



Customer Perception And Experience In The E Commerce Industry With Special Reference To Kandlakoya Region

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ABSTRACT:

This study focuses on four main parts. The first is to analyse customer perceptions on E-commerce. The second is to evaluate the customers' EXPERIENCE and challenges faced on E-commerce over internet. The third is to know the issues of customers faced. The fourth is to find out how growth of e-commerce.

This study aims to explore and analyse customer perception and experience within the e-commerce industry, focusing specifically on the Kandlakoya region. With the rapid growth of digital marketplaces, understanding consumer behaviour and satisfaction levels has become crucial for e-commerce businesses to sustain and enhance their competitive edge. The research investigates key factors influencing customer perceptions, including website usability, product variety, pricing, delivery services, and after-sales support. Through a combination of quantitative surveys and qualitative interviews conducted with consumers from the Kandlakoya region, the study identifies the prevailing trends, preferences, and challenges faced by customers when engaging with online platforms. The findings reveal critical insights into customer expectations and highlight areas for improvement to foster better user experience. This research contributes to the broader understanding of e-commerce dynamics in emerging regions and offers practical recommendations for stakeholders aiming to optimize service delivery and customer satisfaction.

Key words: E – Commerce, Customer Perception and Experience.

Introduction

Nowadays many businesses started their online business by using e-commerce they are doing business with internet. And it is reaching global market types of customers can purchase products and they can select their own choice of product. So, their businesses are also growing fast day by day by digital commerce which indicates buyers to immediate purchase goods.

By adopting e-commerce customers can buy easily it was mostly useful for employed people and students those are buying more times and retailers are also getting more orders through e-commerce because they can sale their products overseas. Consumers discover a product of hobby by means of traveling the internet site of the retailer directly or with the aid of searching among unique companies using a shopping search engine, which indicates the product's equal availability and pricing at distinctive e-retailers.

The procedure is called enterprise to- customer (B2C) online shopping.

Here the business models are there which are e-commerce.

B2B= BUSINESS TO BUSINESS

B2C= BUSINESS TO CONSUMER

C2B= CONSUMER TO BUSINESS

C2C= CONSUMER TO CONSUMER.

These models are using and developing their business. In Online shopping additionally consists of grant chain management, advertising over internet, 24 × 7 timing, availability of variety of products and services etc. Olden days food, cloth and shelter have been referred to as simple want however now-a-days one more need is brought that is the digital world.

The transformation in the tele-communication sector web has changed many ways customers keep and purchase goods. Both Indian companies and foreign country company products have started out the use of the Internet with the purpose of low promotion fees and thereby lower the price of their products to meet heavy opposition in the market. Companies also use the Internet to deliver communications and spread information, to promote the product, to take comments and to conduct pride surveys with customers.

Review of Literature

1) Nanda et al. (2021):

Mixed-method approach, the researchers examined both strategy event data from a variety of UK shops as well as insights from interviews with retail asset managers and landlords. The study's findings revealed that physical stores must urgently reposition the roles of their multi-channel business. Their investigation produced substantial insights and highlighted various implications for merchants, landlords, and policy-making bodies dealing with post-pandemic urban redevelopment and local economic growth.

2) Amin, M., Rehman, M. A., & Muhammad, F. (2020):

Factors influencing consumer perception and adoption of e-commerce in developing countries. International Journal of Advanced Computer Science and Applications, 11(12), 86-92.

This study explores the factors that influence consumer perception and adoption of e-commerce in developing countries. It examines variables such as trust, security, perceived usefulness, and perceived ease of use in shaping consumer attitudes towards online shopping platforms.

3) Gupta (2014)

E-Commerce: Role of e-commerce in today's business," presents a comprehensive definition of e-commerce while isolating it from e-business. The paper enlists the different e-commerce models i.e., B2B, B2C, C2B and C2C, narratively analysing the nitty gritty of each. Rina (2016) also elaborates the different applications of e-commerce in "Challenges and Future Scope of E-commerce in India", at the same time, defining the degree to which they are operational in the country.

4) Abhijit Mitra. (2013):

E-commerce in India-a review international journal of marketing, financial services & management research. Concluded that the e-commerce has broken the geographical limitations and it is a revolution-commerce will improve tremendously in next five years in India.

