

# CONSUMER ATTITUDE TOWARDS ONLINE SHOPPING IN CHENNAI CITY

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## ABSTRACT

In the current context, e-retailing is growing substantially, and this has transformed tremendous changes in the last few years. The volume of transactions made electronically through e-commerce has increased due to the increase in wider usage of the internet and technology. The psychological state of consumers when making online purchases is referred as their attitude toward online purchasing. As a result, the majority of retailers use the internet to promote their goods and services in order to attract and target new consumers. The purpose of this research is to understand out how consumers feel about online shopping. This study is based on primary data acquired using a questionnaire and the data were analyzed using a range of statistical techniques such as percentage, factor, and ANOVA analyses to determine the factors that influence consumer attitude toward E-Retailing.

**Keywords:** E-Retailing, Consumer Attitude and Retailer.

## INTRODUCTION

The internet is effectively a total market in which a consumer from any country can get into a contractual relationship with a trader from any other country. E-commerce has altered the face of retailing around the world. It entails electronic currency transfer, supply chain, and marketing through internet. As the world becomes more linked, the internet has become an essential aspect of the online buying experience. A cross-border purchase occurs when the consumer makes a purchase from a web retailer situated in a nation other than their own. A new era of purchasing has emerged due to the internet. Consumers are no longer constrained by business hours or geographical locations when purchasing goods and services; they can do so practically at any time and from any location. The consumer can engage with others and share ideas and viewpoints through online communities, in addition to having a more convenient purchase experience and a greater selection of possibilities. Due to technological advancements, purchase intention has shifted to the internet marketplace. Consumers' attitude toward online

retailing describes their psychological state when making purchases online. As a result, retailers should concentrate on knowing their consumer's needs and laying the groundwork for meeting customer expectations.

## RESEARCH PROBLEM

Because of technological advancements, products and services are evolving and adapting to the internet world. As a result, traditional methods of reaching audiences are becoming more difficult. Consumer attitudes about product selection through internet purchasing are very competitive, and consumer demands have risen significantly. E – Retailers are very large in nature, and the attitudes of the consumers are also looking high. So, therefore understanding consumer attitude is essential for meeting the competition among the retailers and for achieving their organizational goal.

## REVIEW OF LITERATURE

It emphasizes the review of prior literature on consumer attitude towards E- retailing. The past study aids in gaining an understanding of the various methodologies taken by previous investigations in the field as well as identifying research gaps. The following are a few excerpts from the work of a well-known author.

**Dinesh Kumar (2022)**<sup>1</sup> online shopping occupies a very important position in the 21st century as more and more customers are busy with hectic schedules. In such a case, online shopping proved to be a convenient method of shopping. The Internet changed the way people shop and has quickly evolved into a global perspective. An online shop refers to the purchase of products and services from an internet shop. The Internet has emerged as a new distribution channel for many products and services and is also emerging at a great level. It helps people in smaller towns in India access quality products and services similar to what people in larger cities have access to. Although consumers continue to purchase from a physical store, they find it very convenient to shop online since it frees them from personally visiting the store. Internet shopping has benefits as it reduces the effort of traveling to a physical store, allows for swift decisions from home at ease while looking at various choices and comparisons with the competitors' products to arrive at a decision, and also allows for checking out after-sale services.

**Venkatesh(2021)** In this modern era has millions of customers are influenced over online shopping. Online searching may be a kind of electronic commerce that permits the consumers and consumers to directly purchase product or services from a merchant over the web employing a web browser. There are totally different names given to the current akin to e-web-store, e-shop, e-store, web shop, web-shop, web-store, on-line store, online front and virtual store. Online shopping is the growth and progression whereby consumers directly buy goods, services etc. since a seller interactively in real-time without an intermediary service over the internet.

