

Customer's Attitude towards Online Shopping

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Abstract – Online Shopping is a fast growing phenomenon. Growing numbers of consumers shop online to purchase goods and services, gather product information or even browse for enjoyment. The primary data was collected from 80 customers. Percentage analyses tools used in this study. 50 percent of the respondent satisfied with online shopping. Online Selling has become challenge for marketers. Online Shopping is becoming more popular day by day.

Keywords: Customer Satisfaction, Online Shopping and customers attitude.

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INTRODUCTION

Online marketing is a set of powerful tools and methodologies used for promoting products and services through the internet. Online marketing includes a wider range of marketing elements than traditional business marketing due to the extra channels and marketing mechanisms available on the internet. The benefits of online shopping From the buyer's perspective also e-commerce offers a lot of tangible advantages. For example, reduction in buyer's sorting out time, better buyer decisions, less time is spent in resolving invoice and order discrepancies and finally increased opportunities for buying alternative products. Moreover, consumers can enjoy online shopping for 24 hour per day. This is because e-commerce is open for 365 days and never close even for a minute. Ecommerce also expanded geographic reach because consumers can purchase any goods and services anytime at everywhere. Hence, online shopping is more environmental friendly compare to purchase in store because consumers can just fulfill his desires just with a click of mouse without going out from house by taking any transportation.

Online shopping is the process whereby consumers directly buy goods, services etc. from a seller interactively in real-time without an intermediary service over the internet. Online

shopping is the process of buying goods and services from merchants who sell on the Internet. Since the emergence of the World Wide Web, merchants have sought to sell their products to people who surf the Internet. Shoppers can visit web stores from the comfort of their homes and shop as they sit in front of the computer. Consumers buy a variety of items from online stores.

Nowadays, online shopping is a fast growing phenomenon. Growing numbers of consumers shop online to purchase goods and services, gather product information or even browse for enjoyment. Online shopping environment are therefore playing an increasing role in the overall relationship between markets and their consumers that is, consumer-purchases are mainly based on the cyberspace appearance such as pictures, image, quality information, and video clips of the product, not on the actual experience. As the internet has now become a truly global phenomenon, the number of internet users worldwide is expected to reach 1.8 billion by 2010 according to the survey of click status, this growing and diverse internet population means the people having diverse taste and purposes are now going to web for information and to buy products and services.

The wide use of internet and the rapid growth of technology have created a new market for both the customers and business. Now day's internet is not just another medium to get in touch with customers, but it is an important channel to find potential customers as well as channel to continue relationship with existing customers.

Essentially, the idea of online shopping is to lead customers to a convenient way of shopping. Customers will be able to save their time and money, plus retrieve all the product information with just few clicks in few minutes. Plus, purchasing can be done anywhere, anytime according to their preferences.

STATEMENT OF PROBLEM

Online marketing has gained a lot of importance in present marketing conditions. But along with its vital growth the number of scams, fraudulent practices and cheating also

increased. Such cheating activities had created fear in the minds of customers and also an adverse impact in the attitude of consumers towards online purchase. The problem area of this survey is consumer's satisfaction and attitudes towards online shopping will determine the factors that influence customers to shop online and those factors will help the marketers to formulate their strategies towards online marketing.

REVIEW OF LITERATURE

Zuron (2015) "Factors influencing consumers attitude towards e-commerce purchases through online shopping" Online shopping is the process of buying goods and services from merchants who sell on the internet. Shoppers can visit web stores from the comfort of their homes and shop as they sit in front of the computer. The main purpose of this study is to determine the factors influencing consumers' attitude towards e-commerce purchases through online shopping. The study also investigate how socio-demographic (age, income and occupation), pattern of online buying (types of good , e-commerce experience and hours use on internet) and purchase perception (product perception, customers' service and consumers' risk) affect consumers' attitude towards online shopping. Convenience sampling method was conducted in this study and the sample comparison of 100 respondents in Taman Tawas Permai, Ipoh. Data were collected via self-administered questionnaire which contains 15 questions in Part A (respondents' background and their pattern of using internet and online buying), 34 questions in Part B (attitude towards online purchase) and 36 questions in Part C (purchase perception towards online shopping). One-way ANOVA were used to assess the differences between independent variable such as age, income, occupation and pattern of online buying (type of goods) and dependant variable such as attitude towards online shopping. The findings revealed that there is no significant difference in attitude towards online shopping among age group

Ashish (2014) "Consumer Attitude towards Online Shopping in Selected Regions of Gujarat" The growing use of Internet in India provides a developing prospect for online shopping. If E-marketers know the factors affecting online Indian behavior, and the relationships between these factors and the type of online buyers, then they can further develop their marketing strategies to convert potential customers into active ones, while retaining existing online customers. Consumer behavior is said to be an applied discipline as some decisions are significantly affected by their behavior or expected actions. 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 product online, but also to compare prices, product features and after sale service facilities they will receive if they purchased the product from particular website. This paper focuses on factors which online Indian buyers keep in mind while shopping online. This research found that information; perceived usefulness, perceived enjoyment and security/privacy are the five dominant factors which influence consumer perceptions on Online purchasing.

