Consumers Attitudes toward Online Shopping in District Sonipat (Haryana)

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Abstract – Consumers and firms are conducting a substantial and rapidly increasing amount of business on the Internet. Many companies have started using the Internet with the aim of cutting marketing costs, thereby reducing the price of their products and services in order to stay ahead in highly competitive markets. The growth of interest in the Internet as a shopping and purchasing medium is fascinating for practitioners and researchers alike. Objectives of the present study is to identify key factors influencing consumer' of Sonipat district in online shopping purchase behavior and to identify whether different categories of online Sonipat buyers; e.g., trial buyers, occasional buyers, frequent buyers and regular buyers; perceive website factors and whether these perceptions affect buying behavior in different ways. The research findings indicated that each website factor has a crucial influence on all online buyers' attitude towards of online purchasing. The results show that majority of the respondents less than 29 years use internet for online shopping. 75 percent respondents are graduation who purchase through online shopping.

Key Words: Consumers, Online Shopping, Consumers Attitudes and etc.

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INTRODUCTION

Consumers and firms are conducting a substantial and rapidly increasing amount of business on the Internet. It is projected that the Web will generate consumer and business-to-business sales. Internet is changing the way consumers shop and buy goods and services, and has rapidly evolved into a global phenomenon. Many companies have started using the Internet with the aim of cutting marketing costs, thereby reducing the price of their products and services in order to stay ahead in highly competitive markets. The growth of interest in the Internet as a shopping and purchasing medium is fascinating for practitioners and researchers alike. In the business to consumer (B2C) e-commerce cycle activity, consumers use Internet for many reasons and purposes such as: searching for product features, prices, selecting products and services through Internet, placing the order, making payments, or any other means which is then followed by delivery of the required products through Internet. Scope of the attitude toward online shopping is too broad and a coherent model for understanding factors affecting on attitude toward online shopping of consumer in e-commerce field is lacking. Online shopping behaviour (also called online buying behavior and Internet shopping/buying behaviour) refers to the process of purchasing products or services via the Internet. In the typical online shopping process, when potential consumers recognize a need for some merchandise or service, they go to the Internet and search for need-related information. However, rather than searching actively, at times potential consumers are attracted by information about products or services associated with the felt need. They then evaluate alternatives and choose the one that best fits their criteria for meeting the felt need. Attitude towards behaviour refer to "the degree to which a person has favourable or unfavourable evaluation of the behaviour of the question". Attitudes toward online shopping are defined as a consumer's positive or negative feelings related to accomplishing the purchasing behaviour on the Internet.

FACTORS INFLECTING THE ADAPTATION OF INTERNET SHOPPING:

Search Engines: Internet users basically used search engines to find out needed information. Since search engines mainly help users' judgment to rank Websites.

Auction Websites: An auction website is a productive way to have more opportunity for e-retailers to sell the products or services. Generally auction websites provide cheap price to appeal to consumers..

Online Shopping Malls: Online shopping malls provided an unprecedented chance for e-retailers

to reach a global customer base and selling various kinds of consumer products on shopping outlets.

Conveniences: Convenience and saved time are offered by online shoppin'g which were two motivating factors for online purchases.

Price: Price is a critical factor for customer on online shopping. Often online shoppers are not price-sensitive, cause of these consumers' price comparisons among different e-retailers on each product is time-consuming and the price difference is very small.

Brand: Brand is defined as the quality related to the products or services. Brands and features increases s more information is obtained, knowledge of the available and consumer awareness.

Refund: Online consumers demanded that e-retailer, should provide an unconditional refund policy if the online costumer are not satisfied with the product.

Promotion: E-retailers might use promotions with time limits to encourage consumers to shop on Website.

Security: Security is a critical successful factor for e-commerce. Retail e-commerce would fail if Internet users feel on irking a great degree of confidence.

LITERATURE REVIEW

The current literature on consumer online purchasing decisions has mainly concentrated on identifying the factors which affect the willingness of consumers to engage in Internet shopping

Thompson (2002), researched that Web as a business medium, one of its primary uses had been for marketing. Soon, the Web will become a critical distribution channel for the majority of successful enterprises. The mass media, consumer marketers and advertising agencies seemed to be in the midst of Internet discovery and exploitation. This study examined the attitudes toward various aspects of online shopping and provides a better understanding of the potential of electronic commerce.

Shergill and Chen (2005), the study focus on the factors which online New Zealand buyers keep in mind while shopping online. It also investigated how different types of online buyers perceived websites differently. This research found that website design, website reliability/fulfillment, website customer service and website security/privacy are the four dominant factors which influence consumer perceptions of online purchasing.

