order to further research and prove the hypotheses researched in further detail, a conceptual model is presented and illustrated in figure 1.

2. Results

The present research was conducted at information Technology Centre Faculty of Agricultural Social Sciences, Sindh Agriculture University Tando Jam during 2019 to study of customers

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perception about shopping trend involving e-commerce a comparative study. Survey was based on collection of data and survey about e-commerce. This study was conducted in different i.e. to study about online shopping trend, investigate costumer perception and to study the factor which are affecting customer for online shopping. Data collection through Questionnaires by visiting the people in nearby Sindh agriculture university Tandojam. The results are showed as under:
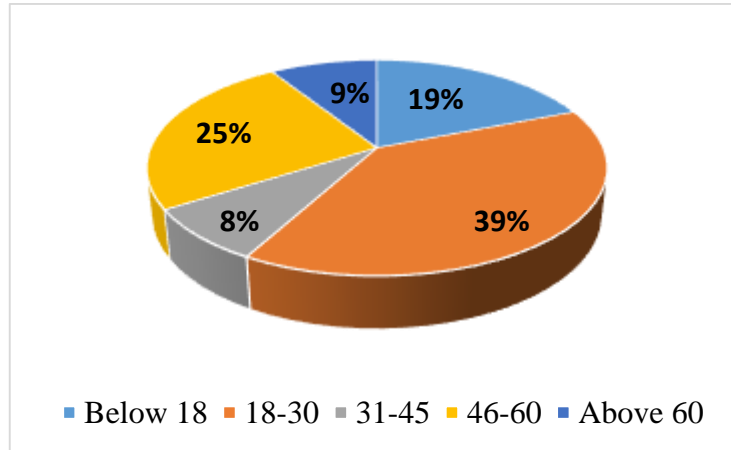

Figure-2: Percentage Of Different Age Groups

As proven inside the pie chart the general public have taken first vicinity which offers the recognition of on-line shopping among a while of 18-30. People inside the 18-30 Age institution typically opt to keep online as they discover it greater handy to save online on any tool. People inside the 46-60 age institution are in second area but the ones over the age of 60 do not pick out to depend upon those websites for his or her purchases.
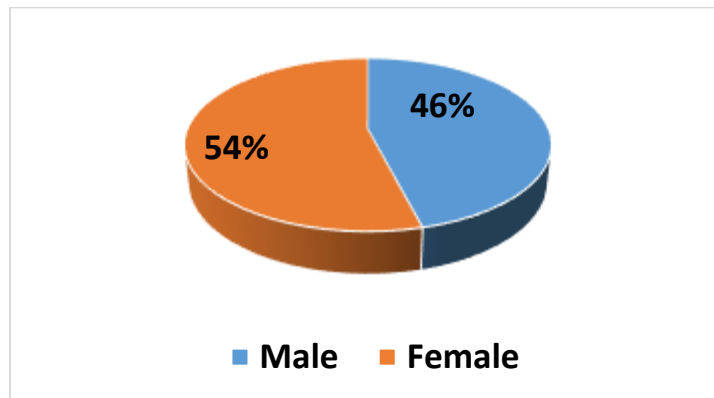

Figure 3: Pie Chart Showing Gender Percentage

Figure 3: presented that maximum of the client's 54% were male as compared to 46% changed into a female.

3. Discussion

Internet shopping has grown swiftly during the last 5 years. Consumer demographics also play a chief position in growing online shopping. Young people generally tend to store online and

there are differences in shopping for styles for male and girl consumers online. Consumer's purpose is not only to purchase the product however additionally to advantage know-how and seek variants available in those classes (Riaz, 2015). The effects are evident within the truth that more and more human beings are deciding to save online as product prices and reductions, or coupons are getting used to lead them to more price range pleasant. It was discovered that sixty-three. 60% of respondents absolutely agreed that they observed it plenty simpler to bring back and trade products in comparison to marketplace exchange rules. Most respondents had good experiences but 43% have been not in this regard. Improper packaging and expected product nice were the principal reasons why such a lot of humans are experiencing awful stories. According to the Top Responder Site, the Site is the most experienced one in terms of online shopping. Users of Site B are considered the secondary stage. However, some customers use other websites than those mentioned. Of the fifty-five. 50% agreed, 44.45% agreed that it might be higher if the sites furnished quicker transport offerings and the majority answered that they would really like to reduce the fee of global delivery utilized in positive products. 10.10% of respondents spoke back that they would now not want to change anything approximately their favorited site. As a result, it is found that customers view product validation, pricing, and return policies as major factors influencing selection (An and Monika., 2016).

4. Conclusıon

A decent standing is a genuine advantage to a web-based business website. Site A stands apart above different locales as it has superb bundles, conveyance administration, after-deals administration, and great return and retraction. Site B additionally has great bundles despite the fact that it comes next with purchaser fulfillment. The two locales have a similar decision of web composition. It finishes up with realities gathered by the body that most clients like to purchase nearby an instead of Site B as it is superior to the most recent in large numbers of the influenced zones with regards to web-based shopping.

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