

A Study on Consumer Attitude towards Online Shopping

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Abstract - Online shopping is form of e trading from where consumers buy goods and services using the internet mode. The emergence of the internet has created opportunities for business organizations to stay competitive by providing customers using a convenient, faster, and cheaper way to make a purchase. According to the study more than 4.57 billion using internet for online shopping of books, airline, household goods etc. Therefore, the present research focused on exploring the factors influencing customers to buy online. Primary data was collected from 100 respondents using random sampling technique with the help of structured questionnaire. From the study we found that most of the people use online shopping due to factors such as convenience, wide range of products offered and ease of payment but people also fear the risk of unauthorized websites, misuse of personal information and many more. So, we suggest that there should be more secured sites and customers should be assured of online shopping by providing safe and secure products delivery.

Index Terms - online shopping, consumer behaviour, traditional shopping

INTRODUCTION

Traditional Shopping

In the traditional shopping, one has to go outside to buy goods or services. There are number of ways of traditional shopping such like shopping at shopping center, markets, or department stores. For people buying the fashion stuff like clothes and shoes need to make sure that they are in the right color or in the right size. As well in traditional shopping, goods are delivered immediately after the payment. This is very helpful while shopping for daily necessities like shampoos, tissues, and eatables etc. They are near and easily available to the customers, with no delivery or waiting time. Traditional shopping can be good pass time and enjoyable. If in any case we received a damaged or wrong product, we can easily return the product and asked for an exchange or refund with no hassle. Lastly, there is no need to worry about security, like fraud and lack of privacy.

Online Shopping

Online shopping is an e-commerce activity which involves purchasing items on a seller's website via credit or debit card, and having the item delivered to your home.

With the emergence of new era, online shopping has become very popular. The customers who are always busy and always looking for easy ways to shop generally go for online shopping.

With online shopping, customers purchase goods from anywhere in the world via a digital platform. Access to a global market is the best advantage of e trading. Online shopping is also beneficial for those who want to avoid stores and long line ups, and for those who are too busy to shop in traditional brick and mortar retail stores. Once you order a product online, it then is shipped to your home in as little as 24 hours. Many retailers are beginning to move more of their stock to being online only. Amazon, E-bay, Myntra one of the largest businesses in the world, is only online.

Understanding Consumers Attitudes

Consumer attitudes are both boon and bane to a marketer. In marketing terms attitude of a consumer defines an evaluation of a particular product or service perceived over time. An attitude satisfies a personal need and at the same time affects the buying habits of consumers. Dr. Lars Perner defines consumer attitude simply as a composite of a consumer's beliefs, feelings, and behavioral intentions toward some object within the context of marketing. A consumer can make a negative or positive perception about a particular product.

LITERATURE REVIEW

Online shopping defines electronic commerce to buy products or services directly from the seller over the Internet. Internet based model has replaced the traditional Brick and Mortar business model. More number of people than before are using the online mode to shop for a wide variety of items, from house

to shoes to airplane tickets. Now people have number of options to choose their products and services while they are shopping through an online platform.

- (Zuroni&Goh, 2012) Online shopping has unique characteristics. Huseynov and Yildirim (2014) emphasized that the lack of personal touch or feel or see tends to be the greater disadvantage in online retail sales followed by the threat to personal and financial information.
- Nagra&Gopal, 2013 The study was carried out to find out the impact of demographic factors of consumers on various online shopping parameters like satisfaction towards online shopping, purchase intention, online shopping frequency, numbers of items purchased, and the total spend on online shopping. The sample size of 70 respondents was selected using random sampling method. Analysis of data was done using ANOVA. The results revealed that demographic factors like age, gender, marital status, family size and income affect the consumers' behaviour towards online shopping. However, occupation does not have an impact on online shopping behaviour of consumers
- (Mahalaxmi and Nagamanikandan, 2016) studied that the internet has given rise to great opportunity for businesses to connect globally. In case online purchasing stills more problems arising specially for apparel. Every consumer has faced number of difficulties. Based on finding it is concluded that online shopping is getting popular in the younger generation. The main barrier in the process of online shopping is the security issue and low level of trust on online stores; therefore, sellers have to make proper strategies and planning to assure the consumers and increase the level of trust on them.
- Dr.V Vijayalakshmi& Dr.R.Lakshmi (2018) Mostly youngsters and youth generation (19-30 age group) are much interested in online buying as compared to others as they know about technology and e commerce.

