

# A STUDY ON CONSUMERS' ATTITUDE TOWARDS ONLINE SHOPPING

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## ABSTRACT

*Consumer's attitude towards online shopping refers to their psychological state in terms of making purchases over the Internet. The process of online buying behavior consists of five steps and it is similar to traditional shopping behavior. The consumer, in case of online shopping can buy the selected product rapidly by doing some clicks from home or work saving time and energy in spite of the larger distance arising from the endless and unlimited market offered by the internet. Besides the advantages however, it is good to know that there may also be risks connecting to online shopping, since the conclusion of the contract is done without personal interaction, and the consumer sitting in front of a computer/screen tends not to think over or consider his/her intention of buying.*

**Keywords:** *Online shopping, consumers' attitude, online buying behaviour*

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## INTRODUCTION

The world of internet practically can be considered as an endless market, where a consumer living in any country of the world can get into a contractual relation with a trader operating in any other country of the world. From this aspect a cross-border purchase is when the consumer buys goods from any web trader settled anywhere in the world outside his/her country of residence. Due to the differences in language and legislation environment, furthermore sometimes in commercial traditions it is particularly essential to consider whether to buy the selected product from a web store operated by a foreign trader.

The consumer, in case of online shopping can buy the selected product rapidly by doing some clicks from home or work saving time and energy in spite of the larger distance arising from the endless and unlimited market offered by the internet. The offers on the internet can be easily compared, therefore the consumer can buy the product with the most favorable conditions (price, quality, other discounts) tailored to the individuals needs. Besides the advantages however, it is good to know that there may also be risks connecting to online shopping, since the

conclusion of the contract is done without personal interaction, and the consumer sitting in front of a computer/screen tends not to think over or consider his/her intention of buying.

Consumer's attitude towards online shopping refers to their psychological state in terms of making purchases over the Internet. Online buying behavior process refers to the products purchased online. The process of online buying behavior consists of five steps and it is similar to traditional shopping behavior. For instance, consumer recognize the need for buying some product (book), they refers to the internet to buy online and start to search for the information and look for all the alternatives and finally make a purchase which best fits to their needs. Before making final purchase consumers are bombarded by several factors which limits or influence consumers for the final decision.

### Review of Literature

Review of research report is done to what research works have already been done on this and related topics or fields, the methodology adopted by them, the findings and conclusions, the listed scope for further research and so on. Below an attempt is made to review the available literature related to the topic of this research.

According to **Monsuwe, Delleart and Ruyter (2004)** there are five external factors to understand consumer's intention to purchase in the internet which is the consumer personality, situational factors, product characteristics, previous online shopping experiences and the trust in online shopping. Consumer's trait includes their demographic factors such as age, income, gender and educational level will lead them to have the intention to shop online. Situational factors will also lead a consumer to have the intention to shop in the internet such as time pressure, lack of mobility, geographical distance, need for special items and attractiveness of alternatives.

**Ekeldo and Sivakumar (2004)** This research has two major purposes: developing and testing a resource-based framework for entry mode choice and ascertaining the extent to which the determinants of foreign market entry mode choice in the manufacturing sector apply to foreign market entry mode choice in the non-separable service sector. The managerial and research implications of the findings are delineated and directions for future research are offered.

**Kim, Lee, and Kim. (2004).** In their study on "Factors Affecting Online Search Intension and Online Purchase Intention" focused on various factors affecting online search intention, which has been found to be a key predictor of online purchase intention. They concluded that the utilitarian value of internet information search, hedonic value of internet information search, perceived benefits of internet shopping, and internet purchase predicted online search intention quite well. The findings also showed that online search intention positively affect online purchase intention. The greater the benefits of Internet shopping as perceived by the consumers, the greater is the intention to use the internet for information search.

**Vijayarathy (2003)** examining the relationship between shopping orientation, product types, and consumer intentions to use the internet for shopping. Irrespective of the product type, the consumers with home and economic

shopping orientations could be expected to use online shopping more than those with local orientations. Moreover, consumer would be more inclined to use the internet to shop for intangible than tangible products. He also concluded that age, gender, and income have an influence on online shopping orientations, specifically; younger males with higher household income would be more likely to engage in Internet shopping.

## **OBJECTIVES OF THE STUDY**

The present study serves to explore the following research objectives:

1. To study the consumers attitude towards online shopping.
2. To study the relationship between various demographic variables and consumers' attitude towards online shopping.

