



Study on Consumer Perspective About Application on Internet

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ABSTRACT

The internet has revolutionized the way we live and work. It has also changed the way we consume products and services. In the past, consumers were limited to buying products and services from physical stores. However, with the advent of the internet, consumers can now buy products and services from anywhere in the world, 24/7.

This has led to a proliferation of IT products and services that are available online. These products and services range from e-commerce platforms to online banking to streaming services. As the number of IT products and services available online continues to grow, it is important to understand how consumers perceive these products and services.

This study will investigate the consumer perception about the application of IT products over the internet. The study will focus on the following areas:

- The factors that influence consumer perception of IT products and services
- The challenges and opportunities associated with the application of IT products over the internet
- The implications of consumer perception for the development and marketing of IT products and services

The study will use a mixed-method approach, which will involve a survey of consumers and interviews with experts in the field of IT. The findings of the study will provide valuable insights for businesses that are developing and marketing IT products and services.

Main text

The internet has revolutionized the way we live and work, profoundly impacting the consumption of products and services. In the past, consumers were confined to purchasing goods and services from brick-and-mortar stores, limiting their options and accessibility. However, the advent of the internet has transformed the consumer landscape, enabling individuals to purchase products and services from anywhere in the world, 24/7. This unprecedented shift has spurred the proliferation of IT products and services available online, encompassing a wide array of offerings, including e-commerce platforms, online banking, and streaming services.

As the digital realm continues to expand and diversify, understanding consumer perceptions of these IT products and services becomes increasingly crucial. This study delves into the intricate aspects of consumer perception regarding the application of IT products over the internet. The study's focus encompasses the following key areas:

- **Factors Influencing Consumer Perception:** The study explores the multifaceted factors that shape consumer perceptions of IT products and services. This includes examining the role of individual characteristics, such as age, technology proficiency, and previous online experiences, in influencing perceptions. Additionally, the study investigates the impact of product-related attributes, such as ease of use, reliability, and security, on consumer perceptions.
- **Challenges and Opportunities:** The study delves into the challenges and opportunities associated with the application of IT products over the internet. Challenges may include concerns over data privacy, security, and potential technical glitches. Opportunities, on the other hand, may arise from the ability to reach a global audience, personalize customer experiences, and gather valuable data for product improvement.
- **Implications for Development and Marketing:** The study examines the implications of consumer perception for the development and marketing of IT products and services. Understanding consumer perceptions enables businesses to tailor their products and services to

meet the specific needs and preferences of their target audience. Moreover, insights into consumer perceptions can inform effective marketing strategies, ensuring that products and services resonate with consumers and gain traction in the competitive online marketplace.

To comprehensively explore these areas, the study employs a mixed-method approach, combining quantitative and qualitative data collection techniques. A survey of consumers will gather quantitative data on their perceptions of IT products and services. In addition, interviews with experts in the field of IT will provide in-depth qualitative insights into the factors influencing consumer perceptions, the challenges and opportunities associated with online IT products, and the implications for development and marketing strategies.

The findings of this study will provide valuable insights for businesses that are developing and marketing IT products and services. By understanding consumer perceptions, businesses can make informed decisions that enhance the usability, attractiveness, and overall success of their offerings in the ever-evolving digital landscape.

Structure

The internet has become a lifeline for most of us. The world revolves not only around it, but also 'in' it. Almost every decision is made possible by the internet's capable interference and assistance. Coronavirus has emphasised the significance of the internet. Individuals connected with one another, took advantage of the opportunity to learn and acquire new skills, and provided much needed meaning and reason to continue thanks to the internet.

ICUBE is a Kantar annual syndicated study that measures the reach and frequency of Internet usage in India. The research project, which began in 1998, is now in its 24th year. ICUBE 2022 polled over 10,000 people in 100+ cities and urban areas.

Except for Lakshadweep, the study covers all Indian states and union territories. Data for the study were collected between June and September of 2022. Aside from Except for Lakshadweep, the study covers all Indian states and union territories. Data for the study were collected between June and September of 2022. Aside from IAMAI, several companies, media outlets, and government agencies rely heavily on ICUBE insights to help them make sound business decisions.

