



Consumers Attitude towards Online Shopping

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Abstract

India has 12 million people reported to be active Internet surfers, which is 10.2 percent of its population. The present study entitled, “Consumers Attitude Towards Online Shopping” in Trans Yamuna Area of Allahabad”, was undertaken to find out how frequently the respondents access the internet for online shopping, and the factors influencing online shopping on consumer behaviour of selected respondents. Trans Yamuna area of Allahabad was selected to conduct the study. Purposive random sampling was used to select 105 respondents in the age group of 18-30 years with online shopping experience. The number of male and female was 55 and 50 respectively. According to the objectives of the study, the questionnaire was taken from previous literature on Internet shopping and its impact on consumer behavior¹. The data obtained from the questionnaire was analyzed to yield meaningful results by using percentages, frequency and Chi Square Test. It is concluded that the respondents accessed the internet to support their work on a daily basis but accessed the internet for online shopping occasionally. The main factors influencing online shopping are saves time, comfortable/ relaxed shopping, detailed product information and facility of easy price comparison.

Keywords: Online shopping, consumer behavior, Impact.

Introduction

Online shopping behavior becomes a popular way for consumers. This new innovative pattern of shopping not only brings a great number and wide range of merchandise to consumers; it also offers a huge market and numerous business opportunities. Online shopping behavior is defined as the process a consumer takes to purchase a service or product over the internet. In other words, a consumer may at his or her leisure buy from the comfort of their own home products from an online store. This concept was first demonstrated before the World Wide Web (WWW) and in use with real time transaction processed from a domestic television. The technology used was called Videotext and was first demonstrated in 1979 by M. Aldrick who designed and installed systems in the United Kingdom. Berners-Lee created the first WWW server and browser and by 1995 Amazon expanded its online shopping experiences. The process consists of five steps similar to those associated with traditional shopping behavior Liang and Lai². In the typical online shopping process, when potential consumers recognize a need for some merchandise or service, they go to the Internet and search for need-related information. However, rather than searching actively, at times potential consumers are attracted by information about products or services associated with the felt need. They then evaluate alternatives and choose the one that best fits their criteria for meeting the felt need. Finally, a transaction is conducted and post-sales services provided. India is a lucrative market even though the per capita income in India is low and it remains a huge market, even for costly products P. Kumari 2012³ with the ever-increasing penetration of internet and social media, the purchasing

behavior of Indian consumers has changed dramatically. Urbanization is taking place in India at a dramatic pace and is influencing the life style and buying behavior of the consumers. The recent trends which are found in the Indian market are celebrity influence, online shopping, freebies and popularity of eco-friendly products. Online shopping has grown in popularity over the years, mainly because people find it convenient and easy to bargain shop from the comfort of their home or office and time saving. One of the most enticing factor about online shopping, particularly during a holiday season, is it alleviates the need to wait in long lines or search from store to store for a particular item. An array of products and services are available on the internet, and more are being added every day if not every hour. The first in the category of products is books, which is by far the most popular product offered in online shops. www.amazon.com, an online bookshop, which has also recently started brick and mortar, shops too, in order to cash on their online popularity. Now, it has diversified into providing software, music CDs and computer peripherals etc. Online shops also deal with high involvement products like cars, furniture, home accessories and so on. Personalized good like clothes and even perishable goods like groceries can also be ordered online. To find out how frequently the respondents access the internet for online shopping. To find out the factors influencing online shopping on consumer behavior of the selected respondents.

Materials and Methods

Locale of the study: Trans Yamuna area of Allahabad was selected to conduct the study. The area (SHIATS, Mahewa, and

Gangotri Nagar) was selected purposively due to the convenience and easy approachability.

Selection of Sample Size: The sample size for the study was 105 respondents from among online consumers.

Sampling Technique: The purposive random sampling technique was adopted in the study.

Structure of questionnaire: The questionnaire was taken from previous literature on Internet shopping and its impact on consumer behaviour Zheng¹. The questionnaire was divided into 6 sections. The first Section dealt with general information about the respondents' backgrounds. The second Section dealt with general information about online shopping. The third Section dealt with which search engine was commonly used by internet users, whether internet shoppers compare prices offered in various websites, and the trust online consumers placed on the internet provider. The fourth Section dealt with the process of online shopping. The fifth Section dealt with the reasons/factors influencing online shopping. The last Section dealt with whether online shoppers were positively/negatively influenced or neutral by certain features of e-commerce websites. The data

obtained from the questionnaire was analyzed to yield meaningful results by using percentages, frequency and Chi Square Test.

Results and Discussion

Table 1 shows that 100 percent of respondents' access to the internet. Majority of the respondents i.e. about 85 percent male and 92 percent female respondents accessed the internet at home which logically suggests that they accessed the internet during the post working hour.

Table 2 shows that majority of the respondents i.e. around 69 percent male and 76 percent female respondents reported that they used the internet to support their work on a daily basis.

From the table 3, it is seen that chatting is the most frequently visited websites as around 19 males and 26 females respondents reported very often visit of the website while 24 male and 22 female reported they visited this websites frequently. Most of the respondents around 23 males and 26 females' respondents visited online websites occasionally.