## **Research Hypothesis**

**H01:** There is no relationship between Gender and consumers' attitude towards online shopping.

**H02:** There is no relationship between Age and consumers' attitude towards online shopping.

**H03:** There is no relationship between area of residence and consumers' attitude towards online shopping.

**H04:** There is no relationship between educational qualification and consumers' attitude towards online shopping.

**H05:** There is no relationship between monthly income and consumers' attitude towards online shopping.

## **RESEARCH METHODOLOGY**

The data for the study was gathered through a self structured questionnaire. The questionnaire was prepared after gathering preliminary information about online shopping. The questionnaire consists of two parts, personal data and consumption data. Closed-ended questionnaire were applied in this research. Personal data started from question number 1 to question number 8. All questions in personal data asked about age, marital status, living area, occupation, and income. In consumption part, it started from question number 9 to question number 25. This questionnaire was created to understand more about consumer attitude level of attitude towards online shopping. Here, the type of research carried out is descriptive in nature. It is made in order to get an accurate result from survey to analyze the customers, a questionnaire is prepared.

## **SAMPLING PROCEDURE**

The study is mainly based on convenience sampling method. For the purpose of the study 250 respondents have been chosen from Palakkad district in Kerala by using convenience sampling method. Out of the responses received from 250 respondents, the responses of 20 respondents were rejected because of incomplete details. The information collected have been edited for reliability and consistency and then presented in a master table for analysis.

In this research primary data and secondary data are used. Primary data are collected using questionnaire. The secondary data have been collected from various journals, magazines, books, and websites.

**Analysis and Results****Demographic Characteristics of the Respondents**

<b>Table 1 :Demographic Characteristics of Respondents</b>		
<b>Variables and Categories</b>	<b>N=230</b>	<b>%</b>
<b>Age</b>		
18-25 Years	153	66.5
26-35 Years	62	27
36-45 Years	15	6.5
<b>Gender</b>		
Male	153	66.5
Female	77	33.5
<b>Marital Status</b>		
Single	149	64.8
Married	81	35.2
<b>Educational Qualification</b>		
School Level	1	0.4
Plus Two	52	22.6
Graduation	104	45.2
Post Graduation	46	20
Professional	27	11.8
<b>Area of Residence</b>		
Urban	71	30.9
Rural	69	30
Semi urban	90	39.1
<b>Income</b>		
No Income but Pocket Money	92	40
Less than 10000	44	19.1
10001-25000	64	27.8
25001-50000	25	10.9
Above 50000	5	2.2
<b>Occupation</b>		
Student	111	48.3
Professional	9	3.9
Employed	106	46.1
Business	4	1.7

Source: Primary Data

The table 1 shows the demographic characteristics associated with the respondents considered for the purpose of this study. Out of 230 respondents majority (66.5%) of the respondents are male and remaining are females. Majority (66.5%) of them are between 18-25 years old. Majority (64.8%) of the respondents are Single. Most (39.1 %) of the respondents are from Semi- urban area. Most (45.2%) of the respondents are graduates. Most (48.3%) of the respondents are students. Most (40%) of the respondents have no income but receives pocket money.

### Attitude towards Online Shopping

**Table 2: shows respondents opinion regarding the following statement regarding online shopping**

S. No.	Factors		No	Yes	Total
1	Shopping on internet saves Times	F	14	216	230
		%	6.1	93.9	100.0
2	Shop at any time of the day	F	19	211	230
		%	8.3	91.7	100.0
3	Online shopping is risky	F	173	57	230
		%	75.2	24.8	100.0
4	Long time to delivery of Products	F	109	121	230
		%	47.4	52.6	100
5	Selection of goods very Broad	F	60	170	230
		%	26.1	73.9	100.0
6	Product shown on website Accurate	F	76	154	230
		%	33.0	67.0	100.0
7	Online is secure	F	111	119	230
		%	48.3	51.7	100.0
8	Bank account create difficulty	F	82	148	230
		%	35.7	64.3	100
9	Purchase only if home delivery available	F	127	103	230
		%	55.2	44.8	100.0

Source: Primary Data

The table 2 shows that out of the total respondents, 93.9% of the respondents feel that shopping on internet saves time, 91.7% are of the opinion that they can shop at any time of the day, 75.2% of the respondents think that online shopping is not risky, 52.6% are of the opinion that online vendors require long time to deliver the product, 73.9% of the respondents agree that online shopping ensure the availability of a wide variety of products, 67% of the respondents agree that online sites ensure accurate description of products, 51.7% of the respondents are of the opinion that online shopping is as secure as traditional shopping, 64.3% of the respondents agree that possessing a bank account or credit card creates difficulty, 55.2% of the respondents agree that they would purchase products through online even if there is no provision of home delivery.

