

A Study of Consumer Attitude Towards Online Shopping in India and Its Impact

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Abstract

The trend of e-commerce has been increased rapidly in recent years with the development of the Internet and due to the easy accessibility of Internet usage. Easy access to the Internet has driven consumers to shop online. India has internet users base about 546.5 million as of 2020 about 40% of the population. This number is the second largest in the world behind China. A maximum business organization running with the technological changes, due to globalization they are focusing more on meeting the needs of the consumers. We have also decided to study 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 population of the study is selected from the different states of the country. The sample size is 60 and we have used a convenient sampling method for the study. Our findings indicate that in the demographic information profession of the respondents not at all important in the decision-making process, whereas it is also concluded that elderly people are not at all attracted to online shopping and for education, undergraduate and postgraduates are more attracted towards online shopping. The research has also found that factors such as easy access, on-time delivery, safe and secure payment process, a wide range of product availability grievance handling system, easy return and replacing products influence consumers' attitude towards online shopping. The research also indicates some factors as barriers to the consumers towards 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. It is expected that this study will help online retailers in India to plan successful strategies for increasing e-commerce business and they can build better relations with consumers.

Keywords: E-commerce, online, shopping, attitude, factors, barriers consumers.

1. INTRODUCTION

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet using a web browser. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. As of 2020, customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers, smartphones, and smart speakers.

An online shop evokes the physical analogy of buying products or services at a regular retailer or shopping center; the process is called business-to-customer (B2C) online shopping. When an online store is set up to enable businesses to buy from another business, the process is called business-to-business (B2B) online shopping. A typical online store enables the customer to browse the firm's range of products and services, view photos or images of the products, along with the product specifications, features and prices.

Online stores usually enable shoppers to use the "search" feature to find out specific models, brands or items. Online customers must have access to the internet and a valid method of payment to complete a transaction, such as credit card, debit card, or services like PayPal, Amazon pay, Paytm, etc. The largest of these online retailing we'd site are Amazon, Flipkart, Myntra, eBay.

Initially, this platform only functioned as an advertising tool for companies, providing information about its products. It quickly moved on from this simple utility to actual online shopping transactions due to the development of interactive web pages and secure transmission. The emergence of online shopping as in 1940, Tim Berners Lee created the first world wide web server and browser in the U.K. It opened for commercial use in 1991. In 1994 online banking and online pizza delivery shop started by pizza hut. In 1995, Amazon launched its online shopping site and in 1996, eBay appeared.

2. REVIEW OF LITERATURE

Here an attempt has been made to briefly review the work already undertaken and methodology employed. A brief review of selected studies has been presented below:-

Bhatt, A.(2014) has studied the attitude of consumers towards e-shopping based on consumer's behavior, beliefs, preferences, and opinions also studied the pattern of Online shopping. The study has concluded that online shopping gaining more popularity among people, especially in the younger generation.

S. Sahney et al. (2008) look into the various aspects of online shopping in the modern-day environment and to identify those factors that affect the development of attitude towards online shopping and also identify consumer's requirements concerning online shopping web sites. This study is logical, descriptive and diagnosis, it reaches the logical conclusion that what was the consumer's expectations related to online shopping.

Z. M. Jusoh and G. H. Ling(2012) have examined how to purchase perception influence the consumer attitude towards online shopping and how socio-demographic factors affects the consumer attitude towards online shopping. To study the above problem nine hypothesis statements used for testing, which concluded that among nine different hypothesis statements four statements are rejected whereas five statements are accepted.

Raman, Prashant (2014) examined what factors affect the female buying behavior and what are the different factors that influence the female shopper's attitude towards online shopping with the help of a well-structured questionnaire and a survey among the female online customers. This study concluded that for female consumers convenience is the biggest factor that influences their buying behavior while the risk of doing transaction along with the preferences towards traditional shopping and reliability issues acted as the biggest impediment towards the growth of online shopping in India.

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.

K. M. Makhitha (2014) has examined the factors influencing generations Y student's attitudes towards online shopping. A survey method was deemed appropriate for this research to explore the attitude of generations Y students of one University towards online shopping. This theory concluded that the majority of Y generations use consistent internet but did not shop online. Here the study is limited to the one University there is further scope of studying the factors influencing generations Y student's attitudes towards online shopping.

R. Shanthi and K. Desti (2015) has researched to Know the type of products purchased by consumers through online shopping and to identify the factors influencing while buying products online. A direct survey method was used for collecting data for the study, this study Concluded that consumer's perception of online shopping varies from individual to individual and the perception is limited to a certain extent with the availability of the proper connectivity and the exposure to the online shopping. The perception of the consumer also has similarities and differences based on their characteristics. The study reveals that most youngsters are attached to online shopping and hence the elder people don't use online shopping much as compared to the younger ones. The study highlights the fact that the youngsters between the age of 20-25 are mostly poised to use online shopping. It is also found that the majority of the people who shop online buy books as it is cheaper compared to the market price with various discounts and offers. The study also reveals that the price of the products has the most influencing factor on online purchases.

3. RESEARCH GAP

Numerous studies are conducted on various aspects of consumer attitude towards online shopping and its impact in India or different countries like consumer attitude towards retail shopping in the Indian context, factors influencing generations Y students attitude towards online shopping, factors influencing consumers towards e-shopping, Women consumer buying behavior towards online shopping, consumers perception on online shopping, gender differences in consumers towards perception online consumers, perception of online shopping demographic factors, attitude and age difference in online shopping. The

review of the literature conducted for the current study makes it clear that there is further scope for study more issues relating to the consumer attitude towards online shopping. Hence it is decided to research Consumer attitude towards online shopping and its impact.

4. RESEARCH METHODOLOGY

4.1. Objective of research

- To examine how socio-demographic factors affect Consumer attitude towards online shopping.
- To find how the pattern of Online buying influences consumer's attitudes towards online shopping.
- To investigate the factors that played a role of barrier to the consumer's attitude towards online shopping.

4.2. Sample method

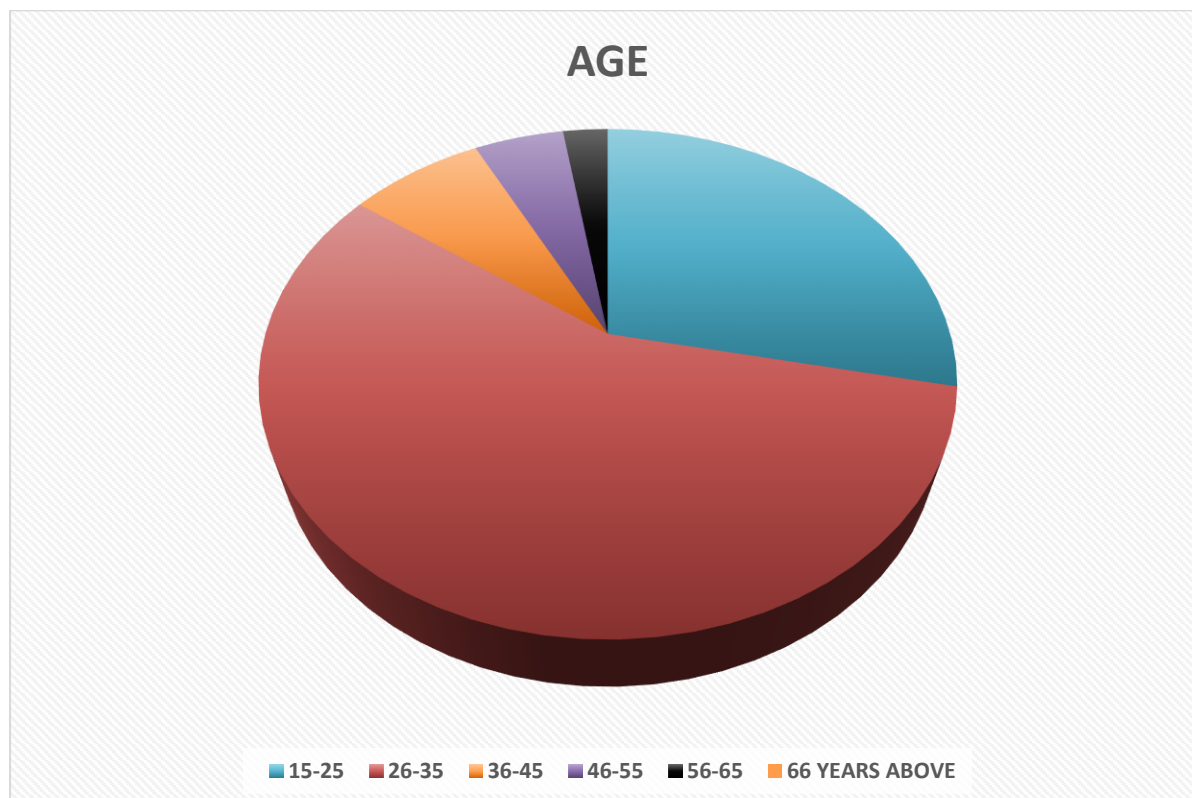
Respondents were selected from different states of the country. This study was conducted by convenience sampling methods. The data for the Study was gathered through a structured questionnaire. There were 60 respondents in this research study.

4.3. Data collection and data analyse

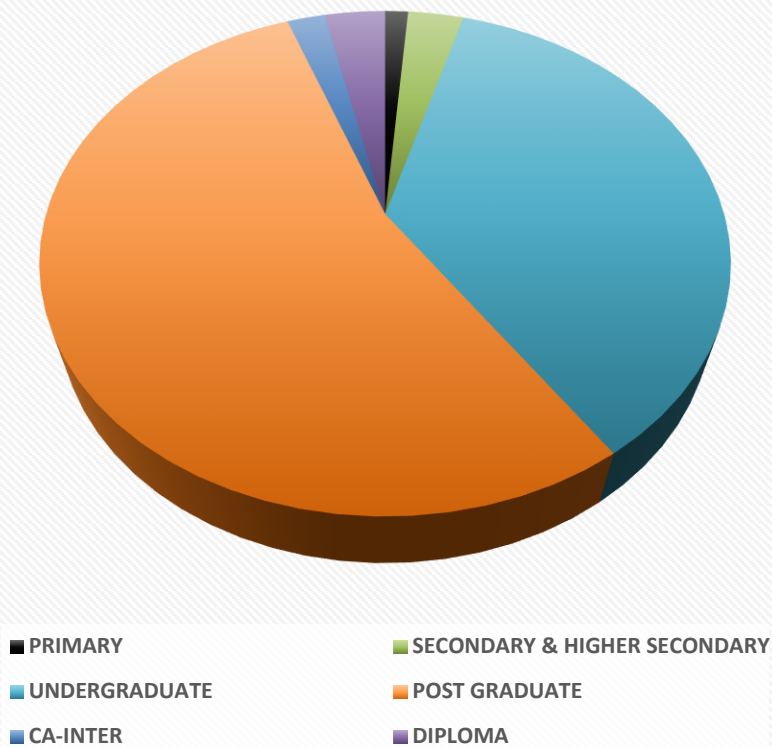
The study was conducted by convenience sampling method. It intends to explore the consumer attitude towards online shopping and its impact. The data for the study was collected through a structured questionnaire. The first part of the questionnaire included the question about demographic information of the respondents such as income, age, occupation, etc. The second part of the questionnaire consisted of questions about the internet usage habits of the respondents. The other part of the questionnaire was utilized on a Likert scale ranging 1-strongly agree to 5-strongly disagree and other one ranging from 1-very important to 4- not at all important.

