

A Study on Consumer Attitude Towards Online Shopping in Sri Vijaya Puram

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Abstract

Online shopping is becoming more popular day by day with the increase in the usage of World Wide Web. Understanding customer's need for online selling has become challenge for marketers. Specially understanding the consumer's attitudes towards online shopping , making improvement in the factors that influence consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive edge over others. We foresee that our findings will give a clear and wide picture to online retailers and will help them understand the specific factors that influence consumers to shop online. 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 or a mobile app. 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. This study Deals with the customers' perceptions towards the following aspects of online Shopping and how the presence or lack of these aspects in an online Shopping environment affects customer satisfaction.

Keywords: Online Shopping, Consumer Attitude, Delivery System, Consumer Satisfaction.

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 or a mobile app. 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 and smartphones Online stores that evoke the physical analogy of buying products or services at a regular "brick-and-mortar" retailer or shopping centre follow a process called business-to-consumer (B2C) online shopping. When an online store is set up to enable businesses to buy from another business, the process is instead 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 information about the product specifications, features and prices. Unlike physical stores which may close at night, online shopping portals are always available to customers. Online stores usually enable shoppers to use "search" features to find specific models, brands or items. Online customers must have access to the Internet and a valid method of payment in order to complete a transaction, such as a credit card, an Interac-enabled debit card, or a service such as PayPal. For physical products (e.g., paperback books or clothes), the e-tailer

ships the products to the customer; for digital products, such as digital audio files of songs or software, the e-tailer usually sends the file to the customer over the Internet. The largest of these online retailing corporations are Alibaba, Amazon.com, and eBay. Online shopping is the act of buying goods or services over the internet using a computer, smartphone, or tablet. Instead of going to a physical store, you visit an online store's website or app. You browse items, add them to a virtual shopping cart, and complete your purchase by paying online. The items you buy are then delivered to your home. Imagine you need a new pair of shoes. Instead of visiting multiple stores in your city, you open an app like Amazon on your phone. You search for "running shoes," scroll through the options, and find a pair you like. You read the reviews, select your size, and add the shoes to your cart. Then, you proceed to checkout, pay using your preferred payment method, and in a few days, the shoes are delivered to your doorstep. You use a web browser or a dedicated app to visit an online store. You can search for products, view details and images, and add them to a virtual shopping cart. At checkout, you pay for your items electronically using various methods, such as credit/debit cards, digital wallets, or other online payment systems. After the purchase is complete, the goods are shipped and delivered directly to your specified address. It offers convenience by allowing people to shop anytime, anywhere, without needing to travel to a physical store.

REVIEW OF LITERATURE

- **Sultan and Henrichs (2000)** in his study concluded that the consumer's Willingness to and preference for adopting the Internet as his or her shopping Medium was also positively related to income, household size, and Innovativeness.
- **Solomon (1998)** studied the consumer behaviour and said that it is the study Of the processes involved when an individual selects, purchases, uses or Disposes of products, services, ideas, or experiences to satisfy needs and Desires. In view for the internet to spread out as a retail channel, it is Imperative to realize the consumer's mind-set, intention and conduct in light Of the online buying practice.
- **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.
- **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.

STATEMENT OF THE PROBLEM

The statement of the problem in a study on consumer attitudes toward online shopping is that while online retail is growing rapidly, there is a gap between the potential market and actual consumer adoption, due to various factors like security concerns, fraud, and a lack of trust. Many consumers are hesitant to shop online due to fears of fraud and receiving products that are of poor quality or not as described. Additionally, some consumers may lack the necessary technical skills or find online shopping more complex than traditional shopping. Marketers need to understand these consumer attitudes to overcome these challenges and satisfy the high expectations of consumers in an increasingly competitive

environment. Specific problems need to be addressed, such as risk perception, the convenience of the shopping process, customer service, ease of website use, and the potential for products to be lost or damaged in transit.

OBJECTIVES OF THE STUDY

The objectives based on the study on consumer attitude towards online shopping are given below:

- To find out the relation between education qualifications and online shopping.
- To find the gender difference in online shopping
- To find the problems on delivery system.
- To find which online platform is popular among consumer in Sri VijayaPuram.

SCOPE OF THE STUDY

The increasing reach of the Internet and its services among customers Has resulted in more and more retailers providing online avenues for Customers to make purchases at the click of the mouse. Customers not only Use the internet to make purchases but also to search for information about The product or service being purchased. Internet has changed the way of Conducting business. Many businesses have started building up their Strategies around the internet. If E-Marketers analyse and understand the Factors influencing Indian customers' online behaviour, they can further finetune their business strategies towards customer preferences. This study Deals with the customers' perceptions towards the following aspects of online Shopping and how the presence or lack of these aspects in an online Shopping environment affects customer satisfaction.

