A Study of Consumer Attitude towards Online Shopping

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Abstract: **This study is Design to understand the role of Consumer Towards online Shopping. This paper analyzed the Different type Issue of Online Shopping. The Research main aim to Provide Theory of calculated in understanding the present attitude status of online shopping and evaluate the factor that affecting the online Shopping. The Study describes insights into Consumers online Shopping attitude and Preferences and Findings revel that online shopping brings optimum facility to the consumers.**

Keywords: **Consumers Attitude, Online Shopping, information and communication technologies.**

I. INTRODUCTION

In Simple Words Online Shopping is Define as purchasing items from Internet retailers as like (flipkart, Amazon, Myntra, others) opposite to shop or store or the act of purchasing or services over the internet. It a form of electronic commerce which allows consumers to directly buy goods or service from a seller over the internet using a web Browser. Consumers Search a product of items through interest by visiting the websites(flipkart, Amazon, Myntra, others) of the retailers directly or by finding among alternative vendors using a shopping search engine.

Most of organization and companies have started using the Internet and Digital Marketing with the aim of cutting marketing costs, reduce costs thereby reducing the price of their products and services in order to stay ahead in highly competitive markets. Companies also use the Internet & digital marketing to convey a message, communicate and disseminate information to sell the product & service, to take feedback from customers and also to conduct satisfaction surveys with customers. Customers use the Internet not only to purchase the product online, but also to compare prices & service of delivery product, product features and after sale service facilities they will receive if they purchase the product from a particular store. Many experts are hopeful about the prospect of online Shopping attitude.

II. ONLINE SHOPPING AND E-COMMERCE IN INDIA

In the upcoming years, e-commerce is expected to boom in the Asian region. The number of digital buyers in Asia Pacific is projected to pass the one billion mark for the first time in 2018, which will account for 60 percent of all internet users in the region. In line with the regional growth, India, a fast-growing emerging Asian market, shows optimistic projections for the e-commerce industry. Current active e-commerce penetration in India stands only 28 percent, with lots of room for improvement - India's retail e-commerce CAGR is projected to reach 23 percent from 2016 to 2021.

Close to 329.1 million people are projected to buy goods and services online in India by 2020. This means that about 70.7 percent of internet users in India will have purchased products online by then. The majority of digital shoppers in India are male. This growth in volume of digital buyers has a reflection on revenue as well. Retail e-commerce sales in India are forecast to grow tremendously, with projections to jump from around 16 billion U.S. dollars in 2016 to just over 45 billion U.S. dollars in 2021. In 2016, Amazon.in was the leading online store in India with net e-commerce sales of 437.7 billion U.S. dollars, followed by local competitors Flipkart and Snapdeal.

Mobile is also a profitable and promising shopping platform for the retail industry in India. In fact, about 23 percent of Indian internet users stated that they used a mobile phone for making a purchase in 2016. This places India as one of the leading digital markets for mobile e-commerce penetration. About 27 percent of digital buyers in the country stated making an online purchase via their smartphones/mobile on a monthly basis, and 24 percent stated purchasing online goods and services weekly. About 71 percent of consumers in India also said mobile wallet is their preferred method of digital payment. In terms of value, sales from mobile retail e-commerce are projected to generate 63.5 billion U.S. dollars in revenue by 2020.

III. OBJECTIVES OF THE STUDY

The objectives of this research paper is to find out online consumer behavior, which turn provides E- marketing with a constructional Framework for fine- tuning their E-business strategies. The following objectives of this research are:

(1)To know the consumers knowledge about online shopping.
(2)To know which kind of goods they purchase through online shopping.
(3)To know the factors influencing consumers to online Shopping.

(a) Convenience   (b) Time saving (c) Website design (d) Security

IV. RESEARCH METHODLOGY

The Research is based upon primary and secondary data both. The primary data was collected through a Questionnaire designed exclusively for the study and Secondary data was taken from research papers, journals, magazines and websites.

