A Study on Buying Attitude towards Online Shopping and its Impact

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Abstract : Today, people are living in the digital environment. Earlier, internet was used as the source for information sharing, but now life is somewhat impossible without it. Everything is linked with the World Wide Web, whether it is business, social interaction or shopping. Online shopping is the activity or action of buying products or services over the Internet. It means going online, landing on a seller's website, selecting something, and arranging for its delivery. The buyer either pays for the good or service online with a credit or debit card or upon delivery. Online shopping has been around for about twenty-five years. It has grown in popularity significantly. Today, we can purchase nearly anything online. This paper is an attempt to examine the attitude of buying towards online shopping in making/influencing buying decision of customers.

IndexTerms – **Online shopping, Buying attitude, Impact, Online Buyer**

I.1 INTRODUCTION

Today, people are living in the digital environment. Earlier, internet was used as the source for information sharing, but now life is somewhat impossible without it. Everything is linked with the World Wide Web, whether it is business, social interaction or shopping. Moreover, the changed lifestyle of individuals has changed their way of doing things from traditional to the digital way in which shopping is also being shifted to online shopping. Online shopping is the activity or action of buying products or services over the Internet. It means going online, landing on a seller's website, selecting something, and arranging for its delivery. The buyer either pays for the good or service online with a credit or debit card or upon delivery. The term does not only include buying things online but also searching for them online. Online shopping has been around for about twenty-five years. It has grown in popularity significantly. Today, we can purchase nearly anything online. In fact, retail experts say that online shopping will soon overtake traditional shopping in monetary terms. This paper is an attempt to examine the attitude of buying towards online shopping in making/influencing buying decision of customers. The paper is based on descriptive research design & close ended questionnaire is used to collect the primary data from online shoppers.

1.2 Buying attitude towards online shoppers

The phenomena that world is fast shrinking into a Global Village because of Internet and other communication mediums is not completely reflective in the Indian context. Internet has brought nearly the entire world just a click away from us. The retail industry canvass has been repainted by Internet and the rules of the game in retailing are fast changing. The western culture has affected each and every aspect of our Indian society. The life is becoming fast not only in the metros but also in the normal cities. The number of nuclear families is increasing and both husband and wife are working, as they have less time to go to the market for purchasing every now and then. Some other reasons like these, say shortage of time, traffic jams, late working hours, versatility of plastic money and above all the approach of internet at the door step of whosoever desires it. Online retailers have improved their service and are providing more and more convenience to the customers. From advance payment options they moved on to payment on delivery. From fixed delivery timings they have moved on to convenient delivery timings at the choice of the customer. India has opened the doors for foreign direct investment in retail.

Few developments have altered India's lifestyle more quickly and more completely than the Internet. The Internet's largest and most meaningful impact may very well be on the way consumers shop for everything from gifts, gadgets and groceries to clothing, cars, and cruises. The ease and selection that the Internet provides to shoppers has changed the face of retailing. More and more, consumers visit a store's Web site to make their choices before traveling to the store itself; and in a rapidly swelling tide, many shoppers are bypassing the store altogether and ordering online directly from the Web sites of their favorite brands and outlets. Because online stores are open 24 hours a day, seven days a week, and their inventories are often more complete than those of their brick-and-mortar counterparts, the Internet makes it easy for shoppers to compare products within or between stores, to read product reviews from other customers, to access vendor return policies and to find warranty information.

While making online purchase, customers cannot see, touch, feel, smell or try the products that they want to purchase due to which product is difficult to examine, and it becomes hard for customers to make purchase decision. In addition, some products are required to be tried like apparels and shoes, but in case of online shopping, it is not possible to examine and feel the goods and assess its quality before making a purchase due to which customers are hesitant to buy. Product quality is the main factor, which worries consumer to make online purchase. Moreover, fake products and imitated items are more in online shopping. A consumer's lack of trust on the online vendor is the most common reason to avoid e-commerce transactions. Fear of online theft and non-reliability is another reason to escape from online shopping. Likewise, there is a risk of incorrect information on the website, which may lead to a wrong purchase, or in some cases, the information is incomplete for the customer to make a purchase decision. Moreover, the return and exchange policies are also not clear on the website. The reliability and credibility of e-retailer have direct impact on consumer decision with regards to online shopping.