- Product categories that customers purchase online
- Quality & availability of the product
- Mode and Speed of delivery of the product
- Product price / Offers provided for online shoppers
- Payment options available for the customers
- Shipping, Return and Exchange policies

IMPLICATIONS OF THE STUDY

- Offer a wide variety of products to appeal to consumer preference for online shopping.
- Use social media and influencer marketing to build brand awareness and influence purchasing decisions.
- Consumers have concerns about security and the inability to physically inspect products. Studies show that reducing perceived risk is crucial for building consumer trust.
- Studies can help identify which types of products are best suited for online purchases and which are better suited for in-store shopping, influencing how companies market and sell different goods.

LIMITATIONS OF THE STUDY

- All online platforms are not available in Sri VijayaPuram.
- The data collected for the research is fully on primary data given by the respondents. There is a chance of personal bias. So the accuracy is not true.
- The study was conducted in Sri VijayaPuram Only.

RESEARCH METHODOLOGY

1. Research Design

Type: A descriptive research design is most suitable for painting a clear picture of the current consumer attitudes and the factors influencing them. Approach: The study primarily uses a quantitative approach to gather numerical data that can be statistically analyzed to identify trends and patterns. A qualitative approach (e.g., through interviews or focus groups) may be used in an exploratory phase to gain a deeper understanding of underlying motivations.

2. Data Collection

Primary Data: This is collected directly from consumers using a structured questionnaire. The questionnaire is usually distributed online to reach a wide and geographically dispersed audience of online shoppers.

3. Target Population

The population generally consists of individuals who have access to the internet and engage in online shopping, or a mix of online shoppers and non-shoppers in a specific geographic area.

4. Sampling method

The sampling method followed is a simple random sampling method. This technique provides Every element or unit an equal chance of being selected in the sample.

5. Sample size

The sample size is 100 respondents.

6. Stastical tool used

The statistical tools used in the collection and analysis of data in this project descriptive Statistics.

DATA ANALYSIS AND INTERPRETATION

1. Gender:-

1. Male 2. Female

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Male	51	51%
Female	49	49%
Total	100	100%

According to the survey out of 100 respondents, 51 % respondents are males and 49% are females.

2. Age wise classification of respondents:-

1. Below 20 2. 20-30 3. 30-40 4. 40-50 5. above 50

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Below 20	11	11%
20-30	57	57%
30-40	20	20%
40-50	12	12%
Total	100	100%

According to the survey, around 57% of the respondents are between the age group of 20-30 Yrs, 20% respondents are between the age group of 30-40 yrs, 12% respondents are between the age group of above 40-50 yrs and 11% of the respondents are between the age group of below 20 yrs.

3. Education Qualification

1. Hig. Sec. 2. Graduate 3. PG 4. PG and above.

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Higher Secondary	21	21%
Graduate	42	42%
PG	28	28%
PG and above	9	9%
Total	100	100%

Above figure shows that 42% respondents are graduate students, 28% respondents are PG Students, 21% are high school students and 9% are pg& above.

4. Income wise classification of respondents:-

1. Below 20,000 2. 20,000-30, 000 3. 30,000-40, 000 4. Above 40,000

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Below 20,000	40	40%
20,000-30,000	29	29%
30,000-40,000	12	12%
Above 40,000	19	19%
Total	100	100%

Income is the one of the important & sensitive demographic variable. The figure shows that 40% respondents monthly income is below 20,000, 29% respondents monthly income 20,000-30,000, 19% respondents monthly income above 40,000 and 12% respondents Monthly income 30,000-40,000.

5. Which online platform do you use?

1. Amazon 2. Flipkart 3.Snapdeal 4.Myntra 5.Meesho 6.Ajio

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Amazon	45	45%
Flipkart	18	18%
Snapdeal	3	3%
Myntra	4	4%
Meesho	28	28%
Ajio	2	2%
Total	100	100%

According to the survey, 45% Respondents are using Amazon, 28% respondents using Meesho, 18% respondents are using Flipkart, 4% respondents using myntra, 3% respondents are using Snapdeal and 2% of Respondents using Ajio.

6. Did you get on time delivery by shopping online

1. strongly agree 2. Agree 3.Disagree 4. Strongly disagree

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Strongly Agree	40	40%

Agree	37	37%
Disagree	16	16%
Strongly Disagree	7	7%
Total	100	100%

According to the survey, 40% respondents are strongly agree that they get on time delivery, 37% respondents are agreed 16% respondents are disagreed and 7% respondents are strongly disagree.

7. Do you trust the reviews and products description on online shopping sites?

1. Yes 2.No

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE(%)
Yes	76	76%
No	24	24%
Total	100	100%

According to the survey, 76% respondents are trusting the reviews and product description and 24% respondents are not trusting it.

