# CONSUMER ATTITUDE TOWARDS ONLINE SHOPPING- WITH SPECIAL REFERENCE TO THE STUDENTS IN KURUKSHETRA

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***ABSTRACT*** Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet using a web browser. Online shopping provides a good example of business revolution. E- commerce has made life simple and innovative of individuals and groups. Consumers behavior on online shopping is different from physical market where he/she has access to see the products. Online shopping sites are fast replacing traditional or physical shops. Consumer's attitude towards online shopping refers to their psychological state in terms of making purchase over the internet. Therefore we have also decided to study consumer's attitude towards online shopping and specifically studing the factors influencing consumers to shop online. The population selected for the research is from Kurukshetra district of Haryana, the sample size selected for this research is 100 and we have used convenient sampling method. The study indicates that the most important motivating factor , which influence the online shopping was convenience followed by time saving and price. The study also indicates some problems faced by online shoppers. It is expected that this study will not only help retailers in India to devise successful strategies for online shoppers but it will also provide a base for similar studies in the field of consumer attitude towards online shopping.

***KEYWORDS:***  **Consumer behavior, online shopping.**

## INTRODUCTION

Internet is changing the way consumers shop and buy goods and services and has rapidly evolved into a global phenomenon. Many companies have started using the internet with the aim of cutting marketing costs, thereby reducing the price of their products and services in order to stay ahead in highly competitive markets. Companies also use the internet to convey, communicate and disseminate information, to sell the product, to take feedback and also to conduct satisfaction surveys with customers. Customers use the internet not only to buy the products online, but also to compare prices, product features and after sales services facilities they will receive if they purchase the product from a particular store. Many experts are optimistic about the prospect of online business. In addition to the tremendous potential of the E-commerce market, the Internet provides a unique opportunity for companies to more efficiently reach existing and potential customers. It has been more than a decade since business-to-consumer E commerce first evolved. Scholars and practitioners of electronic commerce constantly strive to gain an improved insight into consumer behavior in cyberspace.

In order to shop online, one must be able to have access to a computer, a bank account and a debit card. Shopping has evolved with the growth of technology. According to research found in the Journal of Electronic Commerce, if we focus on the demographic characteristics of the in-home shopper, in general, the higher the level of education, income, and occupation of the head of the household, the more favorable the perception of non-store shopping. An influential factor in consumer attitude towards non-store shopping is exposure to technology, since it has been demonstrated that increased exposure to technology increases the probability of developing favorable attitudes towards new shopping channels. Hence, it is necessary to understand the most important variable (consumer attitude) with in context of online shopping. The number of profitable e-commerce companies continue to grow but not quite reached the point at which profitable dot.com is a major news story. Thus this paper may help the dot com to reach the unbeatable level.

## ONLINE SHOPPING AND E-COMMERCE IN INDIA

Today the access of the Internet is not limited to cities, but also being used in large numbers in rural areas, due to the low cost of data pack, affordable price of Smartphone, internet awareness and most impactful programs "Digital India". These are all playing important roles in spreading the Internet all over India.

According to Internet and Mobile Association of India (IAMAI) & market research firm IMRB, the number of mobile internet users in India is estimated to reach around 420 million by June 2017 with the better growth rate of rural India at a much higher than urban India. According to a report titled Mobile Internet in India 2016, there were more than 389 million mobile internet users in India as on December 2016. India has an internet users base of about 460 million as of July 2017, 40% of the population.

Despite being the second-largest user base in the world. Now everyone using Google, everyone everyone in Facebook, Twitter and WhatsApp account. Only because of internet revolution in India

 According to Google India, there were more than 35 million big and small online shoppers in India in 2014 and was expected to cross 100 million marks by end of the year 2016. India's e-commerce market was worth about $3.9 billion in 2009, it went up to $12.6 billion in 2013. In 2013, the e-retail segment was worth US$2.3 billion. According to a study done by Indian Institute of e-Commerce, by 2020 India is expected to generate $100 billion online retail revenue out of which $35 billion will be through fashion e-commerce. Online apparel sales are set to grow four times in coming years.