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<sup>1</sup> **Dinesh Kumar(2022)** a study on consumer attitude towards online shopping in Chennai city; International Journal of Food and Nutritional Sciences; Volume 11, Issue 8 (2022)

**Marc Lim and et al., (2012)**, The focus of this make inquiries to learn how consumers perceived attitudes and online purchasing intentions based on their use and gratification construction, as well as the decision-making implication for marketers and online traders of electronic companies to best serve and attract online shoppers through the success of digital shopping technology.

**Altaf Ahmad Dar and Shabir A Bhat (2016)**, Consumer attitudes toward E-commerce in the retail industry are examined and investigated in this study. The study used the Technological Acceptance Model to include qualities including perceived utility, perceived ease of use, compatibility, privacy, security, capacity (Self-efficacy), and trust into a theoretical model (TAM). For the study, 374 E-tailing customers were polled. Data was gathered using a structured questionnaire. Cranach's coefficient for all variables was over the threshold (0.7), demonstrating the tool's dependability.

### **IMPORTANCE OF THE RESEARCH**

E-commerce is vital in promoting inclusive economic growth and long-term development throughout the country. Retailers are finding it challenging to comprehend and match the needs of Indian consumers as their lifestyles change. As a result, merchants have begun to take a more active part in the retailing sector, and retailers should use the internet floor to promote good products and services. Analyze consumer attitudes toward e-commerce. It creates opportunities for retailer to provide services at easy access to attract the consumers in the market. Recognizing and responding to different consumer segment needs.

### **OBJECTIVE OF THE STUDY**

1. To examine the consumer attitude towards E-retailing.
2. To Know the relationship between gender and consumers' attitudes towards online shopping
3. To study the problems faced by consumers and strategies to enhance E-retailing services.

### **RESEARCH METHODOLOGY**

In order to solve the research concerns, methodology is a methodical technique to make interpretation and to obtain data, facts, or information as component of a research effort. The aim of this qualitative study is to learn more about consumer attitudes toward retailing. The data for this study obtained from both primary and secondary sources. Questionnaires were used to collect primary data. The questionnaire's first section contains a demographic profile of the consumer, while the second section has five-point scale questions about consumer attitudes toward E-commerce. Secondary data was gathered from published sources such as periodicals, textbooks, journals, annual reports, and other sources to have a deeper knowledge of E-Retailing. The sample size for the study was 200 online shoppers, and convenient sampling procedures such as percentage analysis, ANOVA, and factor analysis were used. The collected data was assessed, and the results were analyzed.

### **RESULTS AND DISCUSSIONS**

The findings shed light on the consumer attitude towards E-retailing, which acquaint with on Convenience, Web design, perceived usefulness, Time Saving, Security, price and delivery, and product choice.

### Demographic Profile of the online shoppers

In a competitive marketing environment, demographic profiles are extensively utilized to segment the market because understanding the target group helps the marketer achieve the best position (Kotler, 2010). As a result, the demographic profile of respondents aids in market customer segmentation. In order to comprehend the segmentation of respondents in this study, percentage analysis was utilized to examine consumer attitudes toward E-retailing.

**Table – 1**  
**Demographic outline of the online shoppers**

	Online shoppers outline (N = 200)	Frequency	Percent
Gender	Men	127	63.5
	Women	73	36.5
Age	Less than 25 years	59	29.5
	25 – 40 years	79	39.5
	40 – 55 years	40	20
	Above 55 years	22	11
Educational qualification	Graduation	48	24
	Post-Graduation	100	50
	Diploma	28	14
	Others	24	12
Occupation	Student	78	39
	Professional	44	22
	Business	25	12.5
	Employed	53	26.5
Marital Status	Married	120	60
	Single	80	40

Monthly Income Level (In Rs.)	Less than Rs.20,000	57	28.5
	Rs.20,001 to Rs.40,000	68	34
	Rs.40,001 to Rs.60,000	48	24
	More than Rs.60,000	27	13.5
Total		200	100

Table 1 - summarizes the demographic characteristics of the 200 respondents, 63.5% of them were men and 36.5% were women among them. 39.5% of the online shoppers were between the age group of 25- 40 years, younger than 25 years, and 50% have completed their post-graduation, which is followed by Graduation 24%. The Majority, 39% of the online shoppers, was students, 26.5% were employed, whereas 12.5% of the consumers are engaged in business and the rest 22% are professional. The Majority of the respondents, 60%, were married. The majority of them fit in to the income bracket of Rs.20,001 to Rs. 40,000.