Despite a difficult year, India's active internet users have steadily increased. According to ICUBE 2022 estimates, 622 million Indians out of a total population of 1433 million are active internet users (AIU: those who have accessed internet in the last one month). This equates to approximately 43% of the total population in urban and rural India using the Internet at least once in the previous month. According to Kantar, India's active internet users will exceed 900 million by 2025.

The Internet, also known as Internetworking, is the world's largest computer network, connecting all existing computer networks (including the Internet Wide Area Network, Metropolitan Area Network, Personal Area Network, and so on) as well as all computers, connected devices (including smartphones and tablets), and the computer itself into a single container world's computer network. The amount of time spent using e-mail and surfing the internet increased significantly between 1996 and 2001; various types of Internet use have been associated with positive and negative effects; symptoms of dysphoria have been associated with several types of internet use such as shopping, playing games, or doing research; and the study's conclusions are that internet use has a positive impact.

One of the most important factors influencing students' academic performance and social lives is the internet. Social media sites have grown in popularity, allowing people to interact and communicate with one another in novel ways. Following the establishment of Facebook and Myspace in 2004 and 2006, respectively, social networking became popular. For example, Facebook has over 500 million members and is still growing, and figures for approximately 85 percent of students who use Facebook are expected to grow as the number of Facebook users grows.

Ghana declared that 60% of people agree that education will be very different by 2020.

Teleconferencing and distance learning will be widely used to take advantage of technological resources; many learning activities will be decentralised and just-in-time; and "hybrid" classes, which combine aspects of online learning with a lack of lectures on campus, will become more common. As a result of the adjusted results, graduation requirements will be significantly reduced. The popularity of the Internet is rising not only in developed nations but also in many underdeveloped nations like Indonesia, India, and China. Although people's online time can be extremely beneficial in general, excessive Internet use can be harmful to one's life, work, and family relationships. You may be overusing the Internet if your child or child feels more at ease with online friends than with real-world friends, or if you can't stop playing online games or unlocking your smartphone or other device (the term Internet addiction).

The digitalization of the payment mechanism marks a significant milestone in India's journey towards a Faceless, Paperless, and Cashless economy. Several factors have fuelled the growth of digital payment systems in India, including the Digital India initiative, a favourable regulatory environment, the introduction of innovative payment services, and enhanced customer experiences.

The digitalization of the payment mechanism marks a significant milestone in India's journey towards a Faceless, Paperless, and Cashless economy. Several factors have fuelled the growth of digital payment systems in India, including the Digital India initiative, a favourable regulatory environment, the introduction of innovative payment services, and enhanced customer experiences.

The Digital India program has laid the foundation for a knowledge-based electronic transformation in governance, engaging both central and state governments. This program focuses on three key areas:

1. Infrastructure as a utility for every citizen
2. Governance and services on demand
3. Digital empowerment of citizens

This initiative has played a crucial role in promoting financial inclusion, bringing India's unbanked population into the mainstream economy. Other key contributors to the surge in digital transactions include the Pradhan Matri Jan Dhan Yojana (PMJDY), the Unified Payment Interface (UPI), and the demonetization policy implemented in 2016.

The PMJDY, a flagship program launched by the Government of India, aims to promote financial inclusion. This initiative ensures that all citizens have access to bank accounts, which serve as the default channel for government payments through Direct Benefit Transfer (DBT).

Demonetization has also spurred the growth of digitization. Factors such as mobile connectivity, infrastructure, electronic delivery, technology, and information technology have further fuelled the adoption of digital payments in India.