5. RESULT AND DISCUSSION

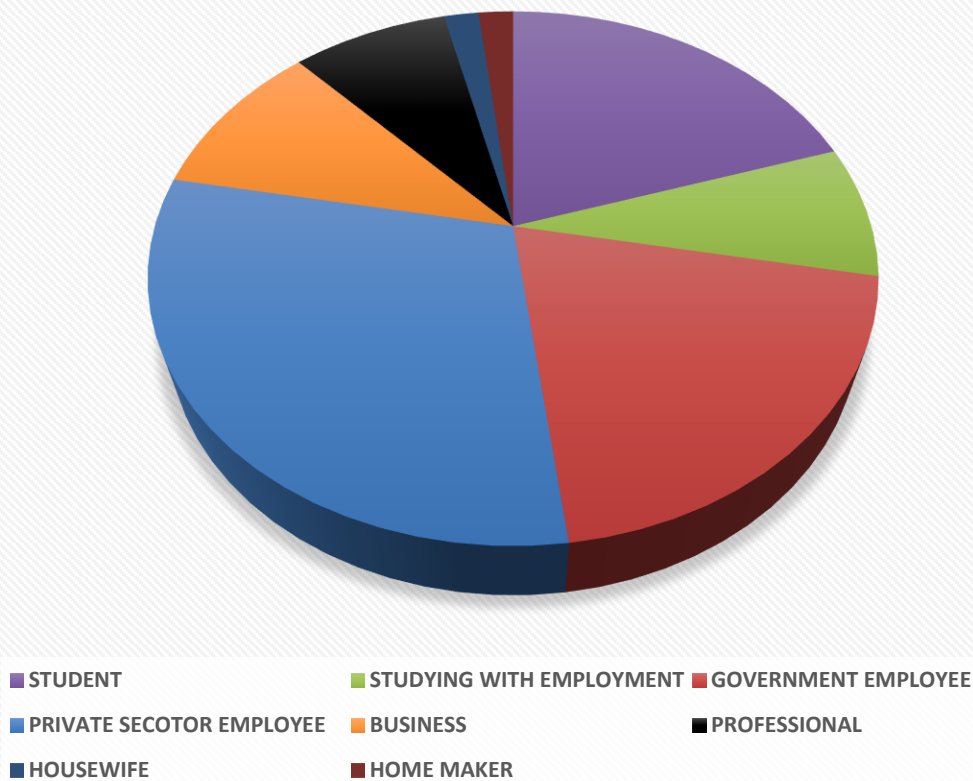
5.1. To know the demographic factors of respondents

