

CONSUMERS' ATTITUDE TOWARDS ONLINE SHOPPING - A STUDY WITH REFERENCE TO TIRUCHIRAPPALLI CITY, TAMILNADU – INDIA

S.Shilpa A. Talreja,^{1*} S. Praveena²

^{1*} Department of Commerce, Cauvery College for Women, Trichy

² Department of Commerce, Cauvery College for Women, Trichy

Available online at: www.ijcseonline.org

Abstract— The internet is being developed rapidly since last two decades, and with relevant digital economy driven by information technology also being developed worldwide. After a long term development of internet, which rapidly increased web users and high speed internet connection, and some new technology also developed and used for web developing, firms can now promote and enhance images of products and services through web site. Therefore, detailed product information and improved service attracts more and more people who have changed their consumer behaviour from the traditional mode to rely more on the internet shopping.

Today Internet is not only a networking media, but also a transaction medium for consumers at global market in the world, and will become dominant retailers in the future. The most necessary element of e-retail offers a direct interactive channel as well as no time definition, people and place. To shop on Internet becomes an alternative for consumers since it is more comfortable than conventional shopping which is usually attributed with anxious, crowded, traffic jam, limited time, scarce parking space etc. The purpose of this study is to analyze factors affecting online shopping behaviour of consumers that might be one of the most important issues of e-commerce and marketing field. The population of this study consists of online shoppers in Tiruchirappalli City. Respondents were selected from different genders, age groups and occupations having internet shopping experience.

Keywords— Internet shopping, Consumer behaviour, E-commerce, Shopping behaviour, Consumer attitudes, online shopping

I. INTRODUCTION

The internet is being developed rapidly since last two decades, and with relevant digital economy driven by information technology also being developed worldwide. After a long term development of internet, which rapidly increased web users and high speed internet connection, and some new technology also developed and used for web developing, firms can now promote and enhance images of products and services through web site. Therefore, detailed product information and improved service attracts more and more people who have changed their consumer behaviour from the traditional mode to rely more on the internet shopping. Today Internet is not only a networking media, but also a transaction medium for consumers at global market in the world, and will become dominant retailers in the future. The most necessary element of e-retail offers a direct interactive channel as well as no time definition, people and place. To shop on Internet becomes an alternative for consumers since it is more comfortable than conventional shopping which is usually attributed with anxious, crowded, traffic jam, limited time, scarce parking space etc.

NEED FOR THE STUDY

Online purchasing of goods, both expensive and cheap, is prevalent to much larger extent in recent years due to the convenience, time saving, speedy transactions, attractive sales promotional offers, etc., Despite motivational factors, there are various transactional and non-transactional issues involved such as internet users being uncomfortable while giving their credit card number, personal information, etc., which act as deterrents. Online shopping is new, it is at a nascent stage, and there are no hard-and-fast rules to live by. Consumers are slow in showing interest in online shopping. However, the future for internet shopping looks bright and promising. Therefore, this study aims to examine the attitude of online shopper buying behaviour.

OBJECTIVES OF THE STUDY

1. To study the demographic profile of the online shoppers.
2. To assess the consumers' online buying behavior.
3. To identify the factors influencing consumers' online buying.
4. To find out the satisfaction level of online shoppers.

Review of literature

Murugaiah and Vishvas (2008) in their study identified the reasons for the innate relation between women and shopping.

The study reveals that married women shop more than their unmarried counterparts. It was also reported that graduate respondents spend more time in shopping as compared to postgraduate shoppers. The study also reported that higher-income group respondents indulged in other prime leisure activities than shopping.

The study conducted by Prasad and Aryasri (2009) explored the determinants of shopper behavior such as convenience, customer service, trust, web store environment, and web shopping enjoyment. They also examined the influence of this factor towards willingness to buy and patronage of online retail stores. The primary data was collected from a sample of 135 respondents employed with leading software companies in Hyderabad by using simple random sampling technique. The researchers concluded that convenience, webstore environment, online shopping enjoyment, and customer service, rather than perceived trust had a significant impact on willingness to buy from online retail store. Except trust and customer service, all other factors were significant with reference to patronage of online retail stores.

Rao and Mehdi (2010) in their study explored the behavior of internet users. They concluded that security was the most important factor for online buyers followed by the reliability factor. The factor analysis revealed that eight important factors were considered by the respondents before shopping online- accessibility to information, reliability of information, availability of information, serachability factor, convenient facility, security concern, trust concern, and quality factor.

Banerjee, Dutta, and Dasgupta (2010) conducted a study on customers' attitude towards online shopping. The study revealed that the availability of extensive and current information was the most important factor which influenced Indian customers to shop online. It can be stated that concern about online security prevented the respondents from shopping online. The researchers also revealed that there was a significance association between online shopping and monthly family income, frequency of internet usage, and time spend per session on internet use.

METHODOLOGY

▪ Sampling design

The respondents in and around Tiruchirappalli City have been chosen for the study.

▪ Sample size

100 respondents were selected for the study.

▪ Sampling method

Simple random sampling was used to collect the data from the respondents.

▪ Sources of data

The study is based on both primary and secondary data. The study was undertaken with a well-structured questionnaire, duly filled by the respondents with varying

demographical background. The secondary data was collected from books, journals, research papers and websites.

Data processing and framework of analysis

The primary data was processed and analyzed using percentage analysis and chi-square test.

RESULTS OF HYPOTHESES TESTING

Hypothesis: 1. There is no association between age and level of satisfaction in online buying

Age	Level of Satisfaction			Total
	High	Medium	Low	
Below 30 years	2(3.42)	16(13.11)	1(2.47)	19
30-40 years	8(8.28)	31(31.74)	7(5.98)	46
40-50 years	2(4.14)	18(15.87)	3(2.99)	23
Above 50 years	6(2.16)	4(8.28)	2(1.56)	12
Total	18	69	13	100

Source: primary data

Expected frequencies are given in the parenthesis

Calculated value: 12.852, table value @5% level of significance: 12.592, DF-6

Since the calculated value is greater than the table value the hypothesis rejected. Hence it is proved that there is association between age and level of satisfaction in online buying.

