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ABSTRACT

In recent years the online environment is viewed by users from a new perspective, in a commercial way. Its development and the emergence of online stores have turned users into consumers. The globalization of competition and development of information technology have enhanced customer awareness and created a situation where people prefer shopping online, as online shopping provides quality products as well as saves time. In this paper we try to see the drastic change that has been foreseen in the field of e-shopping and the customer's perception towards e-shopping.

Keywords: customer perception, online shopping.

Introduction

With the rapid global growth in electronic commerce (e-commerce), businesses are attempting to gain a competitive advantage by using e-commerce to interact with customers. Products convey different meanings to different people, consumers form differing attachments to them. Unique consumer-product relationships develop specific to the individual and the situations. The meaning that products convey may ultimately depend more on the nature of consumers rather than the nature of products. Further, the quality of sales interaction with customers is also strong factor of influence because consumer perception of value and the ability to attract customers and build positive experience to build loyalty is greatly affected by the sales person's behaviour. As the sales person represent companies to customers and work on behalf of companies for the value transaction or value exchange function between companies and consumers, the interaction of the sales person with the customers is to tell the customers about the products and services available and thus help them decide which products and services are the best to meet their needs, wants, and expectations. The interaction between a consumer's motivational mind-set and a salesperson's behaviour affects a consumer's cognitions, emotions, and outcome behaviours.

Literature Review

Makwana, Khushboo, Dattani, Khushboo, Badlani, Himanshu, "A Customer Perception towards Online Shopping- An Exploratory Study" states that Consumers have been seen to exhibit different buying behaviours when shopping online than when they are shopping in a physical store. There is no significant difference among the response of male and female students. The overall results prove that the respondents have perceived online shopping in a positive manner.

Svatošová, Veronika, 2013 "Motivation of Online Buyer Behaviour" suggests that awareness of the Internet and its use in everyday life is constantly increasing, which means that goals of this article have been fulfilled. Naturally, some stimuli are identical with the generally known customer behaviour during purchase. Despite that we can say that electronic trading has its special features and differences. Everybody who wants to enter the network world in order to offer their products and services there must be aware of the distinctive approach, count on it and adapt to it. The results show that motives of online shopping behavior are independent on age of respondents.

Salehi, Mehrdad, 2012 "Consumer Buying Behaviour towards Online Shopping Stores in Malaysia" The results showed that security and validity of website were widely approved by online consumers. Attractiveness had the minimum influence on online shopping intention. This shows that consumers aren't interested or couldn't believe any advertisement in the internet. It seems that the internet users are overloaded by advertisement spams.

Lohse, L.Gerald, Bellman Steven, 1999 "Consumer buying behaviour on the Internet: Findings from panel data" shows that the Internet population is already starting to look more and more like the general population, at least in the United States. Companies will have to plan their Web site design for an audience that is less Web savvy, less educated, and earning less, and, that is, possibly, less tolerant of new technology. According to our projections, most of the money earned by online retailers in two years time will come from people who have yet to connect to the Internet. However, this research also shows that differences between new online consumers and more experienced online consumers are erased over time by the rapid acclimatization of consumers to this new medium of consumption.

Vinerean, Simona, Cetina, Iuliana, Dumitrescu, Luigi, Tichindelean, Mihai, 2013 "The Effects of Social Media Marketing on Online Consumer Behaviour" presents new ways to classify online consumers, which served as a basis for psychographic segmentation, based on respondents' activities on different online platforms. Also, this study contributes to the existing knowledge of customer behaviour in an online environment, in general, and on social media websites, in particular, by providing insight through an examination of seven influential variables on developing positive reactions to online advertisements.

Elisabeta Ioanăs, Ivona Stoica, 2014 "Social Media and its Impact on Consumers Behaviour" concluded that social networks have a role in influencing the behaviour of consumers in the virtual environment, particularly when the degree of exposure of messages and the relation created between the variety of information given and the consumer who is about to make a purchase. It can be stated that there is an imbalance between respondents from rural and urban areas.