RESEARCH METHODOLOGY

It is defined as a highly intellectual human activity used in the investigation of nature and matter and deals specifically with the way data is collected, analysed and interpreted. A system of models, procedures and techniques used to find the result of a research problem.

OBJECTIVES

1. To study the customer's behaviour towards online shopping (e-commerce)
2. To identify the factors affecting the perception of online customers.
3. Examine the customer attitude towards E-commerce.
4. To know the type of products purchased by customers through online shopping.

STATEMENT OF THE PROBLEM

Today's shopping has increased high importance in the marketing. And at the same time the scams also increased. Scammers made fear in customers' opinion also craving negative impact. So that consumers do online shopping by following all instructions.

RESEARCH TYPE

The type of research of this study is Descriptive. A Descriptive study was undertaken as a part of conclusive research to know the customer Perception and Experience ON E-commerce in the city of KANDLAKOYA REGION based upon their responses on statements relating to different aspects of E-commerce along with the demographic details.

RESEARCH DESIGN

It is the blueprint specifying every state of action during research. It is the arrangements of conditions for collection and analysis of data. There are three types of design.

- Exploratory research design
- Experimental research design
- Descriptive research design.

SCOPE OF THE STUDY

- To know the success ratio of e-commerce between 2020 to 2024.
- To know the exports and imports of e-commerce.
- E-commerce will help to grow local business markets.
- Making websites in local languages will increase site visit and sale.

NEED FOR THE STUDY.

This study identifies current customers' perceptions on E-commerce in online shopping in Hyderabad, the challenges experienced by E-commerce, and the effect of zero threats and data leakage of customers personal details.

Limitations of the study

- ❖ This study is confined to the Hyderabad Region in India and the results may not apply to other cities or region with different demographic and psychographic factors.
- ❖ The project is done in short period of time. Because of this we could not study long term change and preferences.
- ❖ The study includes limited numbers of people with population 150. So, it may not show the full picture of everyone's opinion.
- ❖ The study is done based on the ON CUSTOMER PERCEPTION AND EXPERIENCE IN THE E-COMMERCE.

DATA CLASSIFICATION (CUSTOMER SATISFACTION).

Dependent variable (CUSTOMER PERCEPTION)
Independent variable (E-COMMERCE INDUSTRY)
POPULATION: 150 CUSTOMERS SATISFACTION
SAMPLE size: 100 CUSTOMERS SATISFACTION.

SAMPLE DESIGN

A sample is a group of people, objects, or items that are taken from a larger population for measurements. The sample should be representative of the population to ensure we can generally find something from the research sample to the population.

SAMPLE SIZE

The sample size is the term used in the market research for defining the number of subjects included in the sample size. The sample size that I have taken 100 candidates.

AREA OF STUDY Area of study in research means the locality, place, city, etc. That are used to define which place the research focuses. The study is confined to KANDLAKOYA REGION, Telangana.

DATA COLLECTION

Data collection is nothing but collecting information from different methods. It collects variety information of relevant Sources of to find answers to find research problems.

It is also divided into two types: 1) Primary data, 2) secondary data

PRIMARY DATA

As the name of the original, firsthand data were collected by the data researchers. This process is the initial information gathering steps, performed before anyone carries out any further or related research.

- The primary data was collected by using well- structured questionnaires from 100 respondents and are entered into the sub tables by using the simple percentage analysis.
- The geographical location of the respondents in KANDLAKOYA which is in Telangana state.

SECONDARY DATA:

Secondary data is second-hand data collected by others and already having informational analysis. The data is either information that the research has tasked other people to collect or information the researcher has looked up. Simply put second-hand data information although it is easier and cheaper to obtain than primary information, secondary data.

Secondary data have been collected by the different Articles, Literatures, and internet.