The benefits of digital payments include:

- Ease of use and convenience
- Faster transaction speeds
- Reduced environmental impact
- Enhanced customer satisfaction
- Reduced social upheaval

Despite the advantages, challenges remain in the realm of digitization:

- Lack of education and awareness about digital payment methods
- Slow adaptation to new technologies
- Limited government support for digital initiatives
- High implementation costs
- Safety concerns related to online transactions
- Infrastructure problems in certain areas
- Inadequate training for consumers

This study delves into consumer perceptions of online payments, particularly regarding their safety. While extensive research exists on consumer perceptions of credit card payments, studies on other payment modes and the challenges faced by consumers in adopting digital payments are limited.

The study aims to understand the frequency of digital payments and the factors that influence consumer adoption, as well as the challenges faced by consumers when using digital payment modes. These factors may significantly impact consumer perception.

The literature review for this study primarily focuses on research conducted in India. The studies encompass a range of topics, from usage studies to behavioural studies. These studies have been analysed to identify key findings. The scope is primarily restricted to studies related to digitization in payments.

The study is exploratory in nature, utilizing literature reviews and secondary information to draw conclusions. The study aims to provide secondary data insights for future researchers to build upon. Due to the absence of primary data, the reliability of the findings hinges on the quality of the secondary data collected.

Literature Review

The digitalization of the payment mechanism is a milestone in the era of Faceless, Paperless, and Cashless economy of Digital India. Digital India, favourable regulatory environment, new payment service, and improved customer experience are considered as the major drivers for the growth of Indian digital payment systems. Digital India program has created a platform for a knowledge-based electronic transformation in governance for its citizen by engaging both central and state government. The three major areas focused by this program are a) Infrastructure as utility to every citizen b) Governance and services on Demand c) Digital . Empowerment of citizen. This initiative has considered as a significant intervention in digital financial inclusion which has brought thee unbanked population of the country under the mainstream economy. The other key actors that backed one of boost to digital transactions are the Pradhan Matri Jan Dhan Yogna (PMJDY), Unified Payment Interface (UPI) and the demonetization policy implemented in 2016.

The PMJDY is a flagship program launched by the Government of India to promote financial inclusion. This initiative made sure that all the citizen is having a bank account and these accounts are the default channel (Direct Benefit Transfer) for any government payments to the accountholders.

Demonetization has helped digitization to grow. Factors like mobile connectivity, infrastructure, electronic delivery, technology, information technology etc have helped digitization to grow in India. Advantages are ease of use, faster transactions, reduced pollution of environment, more satisfied customers, and social upheaval. Lack of education, adaption of technology, less support from government, costs of implementation ,safety issues, infrastructure problems and lack of training are challenges for digitization. This study is an attempt to identify the thinking of consumers with respect to online payments and about the safety of these payments. Though, a lot of research has been done on consumer perception towards credit card payments, very less has been done on other modes of payment and the challenges faced by the consumers for digital payments. This study aims to understand the frequency of Digital payments and factors affecting, or challenges faced by the consumers while using digital payment modes these may affect consumer perception. The literature reviews taken for the study are primarily from India. The studies varied from usage studies to behavioural studies. These were analysed for the main results. This is mainly restricted to studies of digitisation in payment. The study is exploratory in nature. It uses literature reviews and secondary information for the findings. The direction of the study is towards giving secondary data information for future researchers to work. As there is no primary data the reliability depends on the secondary data collected .

India is the second-largest smartphone market in the world after China. The smartphones and other facilities with strong back up of Internet providers like Reliance Jio have boosted usage of the digital wallets, electronic payments. Mobile connectivity and internet are very important for online payments. As of November 2019, the active internet users in India are 504 million (Digital in India 2019 by IAMAI and Nielsen). Financial service institutions and other firms have tried a lot in increasing online payments and governments have also increased efforts to make increased penetration of internet. The penetration in rural India is also increasing substantially). The digital payment market is estimated to be \$ 69,168 million in 2020(statistica.com). This is contributed by the technological developments happening in this field and emergence of digital wallets. Digital wallet is a software application that helps users to digitally store money, payment credentials, and more. Consumers can use this software to implement various types of cashless transactions (McKinsey, May 2015). This is very much used for digital payment. The major deterrent for India's growth in this sector is the reach and quality of internet. India was ranked 128 out of 140 countries in terms of internet download speed as per the research done by The Hindu (December 2019). This must be improved for digital payment to be more successful.

