

## A STUDY ON CONSUMER ATTITUDE TOWARDS ONLINE SHOPPING IN CHENNAI CITY.

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### ABSTRACT

Online shopping occupies a very important position in the 21<sup>st</sup> 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. Apart from customers, companies also use the Internet to convey, communicate, and disseminate information about their products, to get feedback, and to conduct satisfaction surveys with customers. Many experts are optimistic about the prospect of doing business online. This paper examines the consumer attitude towards online shopping in Chennai CITY.

**Keywords:** Online shopping, e-marketing, e-store, customer satisfaction, Consumer behaviour, Internet, e-commerce, Online shopping factors.

### 1. INTRODUCTION

Online shopping is defined as purchasing products or services over the Internet. Online shopping can be considered an e-commerce mode whereby consumers directly purchase goods or services from a seller by using the Internet. Alternatively, it is an "e-shop," "e-store," "internet shop," "web store," "virtual store," "online store," etc. Online shopping facilitates consumers' decisions to buy the product through the internet. Due to technological advancements, the Internet has developed into a new distribution channel for many products

and services. Accessing the internet to shop online, along with searching for products and finding information about them.

Online shopping takes place on social networking sites such as eBay, Myntra, Snap Deal, Amazon, Flipkart, Big Basket, and others. These online shopping companies also developed their own applications (APP) to facilitate customers' transactions without any hindrances. The Internet has changed the way people shop and has given them a global perspective. Many companies also started using online shopping due to reduced marketing costs to deliver, connect, and distribute information and products, apart from enhancing their customer base. This facilitates customers' using the Internet to compare product structures, prices, warranties, and delivery services.

Customers can shop online using a range of different electronic devices, including desktop computers, laptops, tablet computers, and smart phones. Earlier, food, cloth, and shelter were called the primary needs, but today one more is added, and that is "internet." Due to the revolution in the telecommunications sector, the internet has changed the way consumers shop and buy goods and services.

Researchers and practitioners of e-commerce face the problem of developing an improved vision of consumer behaviour. Along with the development of e-retailing, researchers continue to explain e-consumers' behaviour from a different perspective. Many studies make assumptions based on classical models of consumer behaviour and then study the validity of e-marketing. In this, a study is made on the customer's attitude toward online shopping in Chennai.

## 2. Review of literature.

**Malik, Gupta (2013)** Investigate the relationship between the decision or intention to shop online and the factors affecting such a decision. They have pointed out that online shopping behavior refers to the process of purchasing products or services through the internet, and this process consists of five steps: identification of a problem, information search, evaluation of product options, purchase decision, and post-purchase support.

**Benedict et al (2001)** study reveals that perceptions toward online shopping and intention to shop online are not only affected by ease of use, usefulness, and enjoyment but also by exogenous factors like consumer traits, situational factors, product characteristics, previous online shopping experiences, and trust in online shopping.

**Pavlou, Fygenson (2006)** Equivalently, equate online shopping to e-commerce and suggest the definition that e-commerce is the activity where consumers get information and purchase products using Internet technology. It can be stated that the scientific approach to shopping online is associated with particular customer behavior and their decision or intention to shop online.

**Sam, Sharma (2015)** explores the factors affecting consumers' decisions to shop online and how the decision can be affected by product type. The results showed that an important

factor influencing the consumer's decision to buy online is the availability of product information on websites. Ease of use is another encouraging factor for buying online. It was also found that products such as movies, music, and video games are more acceptable items for online shopping.

**K. Vaitheeswaran (2013)** examined the convenience of online shopping. "With products getting standardized, specifications getting fixed, and the concept of service getting eroded, the post-sale responsibility of the retailer has come down drastically." Hence, customers go to stores to explore the product in physical detail but buy it online at a cheaper rate. Heavy discounts for e-commerce firms are possible because of their "no warehouse model."

**Mohammed (2014)** intended to explore the factors that affected the online shopping intention among young consumers. The tested results confirmed that the effects of perceived usefulness, perceived risk, and trust influence an online shopper's intention to shop. Surprisingly, the results could not reveal any statistically significant effect for perceived ease of use and online experience, and it can be assumed that those factors are not very important in shopping online.

### 3. Scope of the study

It was suggested that instead of taking a broad approach and conducting a broad study, the work paper narrows its focus and deals deeply into the subject. Hence, the researcher proposes to concentrate this work only in Chennai City. E-business includes diversified products and services, a large number of companies, and a wide range of customer bases present in industry. It is difficult for the researcher to segment the customers, companies, and very important customers for selection as a sample of the study. Therefore, the study undertaken by the researcher was focused on "the attitude of customers towards online shopping in Chennai city."