Data analysis tools and techniques

Tools used for calculation: MS excel, Tool used for analysis of facts

- ❖ Excel
- ❖ Pie chart.
- ❖ Graph
- ❖ Chi squares

DATA ANALYSIS AND INTER-PRETATION

DATA ANALYSIS / PRESENT WORK:

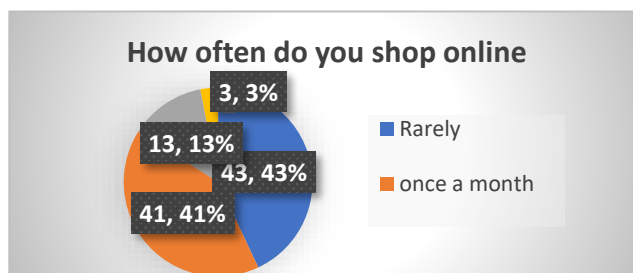
This study was conducted to know the customers' opinions on e-commerce. The research was collected in the form of questioners. I have received data by filling out answers to the questionnaires. And I have taken 100 samples out of 150 populations.

The analysis of the data is as follows:

S. No	Particular	Size
1	Population size	150
2	Sample size	100

1) How often do you shop online?

How often do you shop online	
Rarely	43
once a month	41
weekly	13
more than once a week	3
total	100

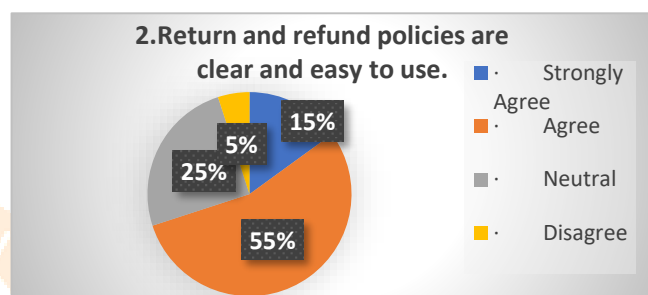


Interpretation:

The above chart indicates how often do you shop online. 43 % is Rarely, 41% is Once a month, 13% is Weekly, and 3% is More Than once a weekend they total is 100.

2) Return and refund policies are clear and easy to use.

2. Return and refund policies are clear and easy to use.	
Strongly Agree	15
Agree	55
Neutral	25
Disagree	5
Total	100



Interpretation:

A strong majority (70%) find return/refund policies clear and user-friendly (15% strongly agree, 55% agree), while 25% are neutral. Only 5% disagree, indicating widespread satisfaction with online retailers' policy transparency.

3) How do you typically discover products online?

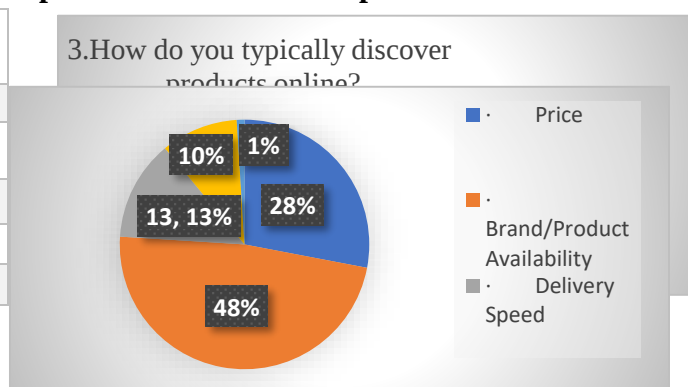
Interpretation:

The above Pie chart indicates individual Responses of typically discovered products online. 38% of them discovered through Social Media ads, 18% through Influencer Recommendations, 24% of them through Word of mouth and the remaining 20% discovered through E-commerce platform suggestions. And the total sample is 100.

4) Which factor influences your decision to choose a particular e-commerce platform?

3. How do you typically discover products online?	
Social Media Ads	38
Influencer Recommendations	18
Word of Mouth	24
E-commerce Platform Suggestions	20
Total	100

4. Which factor influences your decision to choose a particular e-commerce platform?	
Price	28
Brand/Product Availability	48
Delivery Speed	13
Customer Service	10
User Interface	1
Total	100



Interpretation:

Brand/product availability is the top factor (48%) for choosing e-commerce platforms, followed by price (28%). Delivery speed (13%) and customer service (10%) matter less, while user interface (1%) is negligible. Consumers prioritize selection and affordability over other features.