## REVIEW OF LITERATURE

Zuroni and Goh (2012) studied the factors influencing online shopping. The main purpose of the study was to determine the factors influencing consumers' attitude towards e-commerce purchases. The findings revealed that there was no significant difference in attitude towards online shopping among age group (but there is a significant difference in attitude towards online shopping among income group).

Ramayah & Joshua (2010) investigated online customer service, perceived ease of use and intention to shop online. The study revealed that perceived ease of use was a mediator between online customer service and intention to shop online.

Lian and Lin (2008) studied four different products that included Books, Online magazines, TV gaming system and computer games. The research indicated that individual privacy concerns negatively influenced consumer attitudes toward buying books online. The analytical results indicated that individual privacy concerns negatively affected attitudes toward online purchases of TV gaming systems.

Bill et al (2005) analyzed whether consumer's perceived risk of Internet shopping and experience were associated with online shopping behavior. It was observed that perceived negative consequences of Internet shopping, specifically product and privacy risk and the loss of social interaction are closely associated with online purchasing behavior.

## RESEARCH METHODOLOGY

The research is based upon primary and secondary data both. The primary data was collected through a questionnaire designed exclusively for the study. Secondary data was taken from research papers, Journals, magazines and websites.

### Objectives of the study

The objective of this research study is to investigate online consumer behavior, which in turn provides E-marketers with a constructional framework for fine-tuning their E-businesses' strategies. The specific objectives of this research are:
1 .To know the consumers awareness about online shopping.
2. To know the various factors which motivate a consumer towards online     shopping
3. To know the kind of goods they purchase online
4. To know the problems they face during online shopping

### Sample size and area

Samples were collected from consumers and buyers of online shopping of  Kurukshetra region. A target of 100 respondents was set, but many of them provided incomplete questionnaire and having no experience of using internet and online shopping therefore only 70 questionnaires were entertained for final analysis and data interpretation.
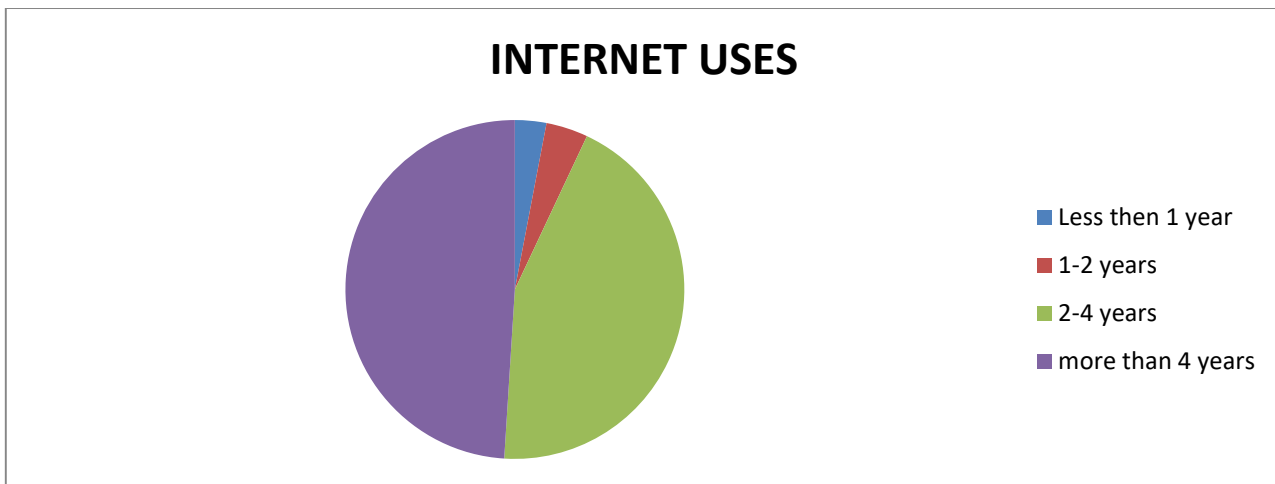
### Tools for analysis

For data analysis, percentage analysis, simple charting and tabulation tools are used to understand the behaviour of the respondents for online shopping.