Jim and Jaafar (2011), In this study, perceived usability, perceived security, perceived privacy, perceived after-sales service, perceived marketing mix, and perceived reputation were used for analysis in China. This research found that there were relationships between the perceived usability, perceived security, and perceived privacy, perceived after-sales service, perceived marketing mix, perceived reputation and consumers' attitude to adopting online shopping in China.

Mengli (7th conference), the purpose of this study is to explore the factors that affect consumers' attitude towards online shopping and online shopping intention in Bangkok. The researcher found that there are only three factors for explaining attitude towards online shopping, which are perceived ease of use, perceived usefulness and trust; and there is no difference in consumers' attitude towards online shopping based on gender, age and education level; however, there is a relationship between attitude toward online shopping and online shopping intention.

Li and Zhang (2002), the current status of studies of online shopping attitudes and behaviour was investigated through an analysis of 35 empirical articles found in nine primary Information Systems (IS) journals and three major IS conference proceedings. Taxonomy was developed based on our analysis. A conceptual model of online shopping is presented and discussed in light of existing empirical studies.

Nikalje (2013), the objective of this study is to find out the factors that influence the attitude of consumers towards e-commerce purchases through online shopping. The study also explores how sodo-demographic (age, income and occupation), pattern of online buying and purchase perception affect consumers' attitude towards online shopping. The author found relevant difference between consumer attitude in various type of consumer and age.

Delafrooz et. al. 2009), the aim of this study was to examine the significance, of attitude toward online shopping. The regression analysis demonstrated the determinants of consumers' attitudes towards online shopping. Additionally, utilitarian orientations, convenience, price, wider selection influenced consumers' attitudes towards online shopping.

Teo (2002), the researcher found that soon, the Web will become a critical distribution channel for the majority of successful enterprises. Hence, this study examines attitudes toward various aspects of online shopping and provides a better understanding of the potential of electronic commerce for both researchers and practitioners.

RESEARCH METHODOLOGY AND DATA INPUTS:

This paper targets a sample population drawn from consumers who have experienced online

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purchasing in district Sonipat of Haryana State. Several methods of data collection; eg., telephone surveys and personal surveys; were used. A self-administered questionnaire was distributed to 200 people randomly in the population. Among 200 questionnaires that were distributed, approximately 170 were returned and only 150 fully answered questionnaires from the respondents were utilized.

OBJECTIVES:

1.   To identify key factors influencing consumer' of Sonipat district in online shopping purchase behaviour.

2.   To identify whether different categories of online Sonipat buyers; e.g., trial buyers, occasional buyers, frequent buyers and regular buyers; perceive website factors and whether these perceptions affect buying behaviour in different ways.

HYPOTHESIS:

For testing hypotheses of the study mean, percentage and standard deviation technique are used.

Hypothesis 1: Having a friendly website and good service to better help the customers for shopping, will have positive influence on attitude towards shopping online.

Hypothesis 2: Attitude of consumers towards online shopping significantly affects their online shopping behaviour.

Results: A total of 150 usable responses were collect. For the personalized 200 questionnaire were distributed among the people to collect possible maximum information.

Table: 1 Demographic Profile of the respondents

	Categories	Respondents	Percentage
Gender	Male	90	60.00%
	Female	60	40.00%
Age of the respondents	Under 21 years	44	29.33%
	21-29 years	41	27.33%
	30-39 years	26	17.33%
	40-49 years	20	13.33%
	More than 49 years	19	12.67%
Education Level	10+2 Class	30	20.00%
	Graduation	45	30.00%
	Post-Graduation	75	50.00%
Occupation	Business Owner	57	38.00%
	Service	45	30.00%
	Self employed	25	16.67%
	Student	23	15.33%
Yearly Gross Income	Less than Rs. 50000	12	8.00%
	Rs. 50000 to 100000	19	12.67%
	100000-200000	23	15.33%
	200000-300000	26	17.33%
	300000-400000	40	26.67%
	More than 400000	30	20.00%

Source : Primary Sample Survey

Table no. 1 shows the factor analysis of the twenty variables which Sonipat district online buyer used to measure the quality of websites most recently visited. The results show that majority of the respondents less than 29 years use internet for online shopping. 75 percent respondents are graduation who purchase through online shopping. 38 percentage business owner and 35 percentage service class people purchase through online shopping.

Table no. 2 tracks the self-reported usage patterns of respondents. The finding of the study show that respondents mainly dialed in from home (50.67%) and secondly comes from internet cafe (30 %). Generally most of the respondent's user use internet more than one year This shows that they_are experienced with web knowledge.

