

A Study on Awareness and Attitude of Consumers in Buying Goods through Online

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Abstract- With the rapid development of network technology, electronic commerce and electronic marketing had been formed and developed steadily. Due to brisk globalization, all types of products are available on the internet. Goods and services, consumer durables, books, audio and video cassettes and services like air tickets can also be purchased online. In recent days, more number of online shopping websites has been developed. The websites are improving themselves by adding features like variety of products, ranges of cost, year end offers and clearance sale in order to attract upcoming buyers. This research paper highlights the awareness of consumers in buying goods through online. This paper also concentrates on the attitude of consumers in buying goods through online. A sample size of one hundred respondents is selected for the research from Thoothukudi. The study analyses the awareness of consumers in using internet, attitudes of the consumers in buying various products from internet, hours of using the internet and barrier preventing in online purchase. Appropriate findings and suggestions are given in the paper.

Keywords: Online shopping, Attitudes, Awareness, Internet.

INTRODUCTION

The rapid growth of e-commerce in India over the last two decades, rising internet and mobile phone penetration has changed the way we communicate and do business. E-commerce is relatively a novel concept. It is, at present, heavily responsiveness on the internet and mobile phone revolution to fundamentally alter the way businesses reach their customers. The Internet has brought about comprehensive changes in the purchasing habits of the people. In the comfort of one's home, office or cyber cafe or anywhere across the globe, one can log on and buy just about anything from apparel, books, music, digital cameras, mobile phones, MP3 players, video games, movie tickets, rail and air tickets. Ease, simplicity, convenience and security are the key factors turning the users to buy online. Still some consumers feel uneasy to buy online. Lack of trust, for instance, seems to be the major reason that impedes consumers to buy online. Also, consumers may have a need to examine and feel the products and to meet friends and get some more comments about the products before purchasing. Such factors may have negative influence on consumer decision to shop online.

REVIEW OF LITERATURE

Prof. Ashish Bhatt (2014) in article entitled "Consumer Attitude towards Online Shopping in Selected Regions of Gujarat" published in Journal of Marketing Management stated that online shopping is gaining popularity among people specially the younger generation but in today scenario to become equally popular among all age groups e-marketing will have to cover a longer distance. As per study mode of payment is depended upon income of the respondents. People from different age groups are doing online shopping regularly. The attitude of consumers is changing with the time. In a country like India, consumers are finding online shopping very comfortable because of many variables like cash on delivery, customization or personalization of the websites, home delivery etc.

Prashant Singh (2014) in his article "Consumer's Buying Behaviour towards Online Shopping A case study of Flipkart.Com user's in Lucknow City" published in Abhinav stated that future of e-retailers in India looking very bright. E-retailers give consumers the best way to save money and time through purchasing online within the range of budget. Flipkart.com offering some of the best prices and completely hassle-free shopping experience. The whole concept of online shopping has altered in terms of consumer's purchasing or buying behavior and the success of E-tailers in India is depending upon its popularity, its branding image, and its unique policies.

Upasana Kanchan , Naveen Kumar and Abhishek Gupta(2015) in their article “A Study of Online purchase behaviour of Customers in India” Published in ICTACT Journal on Management Studies stated that online shopping is gaining popularity among people of young generation. Higher income groups and educated people are purchasing more via e-retailing websites. People have hesitations in doing online shopping due to security concerns. At the same time people are resistant to change because of technological complexity in making online purchase. Companies involved in online retailing should focus on building trustworthy relationship between producers and customers.

Smith and Rupp (2003) have examined and identify the factors in their work that affects the behaviour of consumers. These issues have been identified as for the marketing effort, socio cultural influence, emotional factor, the psychological factors and privacy factors, to the experience, the purchase and post –purchase decisions. They also show that consumers are affected by various psychological factors, such as perception, motivation, personality, attitudes and emotions.

OBJECTIVES OF THE STUDY

1. To study the socio – economic factors influencing to purchase goods through online.
2. To study about the products purchased through online.
3. To find the problems faced by the customers while purchasing the products through online.

Hypothesis

H1: There is no relationship between demographic factor of the respondents and the products purchased through online.