## RESULTS AND DISCUSSIONS

**The following are the results of analysis of data.**

**Time period of using the internet**

## INTERNET USES



- Less then 1 year
- 1-2 years
- 2-4 years
- more than 4 years

**Figure 1**

It is interpreted that out of the total respondents 4% are using the internet less than a year. 4% of the respondents are using for the past 1-2 years. 44% of the respondents are using internet for the past 2-4 years whereas majority of respondents that is 49% have been using the internet for more than 4 years.
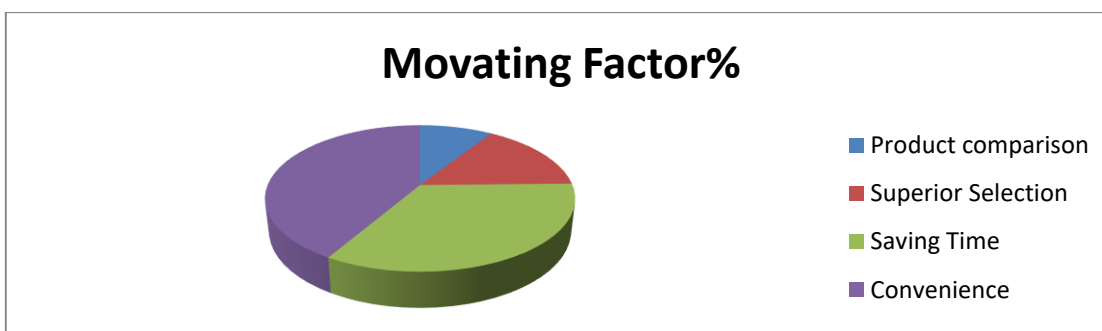
**Usage of internet for searching product information**

## USAGE %



- NEVER
- Ocasionally
- Often
- Very often
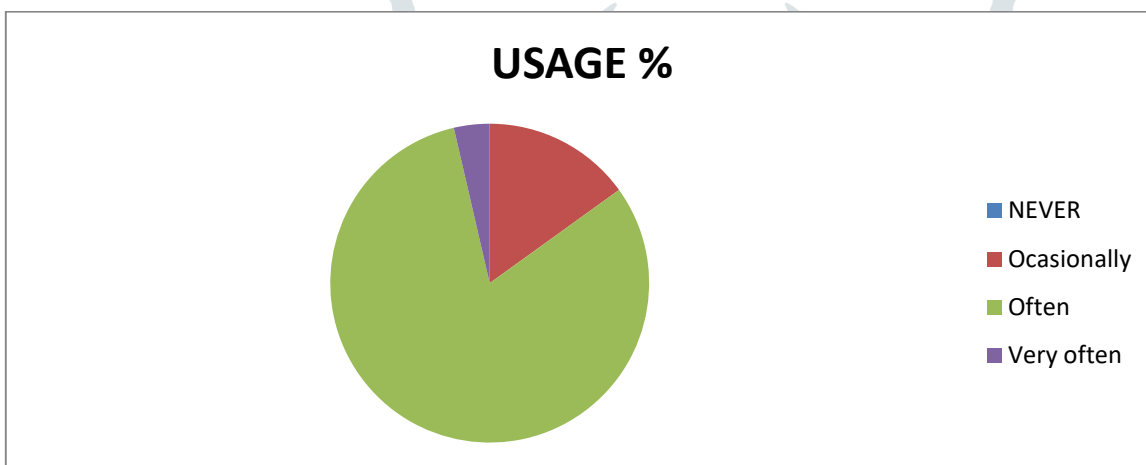
**Figure 2**

The above chart shows that 5% of the respondents use internet occasionally whereas 27% use often and 68% use internet very often.