5) Do you use mobile apps or websites for online shopping more?

5. Do you use mobile apps or websites for online shopping more?	
Mobile App	65
Website	12
Both equally	23
Total	100

Interpretation:

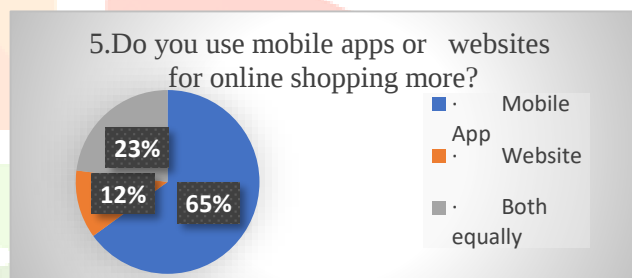
The data indicates mobile apps or websites for online shopping. Mobile apps are 65%, Website is 12% and others Both Equally are 23%. And the total is 100 samples no impact. This highlights the strong influence of customer feedback on buying behaviour.

6) Online shopping provides better pricing than offline shopping.

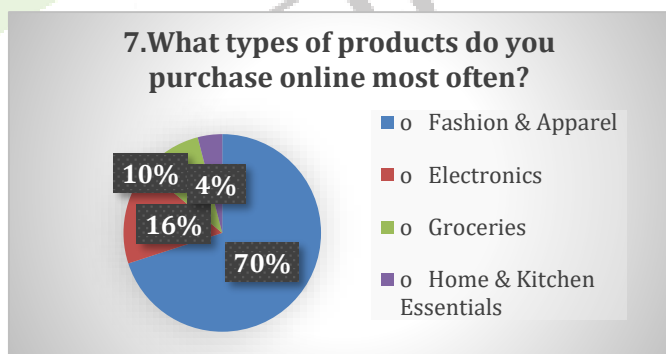
6. Online shopping provides better pricing than offline shopping.	
Strongly Agree	21
Agree	40
Neutral	27
Disagree	10
Strongly Disagree	2
Total	100

**Interpretation:**

Most respondents (61%) believe online shopping offers better prices than offline, with 21% strongly agreeing and 40% agreeing. While 27% remain neutral, only 12% disagree. This shows a clear consumer preference for online pricing, though some uncertainty persists.

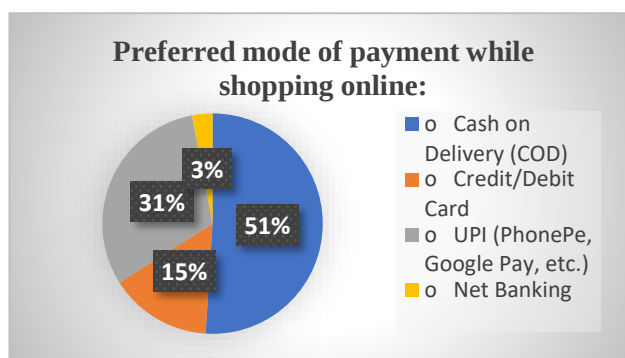
7) What types of products do you purchase online most often?

What types of products do you purchase online most often?	
Fashion & Apparel	70
Electronics	16
Groceries	10
Home & Kitchen Essentials	4
Total	100

**Interpretation:**

The above chart indicates the individual Responses of Types of products purchases online. 70% is Fashion, 16% is Electronics, 10% is Groceries, 4% is Home Essentials and others is 0%. And the total is 100 samples.

8) Preferred mode of payment while shopping online:



Interpretation:

The above chart indicates the Payment Method is online. 51% is cash on delivery, 15% is Credit Debit cards, 31% is by using UPI methods and 3% is Net Banking and the total is 100.

FINDINGS

1) The how often do you shop online. 43 % is Rarely, 41% is Once a month, 13% is Weekly, and 3% is More Than once a weekend they total is 100.

2) We find A strong majority (70%) find return/refund policies clear and user-friendly (15% strongly agree, 55% agree), while 25% are neutral. Only 5% disagree, indicating widespread satisfaction with online retailers' policy transparency.