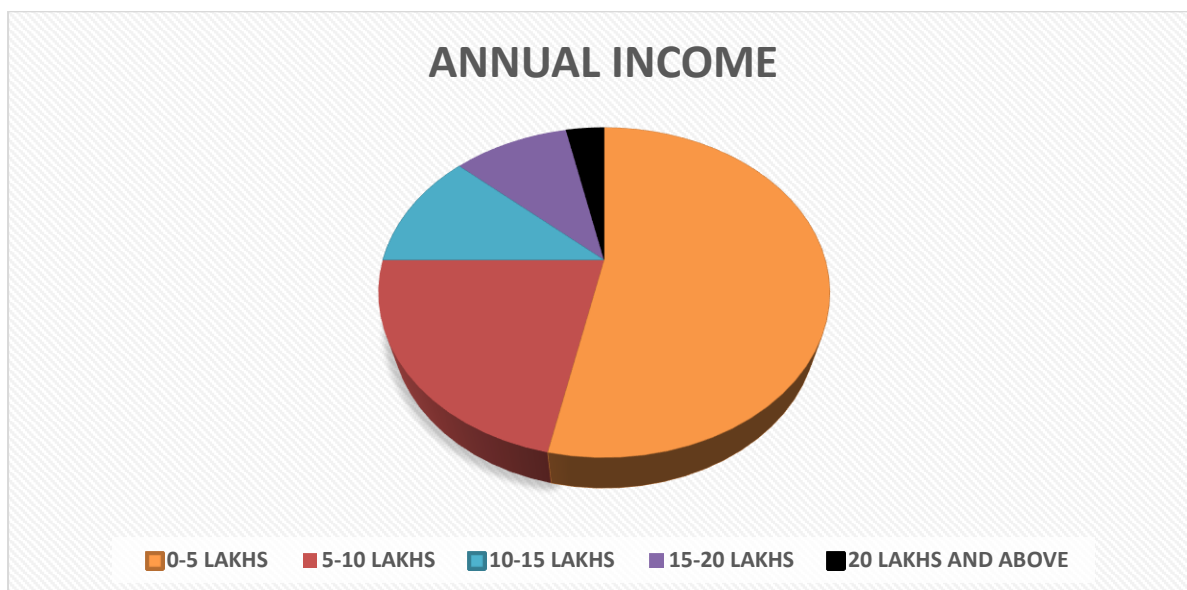


EDUCATION



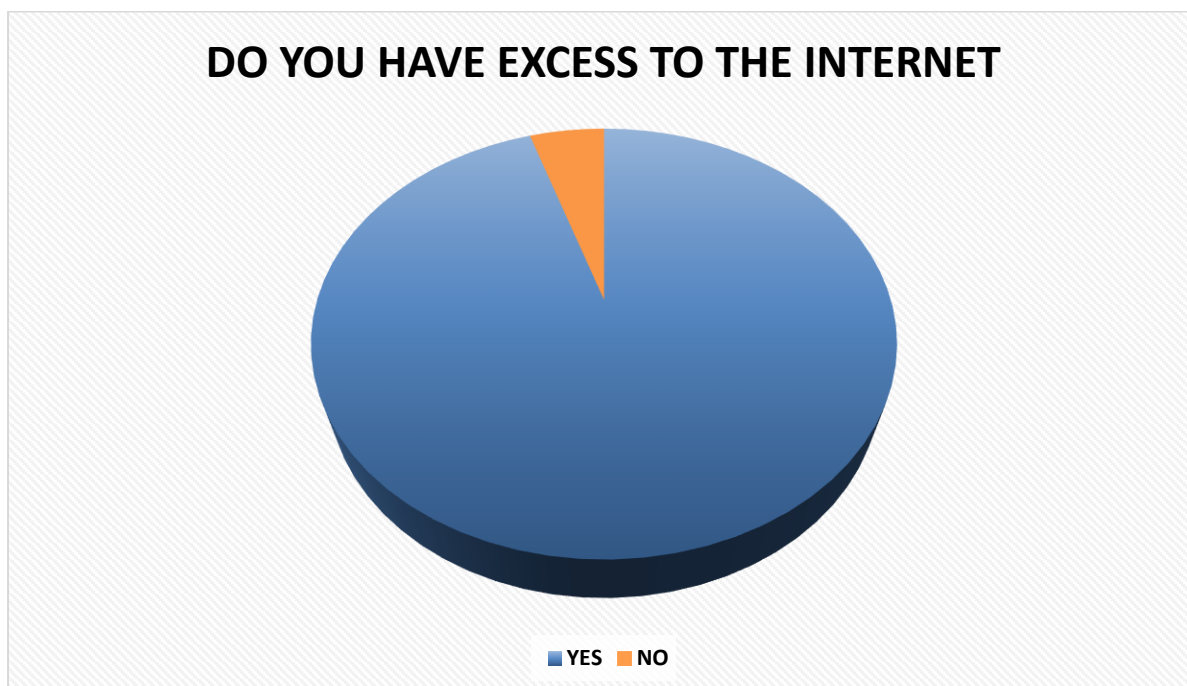
PROFESSION

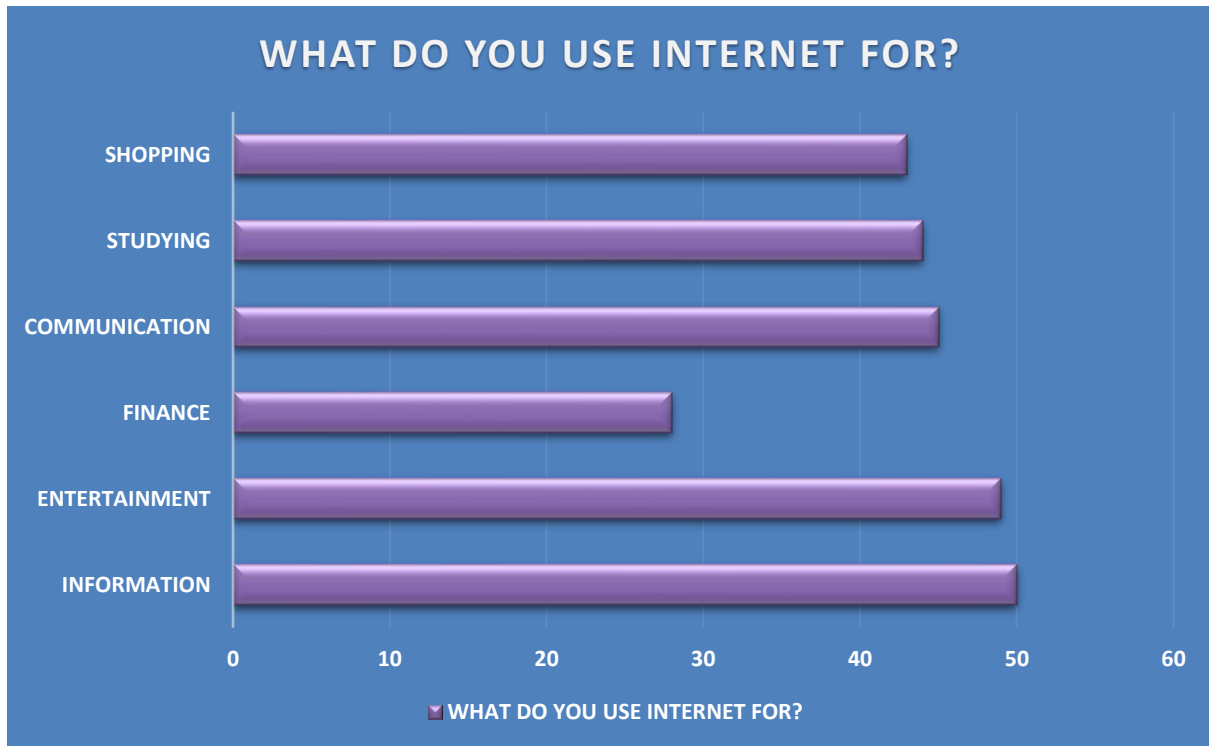




The above diagram clearly shows the demographic information of 60 respondents. We can see in the first diagram most of the respondents lies between the age of 26 years to 35 years, and 15 years to 25 years. On the other hand, if we go through to the next diagram which shows the education of the respondents. As per the diagram, 55% of respondents are Postgraduate and 36.7% are undergraduate remaining 8.3% of respondents lie in graduates, diploma and secondary and Higher Secondary category. The other diagram shows the profession of respondents. As per diagram 30% of the respondents are private-sector employees, 20% of all the respondents are government sector employees, the other 20% are students, 10% respondents have their own business, 8.3% among all of these respondents are professional, the remaining 11.3% respondents lies studying with employment, house maker category. The next diagram shows the annual Income of respondents. As per the collected data, 53.3% respondents annual Income lies in between 0-5 lakhs, 21.7% respondents annual Income lies in between 5-10 lakhs, 11.7% respondents annual Income lies in between 10-15 lakhs, 10% respondents annual Income lies in between 15-20 lakhs, the remaining 3.3% respondent's income lies in between 20 lakhs and above.

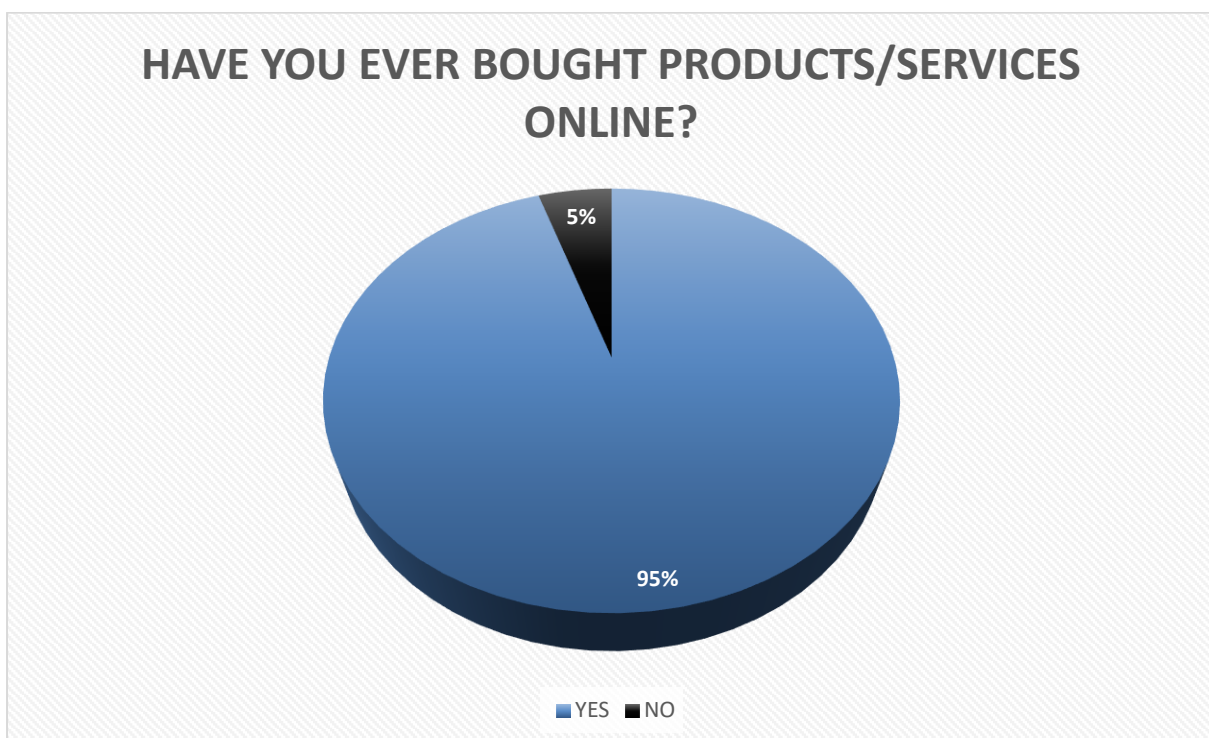
5.2. Internet usage and habits of respondents

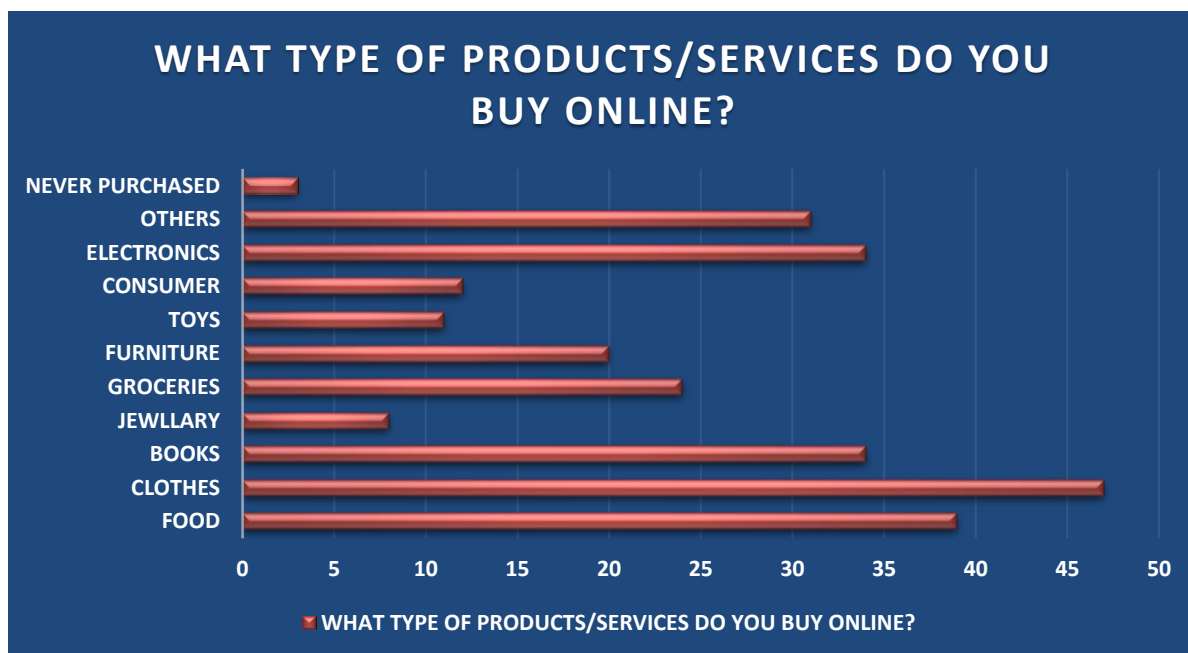




The above diagrams show the internet usage of the respondents. The first diagram shows that 95% of the respondents are using the internet, whereas the remaining 5% of respondents are not using the internet. The other diagram shows that for which purposes respondents using the internet. The collected data shows that 83.3%(50 respondents)using the internet as the source of information, 81.7%(49 respondents) using the internet for entertainment purposes, the 46.7%(28 respondents) using the internet for finance, 75%(45 respondents) using the internet for communication, 73.3%(44 respondents) using the internet for studying, 71.7%(43 respondents) using the internet for shopping.

5.3. Consumer Attitude



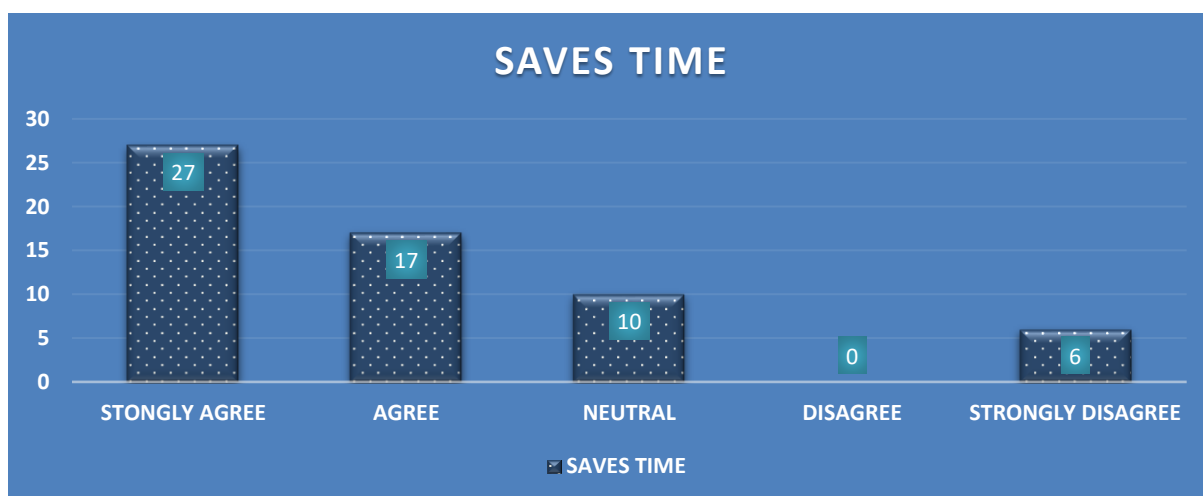


The above diagram shows the consumer attitude towards online shopping. The first diagram shows that from a total of 60 respondents 95% of respondents bought products/services online, 5% of respondents had never purchased any products/services online. The second diagram shows which type of products/services consumers used to buy online. 39 (65%) respondents buy foods Online, 47(78.3%) respondents buy clothes online, 34(56.7%) respondents buy books online, 8(13.3%) respondents buy jewelry online, 24(40%) respondents buy groceries online, 20(33.3%) respondents buy cosmetics online, 11(18.3%) respondents buy furniture online, 12(20%) respondents buy toys online, 34(56.7%) respondents use to book hotel/travel bookings online, 31(51.7%) respondents buy consumer electronics items online, 37(61.7%) respondents buy movie/sports/music/event Tickets online, only 3(5%) respondents had never purchased any products/services online.

