A Study on Consumer Attitude towards Online Shopping With Special Reference to Nilgiri District

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Abstract- In the present era of globalization electronic marketing is playing a great revolution. Over the last few decades most of the business organizations are running with adoption of technology and technological change. Online shopping or marketing is the use of technology (i.e., computer) for better marketing performance and reaching a large amount of customer's in spite of the boundaries and territories. And retailers are devising strategies to meet the demand of online customers. They are busy in studying consumer taste, preference and behaviour in the field of online shopping and understand the consumer attitudes towards online shopping and making necessary changes in their strategies and plans. The aim of present study is also to know about the consumer's attitudes towards online shopping and specifically studying the factors influencing consumers to shop online.

Keywords- Consumer, Attitude, Behaviour, Marketing, Online shopping, Technology, Income.

I. INTRODUCTION

Online shopping has become a popular and innovative pattern of shopping. It brings a great number and wide range of merchandise to consumers; it also offers a huge market and numerous business opportunities. In the past twenty years, we have witnessed the rapid development of the Internet and the geometric growth of the Internet users. Online shopping allows consumers to buy faster, more alternatives and can order products and services with comparative lowest price (Cuneyt & Gautam, 2004).

Consumer's attitude towards online shopping refers to their psychological state on terms of making purchases. For instance, customers first identify a need or want and then define the requirements necessary to satisfy that need.

Secondly, gather information and evaluate the options that are available. Once they know their options, they will look to make a purchase which will include shopping for or negotiating the best price they can achieve.

Lastly, consumers will go through several factors which limits or influence final decision and they will evaluate whether or not they made a good decision. Information technology has created a platform for the digital economy where emergence of the electronic commerce (e-commerce) has taken place. All the products in online stores are described through text, with photos and with multimedia files. Many online stores will provide links for extra information about their products. They often make available, safety procedures, instructions, manufacture specification and demonstrations (Tech target, 2007-2012).

Through electronic marketing and internet communication business firms are coordinating different marketing activities such as market research, product development, inform customers about product features, promotion, customer services, customer feedback and so on.

II. STATEMENT OF THE PROBLEM

To know how the consumer attitude towards online shopping, fear to misuse of credit card, doubt about the performance of the product or brand as expected, difficulty in returning products or items, fear of on time delivery after payment, no possibility for "touch" "feel" or "see" actual product to assess quality.

As online shopping is a new medium so the consumer behaviour in the field of online shopping is also pretty diverse in nature compare to traditional consumer behaviour, so it is equally important for one to identify what factors influence consumers to shop online.

III. OBJECTIVES OF THE STUDY

- Measuring the degree of confidence in purchasing products online.
- Determine the reasons for which consumers purchase product online
- To analyse the level of satisfaction of consumers while purchasing through online.

- To examine the problem faced by the consumer while purchasing online product.

IV. REVIEW OF LITERATURE

Delafrooz, N., Paim, L., Haron, S., Sidin, S., Khatibi, A. (2009) studied Factors affecting students' attitude toward online shopping. The aim of their study was to examine the significance of attitude toward online shopping. They have adopted questionnaire as a data collection tool and done survey of post graduates students with the help of random survey. They have studied factors related to online shopping orientation (includes Utilitarian Orientation and Hedonic orientation) and perceived benefit (includes Homepage, Wider selection, Price, Customer service, fun) that affect attitude toward online shopping. The findings suggest that utilitarian orientations, convenience, price and wider selection are an important determinant of consumer's attitude toward online shopping.

Chari, A., Raghavan, M. (2010) studied Foreign Direct Investment in India's Retail Bazaar: Opportunities and Challenges. The study was based on secondary data. The study found that the potential benefits from allowing large retailers to enter the India retail market may outweigh the costs. Entrance of large foreign discount store retailers could help tackle inflation. Technical know-how from foreign firms will improve supply chain in India.

Dash, M. (2011) studied Next-Generation Retailing in India: an Empirical Study Using Factor Analysis with objective to find out the factors of next-generating retailing. The questionnaire was designed to collect data. 200 samples were selected with simple random sampling method from Visakhapatnam.

He has analyzed 14 variables for study purpose and with help of factor analysis method; he has developed three groups which include technology, innovative format decision and Customer Centricity. On the basis of analysis, he defined `Next-Generation Retailing' as "the newer and younger generation of organized retail industry evolution which is multidimensional and far more advanced than its previous generations.

Prof. Ashish Bhatt (2014) in article entitled "Consumer Attitude towards Online Shopping in Selected Regions of Gujarat" published in Journal of Marketing Management stated that online shopping is gaining popularity among people specially the younger generation but in today scnario to become equally popular among all age groups e-marketing will have to cover a longer distance.