1.3 Statement of the problem

Consumers are turning away from traditional shopping into online shopping. Online shopping will soon overtake traditional shopping in monetary terms. People use the Internet to shop online for mobile phones, laptops and other consumer goods. If the Internet is anything to go by, India's technological and economic growth has moved into the top gear. Even though, the problems in online shopping may arise at any time from entering the website for purchase to receiving or while using the product or even after sales service. This paper aims to find out the problems of online shoppers and provide suitable suggestions to overcome them.

1.4 Objectives of the Study
- To understand the various applications of online shopping.
- To know the reasons for choosing online shopping.
- To know about the nature of problems faced by the online shoppers.
- To find out suitable solution for the problems faced by the respondents in online shopping.

1.5 Research Methodology

The present study is conducted in Sivakasi city using 200 respondents. The study is based on primary data and to collect a questionnaire was constructed covering all details in the objective for the study. The data

is collected employing convenient sampling method. Percentage analysis, weighted arithmetic Mean and Garrette Ranking method are used to analyses the data.

1.6 Data Analysis and Interpretation

The profile of online buyers, preference online shopping, awareness of online shoppers, Preference of Online Marketing Applications, Opinion about Online Shopping, Frequency of online purchasing, Reasons for choosing online Shopping and factors affecting online shopping related data are collected and analysed.

1.6.1 Profile of online buyers

Profile of online buyers are needed in order to analysis the buying attitude of online shopping. The information about profile of online shoppers like Gender, Age, Profession and monthly income of the respondents are displayed in Table.1.

Table.1

Profile of online buyers

	Categoty	No.of Respondents	Percentage (%)
Gender	Male	65	32.5
	Female	135	67.5
	Total	**200**	**100**
Age	Below 20	28	14.0
	20-30	46	23.0
	30-40	58	29.0
	40-50	32	16.0
	50-60	22	11.0
	Above 60	14	7.0
	Total	**200**	**100**
Profession	House Wife	57	28.5
	Employees	36	18.0
	Business	24	12.0
	Students	67	33.5
	Professionals	16	8.0
	Total	**200**	**100**
Monthly Income	Below Rs.10,000	13	6.5
	Rs.10,000-Rs.20,000	25	12.5
	Rs.20,000-Rs30,000	46	23.0
	Rs.30,000-Rs.40,000	57	28.5
	Above Rs.40,000	59	29.5
	Total	**200**	**100**

Source: Primary Data

From the above analysis, it is inferred that out of 200 respondents majority of 67.5 per cent of the respondents are Female, 29 per cent of the respondents are in the age between 30–40 years, 33.5 per cent of the respondents are students, 29.5 per cent of the respondents are earned above Rs.40,000 as monthly income.

1.6.2 Preference of Online Shopping

Today the people community are preferred online shopping due to save their time and energy. The data regarding the preference of online shopping have been collected and presented in the following Table 2

Table 2

Preference of Online Shopping

Particulars	No.of Respondents	Percentage
Yes	123	61.5
No	77	38.5
Total	**200**	**100**

Source: Primary Data

The above Table 2 shows that, majority of 61.5% of the respondents are preferred the online shopping and the remaining 38.5 per cent of the respondents does not preferred only online shopping. It clearly shows that most of the respondents are preferred online shopping.

1.6.3 Awareness of online shoppers

Knowledge about online shopping is essential to enter into the field of online shopping. It will help the consumer to do online shopping more convenient. The following Table.3 produce the awareness of online shoppers of the respondents based on the knowledge about online shopping.

