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Consumer Attitude towards Online Shopping

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ABSTRACT

With the advancement of the internet, digital marketing and e-commerce have accelerated in recent years. Customers who have easy access to the internet are more likely to shop online. Going digital is the latest trend in this fast-changing era and period. People across the world have changed their attitudes and behaviours due to the Internet. In today's world, internet connection is just as essential as healthy food, drinking water, air, housing, education, etc. In addition to online purchasing, consumers utilise the internet to evaluate costs, product characteristics, and post-purchase service options. As a result, online shopping is becoming increasingly popular with young people and those who work in the retail industry because they don't have the time to go shopping in person. Online sales have grown in part due to the convenience of having the internet available at all times and the ability to acquire complete information on the products and their specifications. In this context, the current study examines consumer attitudes toward online purchasing and the factors that may influence it.

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1.0 INTRODUCTION

People feel about buying products over the Internet is called their attitude toward online shopping ([Edison Anthony Raj, 2021](#)). Understanding consumers' attitudes are both boon and bane to a marketer. With online shopping, customers purchase goods from anywhere globally via a digital platform ([Lalitha, 2021](#)). In marketing words, a consumer's attitude determines how they feel about a specific product or service over time ([Raj, 2021](#)). The satisfaction of a personal need is achieved by an attitude, which also influences customers' purchasing behaviours ([Tanvi, 2021](#)).

1.1 Statement of the Problem

Customers' attention has shifted due to the globalisation-driven rise of online shopping. Marketers invest more time and resources to understand what motivates buyers to buy a product

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online. Innovative products and products that attract consumers keep entering the market, providing marketers with a competitive environment. Competitive advantage has been gained in the virtual shopping market due to these contests between online vendors. Marketers need to understand customer attitudes and behaviour regarding online buying to obtain an advantage in the market. It helps the consumers purchase their products online with more desires what they want? From their perspective, because of this current pandemic situation that occurred. So, this study helps in analysing consumer attitudes toward online shopping.

1.2 Scope of the Study

The present study focused on studying the consumer attitude toward online shopping during the sudden changes in the economy. The study could also be extended to online buying of products instead of just visiting shops. Especially amongst the people who are more aware of digitalisation are more exciting shopping online than in shopping stores.

1.3 Review of Literature

Nabot *et al.*, (2018) found that a lack of human resources influenced attitudes about online shopping and intent to buy online, including inadequate knowledge using the online and shopping web stores, vague established in the IT infrastructure, confidence in e-retailers, and worries about the online transaction and delivery services. As a result, most Jordanian customers are open to the idea of purchasing online and recommending it to others.

According to Nishad and Moorthi (2020), customers in Thiruvananthapuram City in Kerala have been surveyed on their attitudes toward online purchasing. According to the research findings, online consumers across all districts are happy with their online shopping experience and benefit from convenience, reduced procedure, quick delivery, product options, and inexpensive costs.

Sharma (2020) have studied “the consumer's attitude towards online shopping and its impact, especially the factors influencing the consumer's online shopping attitude and information about factors which played a role as barriers during online shopping. The research found that easy access, on-time delivery, safe and secure payment process, a wide range of product availability grievance handling system, easy return and replacement products influence consumers' attitude towards online shopping. The research also indicates some factors as barriers to online shopping such as worried about giving credit card numbers, fear of wrong/bad quality product arrival, unawareness about easy returns and replacing of items, misleading false reviews of products, featured products are not meeting expectations”.

1.4 Objective of the Study

- To analyse the factors influencing the consumer's attitude towards online shopping.

1.5 Limitations of the Study

- The study is limited to 50 respondents, so in-depth analysis is impossible.
- The opinion of the respondents depends upon the mindset of the respondents.

2.0 RESEARCH METHODOLOGY

2.1 Source of the Data

Both the primary and secondary data has been collected for the study. Primary has been collected through a questionnaire. Secondary data has been collected through various journals and articles.

2.2 Sampling Design

The data has been collected through convenient sampling.

2.3 Sampling Size

The data has been collected from 50 respondents.