As per study mode of payment is depended upon income of the respondents. People from different age groups are doing online shopping regularly. The attitude of consumers is changing with the time. In a country like India, consumers are finding online shopping very comfortable because of many variables like cash on delivery, customization or personalization of the websites, home delivery etc.

Upasana Kanchan, Naveen Kumar and Abhishek Gupta (2015) in their article "A Study of Online purchase behaviour of Customers in India" Published in ICTACT Journal on Management Studies stated that online shopping is gaining popularity among people of young generation. Higher income groups and educated people are purchasing more via e-retailing websites.

People have hesitations in doing online shopping due to security concerns. At the same time people are resistant to change because of technological complexity in making online purchase. Companies involved in online retailing should focus on building trustworthy relationship between producers and customers.

V. RESEARCH METHODOLOGY

The period of the study is four months. Both primary data and Secondary data are used for data collection. Primary data are mostly collected from those persons who purchase online in Nilgiri district with the help of structured questionnaire. Secondary data are collected through internet, journals and library books. The sample size is selected for the survey is 150.

The sample size determination was purely by intuition. Percentage analysis is used to represent raw steams of data as a percentage for better understanding of collected data. Bar chart and pie chart used to explain the tabulation clearly. Ranking scale method is used to know the setting up inequalities. chi – square is a technique through the use of which it is possible for all researchers toTest the goodness of fit, to test the significance of association between two attributes

VI. RESULTS AND DISCUSSION

Table 1. Demographic details of the respondents.

S. No	Category	Subgroups	Number	%	Total (%)
1	Gender	Male	98	65	100%
		Female	52	35	
2	Age	Below 20	33	22%	100%
		21-30	47	31%	
		31-40	31	21%	
		41-50	26	17%	
		Above 50	13	9%	
3	Educational qualification	Plus two	37	25%	100%
		Under graduate	56	37%	
		Post graduate	33	22%	
		Other	24	16%	
4	Occupation	Student	70	47	100%
		Self	40	27	

		employed			
		Professional	22	14	
		Other	18	12	
5	Monthly income	Below 10000	22	15	
		10001-20000	38	25	100%
		20001-30000	30	20	
		30001-40000	35	23	
		Above 40000	25	17	

Source: Primary Data

From the above table, it is inferred that 65% t of the respondents were male. 35% of the respondents were female. 22% of the respondents were at the age between below 20 years. 31% of the respondents were at the age between 21-30 years. 21% of the respondents were at the age between 31-40 years. 17% of the respondents were at the age between 41-50 years. 09% of the respondents were at the age between above 50 years. 25% of the respondents were in plus two.

37% of the respondents were in qualification of Undergraduate 22% of the respondents were in graduate. 16% of the respondents were other qualification. 47% of the respondents were students. 27% of the respondents were self employed. 14% of the respondents were professional. 12% of the respondents were of other occupation.

15% of the respondents have the income below 10000. 25% of the respondents have the income between 10001-20000. 20% of the respondents have the income between 20001- 30000 23% of the respondents have the income between 30001- 40000. 17% of the respondents have the income above 50000.

Table 2. Classification of Respondents on the Basis of Satisfaction While Purchasing Through Online.

S.No	Opinion	No.of Respondents	Percentage of Respondents
1	Satisfied	32	21%
2	Highly Satisfied	51	34%
3	Neutral	22	15%
4	Dissatisfied	24	16%
5	Highly Dissatisfied	21	14%
	Total	150	100%

Source: Primary Data

From the above table, it is inferred that 21% of the respondents are Satisfied while purchase through online.34% of the respondents are Highly satisfied while purchase through online.15%t of the respondents have no opinion while purchase through online.16 of the respondents are s Dissatisfied while purchase through online. 14% of the respondents are Highly dissatisfied

while purchase through online.16% of the respondents have the opinion 15 days. 12% of the respondents have the opinion other.

Table 3. Classification of Respondents on the Basis of Problem or Risk Faced While Purchaseing Through Online.

S. No	Opinion	Agree	Strongy Agree	Neutral	Disagree	Strongly Disagree	Total
1	Fear of Misuse of Credit Card	37	65	23	14	11	150
2	Doubt About the Performance of the Product or Brand as Expected	43	39	22	27	19	150
3	Difficulty in Returning Products or Items Fear of on Time Delivery After Payment	34	61	16	26	13	150
4	No Possibility for "Touch" "Feel" or "See" Actual Product to Assess Quality.	47	28	25	27	23	150
5	Risk of Not Getting What I Paid For	35	30	29	32	24	150
6	Fear of on Time Delivery After	56	40	18	15	21	150

Source: Primary Data

From the above table, it is inferred that 65% of the respondents were strongly agree Fear of misuse of credit

card. 43% of the respondents were Agree Doubt about the performance of the product or brand as expected.51% of the respondents were Strongly agree Difficulty in returning products or items fear of on time delivery after payment

Table 4. Ranking on the Basis of Reason to Prefer Online Shopping.