5.4. Identify factors influencing consumers to buy online

For identifying factors influencing consumer's attitudes towards online shopping Likert scale ranging from 1- strongly agree to 5- strongly disagree.

5.4.1. Saves Time



As per the given data, 45% of the total respondents strongly agree that online shopping saves time whereas only 10% of respondents strongly disagree that online shopping does not save time.

5.4.2. Convenience



As per given data, 18.3% of the total respondents strongly believed that online shopping is as convenient as traditional shopping. 31.7% respondents agreed that online shopping is as convenient as traditional shopping. In contrast, 10% of respondents believe that online shopping is not as convenient as traditional shopping.

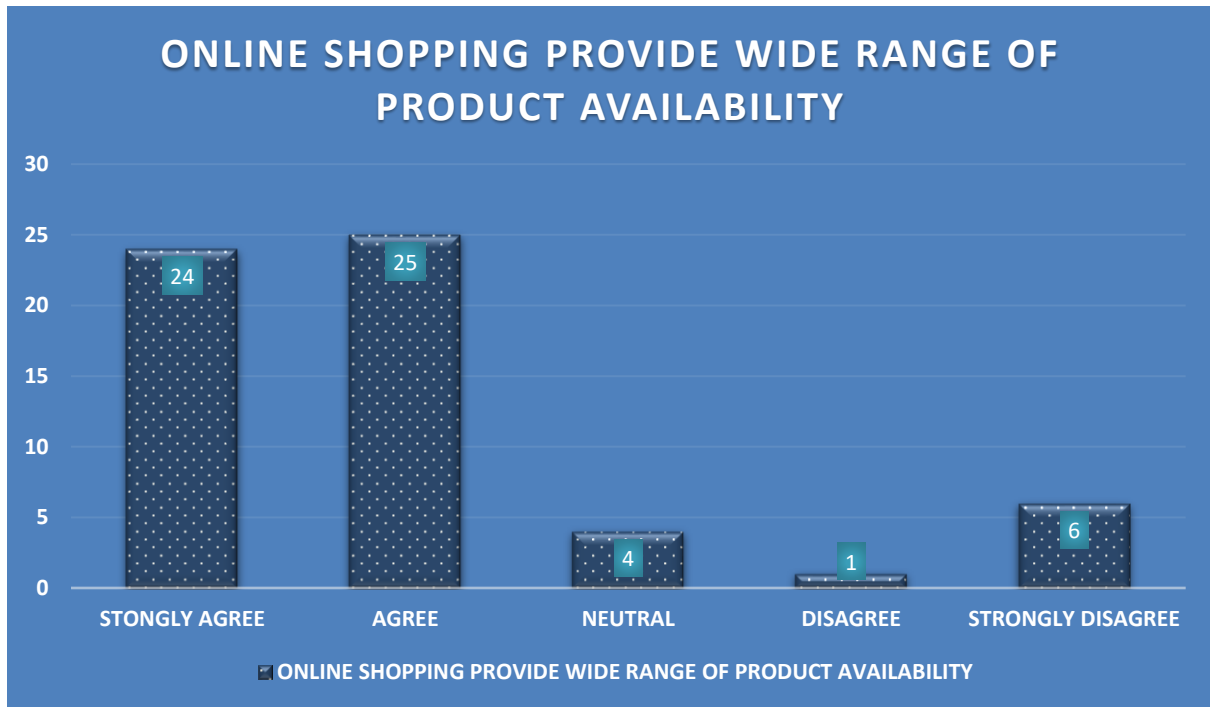
5.4.3. Money-Saving



As per the given data, 21.7% of respondents strongly believe that it is money-saving whereas 38.3% of respondents agreed that it gives promotional schemes and discount and it is money saving. At the same time, 10% of respondents strongly disagree with this.

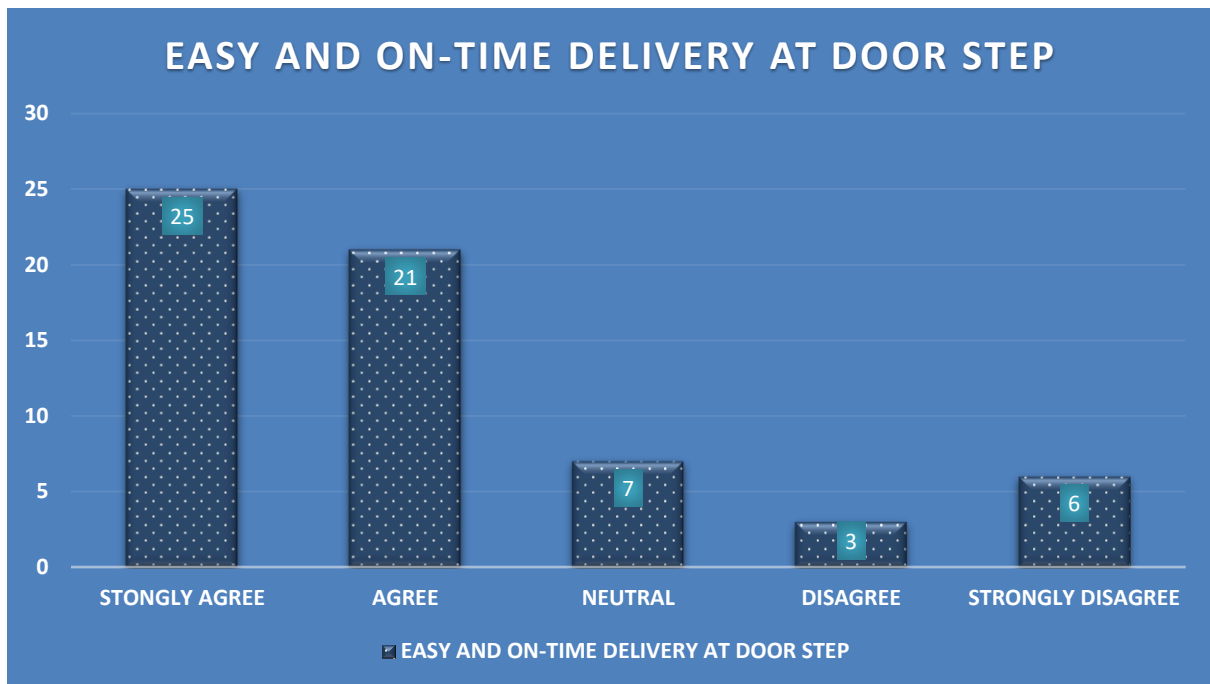
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5.4.4. Wide range of products



As per given data 40% respondents strongly agree and 41.7% respondents agreed that as compared to the traditional shopping online shopping provides a wide range of products available, different brands products can find out on the same platform, in contrasting that 10% according to 10% respondents it does not provide a wide range of products.

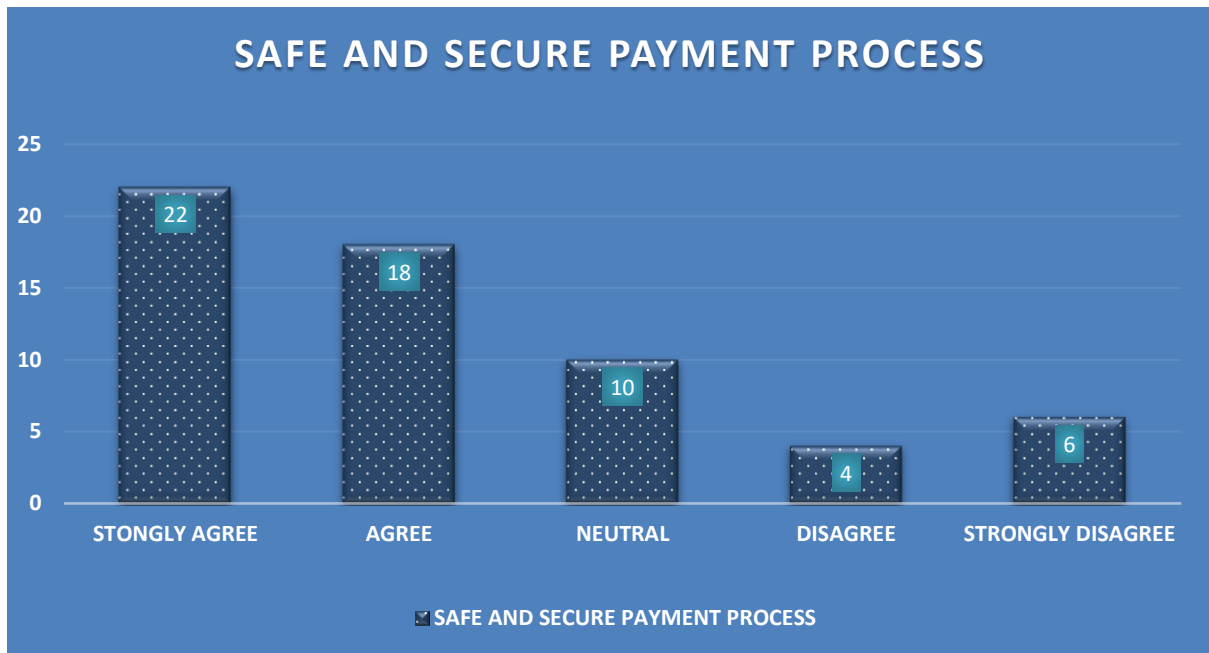
5.4.5. Easy and On-time delivery



As per collected data, 41.7% of respondents strongly agree 35% of respondents agreed that online shopping provides easy, on-time delivery and at doorstep delivery facility to the customer. In this case, only 6.7% of respondents strongly disagree with the easy delivery facility of online shopping.