**Online shopping motivating factors**

## Movating Factor%



- Product comparison
- Superior Selection
- Saving Time
- Convenience

**Figure 3**

The study showed that 32% of the shopping had been done by the regular shopper who think convenience is the main driving force while 23% of the shopping had been done for whom price was the main orientation for shopping online. Other motivating forces, which had led to online shopping, were saves time (26%), product availability and superior selection (12%), and product comparison (7%).
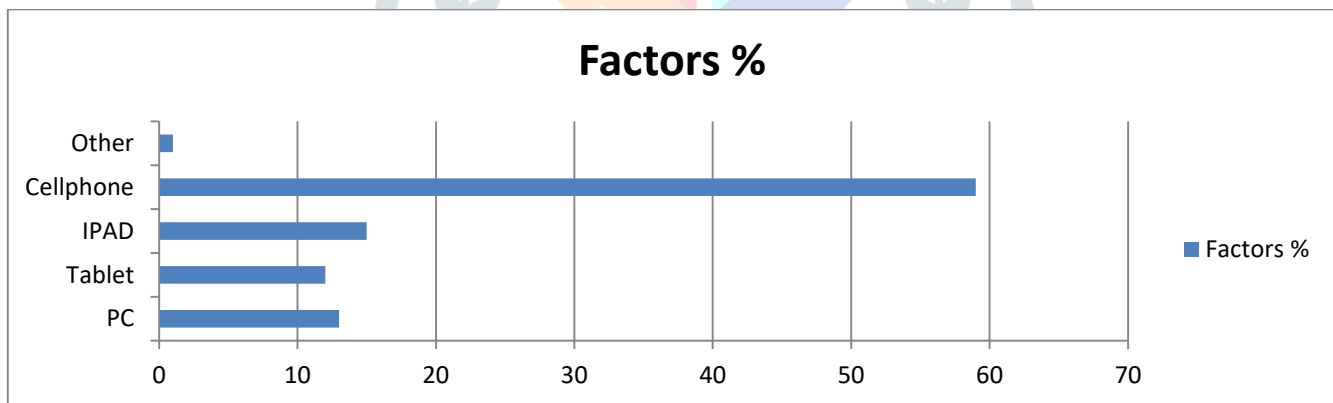
**Kinds of goods purchased from the internet**
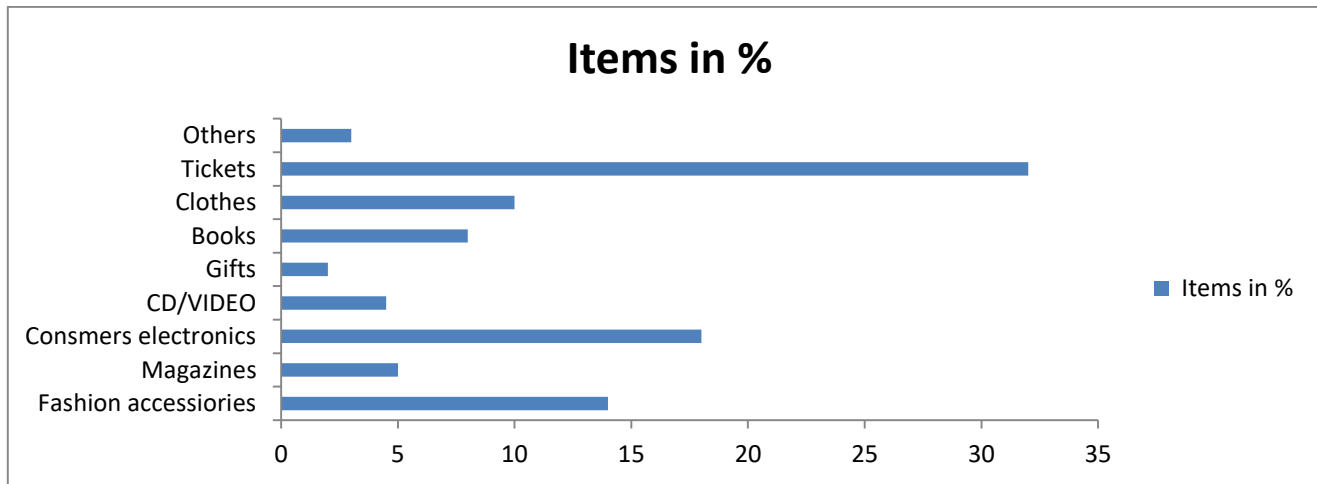