SI.No	Opinion	No. of Respondents
1	Convience	36
2	Low Price	27
3	Time Saving	40
4	Ease Comparison	18
5	Product Variety	29
	Total	150

From the table it is seen that the ranking preference as under

SI.No	Opinion	Rank
1	Convience	II
2	Low Price	IV
3	Time Saving	I
4	Ease Comparison	V
5	Product Variety	III

VII. CHI-SQURE ANALYSIS

H0- There is no significant association between income level and amount spent for purchasing.

H1- There is a significant association between income level and amount spent for purchasing

1. Observed Frequency:

Income Level	Amount Spent					
	Below 5000	5001-10000	10001-15000	15001-20000	Above 20000	Total
Below 10000	7	11	9	11	8	46
10001-20000	7	13	10	12	9	51
20001-30000	3	6	4	5	3	22
30001-40000	3	4	4	4	3	18
Above 40000	2	3	3	3	2	13
Total	22	38	30	35	25	150

2. Expected Frequency:

22*46/150=6.75	35*22/150=5.13
38*46/150=11.65	25*22/150=3.67
30*46/150=9.2	22*18/150=2.64
35*46/150=10.73	38*18/150=4.56
25*46/150=7.67	30*18/150=3.6
22*46/150=7.48	35*18/150=4.2
38*51/150=12.92	25*18/150=3
30*51/150=10.2	22*13/150=1.9
35*51/150=11.9	38*13/150=3.29
25*51/150=8.5	30*13/150=2.6
22*22/150=3.23	35*13/150=3.03
38*22/150=3.57	25*13/150=2.16
30*22/150=4.4	

3. Calculations:

O	E	O-E	(O-E)2	(O-E)2/E
7	6.75	0.25	0.0625	0.00926
11	11.25	-0.65	0.4225	0.03627
9	9.2	-0.2	0.04	0.00435
11	10.73	0.27	0.0729	0.00679
8	7.67	0.33	0.1089	0.0142
7	7.48	-0.48	0.2304	0.0308
13	12.92	-0.08	0.0064	0.0005
10	10.2	-0.2	0.004	0.00392
12	11.9	0.1	0.01	0.00084
9	8.5	0.5	0.25	0.02941
3	3.23	-0.23	0.0529	0.01638
6	5.57	0.43	0.1849	0.0332
4	4.4	-0.4	0.16	0.03636
5	5.13	0.13	0.0169	0.00329
3	3.67	-0.67	0.4489	0.12232
3	2.64	0.36	0.1296	0.04909
4	4.56	0.56	0.3136	0.06877
4	3.6	0.4	0.16	0.04444
4	4.2	0.2	0.044	0.01048
3	3	0	0	0
2	1.9	0.1	0.01	0.00526
3	3.29	-0.29	0.0841	0.02556
3	2.6	0.4	0.16	0.06154
3	3.03	-0.03	0.0009	0.03
2	2.16	-0.16	0	0.01185
	TOTAL			0.70253

AT 5%level of significance the table value is 26.296.The calculated value (0.70253) is less than the table value. So we accept the H0 that there is significant relationship between income level and amount spent for online shopping.

VIII. FINDINGS SUGGESTIONS AND CONCLUSIONS

Findings state that most of the respondents have the opinion that they choose online shopping on the basis of convenience to shopping and Time saving so it is suggested that if the companies provide their products at

the most convenient place and within short span of time from ordering. Most of the respondents are Highly satisfied while purchase through online and nearly14% of the respondents are Highly dissatisfied while purchase through online as they receive defective and less quality products so the companies providing online shopping should take utmost care in this. 65% of the respondents were Strongly agree with the Fear of misuse of credit card. 43% of the respondents Agree with Doubt about the performance of the product as expected.61% of the respondents were Strongly agree with the difficulty in returning products and 35% agree the risk of not getting the exact product.

Although online shopping can be very convincing and beneficial there are also probabilities of some problems which can occur. understanding the consumer's attitudes towards online shopping, making improvement in the factors that influence consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive edge over others.

It was found that there is no major dissimilarity among the response of male and female students to the motives behind their growing interest in online shopping .This makes it imperative that retailers study the behaviour of consumers and make changes in order to remain profitable and successful. The overall results prove that the respondents have perceived online shopping in a positive manner, though very few has also expressed their dissatisfaction.

IX. WEBSITES

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