### 4. Objective of the study

The objective of the study is given below.

1. To know the types of products purchased by consumers through online
2. To identify the factors influencing consumers to buy online
3. To investigate consumer satisfaction with online shopping

### 5. Data Collection Method

The method selected by the researcher for exploring the consumer attitude towards online shopping is survey research. The research included both primary and secondary data. Primary data for this study was collected by means of a survey conducted in Chennai; the sample size was 200. Samples for the population were being selected as per the convenience sampling method. The questionnaire was used to collect primary data. Secondary data was collected from published literature in books, magazines, journals, newspapers, and websites.

## 6. Analysis and Interpretation

### 6.1 Age wise distribution of respondents

**Table 6.1 - Age wise distribution of respondents**

AGE	NUMBER OF RESPONDENTS	% OF RESPONDENTS
Below 20	45	22.5
20 – 35	60	30
35 -50	55	27.5
50 -60	40	20
Total	200	100

**Source: Primary Data**

Out of the 200 respondents collected, 22.5% of the respondents fall under the age group below 20, 30% of the respondents fall under the age group of 20-35, 27.5% of the respondents fall under the age group of 35-50, and 20% of the respondents fall under the age group of 50 - 60.

### 6.2 Gender wise classification of respondents

**Table 6.2 - Gender wise classification of respondents**

GENDER	NUMBER OF RESPONDENTS	% OF RESPONDENTS
Male	110	55
Female	90	45
Total	200	100

**Source: Primary Data**

From the 200 respondents, majority (55%) are male respondents and 45% are female respondents.

### 6.3 Frequency of online purchase

**Table 6.3 - Frequency of online purchase**

FREQUENCY (monthly)	NUMBER OF RESPONDENTS	% OF RESPONDENTS
More than 5 times	35	17.5
2-5 times	54	27
Less than 2 times	67	33.5
Rarely	44	22
Total	200	100

**Source: Primary Data**

From table 6.3, it is implied that 17.5% of the respondents use online shopping to purchase products and services more than five times. 27% of respondents use the online mode of purchase of products 2-5 times, 33.5% use the online mode of purchase of products less than 2 times, and 22% use the online mode of purchase only occasionally.

#### 6.4 Reasons for online shopping

**Table 6.4 - Reasons for online shopping**

REASONS	NUMBER OF RESPONDENTS	% OF RESPONDENTS
Convenience and time saving	58	29
fast delivery	56	28
Trust	25	12.5
Accessing wide range of products	44	22
All of the above	17	8.5
Total	200	100

**Source: Primary Data**

From Table 6.4, it is understood that 29% of the respondents use online shopping for convenience and time savings, 28% of the respondents use online shopping for fast delivery of products, 12.5% of the respondents use online shopping for trust in sellers, 22% of the respondents use online shopping to access a wide range of products, and 8.5% of the respondents use online shopping for all the above factors.

#### 6.5 Websites/Applications used for online shopping

In the case of online shopping, electronic modes of shopping such as websites or applications (in the case of mobile phones) can be used. The following table states that the respondents' usage of websites or applications

**Table 6.5 - Websites/Applications used for online shopping**

WEBSITES OR APPLICATIONS	NUMBER OF RESPONDENTS	% OF RESPONDENTS
Myntra.com	12	6
Amazon.com	67	33.5
Flipkart.com	54	27
Jio mart (App)	23	11.5
Big Basket (App)	30	15
Others	14	7
Total	200	100

**Source: Primary Data**

From Table 6.5, it is inferred that 6% of the respondents use Myntra.com for purchasing products online, 33.5% of the respondents use Amazon.com for purchasing products online, and 27% of the respondents use Flipkart.com through their desktop, laptop, or tablet. On the other hand, 11.5% of respondents use the Jio Mart app and 15% use the Big Basket app to purchase products online. Lastly, 7% of the respondents use other modes of online shopping, such as Dunzo, Zepto, Swiggy, Zomato, etc., for purchasing the products.

## 6.6 Overall satisfaction of respondents

**Table 6.6 - Overall satisfaction of respondents**

OVERALL SATISFACTION OF ONLINE SHOPPING	NUMBER OF RESPONDENTS	% OF RESPONDENTS
Satisfied	133	66.5
Not satisfied	43	21.5
Neutral	24	12
Total	200	100

**Source: Primary Data**

From Table 6.6, it is implied that the majority (66.5%) of the respondents are satisfied with online shopping. Whereas 21.5% of respondents are dissatisfied with online shopping, and 12% are neutral about online shopping.