8. How do you make the payments during online shopping?

1. Credit/ Debit card 2.Cash on delivery 3.Internet Banking 4.e wallets

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE
Credit/ Debit card	19	19%
Cash on Delivery	52	52%
Internet Banking	21	21%
e-wallets	8	8%
Total	100	100%

According to the survey, 52% respondents are making payment through cash on delivery, 19% are using credit/ debit card, 21% using internet banking 8% respondents using e- wallets.

9. How often you purchase online?

1. Very often 2.Often 3. Sometimes 4.Rarely 5.Never

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Very Often	20	20%
Often	30	30%
Sometimes	35	35%
Rarely	10	10%
Never	5	5%
It'sTotal	100	100%

According to the survey, around 35% of respondents sometimes make online purchases, 30% Of the respondents often purchase online, 20% of the respondents very often purchase online Products and 10% of the respondents rarely shop online.

10. What type of products do you prefer to buy online?

1. Electronics&Mobiles
2. Clothing/ Apparel and Accessories
3. Groceries and Daily needs
4. Books & Media
5. Home Appliances &Décor
6. Other (Please specify)

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Electronics & Mobiles	24	24%
Clothing/ Apparel and Accessories	51	51%
Groceries and Daily needs	3	3%
Books & Media	5	5%
Home Appliances & Décor	9	9%
Others	8	8%
Total	100	100%

According to the survey, around 51% of the respondents prefer buying clothing/ apparels and Accessories, 24% buys electronics & mobiles, 9% buys home appliances & décor, 8% Respondents buys other items, 5% respondents buys books and media and 3% respondents Buys groceries and daily needs.

11. How likely are you to recommend online shopping to others (non – online shoppers)?

1. Very likely
2. Likely
3. Neutral
4. Unlikely
5. Very unlikely

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Very likely	24	24%
Likely	38	38%
Neutral	28	28%
Unlikely	3	3%
Very unlikely	7	7%
Total	100	100%

According to the survey, 24% respondents are very liking to recommend online shopping as compare to the 3% of respondents are not liking to recommend online shopping.

12. What is your main motivation for buying online products?

1. Lower prices/ discounts
2. Wide range of products/ variety
3. Convenience and time saving
4. No travel required to shop
5. Easy product comparisons

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Lower prices/ discounts	40	40%
Wide range of products/ variety	23	23%
Convenience and time saving	21	21%
No travel required to shop	13	13%
Easy product comparisons	3	3%
TOTAL	100	100%

According to the survey, the main motivation for respondents to shop online because it has lower Prices & discounts and a wide range of products are available on online shopping websites

13. Do you think online shopping is more cost effective than shopping in a physical store?

1. Yes 2.No 3.Maybe

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Yes	47	47%
No	33	33%
May be	20	20%
Total	100	100%

According to the survey, 47% of the respondents think that shopping online is cost effective Than physical store as compared to 33% who disagree.

14. When was the last time you purchased something online?

1. Before last month 2. Before 2 months 3. Before 4 months 4. Before 6 months

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Before last month	65	65%
Before 2 months	17	17%
Before 4 months	11	11%
Before 6 months	7	7%
Total	100	100%

According to the survey 65 % respondents buy something before last month, 7% of Respondents buy before 6 month, 11% respondents buy before 4 month and 17% respondents Buy before 2 month.

15. Have you faced any problems while shopping online?

1.Yes 2. No 3.Specify

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Yes	29	29%
No	56	56%
Specify	15	15%
Total	100	100%

According to the survey 56% of respondents do not faced any problems while shopping online As compare to 29% who face some problems.

16. Do you feel that the online marketers are providing competitive prices?

1. Yes 2. No 3. Can't say

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Yes	60	60%
No	23	23%
Can't say	17	17%
Total	100	100%

According to the survey, 60% respondents think that online marketers are providing Competitive prices as compare to 23% who feel they do not charge competitive prices.

17. What is your preferred time for online shopping?

1. Morning 2. Working hours 3. Break hours 4. Evening 5. Night 6. Any time

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Morning	13	13%
Working hours	11	11%
Break hours	4	4%
Evening	14	14%
Night	18	18%
Any time	40	40%
Total	100	100%

According to the survey, 11% respondents preferred online shopping during working hours, 13% prefers morning, 4% respondents at break hours, 14% prefers evening, 18% Prefers night and 40% prefers any time to shop online.