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5.4.6. The safe and secure payment process

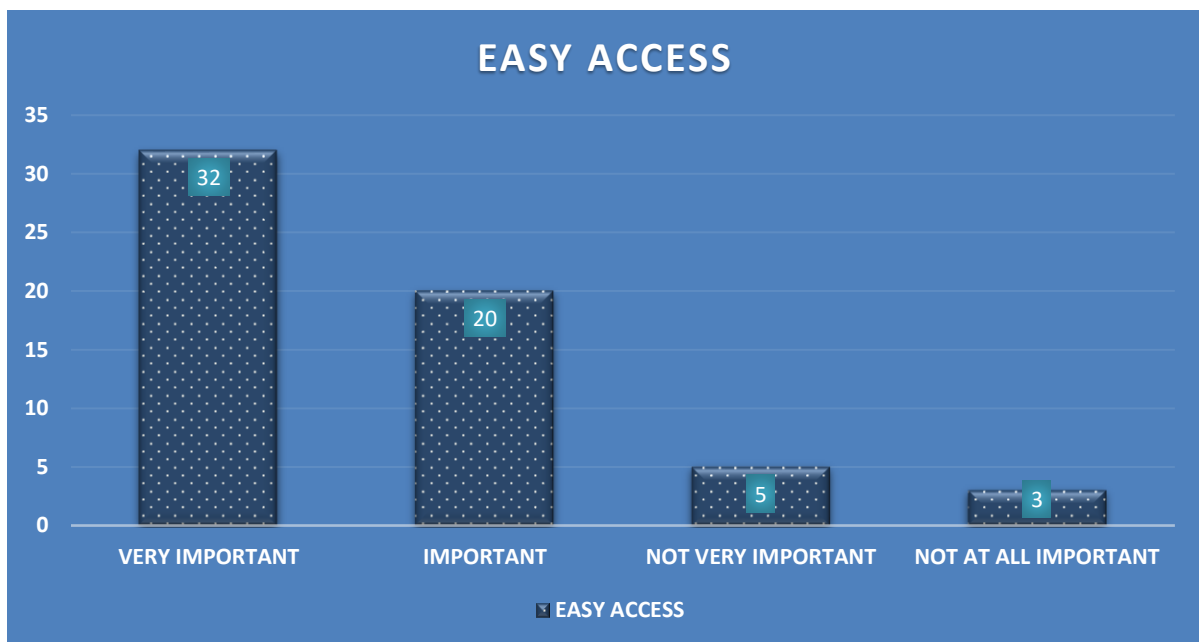


As per the given data, 36.7% of respondents strongly agree and 30% of respondents agreed that online to provide a safe and secure payment process. 10% of respondents strongly disagree with the payment process of online shopping.

5.5. Identify factor preference during online shopping

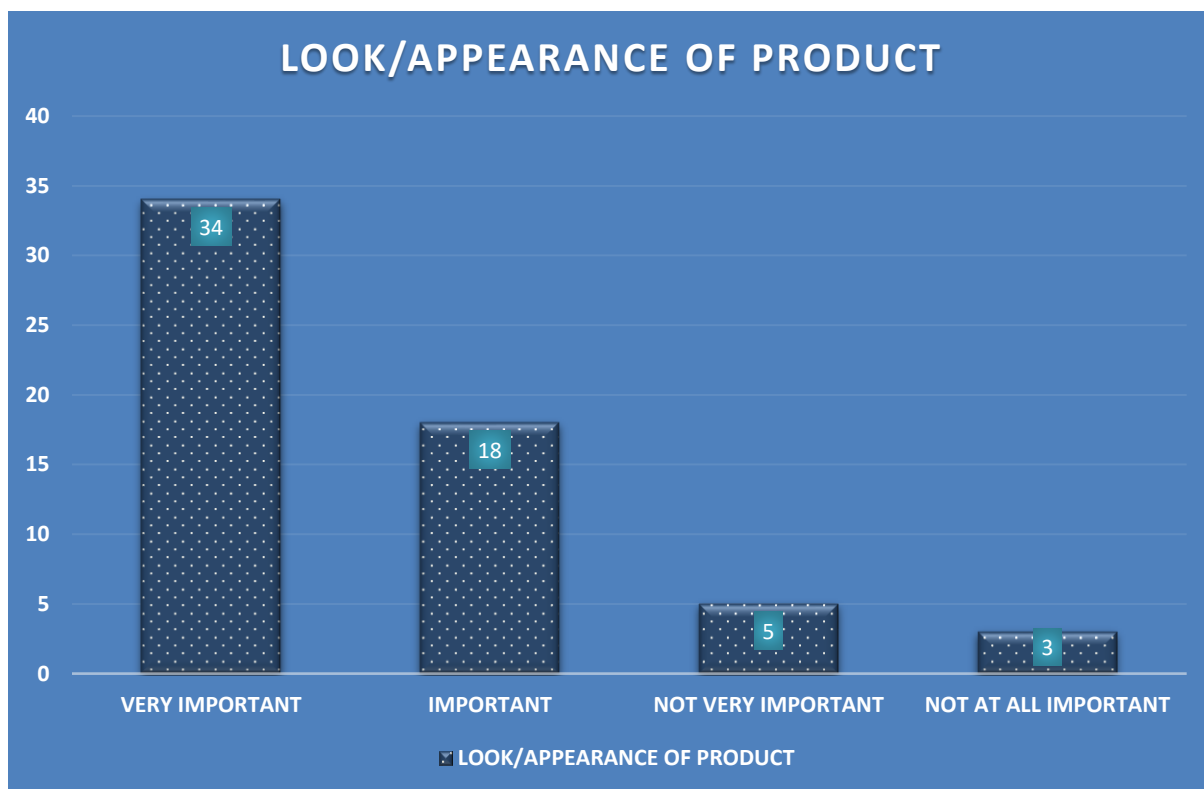
For identifying factors preference during online shopping, here Likert scale ranging used from 1- very important to 4-, not at all important.

5.5.1. Easy access



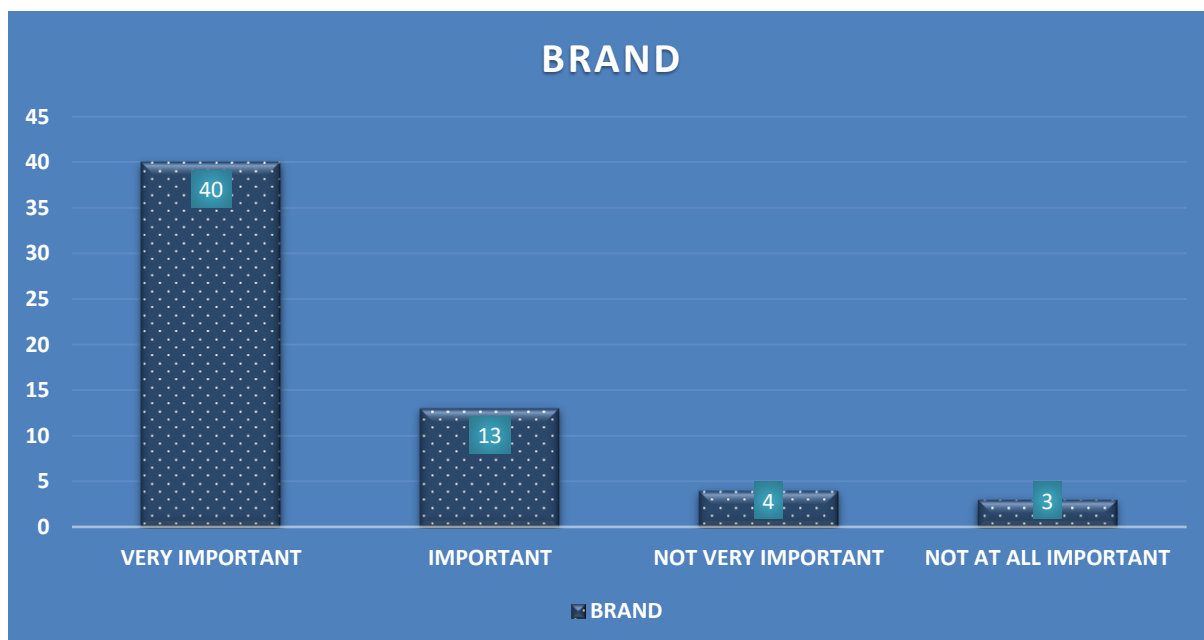
As per the given data, for 53.3% response, easy access is a very important factor of consideration during online shopping. Only 5% of the respondent's easy access is not at all important.

5.5.2. Look/ Appearance of the product



As per the given data, 56.7% of respondents believe in the look or appearance of the products while buying products online.

5.5.3. Brand



As per the given data, for 66.7% of respondents brand value is a very important factor of consideration during online shopping. The data shows that brand name is a very important factor of preference during online shopping for consumers.

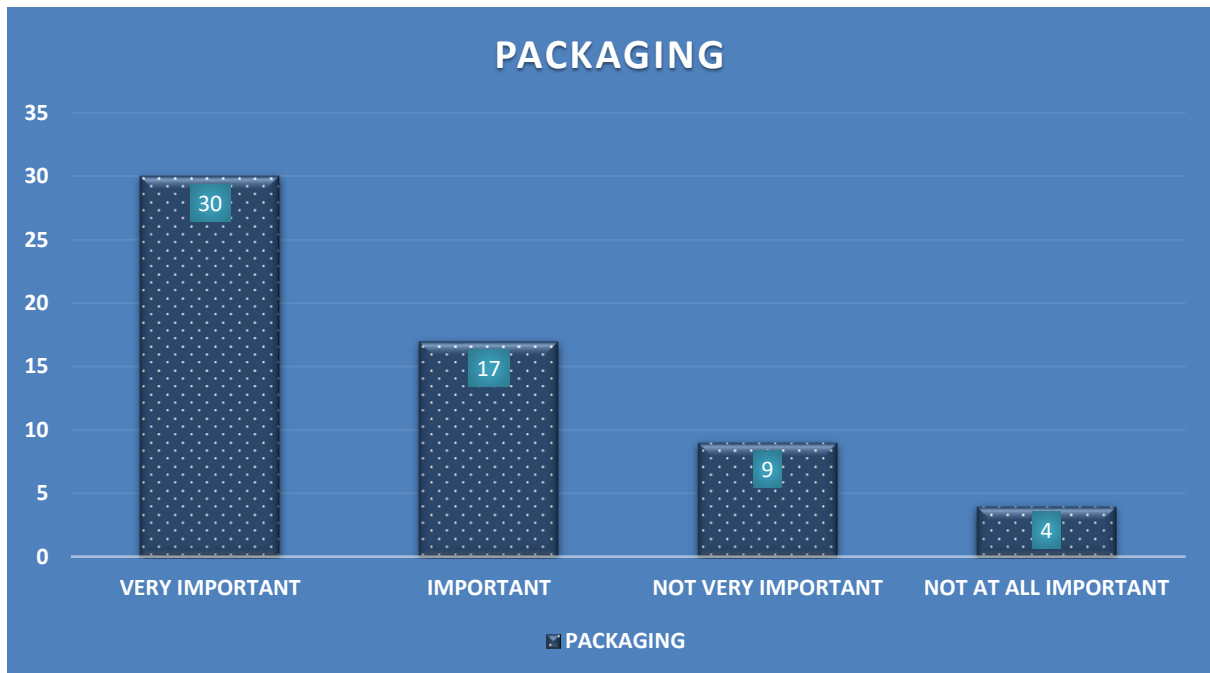
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5.5.4. Discount/ Promotion



As per the given data, 50% of respondents discount/promotional schemes played a very important factor when they buy products/services online. On the same hand for 38.3% of respondents it's also important to look at discount and promotional schemes before the purchase. For 3.3% of respondents discount/promotional schemes do not affect their online shopping preference.