**Table3: shows respondents level of attitude towards online shopping**

S. No.	Particulars	No of Respondents	Percentage
1	Negative	91	39.6
2	Positive	139	60.4
	<b>Total</b>	<b>230</b>	<b>100</b>

Source: Primary Data

The table 3 shows that out of total respondents, 60.4% shows a positive attitude towards online shopping and 39.6% shows a negative attitude towards online shopping.

#### **RELATIONSHIP BETWEEN GENDER AND CONSUMERS' ATTITUDE TOWARDS ONLINE SHOPPING**

**Hypothesis: (H01):** There is no relationship between Gender and consumers' attitude towards online shopping.

Table 4: Cross tabulation of gender and consumers' attitude towards online shopping				
		Level of attitude towards online shopping		Total
		Negative	Positive	
Gender	Male	56	97	153
		36.6%	63.4%	100.0%
	Female	35	42	77
		45.5%	54.5%	100.0%
Total		91	139	230
		39.6%	60.4%	100.0%

Source: Primary Data

Table 5:Test Statistics			
	Value	D F	Asymp. Sig. (2-sided)
<b>Pearson Chi-Square</b>	1.679 <sup>a</sup>	1	.195(NS)

NS – Not Significant

Table 4 and 5 depict the relationship between gender and consumers' attitude towards online shopping at 5% level of significance. For a majority of male respondents shows a positive attitude towards online shopping and for a majority of female respondents' express positive approach towards online shopping. The table 5 depicts that at the 5% level chi- square value (1.679) is not significant. Hence the null hypothesis is accepted and it is concluded that there is no significant relationship between gender and attitude towards online shopping.

#### RELATIONSHIP BETWEEN AGE AND CONSUMERS' ATTITUDE TOWARDS ONLINE SHOPPING

**Hypothesis: (H02):** There is no relationship between Age and consumers' attitude towards online shopping.

Table 6: Cross tabulation of age and consumers' attitude towards online shopping					
			Level of attitude towards online shopping		Total
			Negative	Positive	
Age	18-25	Count	57	96	153
		% within Age	37.3%	62.7%	100.0%
	26-35	Count	30	32	62
		% within Age	48.4%	51.6%	100.0%
	36-45	Count	4	11	15
		% within Age	26.7%	73.3%	100.0%
Total		Count	91	139	230
		% within Age	39.6%	60.4%	100.0%

Source: Primary Data

Table 7:Test Statistics			
	Value	D F	Asymp. Sig. (2-sided)
<b>Pearson Chi-Square</b>	3.403 <sup>a</sup>	2	.182(NS)

NS – Not Significant

Table 6 and 7 depict the relationship between age and consumers' attitude towards online shopping at 5% level of significance. For a majority(62.7%) of respondents from the age group of 18-25 shows a positive attitude towards online shopping and for a majority (51.6%) of respondents' from the age group of 26-35 shows same approach

towards online shopping and for a majority (73.3%) of respondents' from the age group of 36-45 express positive approach towards online shopping. The table 7 depicts that at the 5% level chi-square value (.182) is not significant. Hence the null hypothesis is accepted and it is concluded that there is no significant relationship between age and attitude towards online shopping.

### RELATIONSHIP BETWEEN AREA OF RESIDENCE AND CONSUMERS' ATTITUDE TOWARDS ONLINE SHOPPING

**Hypothesis: (H03):** There is no relationship between area of residence and consumers' attitude towards online shopping.

Table 8: Cross tabulation of area of residence and consumers' attitude towards online shopping					
			level of attitude towards online		Total
			Negative	Positive	
Area of residence	Urban	Count	31	40	71
		% within Area of residence	43.7%	56.3%	100.0%
	Rural	Count	30	39	69
		% within Area of residence	43.5%	56.5%	100.0%
	Semi urban	Count	30	60	90
		% within Area of residence	33.3%	66.7%	100.0%
Total		Count	91	139	230
		% within Area of residence	39.6%	60.4%	100.0%

Source: Primary Data

Table 9: Test Statistics			
	Value	D F	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.402 <sup>a</sup>	2	.301(NS)

NS – Not Significant

Table 8 and 9 depict the relationship between area of residence and consumers' attitude towards online shopping at 5% level of significance. For a majority (56.3%) of respondents from the urban area shows a positive attitude towards online shopping and for a majority (56.5%) of respondents' from the rural area shows same approach towards online shopping and for a majority (66.7%) of respondents' from semi urban area shows positive approach towards online shopping. The table 9 depicts that at the 5% level chi-square value (.301) is not significant. Hence the null hypothesis is accepted and it is concluded that there is no significant relationship between area of residence and attitude towards online shopping.