Though digital payment has reduced in different key sectors affected by COVID- 19, a lot of other sectors have seen an increase of utilisation like online retail stores, gaming industry, utility payment etc (PWC Report, 2020).

Usage of mobile payment has increased over the years for payment. Indians are moving from cash to cashless economy slowly. Podile and Rajesh (2017) in their paper entitled —Public Perception on Cashless Transactions in India were of the view that majority of the customers in the country have adopted the electronic payment system for their transactions. Sumathy and Vipin (2017) identified that the major drivers that accelerated the growth of Indian Digital Payment Systems are found to be favourable regulatory environment, the emergence of next generation payment service providers and enhanced customer experience. To understand the awareness level of a cashless economy, a study was done by Garg and Punal (2017) in which benefits, and challenges of a cashless economy were studied. The conclusion showed the preference of people towards cashless economy because they feel it helps to fight against illegal activities, corruption, etc. This theory is supported by Das and Agarwal (2010) in their article on —Cashless Payment System in India- A Roadmap. The country needs to move away from cash-based towards a cashless (electronic) payment system.

A cashless economy will help in reducing currency management costs, track transactions, check tax avoidance / fraud etc. and enhance financial inclusion and integrate the parallel economy with mainstream. Report by ETBFSI (2019) gave insights about digital payments. The report gave insights about customer demand which has increased more than 100% in the last few months. Credit and debit cards were used maximum and digital payment was done mainly in food sector, financial services, and tourism. The maximum usage was found in Bengaluru and wallets usage in cities have also increased. Digitalization is playing an important role in every field of business, from purchase to payments (Yuvaraj & Eveline 2018). Kumar and Chaubey (2017) have found from their study that process of digitization is happening very slowly and people are adopting it as there is no other choice.

With the advanced technology and availability of the internet, consumers find convenience in online banking facilities and other mobile applications. It has made consumers more convenient to do their transactions anywhere and at any time. Although consumers fear for their privacy and security in transacting online, developments in technology in the form of big data, internet of things helps us to move towards a cashless economy. The importance of awareness creation by using digital marketing and social media was discussed by Andrew Stephen in 2015. The speed of adoption was discussed by some researchers. D. Sudhir Babu, P. Lakshmi Narayanamma (2018) found that electronic payments help in buying products faster. Gokilavani et al (2018) found a significant difference in the socio- economic status of consumers and their perception towards digital payments in his study on perception of customers towards Digital Payments. Customer perception plays a major role in the adoption of digital payment. Service providers for digital payments should also take proper care to avoid undue delays in processing payments.

All these points are also supported by other studies. A study on technology by Reiss, D.G in 2018 found that improvement in Information and communication technology and reduction in cost of providing internet will make digital P.S. in 2018), (Neha Mehta, Sweetie Shah ,2020), (Vinitha. K, Vasantha Shanmugam,2017) (Alaknanda Lonar et al, 2018) and (Anoushka Sharma. et. al. (2015). Teoh et al (2013) in his study of Malaysian respondents who used e- payment also found that the most favourable factors affecting e-payments were ease of use and self-efficacy. But they found that there was a negative relationship between trust and security. Ardiansah et al (2019) found a positive relationship between purchase intention and ease of use. D.N.V. Krishna Reddy, Dr.M. Sudhir Reddy (2015) found that digital medium provides ease of use and safety and security in payments. These issues were also discussed by Akhila Pai (2018)