## Figure 4

It is depicted in the chart that the highest category of goods purchased by the respondents (32%) is tickets. Whereas the lowest category of goods purchased online are gifts and soft toys by 2% of the respondents.
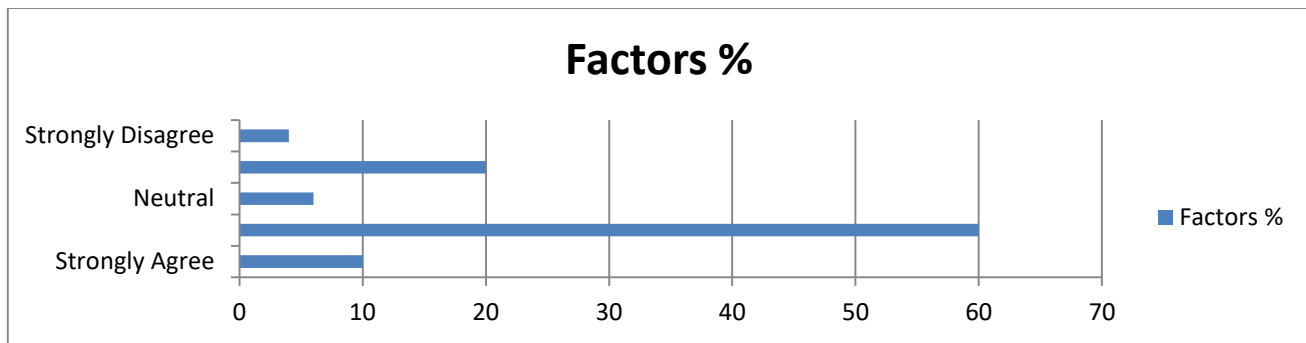
**Medium preferred for online shopping**



## Figure 5

According to the chart 59% of the respondents use Cellphones for online shopping, 12% use tablets, 15% use IPAD , 13% use PC whereas 1% use other mediums for online shopping.

**View point whether information given about the product on site is sufficient**

## Factors %



## Figure 6

According to the study, it is depicted that 10% of the respondents strongly agree that the information given about the product on the site is sufficient. 60% of the respondents agree with the statement, 6% are neutral, 20% disagree whereas 4% of the respondents strongly disagree with the statement.
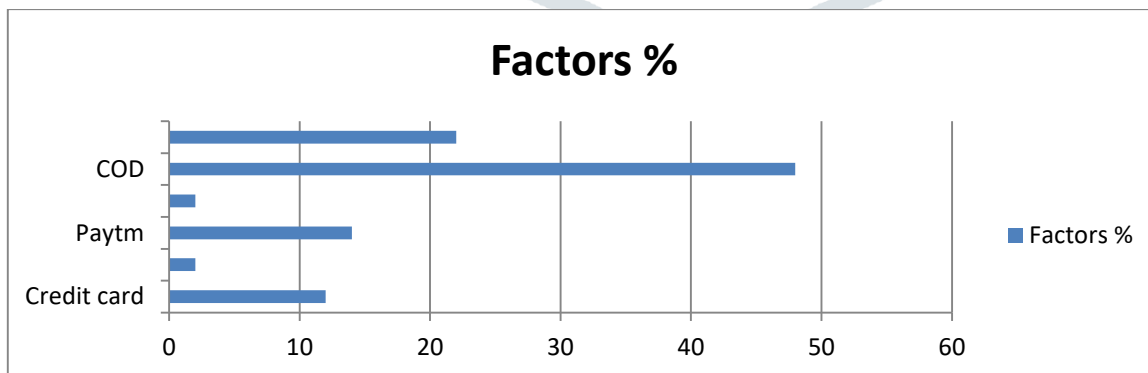
**Favorite online shopping site**