Table 3
Awareness of online shoppers

Particulars	No. of Respondents	Percentage
Having knowledge about online shopping	200	100
Not Having knowledge about online shopping	-	-
Total	**200**	**100**

Source: Primary Data

It is clear from the above Table 3, all the respondents are having enough knowledge to do online shopping.

1.6.4 Preference of Online Marketing Applications

Online shopping deliver apps make the life of people more simple. By using online shopping app, customers can browse the information and buy the products like dresses, cosmetics items, food and groceries, personal hygiene products, and household cleaning products. sandals and kids wear and much more. Table 4 flash the classification of the respondents based on preference of online Marketing Applications.

Table 4
Preference of Online Marketing Applications

Particulars	No.of Respondents	Percentage
Shoppersstop	13	6.5
Flipkart	56	28.0
Amazon	58	29.0
Meesho	54	27.0
Snapdeal	17	8.5
Myntra	2	1.0
Total	**200**	**100**

Source: Primary Data

It is clear from the above Table 4, 6.5 per cent of the respondents are preferred shopperstop, 28.0 per cent of the respondents are preferred flipkart, 29.0 per cent are preferred amazon, 27.0 per cent are preferred Meesho, 8.5 per cent are preferred snapdeal, and the remaining 1.0 per cent of the respondents are preferred Myntra. It is clearly noted that most of the respondents are using Amazon app for their online shopping.

1.6.5 Opinion about Online Shopping

Online shopping deals provide the customer with a variety of products and services, wherein customers can compare them with deals of other intermediaries also and choose one of the best deals for them. The opinion about online shopping are presented in Table 5.

Table 5
Opinion about Online Shopping

Particulars	No.of Respondents	Percentage
Excellent	105	52.5
Good	56	28.0
Poor	39	19.5
Total	**200**	**100**

Source: Primary Data

The above Table 5 shows that, 52.5 per cent of the respondents opined that online shopping is excellent to buy the products, 28.0% of the respondents felt that the online shopping is good and the remaining 19.5% of the respondents told that online shopping is poor.

1.6.6 Frequency of online purchasing

Consumers are shopping online more frequently. The frequency with which consumers shop online is accelerating. Table 6 shows the frequency of online purchasing.

Table 6
Frequency of online purchasing

Frequency	No.of Respondents	Percentage
Regularly	125	62.5
Occasionally	45	22.5
Rarely	30	15.0
Total	**200**	**100**

Source: Primary Data

From the above analysis, it is inferred that out of 200 respondents 62.5 per cent of the respondents are regularly using online app while purchasing the product, 22.5 per cent of the respondents are used the online app occasionally and the remaining 15.0 per cent of the respondents are rarely used. From the analysis it is noted that most of the respondents are using online app for regularly.

1.6.7 Reasons for choosing online Shopping

Shopping online is much better than going into stalls and shops to buy goods and ask for services to be rendered because it saves a lot of time. The reasons for choosing online shopping due to Wide variety of products / Collections and Convenient. The following Table 7 presents the reasons for choosing online shopping.

Table 7
Reasons for choosing online Shopping

Reasons	I	II	III	IV	V	Total	Score	Rank
Wide variety of products / Collections	18	36	45	30	21	200	450	II
Convenient	24	48	30	36	42	200	516	I
Save Time & Energy	20	14	5	10	11	200	202	III
Various Modes of Payments	4	8	12	20	16	200	144	V
Low Price	12	10	18	8	12	200	182	IV
Total	200	200	200	200	200			

Source: Primary Data

The above Table 7 shows the ranking made by the respondents for the reasons for online shopping using Weighted Arithmetic Mean. It reveals that convenient got first rank with the score of 516 followed by Wide variety of product/collections with the score of 450, save time and energy with the score of 202, Low price with the score of 182 and various modes of payments with the score of 144. It is understood that the main reasons for used online shopping due to convenient.