V. SAMPLE SIZE AND AREA

Samples were collected from consumers and buyers of online shopping of Kanpur Region. The sample size is determined as 100 respondent's view from the customers who presently purchasing products with a help of Online Shopping.

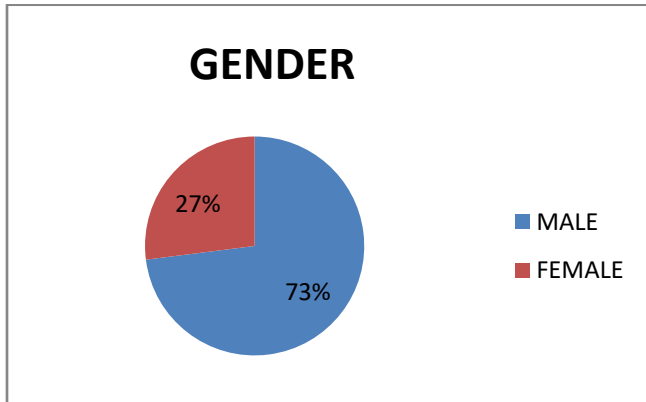## VI. TOOLS FOR DATA ANALYSIS

For data analysis, percentage analysis, simple charting, pie chart and tabulation tools, Empirical Approach are used to understand the Attitude of the respondents for online shopping.

Demography:

Table no 1: Respondents ratio of male and female towards online shopping.

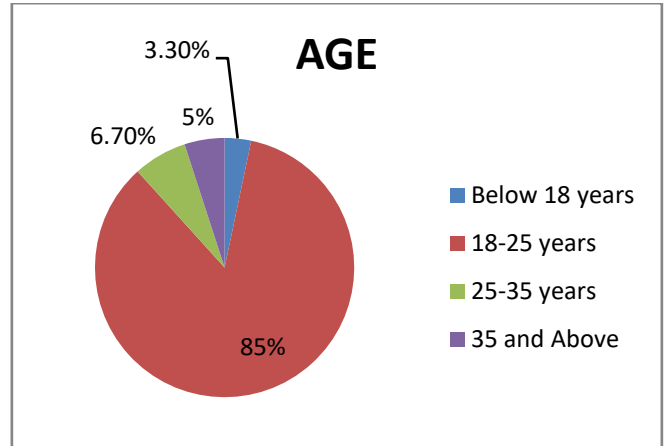| GENDER	PERCENTAGE
MALE	73%
FEMALE	27%

Gender:

Inference: According to demography profile, 73% respondents are male and 27% respondents are female.

Table no 2: Categories of age.

AGE	PERCENTAGE
Below 18 years	3.30%
18-25 years	85%
25-35 years	6.70%
35 and Above	5%

Inference: Above Figure shows that 3.30% respondents are between below 18 years, 85% respondents are between 18-25 years, 6.70% respondents are between 25-35 years and 5% respondents are between 35 and above familiar to online shopping.

Table no 3: Profession of online shopping Respondents.

Profession	PERCENTAGE
Student	80.00%
Employee	9%
Business	10.00%
Housewife	1%
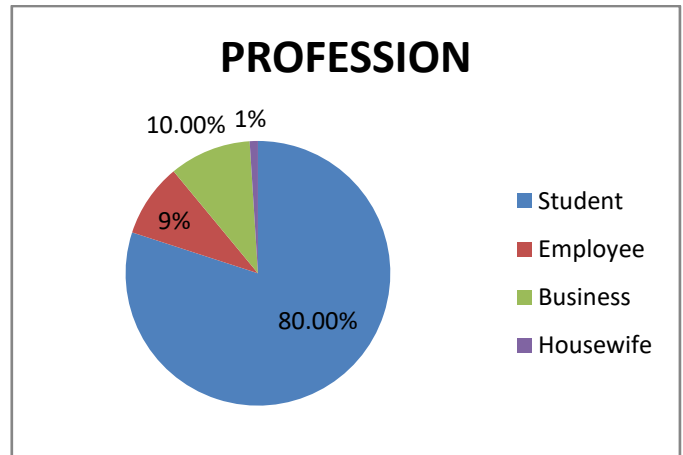
Inference: Above Figure shows that 80% respondents are Students , 9% respondents are Employee, 10% respondents are Business and 1% respondents are Housewife that are familiar to online shopping.

