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A SHIFT FROM BRICK TO CLICK RETAILING IN DURBAN, SOUTH AFRICA - CUSTOMERS' PERCEPTIONS

Abstract:

Electronic retailing has undergone extraordinary growth in the past few years. Everyday companies are adopting newer communication and information technologies to maintain and enhance their performances. Electronic retailing in South Africa is growing in a slow pace compared to other countries, it is vital to know the factors that influence the customer perception towards electronic Brick-and-Click retailers. The study will be based on perceptions of customers towards online retailing in Durban, KwaZulu-Natal. The aim of the study is to identify what factors influence customer perceptions towards electronic Brick-and-Click retailers in Durban, KwaZulu-Natal. This research was a quantitative and exploratory in nature. There were over 5000 respondents who participated in this study.

The results suggest that Brick-and-Click retailers pay more attention towards the factors that affect the customer perception as they can determine the success or failure of the business. The study revealed that majority of customers indicated that they are aware of electronic retailing, a frequency of 2-3 times a month was the highest followed by never shopped online customers. The study found that customers were influenced by different factors to shop online, less are of the opinion that online shopping is secure, and even fewer are prepared to make online payments

Keywords:

brick to click retailing; customer perceptions; electronic retailing; consumer behaviour