AmitSaha (2016) A Study on "The impact of online shopping upon retail trade business". In this paper an attempt has been made to highlight the impact of the increasing trend of online shopping over the various fixed shop retailers. Retailers comprise of a large section of the population and a larger population is dependent upon these retailers. But the advent of e-stores with their attractive incentives and wide varieties has slapped on their face the fear of uncertainty and helplessness. This study looks into the various aspects about how retail businesses are being affected and also the various recovery mechanisms they are coming up with to counter those e-stores in their race of survival. This paper also unravels the effect upon the profitability of the various concerns due to increasing trend for online shopping. Although the periodicity of the study is less yet an effective attempt has been made to enlighten the scenario along with concrete

OBJECTIVES OF THE STUDY

- To analyse the customer's attitude towards online shopping.
- To know the specific reasons for which purpose customers purchase in online.
- To find out the consumers' satisfaction level for services provided by the online shopping.

LIMITATIONS OF THE STUDY

- The study is confined to kanyakumari district only.
- The study is based upon the consumer behaviors of online shopping.

RESEARCH METHODOLOGY

In the study the investigator adopted survey method. The survey method gathers data from a relatively large number of cases at a particular time. It is not related to characteristics of individuals as individuals. It is concerned with the generalized statistics that result when data are abstracted from a number of individual cases. Survey method is a method of collecting and analyzing data, obtained from large number of respondents representing a specific population collected through highly structure and detailed questionnaires (or) interviews.

SAMPLING METHOD

This study was conducted by convenience sampling method because of the unavailability of the list online shopper that involved in online purchases. There were 60 respondents in this research study.

STATISTICAL TOOLS

The data collected through questionnaires were analyzed using simple percentage analysis.

DATA ANALYSIS AND INTERPRETATION

Table 01: Online Shopping Websites Visited By the Respondents

S. No	Online shopping websites	No of Respondent	Percentage
1	Flipkart.com	40	50
2	Amazon.com	24	30
3	Myntra.com	05	06
4	eBay.com	03	03
5	Snapdeal.com	04	05
6	Olx.com	03	04
7	Others	01	02
	Total	80	100

Source: Primary data

Interpretation

Above Table 01 reveals that 50 percent of the respondents visited Flipkart.com, 30 percent of the respondents visited Amazon.com, 3 percent of the respondents visited eBay.com, 6 percent of the respondents visited myntra.com, 5 percent of the respondents visited Snapdeal.com, 4 percent of the respondents visited Olx.com, 2 percent of the respondents visited other websites.

Table 02: Preference of the Respondents to Online Shopping

S. No	Preference	No of Respondent	Percentage
1	Time saving	33	41
2	Information availability	20	25

3	Less stress	13	17
4	Best offers	07	09
5	Helpful for old & disabled	05	06
6	Service quality	01	01
7	Easy ordinary system	01	01
	Total	80	100

Source: Primary data

Interpretation

Above table 02 reveals that 41 percent of the respondents Prefer online shopping for time saving, 25 percent of the respondents Prefer online shopping for Information Availability, 17 percent of the respondents Prefer online shopping for Less Stress, 09 percent of the respondents Prefer online shopping for Best offers, 06 percent of the respondents Prefer online shopping for Helpful for old & Disabled, 01 percent of the respondents Prefer online shopping for Service quality, 01 percent of the respondents Prefer online shopping for easy ordinary system.

Table 03: Problems Faced By the Respondent While Online Shopping

S. No	Problems	No of respondent	percentage
1	Product did not arrive at all	27	34
2	Product arrive in damage condition	33	41
3	Wrong product were sent	07	09
4	Not quality goods & services	10	13
5	Others	03	03
	Total	80	100

Source: Primary data

Interpretation

Above table 03 reveals that 34 percent of the respondents faced the problem of product did not arrive at all in online shopping, 41 percent of the respondents faced the problem of product arrive in damage condition in online shopping, 09

percent of the respondents faced the problem of wrong products were not sent in online shopping, 13 percent of the respondents faced the problem of product were not of quality in online shopping, 03 percent of the respondents faced other problems in online shopping.

Table 04: Shopping Experience of the Respondents

S. No	Shopping Experience	No of the Respondents	Percentage
1	Highly satisfied	07	09
2	Satisfied	40	50
3	Neither satisfied nor dissatisfied	11	14
4	Dissatisfied	20	25
5	Highly Dissatisfied	02	02
Total		80	100

Source: Primary data

Interpretation

Above table 04 reveals that 09 percent of the respondents highly satisfied with online shopping, 50 percent of the respondent satisfied with online shopping, 14 percent of the respondent neither satisfied nor dissatisfied with online shopping. 25 percent of the respondent dissatisfaction with online shopping 02 percent of the respondent highly dissatisfied with online shopping.

FINDINGS

- Majority 50 percent of the respondents visited Flipkart.com.
- Majority 41 percent of the respondents Prefer online shopping for time saving.
- Majority 41 percent of the respondents said products arrive in damage condition in online shopping.
- Majority 50 percent of the respondent satisfied with online shopping

CONCLUSION

Online shopping has truly revolutionized and influenced our society as a whole. This use of technology has opened new doors and opportunities that enable for a more convenient life style today. Variety, Quick Service and Reduced Prices were three significant ways in which online shopping influenced people from all over the world.

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