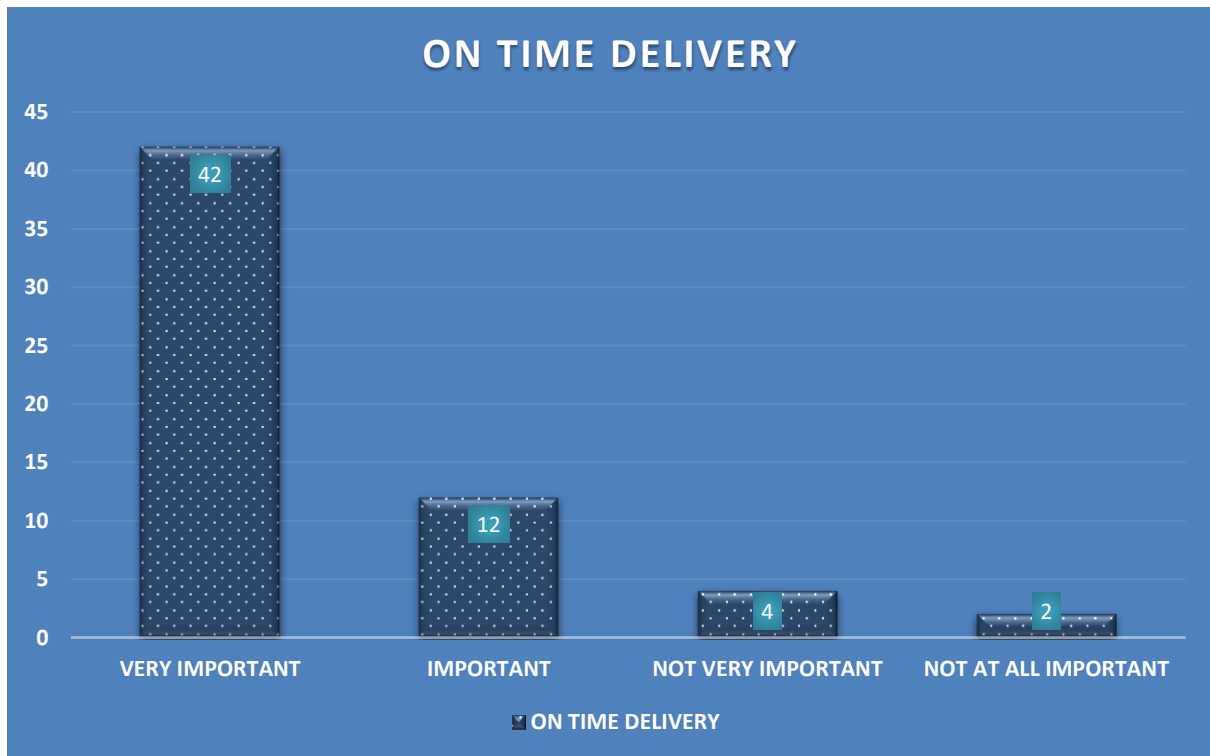
5.5.5. Packaging



As per given data, for 50% of respondents packaging is very important and for 28.3% of respondents, the packaging is important. Whereas at the same time for 6.7% packaging is not at all important.

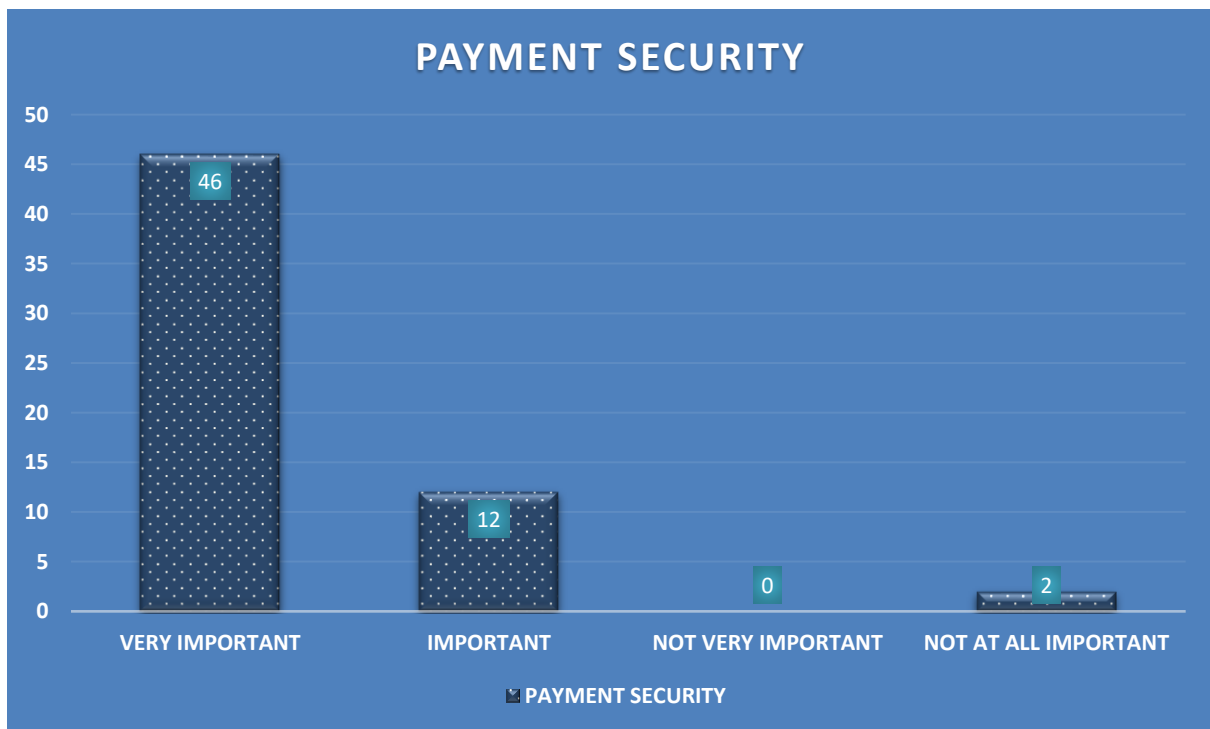
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5.5.6. On-time delivery



As the above data shows for 70% of Respondents on-time delivery is a very important factor of consideration during online shopping. For 3.3% of respondents on-time delivery not at all important.

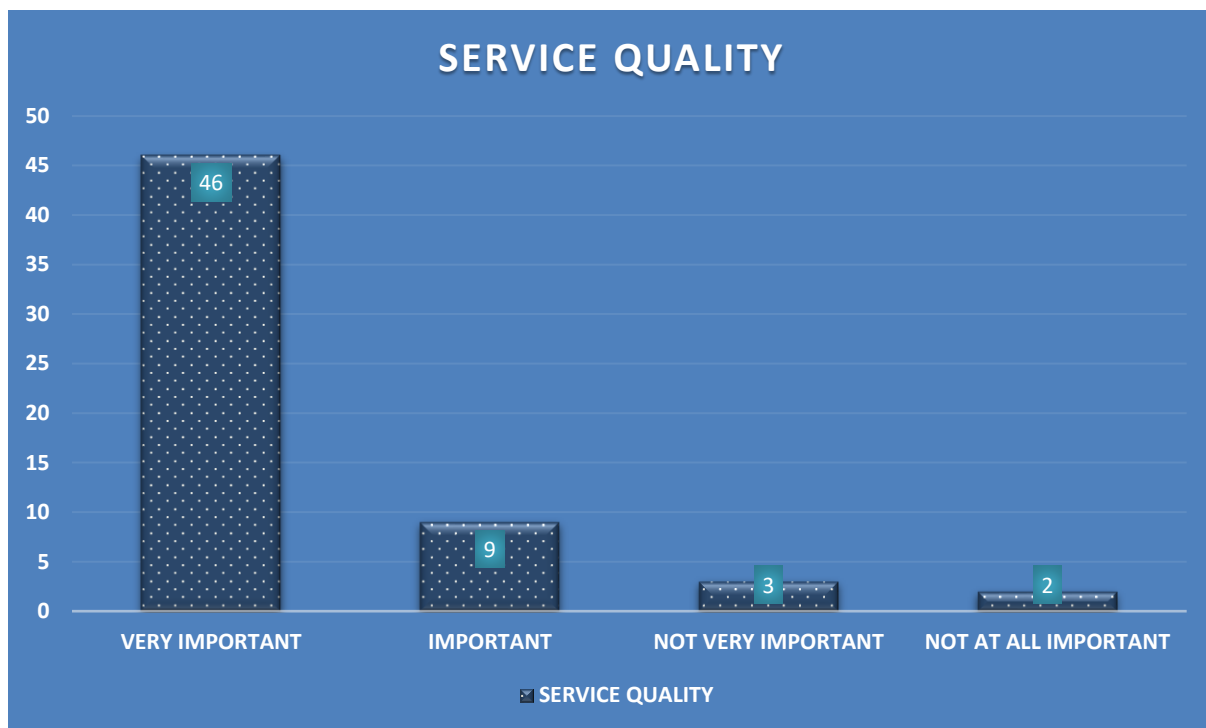
5.5.7. Payment security system



As per the given data, for 76.7% of respondent's payment security is very important. Among all of the other factors, the highest important factor of preferences can be concluded payment security system.