### Profile of Consumer towards Online Shopping

The respondents' online shopping profiles, including frequency of product purchases, the reason for online shopping, Primary use of the internet, the amount spent on online shopping, and most favored means of payment, were subjected to a simple frequency distribution, with the findings provided in Table- 2

**Table -2 Profile of Consumer towards Online Shopping**

Particulars		Frequency	Percent
Frequency of product buying through online	Weekly	37	18.5
	Monthly	88	44.0
	Half Yearly	56	28.0
	Yearly / Occasionally	19	9.50
Reason for online shopping	Price	48	24.0
	Convenience and time saving	89	44.5
	Fast shipping	14	7.00
	Trust	24	12.0
	Brand conscious	25	12.5
Primary use of internet	Information and product search	37	18.5
	Purchasing	37	18.5
	E-mail/E-card	34	17.0
	Games/music/progrm	62	31.0
	Online payment	40	20.0
money spent on purchasing product through online shopping	Less than Rs.1,500	73	36.5
	Rs.1,501 to Rs.3000	58	29.0
	Rs.3,001 to Rs.4,500	39	19.5

(Rs. In Monthly)	Rs.4,501 to Rs.5,000	20	10.0
	More than Rs.5,001	10	5.00
Preferred Mode of Payment	Cash on Delivery	102	51.0
	Debit Card	45	22.5
	Credit Card	33	16.5
	Gift Vouchers	12	6.00
	Others	8	4.00
Total		200	100.0

The above table proves that the majority, 44%, of the respondent, purchase the product online on a monthly basis, followed by a half-yearly 28% and a weekly basis 18.5%. 22% of respondent feels that online shopping is convenient and time-saving, 22% of respondents are more brand conscious, and so, therefore, they use online shopping. The primary use of the internet is to play games 31%, which is followed by online payment 20%. Majority 36.5% of the respondent spend less than Rs.1500 towards online shopping on monthly basis which is followed by Rs.1501 to Rs.3000 (29%), Rs.3,001 to Rs.4,500 (19.5%), Rs.4,501 to Rs.5,000 (10.0%) and more than Rs.5001 (5%). Cash on delivery (51%) is the preferred method of payment, followed by debit cards (22.5%), credit cards (16.5%), gift vouchers (6.0%), and others.

### ANOVA

Statistical analysis is a technique that divides a data set's overall variability into two components: random and systematic component. Random factors have no significant impact on the data set in question, whereas systematic factors do. The ANOVA test is used in a regression analysis to see how independent factors affect the dependent variable.

**Table-3**  
**One way analysis of consumer attitude towards e – retailing and their age**

		Sum of Squares	Df	Mean Square	F – value	Sig.
Convenience	Between Groups	.093	2	.046	.274	.761
	Within Groups	23.132	197	.169		
	Total	23.225	199			
Web Design	Between Groups	.139	2	.070	.221	.802
	Within Groups	43.137	197	.315		
	Total	43.276	199			
Perceived usefulness	Between Groups	.358	2	.179	.748	.475
	Within Groups	32.838	197	.240		
	Total	33.196	199			
Time saving	Between Groups	.700	2	.350	1.830	.164
	Within Groups	26.200	197	.191		

	Total	26.900	199			
Security	Between Groups	2.526	2	1.263	5.790	.004**
	Within Groups	29.885	197	.218		
	Total	32.411	199			

According to the above table, there is no substantial mean difference on consumer attitude with E- Retailing and age in terms of Convenience ( $F = .274$ ;  $P > 0.05$ ), Web Design ( $F = .221$ ;  $P > 0.05$ ), Perceived utility ( $F = .748$ ;  $P > 0.004$ ), and Time saving ( $F = 1.830$ ;  $P > 0.05$ ) at the 5% level. The null hypothesis is so accepted. At the 5% level, F – Value for Security (5.790;  $P > 0.05$ ) is significant. As a result, the null hypothesis has been rejected, implying that E-retailers should assure consumer security.