1.6.8 Problems in online shopping

Common problems faced by customers while shopping online. The following Table 8 shows the problems in online shopping.

Table 8
Problems in online Shopping

Particulars	No.of Respondents	Percentage
Yes	115	57.5
No	85	42.5
Total	200	100

Source: Primary Data

From the above Table 8 clearly shows that, 57.5 per cent of the respondents are faced the problems while using online shopping and the remaining 42.5 per cent of the online shoppers are not faced any problems while using online shopping.

1.6.9 Factors Affecting Online Shopping

The usage of online shopping is increasing day by day. Even though the online shoppers faced the problems like wrong product delivery, product damage during transit, problems in returning the product, inferior quality of products and problem with payment. These problems definitely affect the online purchasing decision. Table 8 shows the factors affecting online shopping.

Table 9
Factors affecting Online Shopping

Factors	I	II	III	IV	V	Total
Wrong product delivery	68	60	20	12	40	200
Product Damage during transit	20	28	60	52	40	200
Problems in returning the product	64	36	48	28	24	200
Inferior quality of products	32	68	32	44	24	200
Problem with payment	16	8	40	64	72	200
Total	200	200	200	200	200	

Source: Primary Data

On the basis of the ranks assigned by the respondents, the factors affecting online shopping is analyzed through Garrett Ranking Techniques. It is evident from above Table 4.9 reveals that inferior quality of products (55.9) was the main factor affecting online shopping, followed by problem with payment (55.4), problems in returning the product (52.2), Wrong product delivery (46.3) and product damage during transit (40.2)

Findings of the study

- 67.5 per cent of the respondents are Female;
- 29 per cent of the respondents are in the age between 30–40 years,
- 33.5 per cent of the respondents are students,
- 29.5 per cent of the respondents are earned above Rs.40,000 as monthly income.
- 61.5% of the respondents are preferred the online shopping
- all (100.00 percent) the respondents are having enough knowledge to do online shopping.
- 29.00 per cent of the respondents are using Amazon app for their online shopping.
- 52.5 per cent of the respondents opined that online shopping is excellent to buy the products
- 62.5 per cent of the respondents are regularly using online app while purchasing the product.
- Reasons for choosing online shopping due to convenient followed by Wide variety of product/collections, save time and energy, Low price and various modes of payments. It is understood that the main reasons for used online shopping due to convenient.
- 57.5 per cent of the respondents are faced the problems while using online shopping.
- Factors affecting online shopping is due to inferior quality of products followed by problem with payment, problems in returning the product, Wrong product delivery and product damage during transit.

Suggestions

The results of this study also provide information to the Government in order to play a role in regulating and enforcing the law in all online shopping events to ensure the safety of internet users and prevent fraud or cyber-crime. Government and communities need to pay attention to the online shopping model and introduce better and safer e-commerce mechanisms. The Government should take regulatory measures to facilitate online shopping by increasing the internet speed, broadband and cheaper internet access or broadband access facilities so that the online shoppers can enjoy more advanced online shopping facilities. The authorities should monitor social media and problematic websites from time to time to ensure virtual security.

Conclusion

The endeavour of this study is to identify the reasons for using online shopping as well as the factors affecting online shopping. Therefore, from the findings it was found that consumers purchasing decisions were dependent on various reasons. All these motives motivate consumers to purchase products through online. According to consumer's opinions like convenient in the sense   information availability, open 24/7, easy ordering system, wide variety of products, various modes of payment and low price are the reasons for online shopping respectively. In contrast, when respondents were asked about the factors affecting the online shopping found from the findings that, wrong product delivery, product damage during transit, problems in returning the product, inferior quality of products and problem with payment are the main factors affecting the online shopping to the respondents. It was also observed that online shopping is not trustworthy and reliable to some consumers due to only online payment system and personal privacy. In addition, online security is a major concern for the consumer particularly in terms of fraud, privacy and hacking.

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