3) We discovered products online. 38% of them discovered through Social Media ads, 18% through Influencer Recommendations, 24% of them through Word of mouth and the remaining 20% discovered through E-commerce platform.

Preferred mode of payment while shopping online:	
Cash on Delivery (COD)	51
Credit/Debit Card	15
UPI (Phone Pay, Google Pay, etc.)	31
Net Banking	3
Total	100

4) Brand/product availability is the top factor (48%) for choosing e-commerce platforms, followed by price (28%). Delivery speed (13%) and customer service (10%) matter less, while user interface (1%) is negligible.

5) The data indicates mobile apps or websites for online shopping. Mobile apps are 65%, Website is 12% and others Both Equally are 23%.

Suggestion and Recommendation

- To Increase the safety securities and data privacy towards E-commerce platforms
- To Provide a different variety of products and brands in e-commerce.
- Examine the proper product quality and durability in e-commerce platforms.
- It should make feature a user-friendly design to ensure smooth navigation and a seamless in an e-commerce platform.

Conclusion

In this conclusion e-commerce shopping has significantly transformed the way people meet their daily needs in today's fast-growing world. And people increasingly occupied with their busy life's the convenience offered by e-commerce platforms serves as a valuable alternative to traditional shopping. The ability to browse, compare and purchase a wide range of products from the comfort of one home is game changer.

Privacy Solutions of E-Commerce

Growing digital dependence increases risks like data breaches and fraud. Online retailers must invest in robust cybersecurity encryption, two-factor authentication, and secure payment gateways to protect user data.

Innovations Of E-commerce:

Augmented Reality (AR), Virtual Reality (VR), and voice-enabled shopping are transforming retail by merging physical and digital experiences. These technologies make shopping more immersive, intuitive, and accessible.

References / Bibliography

- 1) **Nanda et al. (2021):** Mixed-method approach, the researchers examined both strategy event data from a variety of UK shops as well as insights from interviews with retail asset managers and landlords.
2. **Amin, M., Rehman, M. A., & Muhammad, F. (2020).** Factors influencing consumer perception and adoption of e-commerce in developing countries. *International Journal of Advanced Computer Science and Applications*, 11(12), 86-92.
- 3) **Gupta (2014) E-Commerce:** Role of e-commerce in today's business," presents a comprehensive definition of e-commerce while isolating it from e-business. The paper enlists the different e-commerce models i.e.,
- 4). **Abhijit Mitra. (2013).** "E-Commerce in India-A Review", *International Journal of Marketing, Financial Services & Management Research* by Abhijit Mitra. (2013).

WEB SOURCES

www.google.com , www.wikipedia.org

Questionnaire /Annexure

1. **How often do you shop online?**
A) Rarely, B) Once a month, C) Weekly and D) More than once a week
2. **Return and refund policies are clear and easy to use.**
A) Strongly Agree, B) Agree, C) Neutral, D) Disagree and E) Strongly Disagree
3. **How do you typically discover products online?**
A) Social Media Ads, B) Influencer Recommendations, C) Word of Mouth, D) E-commerce Platform Suggestions.
4. **Which factor influences your decision to choose a particular e-commerce platform?**
A) Price, B) Brand/Product Availability, C) Delivery Speed D) Customer Service and User Interface.
5. **Do you use mobile apps or websites for online shopping more?**
A) Mobile App, B) Website and C) Both equally
6. **Online shopping provides better pricing than offline shopping.**
A) Strongly Agree, B) Agree, C) Neutral, D) Disagree and E) Strongly Disagree.
7. **What types of products do you purchase online most often?**
A) Fashion & Apparel, B) Electronics, C) Groceries D) Home & Kitchen Essentials and E) Others: __
8. **Preferred mode of payment while shopping online:**
A) Cash on Delivery (COD), B) Credit/Debit Card, C) UPI (PhonePe, Google Pay, etc.) and D) Net Banking
9. **Which e-commerce platforms do you prefer? (Multiple choice)**
A) Amazon, B) Flipkart, C) Myntra, D) Ajio and E) Others: __
10. **I trust the security of my personal and financial data while shopping online.**
A) Strongly Agree, B) Agree, C) Neutral, D) Disagree and E) Strongly Disagree.