

“A STUDY ON CONSUMER ATTITUDE TOWARDS ONLINE SHOPPING OF STUDENTS IN GUJARAT STATE”

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ABSTRACT

Current global and competitive era of consumer become more active towards technology and people buys the things online rather than offline. Because it shows the wide variety compare to offline products. Other reason is less costly because of it comes directly from manufacturer, and it is easy to return also. One of the good things in Online shopping is also giving a EMI option which is helpful for purchasing item on zero percent interest and sometimes users can get gift voucher and cash back also. Online shopping gives very convenient and easy shopping anywhere. The ease and convenience provided by these stores for 24x7 has made very easy shopping for consumers worldwide at any time with easy and safe payment options. The e-stores are regularly visited by the online shoppers. This research paper mainly focuses on consumer attitude towards online shopping. The main objective of the study is to understand the consumer attitude towards online shopping of students. The sampling procedure used will be convenience sampling method. Data is collected through questionnaire.

KEYWORDS

Consumer, Consumer Attitude, Online Shopping, Students.

INTRODUCTION

Online shopping is definitely a best way to shop with everything available on the websites. From clothes, gifts items, food, home requirements, medicines, and many more, this mode of shopping allows one to shop suitably without hassle on spending hours in a super market or -waiting some more for a store clerk to finally check out your products. Online shopping has friendly consumer service representatives available 24 hours a day, 7 days a week to assist you with locating, purchasing your merchandise. It is a fact that a great online shopping revolution is expected in India in the upcoming years. There is a highest purchasing power in the youth of India. If we observe the number of internet users will be increasing at very high speed. In the upcoming years, the number of internet users will be increasing at dual speed with the effect, easy availability of personal computers, laptop, low cost of maintenance, less charges of internet usage. The main factor of increasing online shopping in India is the growing cyber cafe facility, growing number of computer operators and easy availability of internet and Wi-Fi facility to the population of India. The spending power of consumers is also increasing with the time especially middle class population has great spending powers. Many of them have in progress to depend on online shopping. So, Indians always prove that they can beat the world, when it

comes to the numbers of online shopping. More and more Indian customers are going for the online shopping and the frequency of online shopping consumers is crossing the overall global averages. The largest of these online retailing companies are Amazon, Flipkart and Snapdeal.

OBJECTIVES

The main objective of the study is to understand the consumer attitude towards online shopping. On the basis of this main objective, following sub objectives were expressed:

- To study the frequencies of purchasing products over the internet by consumers.
- To analyze the payment methods mostly used by consumers while online shopping.
- To study about received the products on time as mentioned in the website.
- To examine the mostly availed benefits of online shopping.
- To assess the attitude of consumers' towards online shopping.
- To study about online shopping experience of consumers.
- To study about the matters which will increasing consumers' confidence.

REVIEW OF LITERATURE

- **Rahman M. and etal. (2018)** investigated that Consumer Buying Behavior towards Online Shopping in Dhaka City. The objective of the study is to understand the behavior of online shoppers. The researcher has collected data through structured questionnaire from 160 respondents by using convenient non-probability sampling technique. The researchers have used Simple percentage analysis and concluded that consumers shop online to save time, and for available varieties of products and services. Both male and female both have the same type of behavior towards liking and disliking factors; they like home delivery facility and dislike inability to touch and feel the product most.
- **Ranjan Singh R., Mittal S. and Kukreti A. (2018)** investigated that Effects of Online Shopping on Consumer Buying Behaviour. The objective of the study is to find out the various factors which influence online shopping. Using structured questionnaire researchers have collected the data from 200 respondents by using Random sampling technique. Researchers have analyzed the data by using Reliability test, Validity test and exploratory factor analysis. Researchers have found that customer benefits, fast economic and secured purchase, trend with technology, easy availability were showing significant impact on consumer buying behaviour.
- **Rao M., Hymavathi L. and Rao M. (2018)** evaluated that Factors Affecting Female Consumer's Online Buying Behavior. The objective of the study is to identify the demographic characteristics of female online shoppers and factors affecting online shopping preferences of female consumers. The researchers have collected the data from 316 respondents through structured questionnaire; by the way of Simple random sampling technique is used for this study. The data was collected from Vijayawada town of Mumbai. The researchers have analyzed the data by using Simple percentage analysis and Factor analysis was used for analyzing data on items that influence consumers to shop online and concluded that online shopping is becoming popular by the day. Marketers find understanding customer's need for online selling a challenge. Therefore, the focus of this study was mainly on factors that influence female consumers to shop online. The Exploratory factor analysis concluded factors viz., ease of use & convenience,