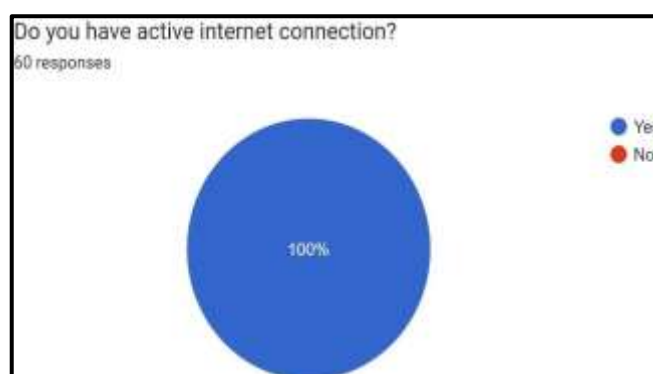
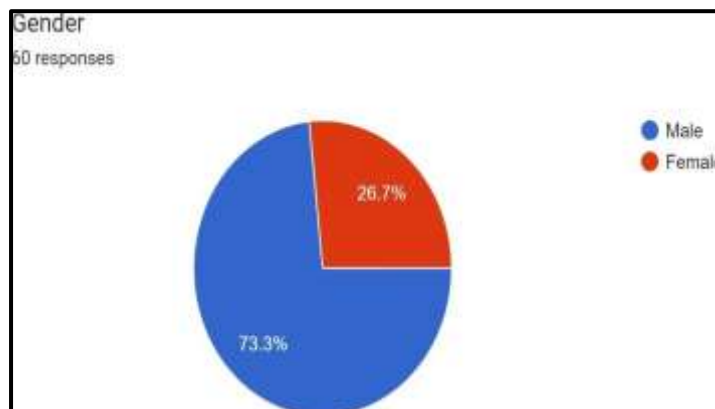
Along with ease of use, social factors and perception of brands are also found to be important for influencing customer adoption of digital payment (Chua Chang Jin et al, 2020). This was also supported by the research done by Andrew T Stephen (2015). The loyalty factor was also discussed by Dr.S. Manikandan and J. Mary Jayakodi (2017). Brijesh Sivathanu (2018) mentioned in his article mentioned the importance of how customers want to behave and resistance to new innovations on the usage of digital payment. Junadi, Sfenrianto (2015) studied the main factors which influenced the reason behind digital payment in Indonesia and found 5 major factors, namely, culture, perceived safety, expectation of performance, expectation with respect to effort and impact of society. Gokilavani, R, Kumar Venkatesh. D, Durgarani. M, Mahalakshmi R (2018) also studied the different factors affecting rate of adoption of digital payment. The importance of digital payment in banking was stressed by 2 papers. Roy, SK (2017) analyses internet banking acceptance and found that acceptance of technology and risk management are the reasons for customer acceptance. Priyanka Philip (2020) found that internet banking improves the operating efficiency of the bank. Lin W-R et al (2020) talked about the importance of online banking, need to maintain its efficiency and reducing costs so that customers will be happy, and banks can retain them.

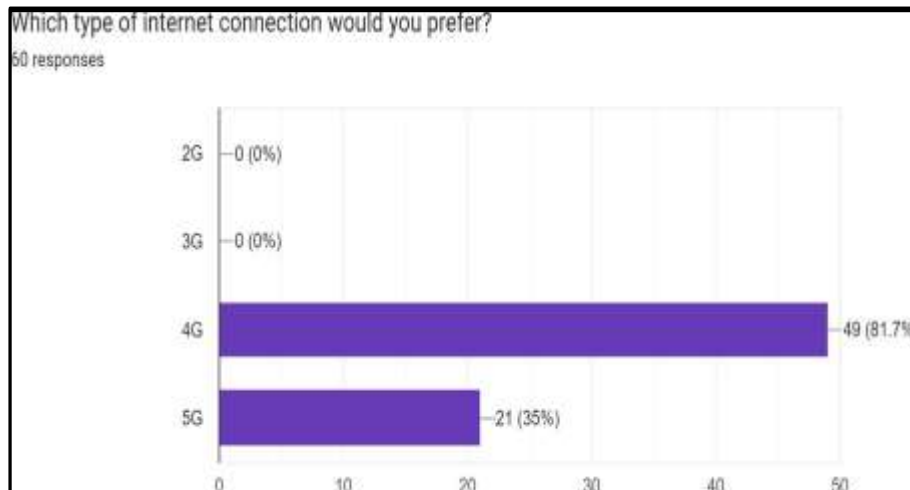
Research Problem and Statement

Research methodology refers to the systematic approach used in scientific endeavours to address various research problems. It is a comprehensive framework that extends beyond specific research methods, encompassing a broader scope of considerations. This is because, in addition to the specific methods and techniques employed, researchers often need to develop distinct methodologies tailored to the unique characteristics of the research problems they are investigating. Therefore, research methodology is concerned with the strategic selection and application of research methods that adhere to the specific requirements and constraints of a given study.