### RELATIONSHIP BETWEEN EDUCATIONAL QUALIFICATION AND CONSUMERS' ATTITUDE TOWARDS ONLINE SHOPPING

**Hypothesis: (H04):** There is no relationship between educational qualification and consumers' attitude towards online shopping.

			level of attitude towards online shopping		Total
			Negative	Positive	
Educational Qualification	Plus two	Count	18	35	53
		% within Educational Qualification	34.0%	66.0%	100.0%
	Graduation	Count	40	64	104
		% within Educational Qualification	38.5%	61.5%	100.0%
	Post graduation	Count	21	25	46
		% within Educational Qualification	45.7%	54.3%	100.0%
	Professional	Count	12	15	27
		% within Educational Qualification	44.4%	55.6%	100.0%
Total		Count	91	139	230
		% within Educational Qualification	39.6%	60.4%	100.0%

Source: Primary Data

<b>Table 11: Test Statistics</b>			
	<b>Value</b>	<b>D F</b>	<b>Asymp. Sig. (2-sided)</b>
<b>Pearson Chi-Square</b>	1.730 <sup>a</sup>	3	.630(NS)

NS – Not Significant

Table 10 and 11 depict the relationship between educational qualification and consumers' attitude towards online shopping at 5% level of significance. For a majority of respondents from plus two, graduates, post graduates and professionals shows a positive attitude towards online shopping. The table 11 depicts that at the 5% level chi-square value (.630) is not significant. Hence the null hypothesis is accepted and it is concluded that there is no significant relationship between educational qualification and attitude towards online shopping.

#### **RELATIONSHIP BETWEEN MONTHLY INCOME AND CONSUMERS' ATTITUDE TOWARDS ONLINE SHOPPING**

**Hypothesis: (H05):** There is no relationship between monthly income and consumers' attitude towards online shopping.

Table 12: Cross tabulation of monthly income and consumers' attitude towards online shopping					
			Level of attitude towards online shopping		Total
			Negative	Positive	
Monthly Income	Nil	Count	37	55	92
		% within Monthly Income	40.2%	59.8%	100.0%
	Less 10000	Count	16	28	44
		% within Monthly Income	36.4%	63.6%	100.0%
	10,001 - 25,000	Count	23	41	64
		% within Monthly Income	35.9%	64.1%	100.0%
	25,001 - 50,000	Count	14	11	25
		% within Monthly Income	56.0%	44.0%	100.0%
	Above 50,001	Count	1	4	5
		% within Monthly Income	20.0%	80.0%	100.0%
Total		Count	91	139	230
		% within Monthly Income	39.6%	60.4%	100.0%

Source: Primary Data

<b>Table 13: Test Statistics</b>			
	<b>Value</b>	<b>D F</b>	<b>Asymp. Sig. (2-sided)</b>
<b>Pearson Chi-Square</b>	4.182 <sup>a</sup>	4	.382

NS – Not Significant

Table 12 and 13 depict the relationship between consumers' monthly income and attitude towards online shopping at 5% level of significance. Across all income categories except monthly income between 10001-25000 express a positive attitude towards online shopping. The table 13 depicts that at the 5% level chi-square value (.382) is not significant. Hence the null hypothesis is accepted and it is concluded that there is no significant relationship between consumers' monthly income and attitude towards online shopping.

### Conclusion

The statistics clearly indicates that the attitude of the consumers was generally positive towards online shopping. The findings of this research have confirmed that the perceived marketing mix and perceived reputation could impact on the consumers' attitude of adopting online shopping. Through the findings of this research, online retailers could better realize online consumers' expectations and the determinants of consumers' behavior. By

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understanding the key drivers that could impact on online consumers' attitude towards online shopping, online retailers would be able to formulate and implement their e-business strategy efficiently and effectively and possess stronger competitive advantage. The largest driving factor for online shopping is convenience.

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