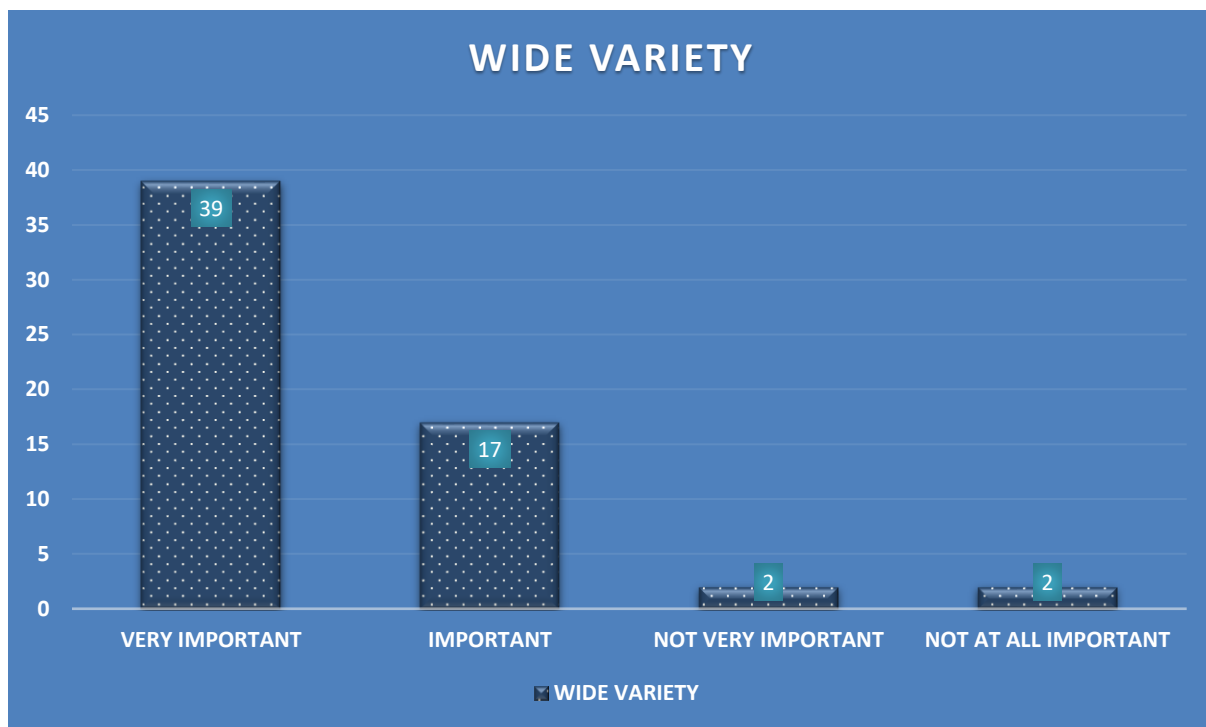
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5.5.8. Service quality



Again service quality of the products/services played a very important factor. 76.7% of respondents strongly focus on service quality during online shopping.

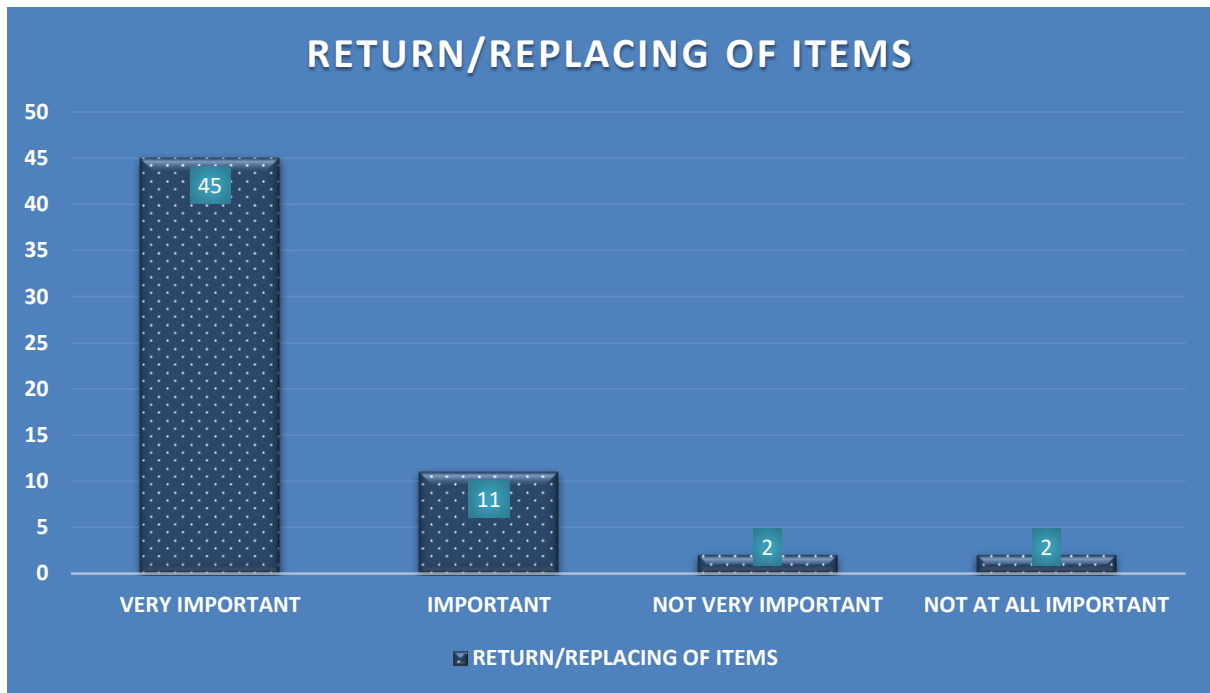
5.5.9. Wide variety of products/services



As per the given data, it can be said that 65% of the total respondents believe that online shopping provides a wide range of products/Services as compared to traditional shopping. At the same time for 3.3% of respondents a wide range of products not at all Important.

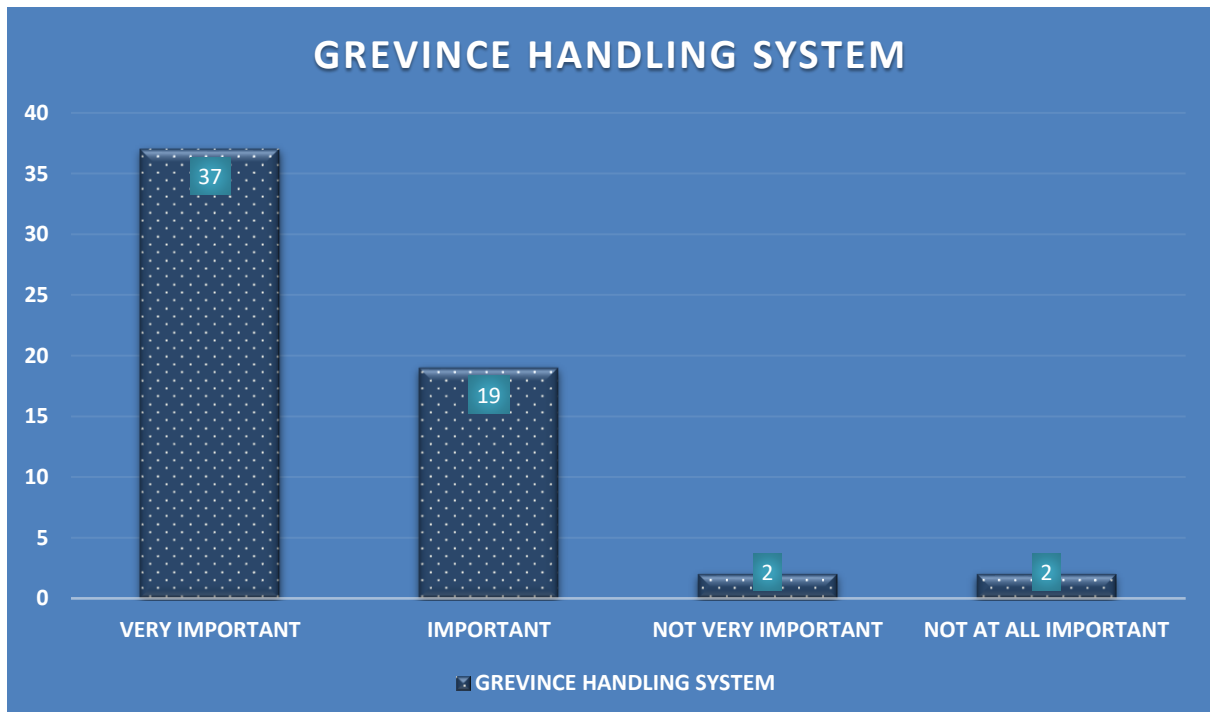
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5.5.10. Return/ Replacing of items



As per the given data, for 75% of the respondent's easy return and replacing of items played a very important factor in preferences. For 3.3% of respondents return or replacing of items, not at all important for consumers.

5.5.11. Grievance handling system



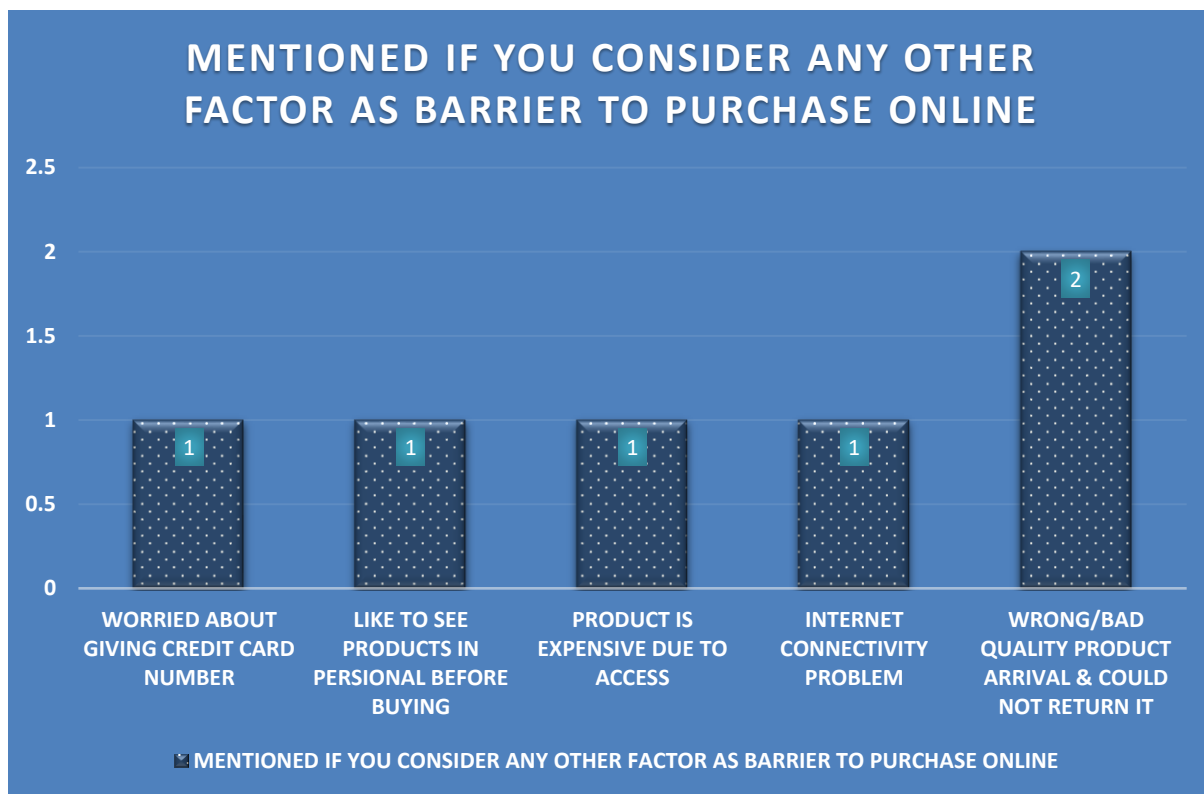
As per the given data, 61.7% of respondent's grievance handling system is a very important preference for consumers during online shopping. For a 31.7% grievance handling system is important in contrasting that for 3.3% respondent's grievance handling system is not at all important.