OBJECTIVES OF STUDY

1. To study the Attitude of Consumers toward E-Shopping based on consumer's- behavior, beliefs, preferences and opinions.
2. To study the pattern of on-line buying.

3. To examine how purchase perception influence Consumer's Attitude.
4. To find the awareness level of the Consumer towards Online Shopping technology.

RESEARCH METHOD

Our research regarding Consumer's attitude towards online shopping is a descriptive and survey research because we just want to focus on our topic as what are the factors that influence consumers to shop online.

Sources of data collection

Basically, there exists two methods in general to collect data, primary and secondary method. If we talk about primary data it includes observation method, interview/ questionnaire method whereas secondary method is the one which is already collected by some other researcher not for particular study .For final data collection we have chosen primary sources.

Primary source

For collecting primary data, a well-structured questionnaire was used. The questionnaire comprised of two parts. Part A deals with personal information. Part B deals with questions to analyse consumer buying behavior through online mode.

Methodology

To understand the consumer behavior of online shopping, we have chosen the descriptive sampling method by forming a self-structured questionnaire to fulfill the research objective. A convenient sampling method is easy to implement and cost-effective.

Sample Size

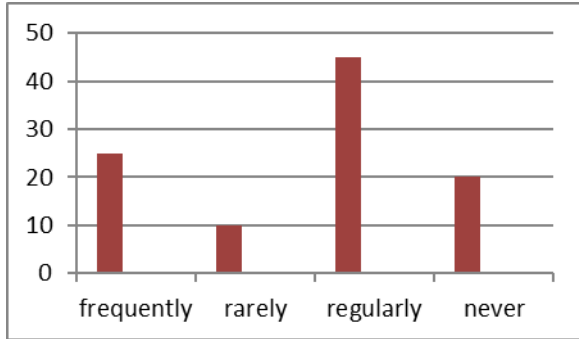
The population for the research on online shoppers and keeping in view the limitation of time and resources we have decided to take the sample of 100 online shoppers. Questionnaires were distributed to respondents both by online and in hand and enough time was given to fill the questionnaire to reduce any sampling error. Questionnaire was constructed in easy language to reduce the risk of ambiguity

We have targeted 100 respondents belonging to Mandi Dabwali with different age-group, student, service holder, businessperson, and the housewives with various experience in online shopping for a personal interview.

DATA ANALYSIS

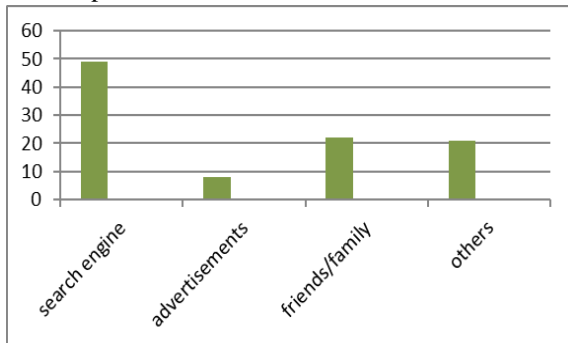
Buying behavior of consumer

Frequency of purchasing online.



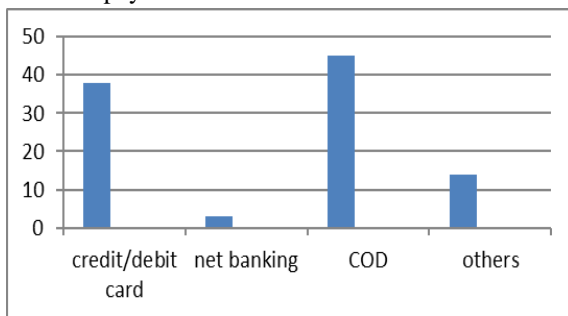
Analysis: from the above data we have analysed that 25% of the people filling the questionnaire has purchased once a week, 10% has purchased once a year, 45% has purchased online at least once a month and 20% of the population has never purchased anything through online mode.

Sources which used for gathering information about various products



Analysis: 49% of the people has searched through online websites such as google to get the information about the products required, 8% got their information from advertisements, 22% acquired their information from friends/family and 21% through other mode.