## FACTOR ANALYSIS

Compounded analysis is a statistical process for discovering limited items of factors that can be used to indicate correlations between groups of related variables.

**Table 4 Reliability analysis results**

Results	
Cronbach's consumer attitudes alpha value	Items
.851	22

Reliability refers to the likelihood of getting the same result if a measurement is repeated. A researcher can develop a scale of those dimensions to measure the factor study as a whole using Cronbach's alpha for internal reliability of a series of questions after finding the dimensions underlying a factor (scales) Cronach's .Consumer attitudes toward e-commerce have an alpha value of 0.851. (85.1%). It is a very good acceptable value level.

**Table 5**

### KAISER-MEYER-OLKINE (KMO) sampling adequacy measure statistics

Bartlett's Test and KMO		
Kaiser-Meyer-Olkin Sampling Adequacy Measure		.804
The Sphericity Test by Bartlett	1711.452	2745.63
	325	8
	.000	630
		.000

The Kaiser-Meyer-Olkin (KMO) value measures the sampling sufficiency of a variable, indicating how much of its volatility is related to underlying variables. If the value is close up to 1.0, a factor analysis can be useful. If the value is less than 0.50, the factor analysis result will most likely be useless. In this study, the KMO Sampling Adequacy Measure value is 0.804. This indicates that there is a high level of sufficiency.

**TABLE 6 – Total Variance**

Total Variance Explained						
Element	Loading Extraction of Sums of Square			Loading of Rotation Sums of Square		
	Total	Variance %	Cumulative %	Total	Variance %	Cumulative %
1	7.032	23.441	23.441	2.533	8.444	8.444
2	1.940	6.466	29.906	2.481	8.270	16.714
3	1.736	5.787	35.693	2.321	7.735	24.449
4	1.577	5.257	40.950	2.218	7.394	31.843
5	1.475	4.917	45.868	1.893	6.309	38.152
6	1.318	4.394	50.262	1.748	5.826	43.978
7	1.269	4.230	54.492	1.701	5.671	49.649

The total variation explained for the 7 extracted components is 49.649 percent, as shown in the table above.

### ROTATED COMPONENT MATRIX

22 elements were reduced to 7 important factors that affect the study based on these loadings. Positive numbers represent effective and appropriate manner on the recovered components, whereas negative sign represent inverse connections. Consumer variables from the survey were divided into seven groups based on the highest Element Matrix loadings of statement, as shown:

**Table 7**  
**Component rotated matrix**

Component Elements	1	2	3	4	5	6	7
E-shopping allows me to get timely deliveries.	<b>.747</b>						
When shopping online, you can get more detailed information.	<b>.742</b>						
While shopping online, I have the freedom to purchase things at any time, 24 hours a day.	<b>.739</b>						
While buying online, it is simple to select and compare products.	<b>.716</b>						
Online shopping permits me to easily have information about an offering	<b>.698</b>						
The website's design makes it simple for me to find things.		<b>.765</b>					
When making an online purchase, I prefer to go to a site that provides security, ease, and order.		<b>.705</b>					