**Table NO 4:** Do you Have Knowledge About online shopping.

Respondents	PERCENTAGE
yes	96.00%
no	4%
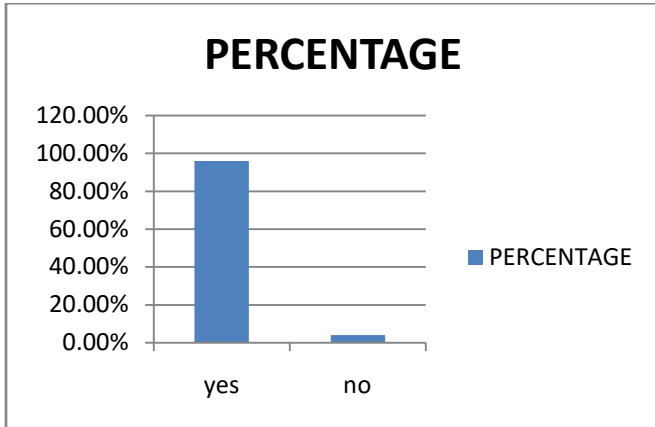
PERCENTAGE

Inference: 96% Customers are knowledge about online shopping, 4% customers are not knowledge about online shopping.

Table no 5: Consumers attitude that which kind of Products they purchase through online shopping.

Products	PERCENTAGE
Electronics Item	43.30%
Books	17.00%
Clothes	13.30%
Personal Care	10%
Others	16.40%
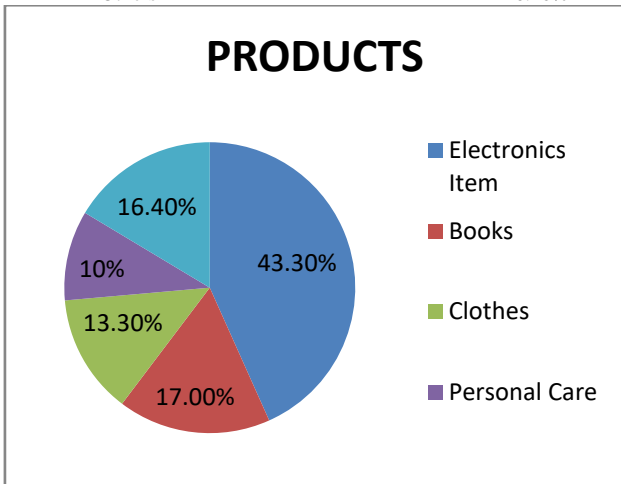
PRODUCTS

Inference: 43.30% Customers Purchase electronics items,17% Consumers Purchase books,13.30% Consumers Purchase clothes,10% Consumers purchase personal care,16.40% Consumers Purchase Others.

Table no 6: Frequency of the Products Purchased From Online Shopping Sites By the Respondent.

Purchase Products	PERCENTAGE
Once in a Week	16.70%
Once in a Month	43.30%
Once Every 2-3 Month	30.00%
Once in a Year	10%
Total	100.00%

PRODUCTS PURCHASE

Inference: 16.70% Respondents purchase products once in a week, 43.30% Respondents purchase products once in a month,30% Respondents purchase products once every 2-3 month,10% Respondents purchase products once in a year.

TABLE NO 7: What is Your Reason for Purchasing Online Shopping Products.