security, utility, time effectiveness, outbound logistics and feedback as the determinants of female shopper buying behaviour online.

- **Rupali R. (2018)** evaluated that Factors Influencing Online Shopping and its Consumer Satisfaction in Pune Area. The purpose of study is to develop factors which are influencing for online shopping in Pune area and to explore the demographic factors which influence the level of customer satisfaction of online shoppers. Data was collected from 114 respondents through structured questionnaire; by the way of Convenience sampling technique is used for this research. Researcher has analyzed the data by using Simple percentage analysis, Maan-Whitney test and Kruskal-wallis test. Researcher has concluded that online customers age does not have influencing role in preferring factors for online shopping whereas male and female, prefers same parameters for online shopping as well as for customer satisfaction and after sales services. It focuses on key dimensions of online shopping factors like convenient and time saving, clear return policy, trusted shopping, 24 hours × 7 days shopping and return policy etc.

RESEARCH METHODOLOGY

The sampling procedure used will be convenience sampling method. At initial stage researcher checked normality and reliability on the same sample and questionnaire observed good reliability and validity. Researcher distributed 640 questionnaire from that researcher got 572 questionnaire back which is filled completely. The sample size of 572 respondents were selected from five major cities in the state of Gujarat with various geographical areas like – Ahmadabad, Surat, Baroda, Gandhinagar, Rajkot. Statistical Tools and Techniques such as Percentage analysis. The Survey was conducted During December 2019 to May 2020.

ANALYSIS AND DISCUSSION

❖ Percentage Analysis of Demographic Profile

Table 1:- Gender of respondents

| Gender | | | |
|---------|-------------|-----------|-------------|
| Sr. No. | Particulars | Frequency | Percent (%) |
| 1 | Male | 330 | 57.70% |
| 2 | Female | 242 | 42.30% |
| | Total | 572 | 100% |

Interpretation: The above table is represents data of respondents of gender. There are total 572 respondents for analysis. The above chart shows that male constitutes 330 (57.70%) and female constitutes 242 (42.30%) of the total samples. Above chart also explained that male shoppers is more than female shoppers.

Table 2:- Age of respondents

| Age | | | |
|---------|-------------|-----------|-------------|
| Sr. No. | Particulars | Frequency | Percent (%) |
| 1 | 1992 | 6 | 1.00% |
| 2 | 1993 | 45 | 7.90% |
| 3 | 1994 | 20 | 3.50% |

| | | | |
|---|-------|-----|--------|
| 4 | 1995 | 21 | 3.70% |
| 5 | 1996 | 14 | 2.40% |
| 6 | 1997 | 104 | 18.20% |
| 7 | 1998 | 80 | 14.00% |
| 8 | 1999 | 175 | 30.60% |
| 9 | 2000 | 107 | 18.70% |
| | Total | 572 | 100% |

Interpretation: The above table shows that the age of respondents out of 572 respondents. There are highest proportion in the age of 175 (30.60%) respondents from 1999, 107 (18.70%) respondents from 2000 and 104 (18.20%) respondents from 1997. Lowest proportion in the age of 20 (3.50%) respondents from 1994, 14 (2.40%) respondents from 1996 and 6 (1%) respondents from 1992.