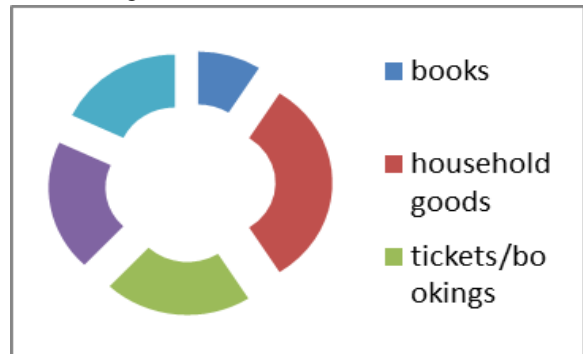
Mode of payment



Analysis: Most of the people i.e 45% filling the

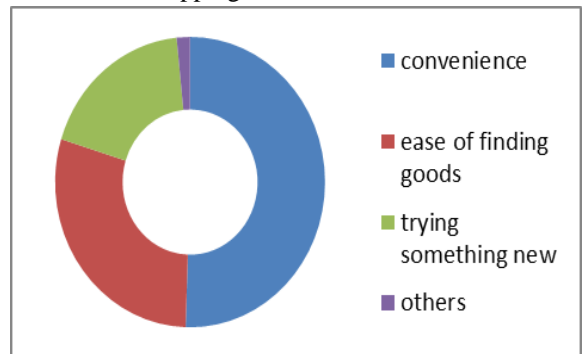
questionnaire prefer cash on delivery as compared to other modes of payment.

Goods bought on internet.



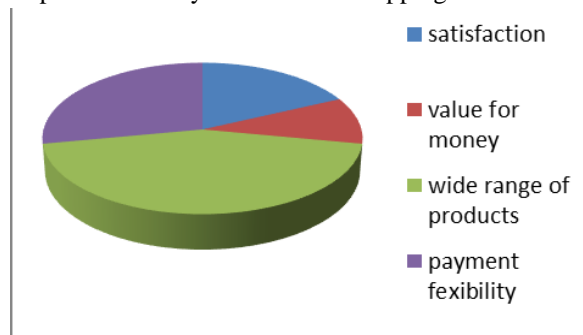
Analysis: 32% of the population prefer buying household goods, 9% has bought books, 21% has done their online reservations of tickets, 20% has brought electronic goods.

Reasons for shopping online.



Analysis: 60% of the population filling the form believe that the main reasons for preferring online purchasing of goods is convenience and ease of finding goods.

Important factor you feel while shopping.



Analysis: 44% of the people filling the questionnaire prefer online purchasing due to wide range of products.

FINDINGS

The main results from the research are summed as 60% of the consumers use online mode for shopping as they find it convenient, easy and they tend to try new things using the internet mode of shopping and 44% believe that they are able to get wide range of products under one roof. While shopping online, 49% of the people tend to gather the information of the product required through Google. From the study we found 45% of the consumers generally tend to shop at least once a month preferring cash on delivery as the payment mode over other methods. Consumers buy different variety of goods as per their requirements such as household goods, books, online reservations of tickets, electronic goods but 32% of the population prefer household goods. People generally feel satisfied while purchasing through online and they feel the products to be worthy. But they feel that shopping through online mode there is no possibility of touch, feel or see, cannot assess the quality of goods and there is also a fear of misuse of financial and personal information. However, people still prefer online shopping as there is flexibility in payments and delivery of products.

LIMITATIONS

Although the study was conducted with the aim of providing accurate and authentic information, the research is subject to a few constraints that constitute the limitations of the study.

- The sample is limited to 100 respondents only.
- The research is limited to Mandi Dabwali city.
- Convenience method of sampling has been used which may result into personal bias.

CONCLUSION

From the findings of the study we will conclude that female is more fascinated by online shopping with the age group of 26-40 years. It is necessary to understand consumers attitude towards online shopping, so as to make improvements within the factors that influence consumers. Further we will conclude that individuals generally find convenient to purchase goods through online with hand handy delivery of product mostly preferable to get delivered within 7 days of placing an order but they fear the danger of

unauthorized sites and misuse of private information. Online shopping saves a plenty of time and consumers could compare goods displayed on different websites and then they can track the status of products completely as and when needed. But consumers feel that there are higher chances of fraud due to lack of interaction between seller and buyer.

RECOMMENDATIONS

In order to understand the attitude of consumers purchasing through online, there must be conducted in depth study of the consumers from different area's basically focusing specializing in how people generally cope up with the new technologies. Furthermore, special efforts must be made to enhance the security of transactions through online mode. In fact, consumers must be assured that online transactions are safe and secure. Without such assurance electronic buying might not thrive during this competitive world. There should be efficiency in web design to assist the purchasers in placing the orders effectively.

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