



CONSUMER BEHAVIOUR AND ATTITUDE TOWARDS ONLINE SHOPPING

S. Nethra* & Dr. V. T. Dhanaraj**

* M.Phil Scholar, Department of Commerce, Rathinam College of Arts and Science (Autonomous), Eachanari, Coimbatore, Tamilnadu

** Assistant Professor, Department of Commerce, Rathinam College of Arts and Science (Autonomous), Eachanari, Coimbatore, Tamilnadu

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Abstract:

The popularity of online shopping has caught the attention of many peoples. Many studies have been done in developed nations to know about the attitude and behaviour of consumers towards online shopping. The research is focused on consumer behaviour and attitude towards online shopping in Coimbatore district. The study is based on primary data which has been collected by issuing questionnaire to 200 respondents residing in Coimbatore district by adopting convenient sampling method. The statistical tools like simple percentage analysis, chi-square test are applied to the analysis and interpreted the collected data. The findings help us to know about the online shopping and it minimize the work of consumers without any waste of time, money and energy from the place where you are.

Key Words: Online Shopping, Consumer Behaviour & Attitude

Introduction:

The internet is being developed rapidly since last two decades, and relevant digital economy that is driven by information technology also being developed worldwide. After the development of internet the firms can enhance the images of their product and services in their websites. The detailed information and improved services attracts more people to buy the products through online. This changed consumer behaviour from the traditional mode of purchasing to online shopping. The internet shopping particularly in business to consumer (B2C) has risen and online shopping become more popular too many people. According to the report, The Emerging Digital Economy II, published by the US Department of Commerce, in some companies have reached 18 million dollars sales through the internet during the first quarter of 1999. As a result, about 30% of its 5.5 billion dollars total sales were achieved through the internet (Moon, 2004). Therefore the internet shopping and its impact on consumer behaviour could help companies making use of it's as a form of doing E-Business.

The History of Online Shopping:

Father of online shopping is Michael Aldrich, who invented online shopping in the year of 1979 (according to the Wikipedia). Online shopping started at 1994 by pizza Hut. In the same year a German company Internship Communication introduced world's first online shopping software. After that Amazon (1995) and eBay (1996) was launched one by one. Now online shopping is so much popular that E-commerce B2C product sale in USA touched around \$200 billion, it is almost 1/10 of total retail product sale in USA. Research says that online retailer in the USA will worth around \$300 billion by 2015.

Advantages of Shopping Online:

It is very easy to shop your favourite items from a large number of online shopping sites available on the internet. You can perform an online shopping from your home comfort. Here is no need to go to the crowded supermarkets or shopping malls during festival seasons.

- ✓ It is very easy.
- ✓ You will choose your favourite items from variety of online shopping sites comparing price and quality.
- ✓ No need to go physical shops. You will have more time for your family.
- ✓ Just need a computer and a payment sending option (like-net banking, credit card, ATM card).
- ✓ Almost all kinds of items can be brought through online shopping system.
- ✓ You can buy foreign goods from your bedroom.
- ✓ You will get your goods at your home.
- ✓ It is very secure.
- ✓ Customer service is available.

Disadvantage of Shopping Online:

There is also having many disadvantages of online shopping system. That are-

- ✓ You can never verify your purchased goods using your own hands. Here you have to depend on picture, videos and descriptions. But the chance of defects is low.
- ✓ Sometime you will pay much higher price for a particular item.

- ✓ If you using ATM card, debit card, credit card, then there will be a question about your bank account security. Think twice before putting your card information into an unknown shopping site (site without HTTPS).
- ✓ Here is no guarantee that you will receive your goods at time. Shipping will be delayed.
- ✓ You have to pay a lot of extra if you buy form foreign shopping site.

Security Tips:

- ✓ Compare price form other site. Also form local market.
- ✓ Read products descriptions, reviews and terms and conditions after purchasing.
- ✓ Avoid using cards, try to use- net banking, check, PayPal. If you wish to use card then always use 3D secure site (An additional security layer for online transaction). Use that website which started with HTTPS.
- ✓ Read user experience about your selected goods and the shopping site.
- ✓ Try to buy goods from your own country shopping sites to avoid late delivery and higher shipping cost.
- ✓ Always use reputed online shopping sites.

Some Big Online Shopping Sites:

Two online shopping site that leading the whole E-commerce B2C system and they are Amazon and eBay. These two are the icon of online shopping marketplace. Almost every kind of products and services are available here. Here is a list of best online shopping sites-

- ✓ Amazon
- ✓ eBay
- ✓ Wal-Mart Online
- ✓ Best Buy (USA, Mexico, Canada)
- ✓ Macy's
- ✓ 6pm.com
- ✓ Home Shopping Network
- ✓ Flip kart

Review of Literature:

Archana Shrivastava, Ujwal Lanjewar, (2011) in online buying, the rate of diffusion and adoption of the online buying amongst consumers is still relatively low in India. In view of above problem an empirical study of online buying was undertaken. Based on literature review, four predominant psychographic parameters namely attitude, motivation, personality and trust were studied with respect were studied with respect to online buying. The online buying decision process models based on all four parameters were designed analysis. Burke, R.R. (2002), Trust is a key factor that determines the success of business to consumer (B2C) e-commerce transactions. Previous researchers have identified several critical factors that influence trust in the context of online shopping. This research focuses on available security measures which assure online shopping is safety and great sales promotions and online deals which stimulate customers to shop online. Rajeev Kamineni (2004) in his study finds that World Wide Web can change human behaviour and human interactions to a very large extent. Web based shopping behaviour is one major example to point out the trends in this direction. This study is of a very explanatory nature and its intends to establish the difference between several web- based shoppers from different parts of the world. As a final step the cross cultural differences between several shoppers explored.