Table 3:- Marital Status of respondents

| Marital Status | | | |
|----------------|-------------|-----------|-------------|
| Sr. No. | Particulars | Frequency | Percent (%) |
| 1 | Unmarried | 524 | 91.60% |
| 2 | Married | 48 | 8.40% |
| | Total | 572 | 100% |

Interpretation: The above table shows that status of the respondents. Here, respondent's classification in the two parts like, Married or Unmarried. Out of the 572 respondents, 524 (91.60%) are Unmarried and 48 (8.40%) are Married. Most of the respondents are Unmarried and lesser number of respondents are married.

Table 4:- Educational Qualification of respondents

| Educational Qualification | | | |
|---------------------------|---------------------|-----------|-------------|
| Sr. No. | Particulars | Frequency | Percent (%) |
| 1 | Graduation | 285 | 49.80% |
| 2 | Post-Graduation | 162 | 28.30% |
| 3 | Professional Course | 91 | 15.90% |
| 4 | Others | 34 | 5.90% |
| | Total | 572 | 100% |

Interpretation: The above table explain the educational qualification of the respondents. Here, researcher classified Educational Qualification in the four part. Out of the total respondents, 285 from the Graduation, 162 from the post-graduation, 91 from the professional course and 34 from the others, which is not included in the above mentioned category. It shows that majority of the students belongs to the graduation and it's cover 49.80% of the total respondents. 28.30% is form the post-graduation, 15.90% is from the professional course and 5.90% is from the others.

Table 5:- Occupation of respondents

| Occupation | | | |
|------------|----------------|-----------|-------------|
| Sr. No. | Particulars | Frequency | Percent (%) |
| 1 | Students | 371 | 64.86% |
| 2 | Own Business | 45 | 7.87% |
| 3 | Govt. Employee | 45 | 7.87% |
| 4 | Professional | 41 | 7.17% |
| 5 | Others | 70 | 12.24% |
| | Total | 572 | 100% |

Interpretation: The above table gives complete pictures of occupation of respondents. Out of the total respondents highest percentage is from the students only, it's 64.86% (371). The least percentage is from the professional course, it's 7.17% (41). The other occupation like own business it covers 7.87% (45), Govt. employee and others cover 7.87% (45) and 12.24% (70) of the total respondents respectively.

Table 6:- Monthly Family Income of respondents

| Monthly Family Income | | | |
|-----------------------|----------------------|-----------|-------------|
| Sr. No. | Particulars | Frequency | Percent (%) |
| 1 | Below ₹ 20,000 | 54 | 9.44% |
| 2 | ₹ 20,001 to ₹ 30,000 | 96 | 16.78% |
| 3 | ₹ 30,001 to ₹ 40,000 | 107 | 18.71% |
| 4 | ₹ 40,001 to ₹ 50,000 | 177 | 30.94% |
| 5 | Above ₹ 50,000 | 138 | 24.13% |
| | Total | 572 | 100% |

Interpretation: The above table and chart represents the monthly family income. So, it can be concluded that the respondent's monthly family income is least number of 54 (9.44%) is from the below ₹ 20,000. The highest percentage 30.94% (177) is from the ₹ 40,001 to ₹ 50,000. Second highest percentage 24.13% (138) is from the above ₹ 50,000 and 18.71% (107) from the 30,001 to ₹ 40,000.

Table 7:- Types of Family of respondents

| Types of Family | | | |
|-----------------|-------------|-----------|-------------|
| Sr. No. | Particulars | Frequency | Percent (%) |
| 1 | Nuclear | 468 | 81.80% |
| 2 | Joint | 104 | 18.20% |
| | Total | 572 | 100% |

Interpretation: The above table and chart explained the most of the respondents living in the Nuclear family. It covers 468 (81.80%) respondents from the Nuclear family and 104 (18.20%) respondents belongs to the Joint family. Majority of the respondents live in Nuclear Family.

