



A Study On Consumer Attitude Towards Online Shopping (With Special Reference To Ramanathapuram District)

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ABSTRACT

Consumer attitude is a complex and challenging field to analyze by the marketer as preferences vary over a period. This study analyses to determine the attitude of online consumers towards online shopping, to identify the factors motivating the consumers to purchase online shopping, to study the satisfaction level of online consumers, to study the various problems faced by online shopping consumers were the objectives framed for the study. The population selected for the research is Ramanathapuram district, the sample size selected for this research is 100 and we have used convenience statistical tools. Data were analyzed using Simple percentage method, Weighted average were applied. The findings showed that online buyers are content with every aspect of the products as well as factors such educational background, familiarity with online shopping, frequency of online transactions, and the weighted arithmetic mean results shows the consumers are satisfied toward the no travel to shop, easy payment, branded products, and wide range of products. It is expected that this study will not only help retailers in Ramanathapuram to devise successful strategies for online shoppers but it will also provide a base for similar research on the attitudes of consumers towards online purchasing.

Key words: Factors, Attitude, and Shopping Business-to-Consumer and Business-to-Business.

I. INTRODUCTION

Online shopping is the practice that involves making purchases of items or services through the Internet. It entails navigating to a seller's website, making a purchase, and setting up a delivery time. The buyer can pay with a credit or debit card online or in person when the product or service is delivered. If customers can easily access the internet, they are more likely to make purchases online. To date, over 7271 million users have transacted online. The two most popular internet shoppers worldwide are Britons and Germans. The most popular products purchased online include electrical devices, books, flights and reservations, clothes and shoes, and videos.

II. OBJECTIVES

- To ascertain the mindset of internet shoppers on the act of purchasing online.
- To find out the driving forces behind consumers' online purchasing purchases.
- To investigate the level of contentment amongst internet shoppers.
- To research the different issues that customers who shop online experience.

III. STATE OF THE PROBLEM

In the current marketing environment, online purchasing has become increasingly important. However, as it grew vitally, the amount of dishonest and fraudulent activities also rose. As a result, the purpose of this study is to investigate consumer preferences and the rationale behind their decision to purchase online, as well as to identify and evaluate problems and challenges related to online shopping.

IV. SCOPE OF THE STUDY

This research is different in that it investigates consumers' attitudes and expectations regarding online shopping. In general, the study aims to examine consumers' attitudes regarding their preferences, decision-making, perceived risk, and satisfaction. It also looks at consumers' expectations regarding risk factors, product varieties, convenience, dimensions, and features in online shopping.

V. REVIEW OF LITERATURE

Vishal Sharma (2020) tried to study the factors affecting the shopping experience with online platforms and understand the elements that limit the sample of respondents to use online shopping platforms. The study conducted a survey of 157 respondents, who analyzed the purpose of the concern - to know about consumer behaviour in Jammu in relation to online shopping. This result shows that these 5 factors are important in calculating consumer attitudes towards online shopping behaviour. Out of the 5 factors, the limiting factor is an important factor that will affect the shopping behaviour of online shoppers in Jammu. The perceived risk indicates a lack of trust among customers and a number of alternative reasons such as the possibility of fraud, poor quality of goods, physical discomfort and so on.

Prashant Singh (2017) in his article "Consumer's Buying Behaviour towards Online Shopping A case study of Flipkart.Com user's in Lucknow City" published in Abhinav stated that future of e-retailers in India looking very bright. E-retailers give consumers the best way to save money and time through purchasing online within the range of budget. Flipkart.com offering some of the best prices and completely hassle-free shopping experience. The whole concept of online shopping has altered in terms of consumer's purchasing or buying behaviour and the success of E-retailers in India is depending upon its popularity, its branding image, and its unique policies.

Al-Debai et al. (2015) examined the consumer attitude towards online shopping in Jordan, with the help of well-structured and self-administrated online survey targeting the online shoppers of reputable online retailers in Jordan. Their study indicated that the attitude of the online consumer is determined by trust and their perceived benefit factor.

2.1 METHODOLOGY

Primary and secondary sources of data have been gathered for the research. The survey was done to pool the primary data with the help of well-designed questionnaire. The detailed questionnaire was prepared to elicit information on various aspects required for the study. The secondary data was also extensively used to fortify the result in the study. It was gathered from the published books, journals, dailies, research publication and internet.