2.4 Statistical Tools

The tools used for analysing the collected data are as follows,

- Percentage Analysis, and
- Descriptive

3.0 DATA ANALYSIS AND INTERPRETATION

3.1 Percentage Analysis

Table 1 – Demographic Profile of the Respondents

	Particulars	Frequency	Percentage
Age	Up to 30	15	30
	30 – 40	10	20
	41 – 50	12	24
	Above 50	13	26
	Total	50	100
Gender	Male	23	46
	Female	27	54
	Total	50	100
Marital Status	Married	22	44
	Unmarried	28	56
	Total	50	100
Type of Family	Joint	25	50
	Nuclear	25	50
	Total	50	100
Educational Qualification	Primary	11	22
	Middle	10	20
	Higher Secondary	08	16
	Graduation	09	18
	Post-Graduation	12	24
	Total	50	100

Occupation	Employee	12	24
	Employer	10	20
	Housewife	08	16
	Professional	09	18
	Retired	11	22
	Total	50	100
Monthly Income	Less than ₹20,000	15	30
	₹20,001 – ₹35,000	15	30
	₹35,001 – ₹50,000	12	24
	Above ₹50,000	08	16
	Total	50	100
Family Members	1 – 2	15	30
	3 – 4	15	30
	Above 4	20	40
	Total	50	100
Earning Members	One	14	28
	Two	12	24
	Three	16	32
	Above Three	08	16
	Total	50	100
Often Online Shopping	Very often	15	30
	Often	12	24
	Seldom	10	20
	Rarely	08	16
	Never	05	10
	Total	50	100
Budget for Online Purchase	Below ₹5,000	08	16
	₹5,000 – ₹10,000	12	24
	₹10,000 – ₹15,000	15	30
	Above ₹15,000	15	30
	Total	50	100

From Table 1, it is inferred that 30% of the respondents are in the age group up to 30 years, 54 per cent of the respondents are female, 56% per cent of the respondents are unmarried, 50% of the respondents belong to both joint family and nuclear family, 24% of the respondents belong to the category whose educational qualifications are Post-graduation, 24% of the respondents' occupation

is employees, 30% of the respondent's monthly income ranges between ₹20,001-₹35,000, 40% of the respondents have above four family members and 32% of the respondents have three earning members in their family, 30% of the respondents are very often doing the online shopping, 30% of the respondents are budget for online shopping above ₹15,000.

3.2 Descriptive Analysis

Table 2 – Attitude of Consumers towards Online Shopping

Sl. No.	Statements	Mean	Standard Deviation
1.	Online shopping provides the best quality of products	3.97	1.218
2.	Online shopping provides the best quality when receiving	4.08	0.992
3.	In the last six months, I have done online shopping	3.76	1.111
4.	I feel very knowledgeable about online shopping	3.69	1.195
5.	It is easy to deal with online transaction	3.59	1.016
6.	Shopping through the internet saves time	3.28	1.173
7.	I prefer online shopping because we can purchase anytime	3.25	1.242
8.	Online shopping is an easy way to shop	3.44	1.183
9.	Online shopping provides more variety of products	2.69	1.021
10.	Online stores deliver the order very quickly	3.18	1.124

The highest mean score (4.08) has been found for online shopping, providing for best quality when received with a standard deviation of 0.992. The lowest mean value is 3.18 for online stores delivering the order quickly, with a standard deviation of 1.124 (see Table 2). The respondents are mostly agreeability attitude toward online shopping.

4.0 SUGGESTIONS

- Due to various strategies to retain their existing customers by offering multiple offers and discounts, free cash on delivery, cash backs, additional benefits, etc., attracted the consumer to purchase online.
- Consumers are worried about the hackers' techniques for faulty products or online companies' theft and hacking techniques from time to time.
- Consumers need online stores for preventing problems rather than detect them problems.

5.0 CONCLUSION

In the era of technological up-gradation, customers' dependence is growing on the technological apps that enable them to get a lot of information, data, knowledge, and entertainment at their doorstep. This is possible just with the help of digitalisation. Out of the selected areas of study, the respondents mentioned that online purchase of products is the best thing during the decade. However, the wide variety of products available to the customers is based on trendy and was

considered the riskiest thing because safety measures like products are not up to the expectation, product variation, and due to hacker's fear. So apart from those, consumers are likely to prefer online shopping.

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