Problem

Understanding consumer perceptions, experiences, and preferences regarding internet applications is crucial for developers, marketers, and policymakers to design and promote applications that cater to user needs and maximize satisfaction. This study aims to investigate consumer perspectives on internet applications, identifying key factors influencing their adoption, usage, and overall satisfaction.





Methodology

Data Collection:

Quantitative: Online surveys or questionnaires distributed through social media platforms or embedded within existing applications can collect data on demographics, usage patterns, attitudes, and satisfaction levels regarding various internet applications.

Data Analysis:

Quantitative: Statistical analysis tools can be used to identify correlations between variables, segment users based on their characteristics, and assess the impact of different factors on application usage and satisfaction.

Key Areas of Investigation:

- Types of internet applications: Identify the most popular and frequently used applications among consumers.
- Factors influencing adoption: Explore the reasons why consumers choose to use or not use specific applications, considering factors like ease of use, perceived benefits, security concerns, and data privacy.
- Usage patterns: Analyse how consumers interact with different applications, including frequency, duration, and specific features used.
- User satisfaction: Assess consumer perceptions of the overall value, usability, and effectiveness of various internet applications.
- Emerging trends: Identify any new or evolving trends in internet application usage and consumer preferences.

Additional Considerations:

Sample selection: Ensure the sample represents the target population of internet users in terms of demographics, internet access, and application usage patterns.

Ethical considerations: Obtain informed consent from participants and ensure data privacy and anonymity throughout the research process.

Validity and reliability: Employ appropriate research methods and tools to ensure the accuracy and generalizability of the findings.

By employing a mixed-methods approach that combines quantitative and qualitative data collection and analysis, this study can provide valuable insights into consumer perspectives on internet applications. This information can then be used to inform the development, marketing, and policy decisions related to internet applications, ultimately leading to a more user-centric and satisfying online experience.

Findings & Conclusions:

- In this study, it is evident that individuals aged 21 to 30 rely more on the internet in their daily lives compared to other age groups.
- Internet users overwhelmingly opt for 4G and 5G networks to facilitate all their internet-related tasks seamlessly.
- More than 50% of users have access to both Wi-Fi and data connections for internet usage.
- 95% of individuals utilize their smartphones to connect to the internet.

- More than 90% of the population accesses the internet multiple times throughout the day.
- The majority of users utilize the internet predominantly for social media, streaming movies or web series, listening to music, online shopping, and engaging in online gaming.
- Nearly all users employ the internet to search for information, demonstrating a valuable utilization of the internet.
- Over 50% of the respondents, specifically 38%, believe that feedback in modern surveys is not reliable for correction purposes.
- In a different survey, more than the 40% of the respondents believe that tally introduces new features for accounting and billing.

Conclusions

The Indian youth landscape presents a dynamic shift in consumer behaviour. Characterized by tech-savviness and internet ubiquity, they prioritize online information seeking and engagement, particularly through social media and streaming platforms. Their purchasing power extends beyond personal entertainment, impacting household decisions on technology acquisition. To reach this influential demographic, companies must abandon traditional strategies and embrace digital channels. Targeted advertising, tailored content, and an understanding of their unique spending habits are key to capturing their attention and fostering brand loyalty. Ignoring this generation's digital fluency and decision-making power risks irrelevance in the rapidly evolving Indian market. Adapt, engage, and join the game on their terms to unlock the future's most potent consumer force.

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