2.2 TOOLS USED FOR ANALYSIS

1. Simple percentage method.
2. Weighted Average Method.
3. Chi-Square Test.

3.1 DATA ANALYSIS AND INTERPRETATION**3.1.1 SIMPLE PERCENTAGE ANALYSIS**

Table No:1

Table showing Demographic Profile of Respondents

Particulars	Factors	No.of. Respondents	Percentage
Gender	Male	6	6
	Female	94	94
Types of family	Nuclear family	54	54
	Joint family	46	46
Age group	Below 20 years	46	46
	21-30 years	42	42
	31-40 years	8	8
	Above 40 years	4	4
Marital Status	Married	18	18
	Unmarried	82	82
Occupational Status	Government employee	6	6
	Private employee	10	10
	Professional	8	8
	others	76	76
Monthly Income	Below 10,000	24	24
	10,001-20,000	30	30
	20,001- 30,000	28	28
	More than 30,000	18	18
Reasons	Easy payment	24	24
	No hidden cost	2	2
	Wide range of products	12	12
	No travel to shop	62	62

INTERPRETATION

Table No: 1 describes the demographic profile of respondents in online shopping. Out of 100 respondents who were taken for this study it has been identified that most 94% of respondents are female, 54% of respondents are nuclear family, 46% respondents are age group in below 20 years, 82% of respondents are unmarried. 76% of respondents are neither government employees nor professional and private employees, In Monthly income 30% of respondents come under the category of 10,001- 20,000 and 62% of the respondents are choosing online shopping for no travel to shop.

3.1.2 Weighted Average Method

TABLE NO: 2
WIDE RANGE OF PRODUCTS

S.No.	Opinion	Weight	No. of respondents	Weighted Score
1.	Highly Satisfied	5	14	70
2.	Satisfied	4	48	202
3.	Neutral	3	32	96
4.	Dissatisfied	2	6	12
5.	Highly Dissatisfied	1	-	-
TOTAL		15	100	370
Opinion Score Percentage = $370/500 \times 100 = 74\%$				

INTERPRETATION

The weighted score is 370 and it makes sure that the 48 respondents satisfied on wide range of products is moderate. It is clear from the score percentage of consumer satisfaction towards wide range of products is 74%.

3.1.2 Chi-Square Test**TABLE NO: 3****OCCUPATIONAL STATUS AND REASON FOR ONLINE SHOPPING
BY CONSUMERS**

S.No.	Occupational status By Reason for online shopping	Easy payment	No hidden cost	Wide range of products	No travel to shop	Total
1.	Government employee	2	0	0	1	3
2.	Private employee	2	0	2	1	5
3.	Professional	0	0	1	3	4
4.	Others	8	1	3	26	38
	Total	12	1	6	31	50

CALCULATION OF CHI-SQUARE TEST

O	E	O-E	(O-E) ²	(O-E) ² /E
2	0.72	1.24	1.5376	2.1355
2	1.2	0.8	0.64	0.5333
0	0.96	-0.96	0.9216	0.96
8	9.12	-1.12	1.2544	0.1375
0	0.06	-0.06	0.0036	0.06
0	0.1	-0.1	0.01	0.1
0	0.08	-0.08	0.0064	0.08
1	0.76	0.24	0.0576	0.0757
0	0.36	-0.36	0.1296	0.36
2	0.6	1.4	1.96	6.5333
1	0.48	0.52	0.2704	0.5633
3	4.56	-1.56	2.4336	0.5336
1	1.86	-0.86	0.7396	0.3976
1	3.1	-2.1	4.41	1.4225
3	2.48	0.52	0.2704	0.1090
26	23.56	2.44	5.9536	0.2526
TOTAL				14.2539

$$\text{Chi-square value} = \sum (\text{O}-\text{E})^2 / \text{E} = 14.25$$

$$\text{Degrees of freedom (V)} = (\text{r}-1) (\text{c}-1)$$

$$= (4-1) (4-1)$$

$$= 3 \times 3$$

$$V = 9$$

The calculated value (14.25) is less than the table value (16.92). So the hypothesis is accepted. Hence there is no relationship between occupational status and reason for online shopping.

4.1. FINDINGS

The following are the findings of the study

- It is clear that majority 46% of the respondents are below 20 years.
- It is clear that majority 94% of the respondent are female.
- It is clear that majority 82% of the respondents are unmarried.
- It is clear that majority 54% of the respondents are nuclear family.
- It is clear that majority 60% of the respondent family size is more than 5.
- It is clear that majority 76% of the respondents did not exactly mention their occupational status.
- It is clear that majority 30% of the respondents having their monthly income between 10,000-20,000.
- It is clear that majority 96% of the respondents often buys fashion accessories online.
- It is clear that majority 42% of the respondents mostly prefer meesho app for buying online.
- It is clear that majority 24% of the respondents faced delay in delivery problem.
- On the basis of the weighted arithmetic mean towards the satisfaction of online shopping indicates that the consumer satisfaction towards Wide range of products.
- The Chi-square test has been applied to find out whether there is a significant difference between occupational status and reason for online shopping by the respondents. The calculated value of Chi-square 14.25 is less than the table value 16.92. Therefore, the hypothesis is accepted.

4.1.1. CONCLUSION

It is determined that they may obtain all necessary goods and services on a single platform more conveniently and comfortably when they shop online. Online shopping from home saves money, saves time, and is convenient from a mobile device. Online marketing on social media platforms are the primary draw for customers to shop online. Shopping websites serve as a platform for finding and comparing a wide variety of products. The product that is received at home may differ somewhat from the website's image of the same item.

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