## Sites used in %
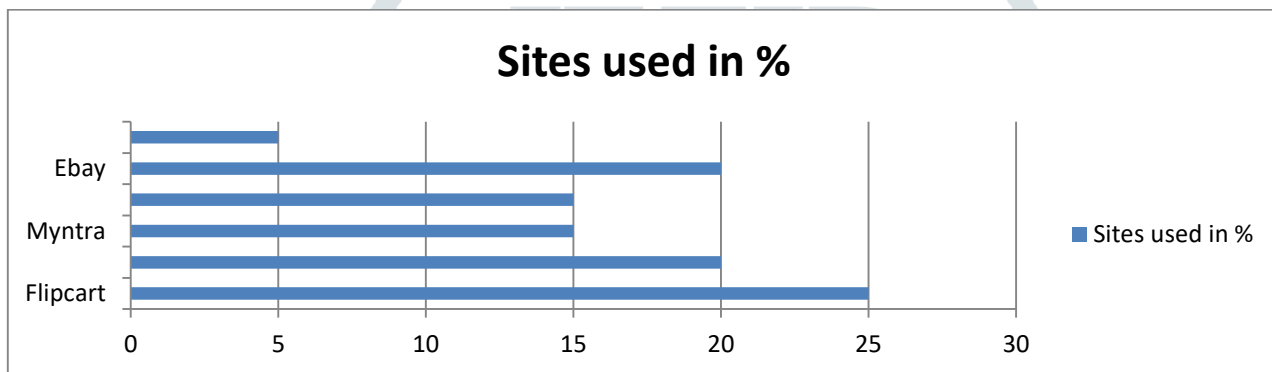


## Figure 7

According to the research, 25% of the respondents prefer Flipkart, 20% prefer EBay, 20% prefer Amazon, 20% prefer Snapdeal whereas 15% prefer Myntra for online shopping.
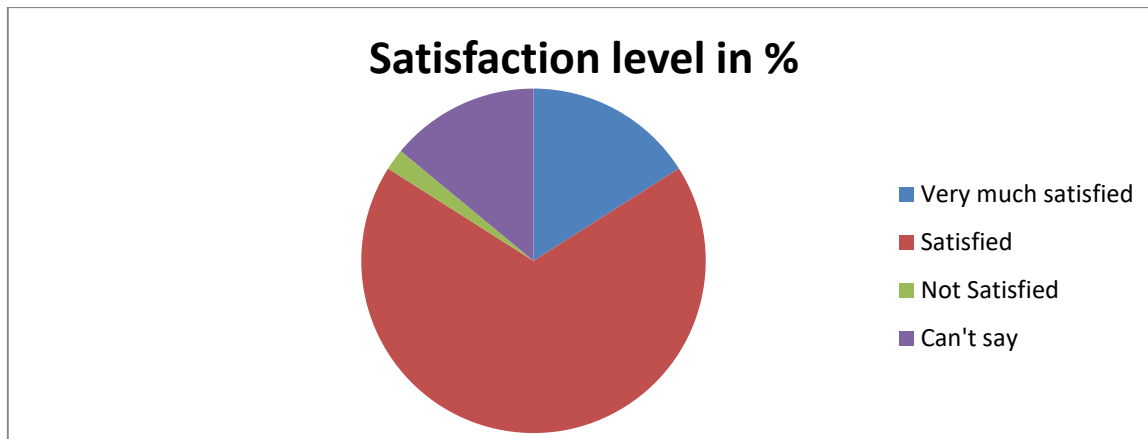
**Methods used for making payments**

## Factors %



## Figure 8

The above chart depicts that majority of the respondents that is 22% use cash on delivery option for payment, 12% use credit cards, 14% use Paytm, 4% use bank transfer and personal cheque whereas 22% use other methods of payment for online shopping.
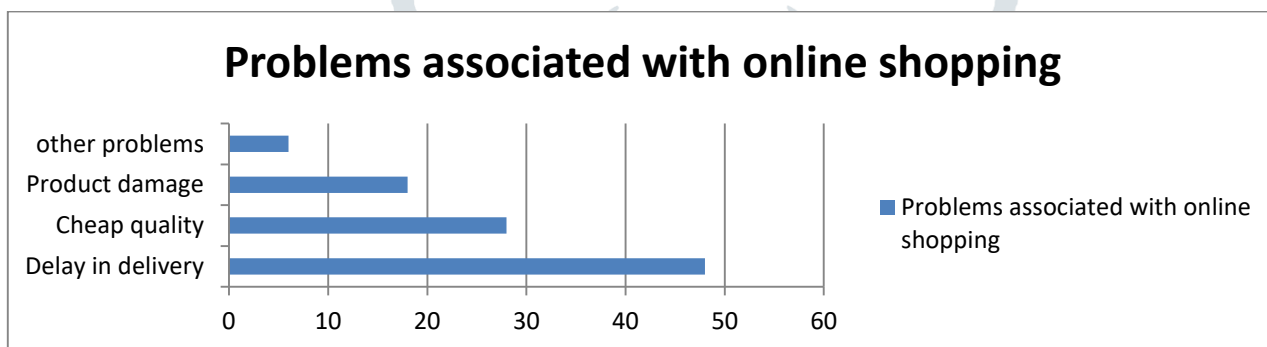
**Satisfaction level of online shoppers**