When I shop online, the layout of the website makes it simple for me to locate and select the appropriate item.		<b>.689</b>					
I believe that getting to know a website before making a purchase lowers the danger of shopping online.		<b>.614</b>					
I prefer to purchase from a site that offers high-quality content.		<b>.433</b>					
When I buy something online, I get a quick answer to my issues.			<b>.796</b>				
According to my own experience, online businesses' ability to deliver things on time is a strength.			<b>.726</b>				
Purchases made on the internet require less time.				<b>.769</b>			
Online buying does not take up any of your time.				<b>.674</b>			
I believe that evaluating and selecting a product takes less time when shopping online.				<b>.596</b>			
While shopping online, I feel protected and secure.					<b>.812</b>		
I prefer to shop online from a reliable websites.					<b>.616</b>		
My security is protected when I shop online.					<b>-.834</b>		
Online purchasing makes pricing comparisons much easier.						<b>.815</b>	
In online shopping, product/service delivery is preferred.						<b>.752</b>	
When compared to traditional shopping, online shopping provides more options							<b>.846</b>
When you shop on the internet, you have a greater range of options to choose from.							<b>.773</b>

## FACTORS

The following components are extracted in the factor analysis. They are Convenience, Web design, perceived usefulness, Time Saving, Security, price and delivery and product choice.

### 1. Convenience

Convenience is at the essence of E-Retailing, and this is one of the principal reasons why online shopping has become so popular in recent years. Online purchasing allows consumers to buy things at their leisure. Consumers believe that online shopping gives quick delivery (0.747), extensive information is available while buying online (0.742), they may buy the goods at any

time (0.739), they have more choices and can compare products (0.716), and they have simple access to information about the offering (0.698).

## 2. Web design

Web Design plays an important role in consumer attitude towards E-retailing. Consumers can easily search for products due to the website design (0.765), Consumers prefer to buy from a website that is secure and easy to navigate (0.705), website layout helps the consumer to search and select right product (0.689), familiarity of website helps to reduce the risk actual purchase (0.614) and they like to purchase from a reputable website that offers useful information. (0.433)

## 3. Perceived usefulness

The measure to which a consumer perceives that employing a well-organized framework will aid in their productivity. Timely response to complaints is accorded (0.796) and based on the consumer experience, punctual delivery of vital for online shopping (0.726)

## 4. Time Saving

Shopping online is highly convenient, and customers are very concerned about the delivery time of the products they have ordered. The following table shows purchasing takes less time when done online (0.769), wastes less time (0.674), and requires less time to evaluate and pick products when compared to traditional shopping (0.596).

## 5. Security

Online shopping requires a high level of security and safety. As a result, e-retailers must assure the consumer's safety and security. Consumers perceive online buying to be safe and secure (0.812), prefer to shop from a reputable website (0.616), and believe that online shopping preserves consumer security (-0.834)

## 6. Price and delivery

When compared to things accessible in stores, products available on the online floor are less expensive. When compared to storefronts, E-retailing offers a bigger selection and diversity of products, and product delivery is easier and the product reaches the consumer faster. Price comparison is easier with online shopping (0.815), and product and service delivery is more convenient with online purchasing (0.752).

## 7. Product Choice

When compared to traditional shopping, the variety of products offered to consumers is much greater. A greater choice of products is available through online shopping, as well as a wider range of alternative products. Consumers prefer online shopping to traditional shopping (0.846), and they have a broader selection of options when purchasing through e-retailing (0.773).

## SUMMARY AND SUGGESTIONS

Convenience, Web design, perceived usefulness, Time Saving, Security, pricing and delivery, and product choice are all important aspects that influence consumer attitudes toward online retail, according to the study. With the increased use of the Internet, e-commerce is becoming increasingly popular. Marketers are having trouble figuring out what customers want from online stores. Understanding consumer attitudes toward E-commerce, boosting variables that encourage customers to purchase online and focusing on elements that inspire customers to purchase online are all strategies for marketers to get a competitive advantage over their competitors. E-retailing in India can flourish if retailers modify their business methods to fit the needs of their consumers. They should deliver economic value to consumers. As a result, consumer distrust and privacy may be avoided and online retailers should incorporate security measures to attract more consumers.

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