18. Do you think online shopping is risky ?

1. Strongly disagree 2. disagree 3. Agree 4. Strongly Agree

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Strongly Disagree	22	22%
Disagree	40	40%
Agree	35	35%
Strongly Agree	3	3%
Total	100	100%

According to the survey, 40% respondents are disagree with the risk in online shopping as Compare to 3% respondents who are agree that online shopping is risky

19. Are you satisfied with online shopping?

1. Yes 2. No 3. Maybe

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Yes	66	66%
No	12	12%
May be	22	22%
Total	100	100%

As shown in above figure 66% respondents are satisfied with online shopping, 12% are not Satisfied with online shopping, 22% respondents say that online shopping experience may be Satisfied.

FINDING

1. Starting from demographic, 51% respondents are male and 49% respondents are female.
2. 57% of the respondents are between the age group of 20-30 yrs, 20% respondents are between the age group of 30-40 yrs, 12% are 40-50 and 11% of the respondents are between the age group of below 20 yrs
3. 51% of the respondents prefer buying clothing/ apparels and accessories, 24% buys electronics & mobiles, 9% buys home appliances & decor, 8% respondents buys other items, 5% respondents buys books and media and 3% respondents buys groceries and daily needs.

4. The main motivation for respondents to shop online because it has lower prices & discounts and a wide range of products are available on online shopping websites.
5. 66% respondents are satisfied with online shopping, 7% are not satisfied with online shopping, 22% respondents say that online shopping experience may be satisfied.
6. 56% of respondents do not faced any problems while shopping online as compare to 29% who face some problems.
7. 47% of respondents thinks online shopping is more cost effective than shopping in a physical store.
8. According to the survey, 52% of respondents are making payment through cash on delivery.
9. The study shows that 76% respondents are trusting the review and products description.
10. 45% of respondents using Amazon.
11. .Around 40% respondents are below 20,000 income
12. 7% of respondents strongly disagree that they are not getting on time delivery
13. .Around 10% of respondents rarely shop online.
14. 60% of respondents thinks that online marketer are providing competitive prices.

SUGGESTION

Based on the above findings, the following **Suggestions** can be included in your research report:

1. **Provide More Attractive Discounts:** Since lower prices and discounts are the primary reasons for online shopping, e-commerce companies should continue offering competitive pricing, seasonal sales, cashback offers, and loyalty rewards to retain customers.
2. **Improve Product Quality and Accuracy:** Online retailers should ensure that the products delivered match their descriptions and images to reduce customer dissatisfaction and increase trust.
3. **Enhance Delivery Services:** Although most respondents are satisfied, timely delivery should be further improved by strengthening logistics and providing accurate delivery tracking to customers.
4. **Increase Payment Security:** As a majority of respondents prefer Cash on Delivery, e-commerce platforms should promote secure digital payment methods through better security measures, awareness campaigns, and incentives such as discounts on prepaid orders.
5. **Strengthen Customer Support:** Online shopping platforms should provide efficient customer service, quick grievance redressal, and hassle-free return and refund policies to improve customer satisfaction.
6. **Ensure Authentic Product Reviews:** Since most respondents rely on product reviews and descriptions, e-commerce companies should monitor fake reviews and encourage verified customer feedback to maintain credibility.
7. **Expand Product Variety:** Online retailers should continuously update their product range and introduce new brands and categories to meet changing customer preferences.
8. **Focus on Affordable Pricing:** As a significant proportion of respondents belong to the lower-income group (below Rs.20,000), companies should introduce more budget-friendly products and value-for-money offers.
9. **Improve Customer Awareness:** E-commerce companies should educate customers about safe online shopping practices, secure payment methods, return policies, and consumer rights to increase confidence in online transactions.
10. **Personalize Customer Experience:** Retailers should use customer preferences and purchase history to provide personalized recommendations, improving customer engagement and repeat purchases.

11. **Maintain Competitive Pricing:** Since a majority of respondents believe online marketers offer competitive prices, companies should continue monitoring market prices to remain competitive and attract more customers.
12. **Increase Customer Engagement:** E-commerce platforms should introduce reward programs, referral benefits, personalized offers, and regular promotional campaigns to encourage more frequent online shopping.

The study indicates that consumers generally have a positive attitude towards online shopping due to convenience, competitive pricing, product variety, and attractive discounts. Therefore, e-commerce companies should focus on improving product quality, delivery efficiency, payment security, customer service, and trustworthiness while maintaining affordable prices. These measures will enhance customer satisfaction, strengthen consumer confidence, and encourage sustainable growth in the online shopping market.

CONCLUSION

Online shopping is becoming more popular day by day with the increase in the usage of World Wide Web. Understanding customer's need for online selling has become challenge for marketers. Specially understanding the consumer's attitudes towards online shopping, making improvement in the factors that influence consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive edge over others. We foresee that our findings will give a clear and wide picture to online retailers and will help them understand the specific factors that influence consumers to shop online, so they can build up their strategies to cater online shoppers in Sri Vijayapuram.

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