## 6.7 Testing of hypothesis

Based on the socio economic profile, factors influencing online shopping, mode of online shopping, etc. it is necessary to test the hypothesis. Hence, following is the hypothesis framed

$H_0$  = There is no association between Profession of the respondents and products purchased through online

$H_1$  = There is an association between Profession of the respondents and product purchased through online

## 6.7 Cross tab between Profession of the respondents and Products purchased through online

**Table 6.7 - Cross tab between Profession of the respondents and Products purchased through online**

Profession	Products purchased through online					Total
	Clothes	Fruits, vegetables and groceries	Electronics	Books and Stationaries	Others	
Salaried	8	13	15	12	10	<b>58</b>
Businessmen	15	13	12	10	12	<b>62</b>

Self employed	4	9	8	5	7	<b>33</b>
Professionals	12	13	12	6	4	<b>47</b>
Total	<b>39</b>	<b>48</b>	<b>47</b>	<b>33</b>	<b>33</b>	<b>200</b>

**Source: Primary Data**

The above cross-tabulation depicts the professions of the respondents and the products they purchased online. The data reveals that out of 58 salaried respondents, 8 purchased clothes online, 13 purchased fruits, vegetables, and groceries online, 15 purchased electronics online, 12 purchased books and stationery online, and 10 purchased other categories of goods online.

Out of 62 respondents who are businessmen, 15 respondents purchase clothes through online, 13 respondents purchase fruits, vegetables, and groceries through online, 12 respondents purchase electronics through online, 10 respondents purchase books and stationery through online, and lastly, 12 respondents purchase other categories of goods through online.

4 of the 33 self-employed respondents bought clothes online, 9 bought fruits, vegetables, and groceries online, 8 bought electronics online, 5 bought books and stationery online, and 7 bought other goods online.

12 professional respondents bought clothes online, 13 bought fruits, vegetables, and groceries online, 12 bought electronics online, 6 bought books and stationery online, and 4 bought other categories of goods online.

Based on the above cross-tabulation and its interpretation, the Chi-square test is applied to test the association between the profession of the respondents and products purchased online.

Level of significance  $\alpha = 0.05$  at 5%

$$X^2 = 19.819,$$

$$df = 12$$

$$P = 0.071$$

Since  $P > 0.05$  The null hypothesis is accepted, and the alternative hypothesis is rejected. As a result, it is inferred that there is no relationship between the respondents' profession and the products purchased online, implying that the respondents' profession is independent of purchasing products online.



## 7 Summary of Findings and Conclusions

Online shopping is becoming more popular due to various factors such as convenience, time savings, and access to various products. Hence, this research paper focuses on the consumer's attitude towards online shopping. The analysis revealed the following results:

- It is implied that 27.5% of the respondents fall under the age group of 35–50.
- Male respondents make up the majority (55%) of those polled.
- In terms of frequency of online shopping, 33% of respondents buy products online less than twice a year.
- Among the selected 200 respondents, 29% use online shopping for convenience and time savings.
- As far as websites or applications used for online shopping, 33.5% of the respondents use Amazon.com for purchasing online.
- It is discovered that the majority of respondents (66.5%) are satisfied with online shopping.
- A cross-tabulation of the professions of respondents and their purchases of products online reveals that out of 58 salaried respondents, 15 respondents purchase electronic products; out of 62 respondents who are businessmen, 15 respondents purchase clothes; out of 33 self-employed respondents, 9 respondents purchase fruits, vegetables, and groceries; and out of 47 respondents who are professionals, 13 respondents purchase fruits, vegetables, and groceries.

Hypotheses are tested to see if there is a significant relationship between respondents' occupations and online product purchases. The results revealed that there is no significant association between the profession of the respondents and the purchase of products online. In other words, it is inferred that the profession of the respondents is independent of the purchase of products online.

## 8 CONCLUSION

Based on the findings, it can be concluded that consumers are more interested in shopping online. Due to technological advancements, most of the services are also provided online. Online shopping yields more advantages, such as ease of shopping, access to various products and services, fast delivery of goods and services, heavy discounts on online purchases of goods, etc.

As consumers become more interested in online shopping via various clicks or touches on electronic devices, there are numerous frauds, threats, risks, and so on; as a result, consumers should be extremely cautious in any online purchase of goods and payment via online. The government's role is more important in this regard by way of passing rules and legislation to encourage consumers to do online shopping and eliminate online fraud and threats.

On the whole, it is concluded that consumers' attitudes towards online shopping are positive, so the role of government is also more important in protecting consumer interests. Hence, online shopping has to be highly encouraged by the government.



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