

“ON LINE SHOPPING ATTITUDE OF CONSUMERS” WITH SPECIAL REFERENCE TO THRISSUR DISTRICT

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ABSTRACT

Online shopping is a major part of the overall electronic commerce, or e-commerce, industry which consists of all the buying and selling of goods and services over electronic systems such as the internet and other computer networks. With the spread of the internet, the amount of trade that is conducted electronically has seen extraordinary growth; and has led to innovations and development in areas such as electronic funds transfer, electronic data interchange and internet marketing. Internet marketing and online shopping are complimentary. Internet or online marketing is the most effective way to brand the product line or services and to increase the visibility on line. It follows that a properly marketed and visible online business will experience a growth of shoppers and a higher conversion rate. The study aims in analysing the online shopping attitude of consumers in Thrissur. Sample size considered for the study is 50. Statistical test Chi Square is used in the study with the help of Microsoft Excel.

KEYWORDS: Online Shopping, E Commerce, Internet, Online Marketing, E Payments

INTRODUCTION

Online shopping is defined as the act of purchasing products or services over the internet. Online shopping has grown in popularity over the years, mainly because people find it convenient and easy to shop from the comfort of their home or office. One of the most interesting 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. In this study four key factors influencing the attitude of consumers towards online shopping are identified. The study also investigates how socio – demographic variables (age, income and occupation) affect consumers attitude towards online shopping. With the wide spread of internet online shopping is increasing at an amazing speed. Recent studies tells that there is a great reduction in the retail sales both in the kirana store and in the malls. Companies are spending more money and time in expanding their online business. Customers are getting more discounts when they buy online. They also have plenty of choices.

STATEMENT OF PROBLEM

A big revolution is taking place in the digital world. Companies of almost all types are interested to sell their products over internet. Number of customers purchasing their products through the internet is also increasing. Though there are many researches on consumer buying behavior an online consumer and traditional consumer differ in many ways. So it is necessary to know what factors influence the online consumers. These factors will help the online retailers to build their strategies and compete in the online market.

Objectives

- To examine the demographic variables of the consumers.

- To analyse how the demographic variables affect the consumers attitude towards online shopping.

Literature Review

Bagozzi (1974) in his study reveals that E-shopping behaviour is a complicated decision process. First, consumers make a shopping decision based on their family needs, budget limitations, and other constraints impinging on them. Accordingly, they are likely to minimize transaction costs and maximize compatibility with needs. Second, e-shopping behaviour is a social influence process and it is affected by social influence (e.g., social norms), vendor and consumer characteristics, and third parties (e.g., competitive offerings). Mehta & Sivadas, (1995) reported that the consumer's willingness to and preference for adopting the Internet as his or her shopping medium was also positively related to income, household size, and innovativeness.

Wolhandler (1999) Internet provides a big convenience for shopper as the main reason for the shopping online has been agreed by most of researcher and customers. Due to the feature of Internet, it allows customer to shopping online anytime and anywhere, which means customer can browse and shopping online 24-hours a day, 7 days a week from home or office, which attracts some time-starved shoppers come to Internet for save time to searching products in physical store.

Vijayarathy (2001) conducted the study on —The impact of shopping orientations, product types, and shopping Aids on Attitude and Intention to use online shopping and the study revealed the integrated web specific factors (online shopping aid) in order to better explain consumer online shopping behavior.

Wen Gong, Rodney L. Stump, Lynda M. Maddox (2013). "Factors influencing consumers' online shopping in China". A nationwide online survey of 503 Chinese consumers was carried out to test the proposed conceptual model of online shopping intention using hierarchical regression. The results support most of the proposed hypotheses. Chinese consumers' age, income, education and marital status, and their perceived usefulness are significant predictors of online shopping intention.

RESEARCH METHODOLOGY

Sources of data

Primary Data: Primary data is collected from people in Thrissur district. The data is collected through questionnaire.

Secondary Data: Secondary data were collected from various books, journals, magazine and websites.

Sample size is 51.

Data Analysis: Descriptive analysis is used for measuring demographic variables. Chi-square test is used to measure the attitude of consumers.

RESEARCH FINDINGS AND DISCUSSIONS

Table 1: Demographic Profile

	No: of Respondents	Percentage
<u>Gender</u>		
Male	35	69%
Female	16	31%

Table 1: Contd.,

<u>Age</u>		
Less than 25	19	37%
25-50	20	39%
Above 50	12	24%
<u>Education</u>		
Under Graduate	15	29%
Graduate	27	53%
Post Graduate	9	18%
<u>Income</u>		
Less than 2 lakh	23	45%
2-5 Lakh	15	29%
Above 5 lakh	13	26%

The table shows that 69 % are male and 31% are female. 39% of the people belong to age group between 25 and 50. 53% of respondents are graduate and 29% undergraduate.

Table 2: Time Spend Online Per Day

Time	No of Respondents	Percentage
Less than 1 hour	28	55%
1-2 hours	18	35%
2-4 hours	5	10%

The study shows that 35% of people spend 1 -2 hours online per day and 55% use less than 1 hour.

Table 3: Payment mode

Mode of Payment	No of Respondents	Percentage
Credit Card	1	2%
Debit Card	33	65%
Cash on delivery	9	17%
Internet banking	8	16%

Debit card is the most used medium of payment than cash on delivery and internet banking.

Table 4: Goods/Services Frequently Purchased Through On-Line

Products	No: of Respondents	Percentage
Garments	4	8%
Jewellery	1	2%
Books	8	16%
Cosmetics	4	8%
Travel	22	43%
Electronics	12	23%

Respondents opined that 43% of them use online for travel and 23% buy electronics through online.

Table 5: Place from where Internet is Accessed

Place	No of Respondents	Percentage
Home	14	27%
Office	5	10%
Cyber café	2	4%
School/Collge	8	16%
Mobile	22	43%

Majority of people shop through their mobile phone.

Table 6: Online Shopping Associated with Age of Consumers

Age	Low price	Quality	Variety	Time Saving
Less than 25	12(11.92)	3(2.98)	3(1.86)	1(2.24)
25-50	16(12.55)	3(3.14)	1(1.96)	0(2.35)
50 and above	4(7.53)	2(1.88)	1(1.18)	5(1.41)

Chi-square test is used to measure association between age and attitude towards online shopping.

Hypothesis:

H₀: There is no association between age and attitude towards online shopping.

The calculated value 15.965 is more than table value 12.592. Therefore we reject the null hypothesis that there is no association between age and attitude towards online shopping.

Table 7: Online Shopping Associated with Educational Qualification of Consumers

Education	Low Price	Quality	Variety	Time Saving
Under Graduate	5(4.88)	1(1.30)	1(0.33)	0(0.49)
Graduate	19(18.84)	5(5.02)	0(1.26)	3(1.88)
Post graduate	6(6.28)	2(1.67)	1(0.42)	0(0.63)

Chi-square test is used to measure association between education and attitude towards online shopping.

Hypothesis:

H₀: There is no association between education and attitude towards online shopping.

The calculated value 5.388 is less than table value 12.592. Therefore we accept the null hypothesis that there is no association between education and attitude towards online shopping.

CONCLUSIONS

In the past people had sufficient time to visit shopping centres, go from one shop to another, bargain etc. In this present world where both husband and wife are working people have less time to spend for shopping. Therefore there is a huge increase in online shopping. The study reveals that there is association between education and attitude but there is no association between age and online shopping attitude. Majority of consumers bought products through online because of low price.

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