**Figure 9**

The study helped to found out that 68% of the respondents were satisfied with online shopping, 16% were not much satisfied, and 14% were neutral whereas 2% of the respondents were not satisfied with online shopping.

**Problems faced by online shoppers**

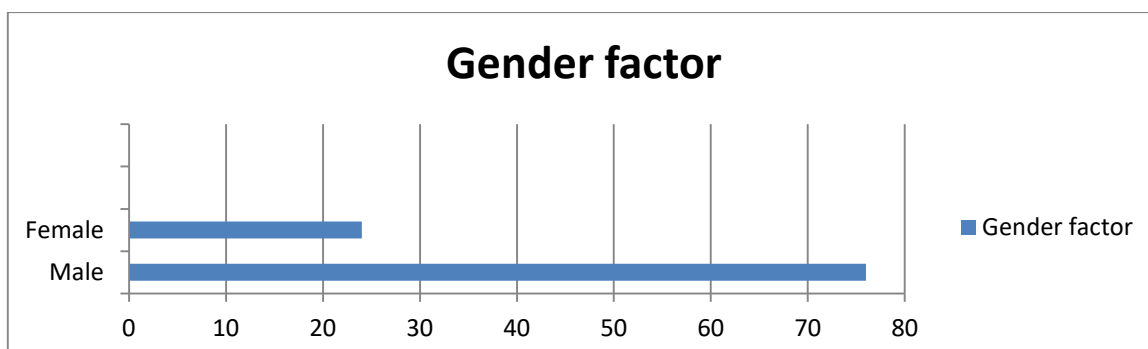

**Figure 10**

According to the chart 48% of the respondents felt the delay in delivery as the problem of online shopping. 28% of the respondents regard cheap quality product as the problem. 18% of the respondents regard product damage to be one of the problems of online shopping whereas 6% feel that there are other problems associated with online shopping.

**Gender factor**



**Figure 11**

Men in India shop 3X more than women. While women continue to dominate the in-store markets, men with disposable incomes have taken it upon themselves to play the larger role in online shopping.

## FINDINGS OF THE STUDY

1.Most of the online shoppers use internet for searching product information.

**2.** The most important motivating factor, which influenced the online shopping, was convenience followed by time saving and price. Regular online shoppers considered convenience as the main motivating factor while buying and were less price sensitive.

 **3.** Among the categories of goods available online, tickets is the highest category of goods             purchased online, followed by computer components, clothes, electronics, fashion accessories, gifts, books, housewares, CD / video, toys and software.
**4.** PC is the most popular medium used for internet shopping by the online shoppers.
**5**. Majority of the respondents, that is 60% agree that information given about the products on various sites are sufficient for the consumers to purchase them.
**6.** Flipkart is the most favourite shopping site of the respondents.
**7.** Among the various options of payment available online, Cash on delivery is the most common method used for payment whereas bank transfers and personal cheques are the least common method of payment online.
**8.** According to the study, majority of the respondents are satisfied with online shopping.
**9.** There are certain problems faced by online shoppers like delay in delivery, cheap quality of the product, damaged product, etc.