Hypothesis: 2. There is no association between gender and level of satisfaction in online buying

Gender	Level of Satisfaction			Total
	High	Medium	Low	
Male	10(7.56)	32(28.98)	-	42
Female	8(10.44)	37(40.02)	13(7.54)	58
Total	18	69	13	100

Source: primary data

Expected frequencies are given in the parenthesis

Calculated value: 5.85, table value @5% level of significance: 5.99, DF-2

Since the calculated value is less than the table value the hypothesis accepted. Hence it is proved that there is no association between gender and level of satisfaction in online buying.

Hypothesis: 3. There is no association between Income and level of satisfaction in online buying

Income Rs.	Level of Satisfaction			Total
	High	Medium	Low	
Below 25,000	5(7.2)	28(27.6)	7(5.2)	19
25,000-35,000	11(5.76)	18(22.08)	3(4.16)	46
35,000-45,000	1(3.42)	18(13.11)	-(2.47)	23
Above 45,000	1(1.62)	5(6.21)	3(1.17)	12
Total	18	69	13	100

Source: primary data

Expected frequencies are given in the parenthesis

Calculated value: 15.806, table value @5% level of significance: 12.592, DF-6

Since the calculated value is greater than the table value the hypothesis is rejected. Hence it is proved that there is an association between income and level of satisfaction in online buying.

Findings of the study

- 46% of the respondents were from the age group of 30-40 years.
- Majority of the respondents were educated up to the college level.
- Most of the respondents surfed the net at home or at their work place.
- With regard to online shopping frequency, 56% of the respondents indulged in online shopping either very frequently or frequently.
- Majority of the respondents spent more than 60 minutes to find information about a product.
- 60% of the respondents made payment through credit card/debit card.

Suggestions

1. The government has to setup consumer protection agencies to receive complaints regarding cyber purchase and to investigate suspected companies and individuals to uncover new scams and spot trends in online fraud.

2. The government should compel the online shopping sites to detail their policies for conflict resolution.

3. To boost the confidence of the existing and new online shoppers, the government should provide adequate legal framework to ensure that stringent measures are taken against people who indulge in online fraud.

4. The government should provide affordable and high speed internet access to the people across the country.

5. Online security is found to be the major issue influencing the future diffusion of online shopping. The fear of purchasing online by using a credit card would be reduced if the companies (managing the web stores) and different banks collaborate, and the banks maintain online accounts directly.

6. It is suggested that the companies should adopt the best available technology to maintain online security, and should conduct regular audits to ensure that the integrity of the sites is maintained in order to avoid hackers getting into business sites and causing loss of trade secrets and proprietary information.

7. As the complexities and security surrounding e-payments increase, online retailers can outsource the payments processing work to companies providing secure e-payments solutions.

8. Marketers should provide a wide range of products for their online stores, and should use high quality packaging and wrapping so that the parcel is not damaged in transit.

9. The shopping sites should avoid selling harmful or dangerous products, and fake and counterfeit products.

10. To facilitate examination of the product before purchase, the e-marketers can send samples (for example, small patches of the chosen textile/cloth) to the consumers who plan to place a bulk online order.

CONCLUSION

Since the Internet and World Wide Web (WWW) have been developing rapidly in the last decade, the growth of E-commerce has also along with the fast speed of Internet development. The internet is "anytime, anywhere" media, and expanding power of the internet has brought forth a new generation of interaction platform between human and computers. The growing use of Internet in India provides a developing prospect for online shopping. If E-marketers know the factors affecting online behaviour, and the relationship between these factors and the type of online buyers, then they can further develop their marketing strategies to convert potential customers into active ones, while retaining existing online customers. The largest driving factor for online shopping is convenience. Risk perceptions, particularly concerns about online security, are deterring many people from shopping online. E-retailers and consumers advocacy organizations should come together to improve online security that could lead to a better shopping experience for the consumers.

REFERENCES

- [1]. Banerjee, N., Dutta, A., & Dasgupta, T.(2010). "A study on customers attitude towards online shopping- an Indian perspective". Indian journal of marketing, Vol. 40, No.11, P. 43 - 52.

- [2]. Chung-Hoon Park, Young-Gul Kim, (2003) "Identifying key factors affecting consumer purchase behavior in an online shopping context", International Journal of Retail & Distribution Management, Vol. 31 Issue: 1, pp.16 - 29
- [3]. Jayendra Sinha, Factors Affecting Online Shopping Behavior Of Indian Consumers", Atlantic Publishers & Distributors
- [4]. Kotler, P., & Armstrong, G (2004). Principles of marketing (10th ED.) USA: Prentice Hall
- [5]. Murugaiah, V., & Vishvas, R.(2008). "Women and shopping an Empirical study of Bangalore city". Indian journal of marketing, Vol.38 ,No.7, P.47 -55.
- [6]. Prasad, J.S., & Aryasri, A.R. (2009). "Determinants of shopper behavior in E-tailing: An empirical analysis". Paradigm,13(1),73.
- [7]. Rao, S.A., & Mehdi, M.M. (2010). "Online user behavior in Delhi A Factor Analysis". Indian journal of marketing, Vol.40 No.7, P.29, 46.
- [8]. www.comscore.com
- [9]. www.emeraldinsight.com
- [10]. www.academia.edu
- [11]. www.safaribooksonline.com
- [12]. www.iacquire.com
- [13]. www.csestrategies.com