

A STUDY OF CONSUMER ATTITUDE TOWARDS ONLINE SHOPPING

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Abstract

Internet is anytime and anywhere medium and has become a part of virtual space. The Internet has facilitated smooth interaction between humans and machines. One of the breakthrough developments of communication technology is the innovation of Electronic Commerce by which the traditional methods of shopping transformed into the virtual form of shopping, which can be accessed anytime and anywhere.

With the development of internet, the trend of e-commerce has increased rapidly. The consumers are driven to shop online due to easy accessibility. Online retailing is growing at a breakneck pace all over the world, especially in developing countries which has enormous potential to develop. Most of the business organization running with the technological changes, due to globalization are focusing more on meeting the needs of the consumers. The study will focus on the consumer's attitude towards online shopping and its impact, especially the factors influencing the consumer's online shopping attitude and will also examine information about factors which played a key role as barriers while shopping

The figure 8 depicts that, 11% respondents mostly purchase books online, 9% respondents mostly purchase jewellery online, 19% respondents mostly purchase clothes, 12% respondents mostly purchase furniture, 23% respondents mostly purchase electronic items, 18% respondents mostly purchase other items and 7% respondents have never purchased any item.

Identify factors influencing consumers to buy goods online

Time – Saving



Figure 9

The figure 9 depicts that, 49% respondents strongly agree that online shopping saves time, 25% respondents agree with the statement that online shopping saves time, 19% respondents disagree with the statement that online shopping saves time and 7% respondents are neutral.

Convenience



Figure 10

The figure 10 depicts that 39% respondents strongly agree with the statement that online shopping is convenient 27% respondents agree, 15% respondents are neutral, 12% respondents disagree and 8% respondents highly disagree with the statement that online shopping is convenient.



Figure 11

The figure 11 depicts that 19% respondents strongly agree with the statement that online shopping saves money, 12% respondents agree, 37% respondents are neutral, 12% respondents disagree and 8% respondents highly disagree with the statement that online shopping saves money.

Delivery Services



Figure 12

The figure 12 depicts that 87% respondents are happy with the delivery services while shopping online whereas 13% respondents are not happy with the delivery services.

Quality Of the Product

The figure 13 depicts that, 55% respondents are happy with the quality of the products shopped online whereas 45% respondents are not happy.

Privacy Risk



Figure 13

online. To stay ahead in today's cut throat competitive market these days most of the companies have started using the Internet with the aim of cutting marketing costs, thereby reducing the price of their products and services in the markets. The sample size is 100 and convenient sampling method has been used for the study.

Introduction

Online shopping is also known as e-shopping which refers to the process of purchasing of products or services through the internet. It helps the consumers to purchase products and services directly from the seller through internet web browser (Javadi, M. H. et.al 2012) As a relatively new medium for business, e-commerce websites have changed the way customers purchase products or services. Increasingly, customers start and get used to purchasing products or services from an e-commerce website instead of going to a physical store. Compared with the traditional face-to-face commerce mode, the online shopping mode offers several unique advantages, such as widespread selections, plenty of available product information etc. The rapid development of information technologies has provided new means for retailers to reach the end market. Compared to the physical store the online stores have many advantages. They are convenient and save the time of customers, no more travelling and waiting in queue is required. The online stores provide a lot of information to the customers regarding the product and services. The online stores are always opened and they are accessible anytime and anywhere. physical involvement is not important. The increasing use of Internet by the younger generation in India is creating opportunities for online retailers increasing consumer satisfaction. Customers perceive benefits of online shopping not only in the form of buying product but also to compare prices, product features and after sales service facilities that they receive if they purchase the

product from a particular website. The prospect of online shopping is growing in India, with the increasing Internet facility. Evolution of 3G, 4G and 5G technologies are great revolution in the field of telecommunication.

Online shopping is an innovative and interactive shopping way which is not bound by any geographic restrictions and time. The immense growth of the internet has radically transformed the way of shopping and makes the entire universe market place. The online retailing continues to expand as the number of online customers increases day by day. Online shopping provides enormous advantages such as 24*7 accessibility, anywhere availability, broad product mix and low-cost infrastructure, which ultimately benefits customers by providing the right quality product at best price. With the online shopping, shoppers no longer have to suffer the costs and incomplete information of traditional hierarchical search, making product searches easier and more effective. The customers perceive benefits of online shopping not only in the form of buying product but also to compare prices, product features and after sales services facilities that they receive if they purchase the product from a particular website. The online shopping is not something secret in selling product and services. Therefore, it is essential to analyse the consumer attitude towards shopping products and paying online because there is no physical interaction between the buyer and the seller.

Objectives of the Study

The following objectives are framed to address the research questions.

1. To examine the attitude of the consumers with regard to online shopping.
2. To analyse the perceived risk and problems faced by the online shoppers.
3. To measure the satisfaction level of consumers with regard to online shopping.
4. To examine the challenges faced by the consumers with respect to online shopping.

RESEARCH METHODOLOGY

Research methodology is the heart of research report which includes area of the study, research design, types of data, method of sampling, sample size determination, validity and reliability and the statistical tools used to analyze the primary data.

Sampling Design**Population**

For the research purpose the population selected was all those who shop online. Population is a group of people that the researcher is focused on collecting data from. As it is not possible to collect data from all people who shop online. A sample of 100 respondents was taken.

Types of Data

Both primary and secondary data were used in this study. The primary data were collected from the respondents who shop online, with the help of a questionnaire, whereas the secondary data were collected from various sources like websites, research publications, books, annual reports, magazines etc.

Sampling Method

Sampling can be done in 2 ways through probability method or through non- probability method. Under Probability method each and every unit of the population has an equal chance of selection. Whereas in Non- probability sampling method each and every unit of population doesn't have chance of selection.