❖ Percentage Analysis of Online Shopping Behaviour related Information

Table 8:- Online Shopping Behaviour of respondents

N = 572

| Sr. No. | Particulars | Frequency | Percent (%) |
|---|-----------------------|-----------|-------------|
| Devices used for Online Shopping | | | |
| 1 | Computer | 104 | 18.18% |
| 2 | Laptop | 108 | 18.88% |
| 3 | Tablet | 59 | 10.31% |
| 4 | Mobile | 301 | 52.62% |
| Sources of Information for Online Shopping | | | |
| 1 | Newspaper | 43 | 7.52% |
| 2 | Family and Friends | 113 | 19.76% |
| 3 | Social Media | 231 | 40.38% |
| 4 | Television | 37 | 6.47% |
| 5 | Online Advertisements | 97 | 16.96% |
| 6 | Magazines | 51 | 8.92% |
| Frequency of Online Shopping | | | |
| 1 | Frequently | 68 | 11.89% |
| 2 | Regularly | 274 | 47.90% |
| 3 | Occasionally | 122 | 21.33% |
| 4 | Rarely | 109 | 19.06% |
| Payment Methods of Online Shopping | | | |
| 1 | Cash on Delivery | 242 | 42.31% |
| 2 | Net Banking | 64 | 11.19% |
| 3 | Credit Card | 70 | 12.24% |
| 4 | Debit Card | 68 | 11.89% |
| 5 | Paytm | 74 | 12.94% |
| 6 | Others | 55 | 9.62% |
| Received products on time as mentioned | | | |
| 1 | Yes | 531 | 92.80% |
| 2 | No | 41 | 7.20% |
| Benefits on Online Purchasing of Products | | | |
| 1 | Free Delivery | 232 | 40.60% |
| 2 | Buy 1 get 1 Free | 39 | 6.80% |
| 3 | Discounts | 190 | 33.20% |
| 4 | Free Gifts | 9 | 1.60% |
| 5 | Cash back | 38 | 6.60% |

| | | | |
|---|---------------|-----|--------|
| 6 | E-Wallet | 10 | 1.70% |
| 7 | Gift Voucher | 9 | 1.60% |
| 8 | Reward Points | 45 | 7.90% |
| Availed of EMI Options for Payment | | | |
| 1 | Yes | 134 | 23.43% |
| 2 | No | 315 | 55.07% |
| 3 | Sometimes | 123 | 21.50% |
| Online Shopping is Risky or Not? | | | |
| 1 | Yes | 99 | 17.30% |
| 2 | No | 348 | 60.80% |
| 3 | Sometimes | 125 | 21.90% |

Interpretation:

Here, Most of the students used Laptop and Computer for doing online shopping. Half of the Students got information about online shopping from social media and family friends. More than 66.66% of the students doing shopping based on regularly and occasionally. More than 50% of the students cash on delivery and net banking for their payments. More than 90% of the students agree that they received products as mentioned in websites. Free delivery and discounts are the most used benefits by students. 60.80% of the students said that online shopping is not risky and 21.90% of the students did not make any decision.

❖ Percentage Analysis of Consumer's Attitude towards Online Shopping**Table 9:- Consumer's Attitude towards Online Shopping of respondents****N = 572**

| Sr. No. | Particulars | Frequency | Percent (%) |
|--|-------------------|-----------|-------------|
| Not sure about Product Quality | | | |
| 1 | Strongly Agree | 29 | 5.07% |
| 2 | Agree | 62 | 10.84% |
| 3 | Neutral | 74 | 12.94% |
| 4 | Disagree | 147 | 25.70% |
| 5 | Strongly Disagree | 260 | 45.45% |
| Significant Discounts are not there | | | |
| 1 | Strongly Agree | 40 | 6.99% |
| 2 | Agree | 93 | 16.26% |
| 3 | Neutral | 52 | 9.09% |
| 4 | Disagree | 105 | 18.36% |
| 5 | Strongly Disagree | 282 | 49.30% |
| Wait for a Long time to take Delivery of Products | | | |
| 1 | Strongly Agree | 96 | 16.78% |
| 2 | Agree | 63 | 11.01% |