Scope of the study

The present study covers the Thoothukudi district. It deals with awareness and attitude of consumer in buying goods online. The period of this study is about six months (ie) December 2017 to April 2018.

METHODOLOGY

The present study is both descriptive and analytical in nature. The study has made an attempt to explain the consumer awareness and attitude of consumers in buying goods online. By adopting random sampling method respondents were selected from various parts of Thoothukudi district. The sample size of this study is 100. Questionnaires collected from respondents were of great source of information. The present study is based on both primary data and secondary data. Primary data were collected through interview schedules. Secondary data were collected through books, websites,

articles and journals. The tools used for analysis is Frequency, Chi-square Analysis and Simple ranking.

Analysis

Table 1 Simple ranking for the products purchased through online

Products	1	2	3	4	5	6	7	Mean Score	Rank
Books	18 (126)	10 (60)	16 (80)	7 (28)	17 (51)	16 (32)	16 (16)	3.93	IV
Cloth	26 (182)	20 (120)	13 (65)	11 (44)	11 (33)	14 (28)	5 (5)	4.77	I
Cosmetics	15 (105)	23 (138)	8 (40)	21 (84)	7 (21)	10 (20)	16 (16)	4.24	III
Mobile	21 (147)	18 (108)	16 (80)	9 (36)	19 (57)	14 (28)	3 (3)	4.59	II
Camera	21 (147)	18 (108)	16 (80)	9 (36)	19 (57)	14 (28)	3 (3)	4.59	II
Computer	5 (35)	3 (18)	15 (75)	15 (60)	21 (63)	13 (26)	28 (28)	3.05	VI
Electronic products	5 (35)	16 (96)	15 (75)	19 (76)	14 (42)	12 (24)	19 (19)	3.67	V

Source: Primary Data

The above table shows that ranking of the products purchased through online. First rank is given to clothes. Second rank is given to mobile and camera. Third rank is given to cosmetics. Fourth rank is given to books. Fifth rank is given to electronic products. Last rank is given to computer.

Table 2. Demographic factor wise classification of the respondents

Variables	Particulars	Frequency	%
Age	Below 20 yrs	53	53
	21 - 30 yrs	37	37
	31- 40 yrs	6	6
	Above 40 yrs	4	4
Gender	Male	28	28
	Female	72	72
Education	Illiterates	3	3
	HSC	42	42
	Graduates	23	23
	PG	32	32
Occupation	Student	68	68
	Business	7	7
	Professional	3	3
	Pvt. Employee	15	15
	Govt employee	3	3
	home maker	4	4

Income	Upto Rs 5,000	29	29
	Rs 5000 - Rs 10,000	36	36
	Rs 10001 - Rs 15000	19	19
	Above Rs 15000	16	16
Marital status	Married	21	21
	Unmarried	79	79
Family size	Upto 2 members	6	6
	3 members	9	9
	4 members	46	46
	Above 4 members	39	39
Type of family	Joint	44	44
	Nuclear	56	56

Source: Primary Data

The above table shows that demographic factors of the respondents. In age, 53 percent of the respondents are in the below 20 years, 37 percent of the respondents are in the group of 21-30 years, 6 percent are in the group of 31-40 years and the remaining 4 percent are in the age group of Above 40 years. In gender, 72 percent of the respondents are female and the remaining 28 percent of the respondents are male. In education, 42 percent of respondents are in their higher secondary level, 32 percent of respondents are post graduates, 23 percent of the respondents are under graduate, 3 percent of respondents are in illiterates. In occupation, 68 percent of the respondents are students, 15 percent of the respondents are private employee, 4 percent of the respondents are homemaker, 3 percent of the respondents are professional, and remaining 3 percent of the respondents are government employee. In income, 36 percent of the respondents are in the group of Rs.5,001/- to Rs.10,000/-, 29 percent of the respondents are in the group of Rs.5,000/-, 19 percent of the respondents are in the group of Rs.10001/- to Rs.15000, and the remaining 16 percent of the respondent are in the income group of Above Rs.15,000/-. In marital status, 79 percent of the respondents are unmarried and remaining 21 percent of the respondents are married. In type of family, 46 percent of the respondent belongs to the family size of 4 members, 39 percent of the respondent belong to the family size of Above 4 members, 9 percent of the respondent belong to the family size of 3 members, 6 percent of the respondent belong to the family size of upto 2 members. In Family size, 56 percent of the respondents live in nuclear family and the remaining 44 percent of the respondents live in joint family.