Table: 2 Internet usage patterns

Particular	Frequency	Percentage
	Internet access source	
Home	76	50.67%
Work Place	29	19.33%
Internet Café	45	30.00%
	Length of Internet Use	
Less than 3 months	07	4.67%
3-6 months	22	14.67%
6-12 months	22	14.67%
1-2 year	25	16.67%
2-3 year	24	16.00%
3-4 year	23	15.33%
More than 4 Years	27	18.00%
	Frequency of Internet access	
Once a month	16	10.67%
More than twice a month	19	12.67%
Once a week	25	16.67%
More than twice a week	29	19.33%
Once a day	33	22.00%
Twice a day	28	18.66%
	Duration of Internet Use	
30 min to 1 hour per week	37	24.67%
1-2 hours per week	23	15.33%
2-3 hours per week	33	22.00%
3-4 hours per week	28	18.67%
More than 4 hours per week	29	19.33%

Source: Primary sample survey

Table: 3 Internet In e-commerce

Internet in e-commerce	Agree	Disagree	Neutral
I like to browse through the websites even I don't plan to buy anything	22.3	38.5	39.2
I often read online advertisements just out of curiosity	16.8	37.8	45.4
I surf various websites just to find out more about the latest styles	23.4	45.8	30.8
I don't care to find out what types or brand names of online products my friend have purchased	23.4	45.9	29.3
I rarely read advt. That just seem to contain a lot of information	25.3	45.4	29.3
I generally read even my junk mail just to know what it is about	46.9	35.8	17.3
I usually delete mail advt. Without reading them	33.5	35.9	30.6
I enjoy sampling different websites of commonplace products for sake of comparison	17.8	55.8	26.4

Source: Primary Sample Survey

Table No. 3 revealed the interest in e-commerce as interest in knowing about various products and brands available for purchase online. 45.5% respondent always read online advertisement to

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purchase goods and services. 26.4% respondents enjoy sampling different websites of commonplace product for sake of comparison.

Table: 4 Information source

Information Source	Mean	S.D.
Website	5.15	1.24
Magazines	3.99	1.01
Radio	3.23	1.21
Television	5.12	1.34
Friends and family	4.89	1.39

Source : Primary sample survey

Table no. 4 is expressed need to consult various sources of consumer information. The results indicate that the potential of the internet as an information source. The high ranking of websites as an information source indicates that an increasing number of respondents are turning to the web for current information than printed newspaper and magazines.

Table: 5 Reason for and against online shopping

Reason for not purchasing online	Frequency	%
I prefer to be able to examine the product myself	234	17.37%
I don't have credit/debit card	123	9.13%
I prefer to visit real shops	134	0.99%
I prefer to research products online but then shop offline	78.	5.79%
I don't trust the internet with my credit card	47	3.49%
I don't want to give away private information	56	4.16%
Product delivery too late	45	3.34%
I don't have the time	133	9.87%
I prefer to talk to a salesperson	123	9.13%
Reasons for purchasing online	34	5.52%
To buy things that are not available in Haryana	97	7.20%
To shop at any time	25	1.85%
To get the latest stuff	43	3.19%
Just to see if it would work	53	3.93%
To buy things that are not available in my neighbourhood	36	2.67%
To get better selection	47	3.50%
I prefer not going to the store	39	2.89%
Total	1347	100%

Source : Primary Sample Survey

The main deterrents (table no. 5) to purchasing online have been customer's preference to examine products, the need to possess a credit card and security concerns. Online the main reasons cited or not purchasing online was the preference to examine the products. The factor determining the online purchases are lack of security, the lack of opportunity to examine the merchandise before the purchase.

Table: 6 Types of Online Buyers

Particular	Trial online Buyers	Occasional online buyers	Frequent online buyer	Regular online buyer
You get what you ordered from this website.	12	12	13	25
The product is delivered by the time promised by the	45	56	34	23
Inquiries are answered promptly.	23	44	55	77
This website has a good selection	33	32	23	23
This site has competitive prices.	34	34	23	22
The website provides in depth information.	22	33	23	23
This website understand my needs	23	45	22	21
Feel comfortable in surfing this site	12	34	22	22
This website understand my needs	23	45	22	21
Feel comfortable in surfing this site	12	34	22	22
This website has adequate security features.	24	45	33	23
Feel safe in transaction	12	24	12	22

Source : Primary sample survey

Table no. 6 shows the results of buyer's type. The study found that there are four type, of buyers who purchase goods and service online through Internet. Regular online buyer are habitual to purchase goods and they do not want to go shopping mall and showrooms due to lack of time.

CONCLUSION:

The research findings indicated that each website factor has a crucial influence on all online buyers' attitude towards of online purchasing. The results show that majority of the respondents less than 29 years use internet for online shopping. 75 percent respondents are graduation who purchase through online shopping. Almost half of the respondents (59.99%) accessed the Internet more than twice a day. The factor determining the online purchases are lack of security, the lack of opportunity to examine the merchandise before the purchase.

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