## SUGGESTIONS

Online shopping is becoming one of the top Internet activities and there is a huge growth in this business as more manufacturers and providers are integrating the Internet into their sales model. But there are many things that need to occur in online shopping to generate higher revenues and the key to it lies in the hands of the marketers. To make online shopping a boom following methods can be followed.
**1**. India has a strong research and development (R&D) capability so companies should innovate rapidly to take care of the security issues. Technology like text to speech software's should be innovated to take care of the security concern.
**2**. In India the total ownership of credit cards is small as compared to its population and there are also hesitant in using it as a mode of online payment therefore alternative methods of payment like cash on delivery (COD) where the end user pays cash after the product is delivered and debit cards where the bank accounts are directly debited should be used. Other technologies like encryption technologies trusted third-party certifications; digital ID systems and prepaid cards should be used.
**3.** The consumers should be made aware that one of the safety aspect of using credit cards online is that in case of disputed credit card payments for online transactions the onus is on the merchants to prove that the transaction actually took place, as online users do not physically sign a credit slip. As a result online users are protected from fraudulent use of credit cards.
 **4.** There is a growth in the cellular phone market in India, so more merchants should make use of this device allowing the customers to access the internet and use it as mode of payment thereby obviating the need for PCs and credit cards.
**5.**It is not only important to pay strong attention to the security issue and create new, innovative safeguards that protect consumers but the merchants should promote these safeguards to the marketplace and make the prospective consumers aware that the communications, personal data, credit card accounts, and transaction information can be protected.
**6.** One of the factors that hinder internet penetration in India is access. More companies should adopt click and mortar model with the real world operations to complement its online presence. For example customers can walk to the office to access its services.
**7.** Merchants should provide goods and services that offer the right value for money. There should be transparency in policies (returns, privacy, shipping, etc.), insurance against fraud and a good after sales services should be provided to consumers making it an enjoyable experience.
**8.** Consumers today demand a better, more efficient and less cumbersome way to compare and buy products online. Innovative service should be provided to the consumers so that they can compare products, which are available online using their mobile phones.
**9.** Online shopping today is an incomplete, fragmented, and sometimes frustrating process. Therefore merchants should set themselves apart from their competitors by factors other than price, constantly innovate and move towards creating customer confidence to trade online. They should provide massive selection at lower prices, offer a personalized customer experience and their web sites should deliver a shopping experience that addresses all of the consumer needs like recommendation about the products, feedback from other customers, etc.
**10.** Vendors should educate the customers about e-commerce like educating them on safety tips like reading the item description, looking for a seller's feedback score and asking questions, detecting spoof mails and informing them about the new online crimes which happen regularly.
**11.** In India still the penetration of Internet has not happened the way it should have been which hampers online shopping. Ecommerce revolution can be brought about by providing more broadband connections at affordable prices.
**12.** There is a huge market for business in the rural India, therefore efforts should be such that to bring these people also into experiencing online shopping. Companies should create more Indian languages software or content as Internet still is a primarily English language world and language could be a barrier in rural India. Only few language portals like webduniya.com exist today.

**13.** Most of the Indians still like to see the product before buying; efforts should be made to change this mindset of the people by making them aware of the benefits of online shopping.

## CONCLUSION

The e-commerce is one of the biggest things that have taken the business by a storm. It is creating an entire new economy, which has a huge potential and is fundamentally changing the way businesses are done. It is believed that electronic commerce will become a huge industry in the coming years and online shopping is now becoming a significant part of the consumer's daily life to meet their never ending requirements in a convenient way. Online shopping is picking up and is becoming a trend. More consumers are indulging into internet shopping as seen by the research because of the value proposition it offers to a customer such as convenience, 24x7 shopping, doorstop delivery, a broad product selection and the ever-expanding range of unique and unusual gift ideas as well as increased consumer confidence in shopping on the internet is increasing. The main motivating factor seen during the research was the convenience and customer service which drives the people to online shopping. As a result today they are buying airline and railway tickets, books, home appliances, electronic gadgets, movie tickets, etc by logging on to a web site, than driving up to a store .As the research suggest that increase in usage of internet increases the online shopping so there is a need to increase in broadband penetration as it accelerates the growth of online trade. A huge buyers and sellers across demographics are shopping online because of the changing lifestyles and shopping habits. It is seen that despite the immense possibilities available on the internet it is mainly used for mailing, chatting and surfing. E-mail applications still constitute the bulk of net traffic in the country.

## SCOPE FOR FURTHER RESEARCH

The study is limited to Kurukshetra district only. The scope of research can be made wider by covering more places. The sample size does not give clear representation of the total universe as the size of sample taken for study is small. The size of sample can be increased to get more accurate results. Time constraint was also one of the limitations of the research. So if sufficient time is taken to conduct the research, better results can be obtained.

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