Null Hypothesis: There is no relationship between demographic factor of the respondents and the products purchased through online.

Table 2: Chi-square Test on demographic factors profile of the respondents and product purchased through online.

S.No	Demographic factors	Chi-square Value	df	Significant value
1	Age	81.104	12	0.000
2	Gender	43.901	4	0.000
3	Education	229.262	12	0.000
4	Occupation	64.986	20	0.000
5	Income	157.381	12	0.000
6	Marital status	36.709	4	0.000
7	Family size	94.702	12	0.000
8	Type of family	96.618	4	0.000

*Significant Value at 5%

This table shows that the relationship between the demographic factors of the respondents and the products purchased through online. As per rejection of the null hypothesis (significant value < 0.05), age, gender, education, occupation, income, marital status, family size and type of family are influenced to purchase the products through online.

Table 3: Simple Ranking for the problems faced by the customers

Problems	1	2	3	4	5	Mean Score	Rank
low trust level in online store	6	10	15	33	36	2.17	VI
	30	40	45	66	36		
Brand value added tax	0	11	26	47	16	2.32	V
	0	44	78	94	16		
customs duty	1	6	49	25	19	2.45	III
	5	24	147	50	19		
High shipping cost	7	13	27	33	20	2.54	I
	35	52	81	66	20		
Refund policy	9	7	32	29	23	2.5	II
	45	28	96	58	23		
unsafe delivery of product	8	15	12	35	30	2.36	IV
	40	60	36	70	30		

Source: Primary Data

The above table shows that the ranking of the problems faced while purchasing the products through online. First and foremost rank is given to the problem high shipping cost,

second rank is given to refund policy, third rank is given to customs duty, fourth rank is given to unsafe delivery of product, fifth rank is given to brand value added tax and sixth rank is given low trust level in online store.

FINDINGS

1. First rank is given to clothes and the last rank is given to computer.
2. Majority of the respondents 53 percent are in the age group of below 20 years, 72 percent of the respondents are female, 42 percent of the respondents are higher secondary, 68 percent of the respondents are students, 79 percent of the respondents are unmarried, 36 percent of the respondents are earnings Rs 50001 to Rs10000, 56 percent of the respondents are living in nuclear family and 46 percent of the respondents belongs to family size of 4 members.
3. As per rejection of null hypothesis (0.05) there is relationship between demographic factor of the respondents and product purchased through online. Hence, it is concluded that products purchased through online are influenced by age, gender, education, occupation, income, marital status, family size and type of family
4. First rank is given to the problem high shipping cost and last rank is given to low trust level in online stores.

SUGGESTIONS

Online shopping is picking up and is becoming a trend. More consumers are indulging into internet shopping as seen by the research because of the value proposition it offers to a customer such as convenience, 24x7 shopping, doorstep delivery, a broad product selection and the ever-expanding range of unique and unusual gift ideas as well as increased consumer confidence in shopping on the internet is increasing. Most of the respondents are still like to see the product before buying; efforts should be made to change this mindset of the people by making them aware of the benefits of online shopping. Sellers should educate the customers about e-commerce like educating them on safety tips like reading the item description, looking for a seller's feedback score and asking questions, detecting spoof mails and informing them about the new online crimes which happen regularly.

CONCLUSION:

Online shopping has become a popular shopping method ever since the internet has declared a takeover. Electronic commerce will become a huge industry in the coming years. From the consumers' perspective, there are many advantages of online shopping as it is more convenient for shopping on the internet. They can purchase their products without any difficulty with a click on their mouse. Online shopping is getting popularity in the young generation such as students and professionals. Students usually prefer to buy goods from its original source and they mostly prefer online shopping. With online shopping, the customer can save money, time, and effort all with the click of a mouse. Online shopping give customers best alternative to save money and time. Companies Offers detail product information, easy mode of payment, facility of comparison of price and very important completely hassle free shopping experience.

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