Objectives of the Study:

The following objectives were framed for the study,

- ✓ To study the socio-economic profile of the consumers using online shopping
- ✓ To known about the consumer behaviour and attitude towards online shopping

Methodology:

The study is empirical in nature based on the survey method. The whole data required for the study are collected in two stages. The primary data are relating to personal particulars of the sample respondents and their opinion on behaviour and attitude towards online shopping in Coimbatore District. The researcher used questionnaire for the purpose of collecting data from the respondents. The secondary data relating to the study are obtained from various published and unpublished records, bulletins, journals and magazines and from the net resources.

Limitations of the Study:

The study is limited only within Coimbatore district. Sample size is very small. The study has been conducted based on the data acquired from the online buyers of Coimbatore district only and the findings may not be applicable to others.

Tools Used in Analysis:

The tools used for analysis are

- ✓ Simple percentage analysis

✓ Chi-square test.

Analysis and Interpretation:

The socio-economic profile of the respondents has been evaluated by using simple percentage analysis and the results are summarized in the following table shown below.

Table 1: Socio Economic Profile of Sample Respondents

S.No.	Particulars	No. of Respondents	Percent	
1.	Area	Rural	50	25
		Semi-Urban	65	32
		Urban	85	43
2.	Age	Below 20 yrs	59	30
		20 – 40 yrs	71	36
		40 – 60 yrs	58	29
		Above 60 yrs	12	5
3.	Gender	Male	126	63
		Female	74	37
4.	Marital Status	Married	83	41
		Unmarried	117	59
5.	Educational Qualification	Below S.S.L.C	23	12
		H.S.C	24	12
		Graduate	73	36
		Post graduate	48	24
		Others	32	16
6.	Monthly Income	Below 10000	9	5
		10000 – 20000	34	17
		20000 – 30000	142	71
		Above 30000	15	7
7.	Occupation	Business	35	18
		Professional	28	14
		Agriculture	7	3
		Student	43	22
		Employer	70	35
		Housewife	17	8

Source: Primary Data

Above table depicts that out of 200 consumers 85(43Percent) of consumers are from urban area; 71(36Percent) belong up to 250 to 40 years of age group; 126(63 percent) of the respondents are male; 117 (59 percent) of the respondents are unmarried; 73 (36Percent) are under graduates; 142 (71 Percent) of the respondents monthly income ranges 10,000- 20,000; 70 (30percent) of the respondents are employer.

Hypothesis:

The following hypothesis has been framed to find out relation between overall consumer behaviour and attitude towards online shopping and socio-economic profile of customers.

Hypothesis 1: There is no relationship between area and consumer behaviour and attitude towards online shopping

Hypothesis 2: There is no relationship between gender and consumer behaviour and attitude towards online shopping

Hypothesis 3: There is no relationship between age and consumer behaviour and attitude towards online shopping

Hypothesis 4: There is no relationship between educational qualification and consumer behaviour and attitude towards online shopping

Hypothesis 5: There is no relationship between occupation and consumer behaviour and attitude towards online shopping

Hypothesis 6: There is no relationship between monthly income and consumer behaviour and attitude towards online shopping

Table 2: Factors Influencing Consumer Behaviour and Attitude towards Online Shopping

S.No	Variable	Statistical Test	Value	Significance
1.	Area and Consumer Behaviour and Attitude towards online shopping	Chi-square test	0.58	Not Significant**
2.	Gender and consumer behaviour and attitude	Chi-square test	1.56	Not Significant**

	towards online shopping			
3.	Age and consumer behaviour and attitude towards online shopping	Chi-square test	11.63	Significant*
4.	Educational Qualification and consumer behaviour and attitude towards online shopping	Chi-square test	6.32	Not Significant**
5.	Occupation and consumer behaviour and attitude towards online shopping	Chi-square test	9.465	Significant*
6.	Monthly Income and consumer behaviour and attitude towards online shopping	Chi-square test	11.30	Significant*

Source: Primary data * - 5% level of freedom ** - 1 % level of freedom

From the above table it is found that there is a significant relationship between the Age and consumer behaviour and attitude towards online shopping. There is a significant relationship between the Occupation and consumer behaviour and attitude towards online shopping. There is a significant relationship between the Monthly Income and consumer behaviour and attitude towards online shopping.

Findings:

- ✓ Most of the consumers are from urban area.
- ✓ Most of the consumers are under the age group of 20 -40 years
- ✓ Most of the consumers were male.
- ✓ Most of the consumers are unmarried.
- ✓ Most of the consumers are graduate.
- ✓ Most of the consumer's monthly income ranges from Rs. 20000 to Rs.30000.
- ✓ Most of the consumer's occupation is employer.

Suggestions:

- ✓ The firms must provide more advertisement in rural areas so that the common people also can make use of online shopping.
- ✓ The firms must provide frequent updates of their online shopping services to consumers
- ✓ The processing speed should be increased for fast use of all services.

Conclusion:

This research shows that online shopping is having very bright future in India. With the use of internet, consumers can shop anywhere, anything and anytime with easy and safe payment options. Consumers can do comparison shopping between products, as well as, online stores. This study is mainly focus on the factors from the internet and examines those factors that affect the consumer online shopping behaviour and attitude. Over all the factors from the internet that influenced or prevented online consumer behaviour and attitude need to be carefully concerned by the online retailers, who can utilize the appropriate marketing communications to support the customers purchase decision making process and improve their performance.

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