Table 1
Distribution of respondents according to the places of accessing internet

Particulars	Details	Male		Female	
		Frequency	Percentage (%)	Frequency	Percentage (%)
Do you have access to internet	Yes	55	100	50	100
	No	0	0	0	0
Places of accessing internet	Home	47	85.4	46	92
	Work place	3	5.4	2	4
	Café bar	3	5.4	0	0
	Public places	2	3.6	2	4

Table-2
Frequency of accessing the internet by respondents to support work

Frequency of using Internet	Male		Female	
	Frequency	Percentage (%)	Frequency	Percentage (%)
Atleast Daily	38	69	38	76
Atleast Weekly	14	25.4	8	16
Atleast Monthly	3	6	4	8

Table-3
Distribution of the respondents accessing internet sites for varying purposes

Purpose of online shopping	V O		O		OC		N	
	M	F	M	F	M	F	M	F
Search product information	10	15	20	18	20	17	1	4
Surfing	14	26	23	20	11	9	0	2
Chatting	19	26	24	22	5	6	2	1
Research a topic	15	21	19	18	16	14	0	2
Looking for a job	6	13	10	15	20	17	13	11
Online shopping	9	11	19	17	23	26	0	0

Table value of X^2 at 5% level of significant and 15 degree of freedom = 25 and X^2 calculated value = 132.779.

M=Male, F=Female, VO= Very Often, O= Often, OC= Occasionally, N= Never

From the table 4, from the wide variety of goods and services on offer on the internet, the survey shows that Apparel / Accessories formed the major chunk of online purchases for female respondents as 82 percent of the female respondents reported making online purchases of this item. In the case of male respondents, books emerged as the first choice for online purchases as around 65 percent of the male respondents reported making online purchases of this item. Tickets / Hotels / Travel bookings emerged second in the preferences of both the male 65.4 percent and female 60 percent respondents.

Table 5 shows that 100 percent of both the male and female respondents looked for information on the products before making online purchases.

Table 6 shows that Google emerged at the top of the search engines the respondents used to locate online shopping websites as 65 percent male and 84 percent female reported to use this websites.

Among the options available for payments it is seen from the table 7 that 73 percent of male and 82 percent of female respondents preferred to pay on delivery by cash. Upadhyay and

Kaur⁴ also found in their study that Payment on delivery through cash is the safest choice of payment.

From the table 8 it is seen that majority 24 males and 26 females strongly agreed that online shopping saves time while 25 males and 19 females simply agreed with it. Ten males and 13 females expressed strong agreement that internet shopping is comfortable and relaxing while 33 males and 30 females simply agreed with it. 12 males and 9 females strongly agreed that online shopping provided the facility of detailed product information while 31 each from both males and females agreed with it. Around 17 males and 9 females reported strong agreement that online shopping facilitates easy price comparison while 28 males and 25 females simply agreed with it.

So it is concluded that the main factors influencing online shopping are saving time, comfortable/ relaxed shopping, detailed product information and facility of easy price comparison. Oppenheim and Ward⁵ also found that the primary reason the consumer shops over the internet is the convenience, saving time and proper information.

Table-4
Distribution of respondents according to types of purchases made from online market.

Particulars	Details	Male (N=55)		Female (N=50)	
		Frequency	Percentage	Frequency	Percentage
Goods purchase from online.	Books*	36	65.4	28	56
	CD/video*	17	31	4	8
	Software *	23	42	11	22
	Toys and gift*	20	36	17	34
	Tickets /Hotel/Travel bookings*	36	65.4	30	60
	Consumer electronics*	29	53	13	26
	Apparels and accessories*	32	58	41	82
	House ware *	9	16.3	3	6

*= multi responses

Table-5
Distributions respondent according to the information search on online

Look for product information before purchasing	Male		Female	
	Frequency	Percentage (%)	Frequency (N=50)	Percentage (%)
Yes	55	100	50	100
No	0	0	0	0

Table-6
Distribution of respondents according to the search engine used for online shopping

Search engine used for online shopping.	Male		Female	
	Frequency	Percentage (%)	Frequency	Percentage (%)
Google	36	65.4	42	84
Yahoo	8	14.5	4	8
MSN	5	9	4	8
AOL	6	11	0	0

Table-7
Distribution of respondents according to mode of payments used when shopping online

Particulars	Details	Male		Female	
		Frequency	Percentage	Frequency	Percentage
Mode of payment when shopping online	Credit card	7	13	6	12
	Third party	3	6	1	2
	Net Banking	3	5	2	4
	Personal Cheque	2	4	0	0
	Cash on delivery	40	73	41	82

Table-8
Frequency of respondents in respect of particular factors influencing online shopping

Influential Factors	St. A		A		N		D		St. D	
	M	F	M	F	M	F	M	F	M	F
Saves time	24	26	25	19	6	5	0	0	0	0
Saves money	8	6	21	24	26	18	0	2	0	0
More relaxing shopping	10	13	33	30	10	7	2	0	0	0
Much easier shopping	11	17	35	28	9	3	0	2	0	0
Detail product information	12	9	31	31	8	9	3	2	0	0
Broader selection of product online	13	12	25	26	16	12	0	2	0	0
Facility of easy price comparison	17	9	28	25	10	13	0	3	0	0

M=male (N=55), F=Female (N=50)

St. A = Strongly Agree, A= Agree, N= Neutral, D= Disagree, St. D= strongly disagree,

Conclusion

Based on finding it is concluded that the respondents accessed the internet to support their work on a daily basis but accessed the internet for online shopping occasionally. The respondents were found to prefer online shopping to physical shopping due to benefit such as saves time, comfortable/ relaxed shopping, detailed product information, mode of payment and facility of easy price comparison impacting consumer behavior towards online shopping.

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