| | | | |
|--|-------------------|-----|--------|
| 3 | Neutral | 70 | 12.24% |
| 4 | Disagree | 192 | 33.57% |
| 5 | Strongly Disagree | 151 | 26.40% |
| Compare Prices before Buying the Products Online | | | |
| 1 | Strongly Agree | 244 | 42.66% |
| 2 | Agree | 168 | 29.37% |
| 3 | Neutral | 73 | 12.76% |
| 4 | Disagree | 53 | 9.27% |
| 5 | Strongly Disagree | 34 | 5.94% |
| Saved Lot of Money through Online Shopping | | | |
| 1 | Strongly Agree | 273 | 47.73% |
| 2 | Agree | 164 | 28.67% |
| 3 | Neutral | 45 | 7.87% |
| 4 | Disagree | 62 | 10.84% |
| 5 | Strongly Disagree | 28 | 4.90% |
| Compare Various Products while doing Online Shopping | | | |
| 1 | Strongly Agree | 268 | 46.85% |
| 2 | Agree | 119 | 20.80% |
| 3 | Neutral | 93 | 16.26% |
| 4 | Disagree | 58 | 10.14% |
| 5 | Strongly Disagree | 34 | 5.94% |
| Price of Products is high and Quality is also good | | | |
| 1 | Strongly Agree | 28 | 4.90% |
| 2 | Agree | 187 | 32.69% |
| 3 | Neutral | 67 | 11.71% |
| 4 | Disagree | 33 | 5.77% |
| 5 | Strongly Disagree | 257 | 44.93% |
| Good Value when Purchase of Products or Services Online | | | |
| 1 | Strongly Agree | 39 | 6.28% |
| 2 | Agree | 112 | 19.58% |
| 3 | Neutral | 56 | 9.79% |
| 4 | Disagree | 33 | 5.77% |
| 5 | Strongly Disagree | 332 | 58.04% |
| Satisfaction Level of Online Shopping Experience | | | |
| 1 | Highly Satisfied | 293 | 51.22% |
| 2 | Satisfied | 171 | 29.90% |
| 3 | Neutral | 64 | 11.19% |

| | | | |
|---|---------------------|-----|--------|
| 4 | Dissatisfied | 29 | 5.07% |
| 5 | Highly Dissatisfied | 15 | 2.62% |
| Online Shopping will be the main stream of Purchasing Products in Future | | | |
| 1 | Strongly Agree | 242 | 42.31% |
| 2 | Agree | 195 | 34.09% |
| 3 | Neutral | 49 | 8.57% |
| 4 | Disagree | 68 | 11.89% |
| 5 | Strongly Disagree | 18 | 3.15% |

Interpretation:

More than 70% of the students said that they got good quality of products. And more than two by third of the total students got significant discount here. More than half of the student agree that they got their product on time. Most of the students compare prices and product features before buying on online. Here, price of the products are reasonable and quality is also good. More than 80% of the students are satisfied with online shopping. More than seventy percent of the students agree that online shopping will be main stream of purchasing products in future.

CONCLUSION

The research shows that online shopping is having very bright future in India. Perception towards online shopping is getting better in India. With the use of internet, consumers can shop anywhere, anything and anytime with easy and safe payment options. Consumers can do comparison shopping between products, as well as, online stores.

LIMITATIONS

- The data will be collected through questionnaire; there are chances of biased information provided by the Students and also the limitations of the questionnaire method are viably involved to the present study.
- For the study, only selected major district of Gujarat state are selected.
- The present study is limited to only 572 respondents of major districts of Gujarat state. Although care has been taken in sample choice the respondents in the present study may not be preventative of the real population.
- The study excludes the voice of non-users.
- The last but not least, this analysis we do only on students not aged person or other users.

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