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5.6. Information about barriers to online shopping

Number	Factors	Yes	No
1.	Worried about giving credit card numbers.	55%	45%
2.	Like to see the product in person before buying.	85%	15%
3.	The product is expensive due to access.	38.3%	61.7%
4.	Internet connectivity problem.	18.3%	81.7%
5.	Wrong/bad quality of product arrival and could not return it.	45%	55%

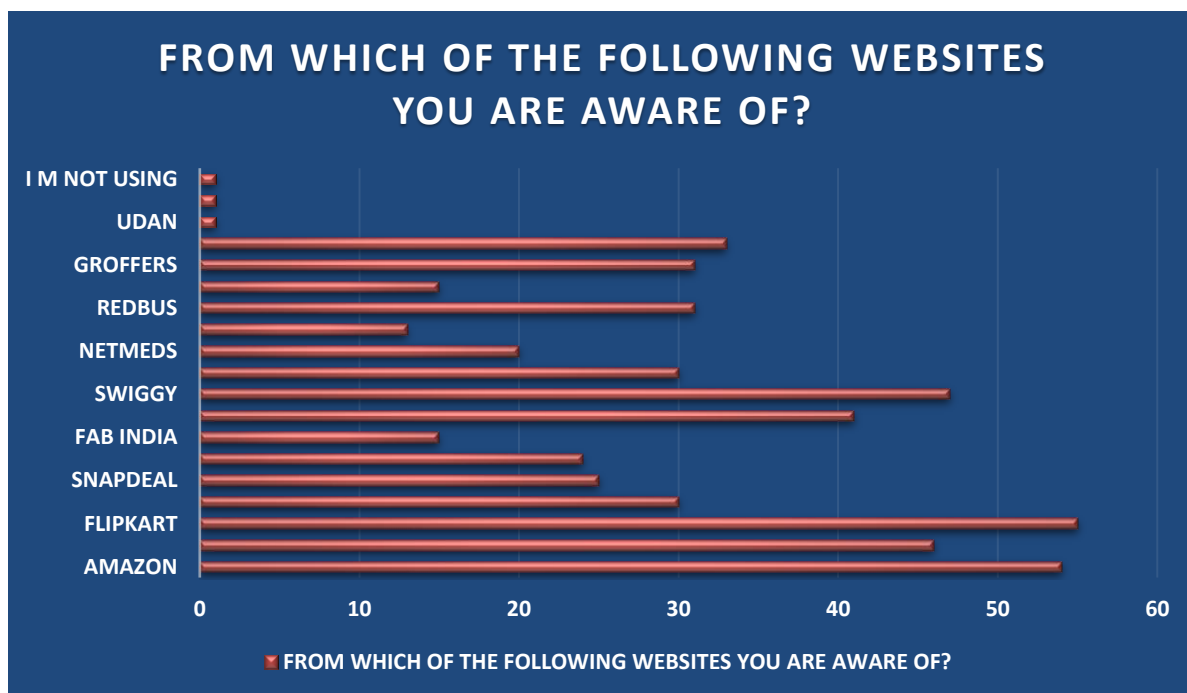
As per the given above data, it is clearly understood the factors that played a role in the barrier during online shopping. In except those factors some respondents mentioned other factors that also barriers to online shopping as given below:-



The other factors which are considered as barriers are as follows:-

- Size mismatch, return problem and refund problem. Products not working sometimes.
- Fake products, difficulty in servicing or warranty in case of household products.
- The quality of the product shown online and quality delivered differs a lot, poor quality is delivered especially on the purchase of clothes. That's why trust gets little shattered from online shopping.
- Not Wide Range of Branded Item.
- Featured product is not as per expectation.
- Product Reviews are sometimes not real so don't know which review to believe and to which not.
- The real sellers are not connected to the end-user or consumer because most of the selling platforms are mediators between the seller and the consumer that is the most important factor of not having product friendly business as well as a better relation to the customer.

5.7. Website information



As per the given above data, it is clearly understood that respondents aware of different websites of the online retailing website. From the second diagram, it can be said that most of the respondents around 89.5% of respondents buy products from Amazon, 82.5% of respondents purchase from Flipkart. If study the responses consumers buy durable goods from Amazon, myntra, Flipkart, club factory jabong and Snapdeal, these Amazon and Flipkart are on the top of the respondent's preference. The non-durable goods like groceries and food items respondents use the big basket as compared to offers. If we go through the food delivery service tomato and swiggy are most preferable among these two more respondents prefer swiggy. Besides 7% of respondents using Nykaa for cosmetics and 19.3%, respondents use redbus for travel bookings. From the collected data, we can say that respondents do not prefer buying medicine online.

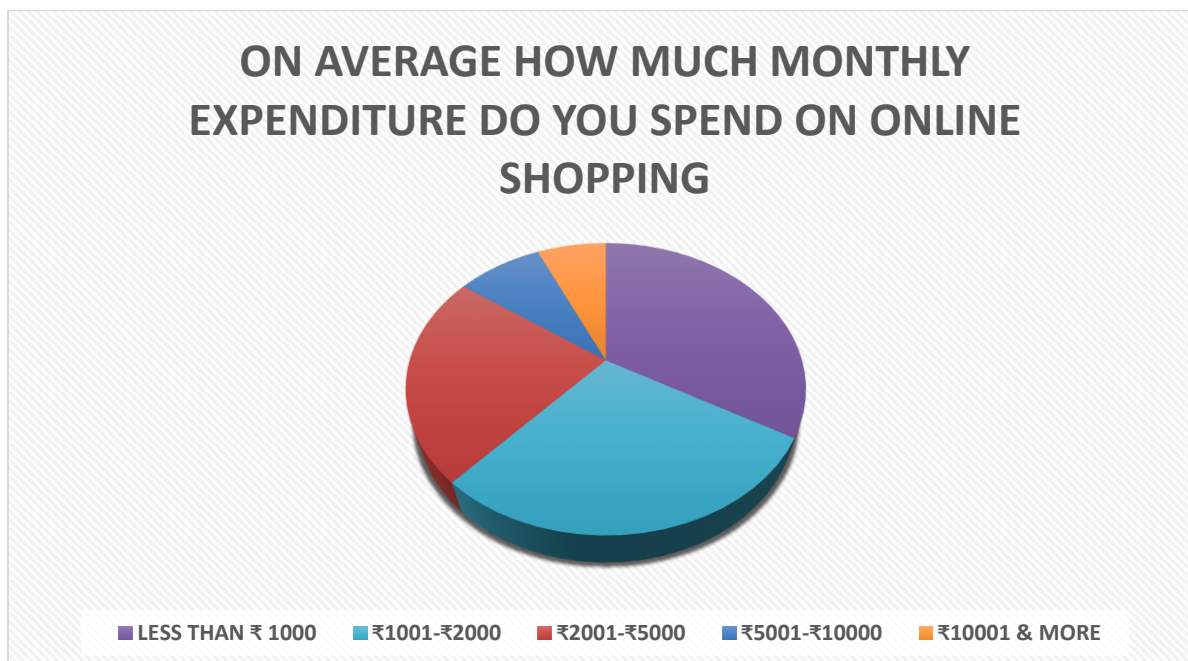
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5.8. Online buying behavior



As per the given above data, 32.8% of respondents buying products/services online monthly. At the same time 25.9% of respondents buying bi-monthly. There are 12.1% of respondents they buy rarely online, with contrasting that 13.8% of respondents buying extremely often online. The rest of the 15.4% of respondents lies in weekly, 2-3 times in the week, with no certainty and never purchased category.

5.9. Information about monthly expenditure on online shopping



As per the given above data, most of the respondents 33.3% spends less than 1,000 rupees on online shopping. 28.3% respondents spend 1,001-2,000 rupees on online shopping. 23.3% of respondents spend 2,001-5,000 rupees on online shopping. Only 8.3% of respondents spend 5,001-10,000 rupees on online shopping. Whereas only 6.7% of respondents spend more than 10,001 rupees on online shopping.

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5.10. Information about overall experience/ satisfaction towards online shopping.



As per the given above data, the overall experience of online shopping of 48.3% of respondents is good. 31.7% of the respondent's overall satisfaction is better. 10.3% of respondents are neutral about online shopping. For 8.3% of respondents, online shopping is the worst experience.

6. CONCLUSION AND FINDINGS

An attempt was made by the researcher to study the present status of online shopping. 60 respondents from different states of the country selected. Opinion from these respondents was collected with the help of a well-structured questionnaire. With the help of Data analysis and interpretation, findings were drawn by researchers. With the help of findings following conclusion was drawn by researchers. Due to the revolution in telecommunication sector no. of users of the internet are increased in India in recent time and customers are using the internet for online shopping but still for regular purchase most of the customer's first choice is manual shopping. Respondents are preferring online shopping due to various motives like discounts, a wide range of product availability, easy access, and user-friendly websites, safe and secure payment process, easy return and replacing items and consumers can avoid the hassle of shopping online. Some barriers behind online shopping in large scale like they want to see products before buying, fear of wrong/ bad quality of product arrival, worried about giving credit card number, featured products are not as expectations, sometimes product reviews are not real, fake products arrival and sometimes quality issue too. Majority of respondents lies between the age of 26 years to 35 years and profession of respondents not playing any important role in the decision-making process. The income of the majority of respondents lies between 0-5 lakhs. If we grow through the overall satisfaction the majority of respondents satisfied with online shopping.

7. SUGGESTIONS FOR FURTHER STUDY

Here an attempt has been made to study consumer attitude towards online shopping. This study has one limitation that it is based on the limited number of respondents, which allows other researchers to further research. Companies should aware customers regarding how security regarding customers credit card no. is maintained by companies, and try to remove the unreal reviews about the products on their websites, Companies should make aware customers regarding return policy, the real sellers should have been trying to connect with end-user to make product friendly business as well as better relations with consumers.

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