In this study non-probability method of sampling was used because the researcher doesn't have access to a database of all people who buy products online. Therefore, probability sampling is not feasible. The convenience sampling, a type of non- probability sampling is used. The friends, peers, colleagues and relatives of the researcher were used as respondents. One more method of non-probability sampling i.e., Snow ball sampling has also been used, as the friends and peers that had been previously selected as per the

convenience of the researcher, further referred their other friends and colleagues. Data was collected from them also.

Data Collection Method

Online survey technique was used to gather primary data. For this purpose, a questionnaire was prepared through google forms. Questionnaire consisted of MCQs, questions with Dichotomous scale responses. Secondary data was collected through various journals, magazines, websites.

Research Analysis and Interpretation**Age of the Respondents**

Age of the respondents



Figure 1

The figure 1 depicts the age of the respondents. Out of total 100 respondents 8% respondents belong to 15-25 years of age, 40% respondents belong to the age of 26-35 years, 25% respondents belong to the age of 36-45 years of age, 18 % respondents belong to the age of 46-55 years and 9% respondents belong to the age of 55 and above.

Internet Access

Do you have access to internet?



Figure 2

The figure 2 depicts that out of 100 respondents 95% respondents have access to Internet whereas 5% respondents don't have that.

deal breaker in buying decision process. 72 of the respondents find it risky to share their personal information so the marketer needs to work on this issue so that the deals doesn't break due to this factor.

Suggestions

Online retailers should take feedback from the customers and confirm the delivery of product through mail or call by verifying the details such as courier reference number and date of delivery etc. after the order has been delivered.

Sometimes toll-free numbers and online customer care executives do not respond or cannot be accessed. Online marketers should try their level best to eradicate such problem.

Online marketers should target customers by offering personalized services through profiling the customers on the basis of their need, preferences, Internet habits and shopping pattern.

Many a times, it happens, people visit the online shopping website but doesn't purchase the products. Thus, the online marketers should undertake a detail assessment of these types of prospects and sincere efforts should be made to convert such prospects into actual buyers.

Online shopping should be pleasurable and more satisfying for online shoppers. It will only be possible if retailer's website will be uncluttered, fast and easy to surf.

Online marketers should focus on the arousal of emotions and excitement of consumers during online shopping. Websites should be designed in such a manner that it can arouse positive emotion and excitement among consumers through enhanced product examination and interactive online shopping experience with the help of advanced visual effect and graphics and should not harm the sentiments of the customers.

Conclusion

After having a detail study on Online Shopping one can see a great change in the

behavior of people in many manners like their attitude, buying pattern. Earlier people use to shop manually but now time has changes and people prefer online shopping due to their busy schedule. Both males and females are working these days so they don't have enough time to shop manually. As we started doing survey it came to in notice that young generation uses or prefers online shopping more as compared to the middle and old generation. And even some people don't prefer using plastic money i.e., credit card so they also don't prefer online shopping.

But online shopping has a great future but to be successful it is necessary to spread awareness about its benefits.

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Role of NHRC as a Human Rights Protector

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Respect for the dignity of and striving for peace and harm has been an abiding factor in Indian culture has been the assimilation of diverse culture that came into contact in the sub-continent over time. The community has recognized importance of strengthening rights institutions.

In the year 1991 a meeting of representative institutions held in Paris, a principles on the status of national was developed, these are called the Paris Principles. They subsequently endorsed by the on Human Rights and the UN have become the foundation for the establishment and of human rights institutions.

The Government of need to establish an independent promotion and protection establishment of an autonomous Human Rights commissioner of India reflects its commitment implementation of human under national and international

The establishment of Commission for promotion human rights by the Government

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□□□

Do you find it risky to share your personal information?



Figure 14

The figure 14 depicts that 72% said that yes, it is risky for them to share their personal information and 28% respondents don't find it risky.

Wide Range of Products

Online shopping offers a Wide Variety of Products



Figure 15

The figure 15 depicts that, 36% respondents strongly agree with the statement that online shopping offers a wide variety of product, 26% respondents agree, 21% respondents are neutral, 12% respondents disagree, 5% respondents highly disagree with the statement that online shopping offers a wide variety of products.

Easy Returns

Returning products in online shopping is quite easy



Figure 16

The figure 16 depicts that, 16% respondents strongly agree with the statement that returning products in online shopping is quite easy, 23 % respondents agree, 37% respondents are neutral, 22% respondents disagree and 12% respondents strongly disagree

with the statement that returning product in online shopping is easy.

Safe And Secure Payment Process

Online shopping is safe and secure

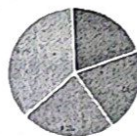


Figure 17

The figure 17 depicts that 20% respondents highly agree with the statement i.e., the payment process in online shopping is safe and secure, 21% respondents agree, 23% respondents are neutral and 35% respondents disagree with the statement.

Findings Of the Study

The data collected to measure the perception of customers towards online shopping are statistically analyzed and the findings of the study are churned out. This section discusses the summary of findings of the study in the light research objectives established for the study.

The findings of the study reveal that Perceived Security is a challenging factor for the marketer as it is a major concern for the customer in the online shopping and has an impact on the customer's perception of online shopping.

Perceived Delivery Services- 87% respondents are happy and satisfied by the delivery process and services.

Perceived Product Quality- The quality of the product offered by the online web stores is also an essential factor, which affects the perception of the customer towards online shopping. 55 shoppers are satisfied with the quality of the products offered by the online web stores.

Perceived Privacy Risk- It refers to the risk related to sharing personal information of the online shoppers by the online sellers for promotional purposes. It is considered as a major