Purchasing online	PERCENTAGE
Availability of Wide Variety of Products	43.30%
Lower Price	10.00%
Discounts/Offers	20.00%
Easy Buying Procedure	6.70%
Time Saving	20.00%

REASON FOR PURCHASING ONLINE SHOPPING PRODUCTS

Inference: 43.30% Respondents purchasing online shopping because of Availability of wide variety of products, 10% because of lower price, 20% because of discounts/offers , 6.70% because of easy buying procedure, 20% because of time saving.

(1) Convenience
(2) Time saving
(3) Website design
(4) Security

Table No 8: To know the factors influencing consumers to online Shopping.

Modules	Strongly Agree	Agree	Normal	Disagree	Strongly Disagree	Total Weights	Average Weights=total weights/sample size(100)	Rank
Convenience								
Time delivery Through shopping on-line	21(105)	60(240)	17(51)	1(2)	1(1)	399	3.99	V
Products information is Available Through Online Shopping	30(150)	50(200)	15(45)	3(6)	2(2)	403	4.03	IV
products available 24 hours a day while shopping online	60(300)	30(120)	7(21)	2(4)	1(1)	446	4.46	I
Time saving								
Online shopping doesn't waste time	20(100)	40(160)	30(90)	5(10)	5(5)	365	3.65	VIII
Online shopping takes less time to purchase.	17(85)	40(160)	23(69)	18(36)	2(2)	352	3.52	IX
Online Shopping is usefull to evaluating and selecting a Product.	6(30)	30(120)	25(75)	34(68)	5(5)	298	2.98	X
Website design								
The website design helps me in searching the products easily.	30(180)	40(160)	20(60)	5(10)	5(5)	415	4.15	III
Website design that helps me to searching the right products	28(140)	47(188)	12(36)	9(18)	4(4)	386	3.86	VII
Ease of navigation and order.	53(265)	29(116)	13(39)	3(6)	2(2)	428	4.28	II
Security								
Payment Safety.	5(25)	20(80)	50(150)	15(30)	10(10)	295	2.95	XII

Safe and Secure while online shopping	3(15)	36(144)	25(75)	26(52)	10(10)	296	2.96	XI
Online Shopping from Trustable website.	41(205)	49(196)	6(18)	2(4)	2(2)	398	3.98	VI

NOTE:

Likert scale scores are calculated by multiplying each frequency by the likert scale score ranging from 5=strongly agree, 4=agree, 3=normal, 2=disagree, 1=strongly disagree.

VII. FINDING

(1) Starting from Demography, 73% respondents are male and 27% respondents are female.

(2) 3.30% respondents are between below 18 years, 85% respondents are between 18-25 years, 6.70% respondents are between 25-35 years and 5% respondents are between 35 and above familiar to online shopping.

(3) 80% respondents are Students, 9% respondents are Employee, 10% respondents are Business and 1% respondents are Housewife that are familiar to online shopping.

(4) 96% Customers are knowledge about online shopping, 4% customers are not knowledge about online shopping.

(5) 43.30% Customers Purchase electronics items,17% Consumers Purchase books,13.30% Consumers Purchase clothes,10% Consumers purchase personal care,16.40% Consumers Purchase Others.

(6) 16.70% Respondents purchase products once in a week, 43.30% Respondents purchase products once in a month,30% Respondents purchase products once every 2-3 month,10% Respondents purchase products once in a year.

(7) 43.30% Respondents purchasing online shopping because of Availability of wide variety of products, 10% because of lower price, 20% because of discounts/offers , 6.70% because of easy buying procedure, 20% because of time saving.

VIII. CONCLUSION

Online shopping is becoming more popular now a days with the increase in the usage of Internet. Understanding customer's need and wants for online selling has become challenge for marketers.

Especially 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 border over others.

Demographic factors of online shoppers in Kanpur, within demography factors such as Age, Income and Education; this will also give an insight to online retailers to see the online shopping attitudes within these demographic factors.

To know the factors influencing consumers to online Shopping in terms of Convenience, Time saving, Website design, Security, Using Empirical Approach to find out Average Weight And giving ranking towards Customer Attitude.

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