Lee, Gwo-Guang, Lin, Hsiu-Fen, 2005 "Customer perceptions of e-service quality in online shopping" showed that the dimensions of web site design, reliability, responsiveness, and trust affect overall service quality and customer satisfaction. Moreover, the latter in turn are significantly related to

customer purchase intentions. However, the personalization dimension is not significantly related to overall service quality and customer satisfaction.

Voinea, Lelia, Filip, Alina, 2011 "Analyzing the Main Changes in New Consumer Buying Behaviour during Economic Crisis" suggests that in developed countries, new consumers are more economical, more responsible and more demanding than traditional consumers. New consumers are increasingly aware of all aspects involved in purchase of products, from design, safety, origin, to their social and economic impact. Consumers have become more vigilant new and more aware of their ability to influence the world with their consumer choices, the crisis served as a mini - electric shock, announcing a new era, maybe the era of responsible consumption.

Understanding customer perceptions towards online shopping

The market-driven society revolves around the needs wants and expectations of the consumers and the value addition aspiration they have and expect from the business and also the experiences, feelings, and satisfaction they derive from the marketers' value adding efforts through interactive sales encounter experiences. When a salesperson's behaviours are congruent with a consumer's motivation specific cognitive, emotional and behavioural responses are proposed. Differing responses are proposed when behaviours are incongruent with motivation.

Motivation

Motivation is defined as the activation of internal desires, needs and concerns which energize behaviour and send the organism in a particular direction aimed at satisfaction of the motivational issues that gave rise to the increased energy (Pittman, 1998a, b).
Furthermore, Gollwitzer (1990) and Hilton and Darley (1991) distinguish between motivations in the form of different mind-sets that are adopted. They differentiate between an assessment/deliberative mind-set, and an action/implemental mind-set with a mind-set in general being a phase-typical cognitive orientation that promotes task completion. In a consumption context, using Hilton and Darley's (1991) terminology, when a consumer is in an assessment mind-set, the consumer is motivated to deliberate prior to making a decision in order to ensure that the decision is the correct one, devoid of negative consequences. In an assessment mind-set, a consumer is attempting to make an accurate assessment of whether to make a purchase or not. During an interpersonal sales encounter experience, this underlying goal of making a deliberated decision is likely to affect how various aspects of the encounter are perceived, in particular the salesperson's behavior. When a consumer is in an action mind-set as opposed to an assessment mind-set, the consumer is working toward a more concrete purchase goal. Thus, the basic objective of making a desired purchase is likely to affect the perception of various events as they occur during the sales interaction experience.

Emotion

Ortony et al. (1987) distinguished emotions from non-emotions and concluded that emotion terms refer to internal mental states that are focused primarily on affect where affect simply refers to the perceived goodness or badness of something. Most theories of emotion that examine cognitive causes of emotion indicate that positive emotions arise from goal attainment or at least progress toward goal attainment and negative emotions arise from failure to achieve a goal or insufficient progress toward goal achievement (Carver and Scheier, 1990).

Sales person's Influence

Sales person's behaviour and customer's behaviour go parallel in a sale encounter. Sales person's action affects customer's perception towards shopping. Cialdini's (1984a, b) six principles of influence like authority, social validation, scarcity, liking, reciprocation, and consistency provide a framework for classifying salesperson behaviours.

Conclusion

Customer's perception influences overall sales encounter experience. There is significant role of consumer psychographics, sales encounter experience, and salespersons behaviour influencing purchase decision making. Customer's motivation should be studied by sales person's to know what influences a customer to buy the product online. There is also significant role of social media in constructing specific customer's perception towards online shopping. The emotional state of customer gives motivation to him/her to behave in a particular way so, emotional and motivational aspect should be emphasized to know customer's perceptions.

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