

Attitudes of Consumers' towards Online Shopping: A Case Study of Delhi Consumers

Dr. Parul Goel

Assistant Professor, Commerce Department
Delhi University, Delhi, India
Email – parul20goel@yahoo.co.in

Abstract: Rapid transformation in communication has been witnessed in this century. One of the radical changes is internet. The facility of internet has gained world-wide attention. Everyone is trying to make maximum use of this. Marketers are using internet to do the business all over the world under the guise of online shopping. Online shopping has changed the business scenario for the marketers as well as consumers. Through internet marketers reach has increased to the far flung areas as well as consumers can buy a product from the overseas market at the click of a button. Internet helps the marketers in reducing their marketing costs resulting in reduced product cost implying benefit to the consumers. Consumers now can easily get information about any product features, price, can easily find out the availability of substitute goods and can compare their prices. Though it has many benefits but still the hindrances are there in the mind set of consumers regarding the security, personal touch and warmth while buying from local retailers. This paper focuses on factors like convenience, time saving, website design/ features and security and privacy aspects of online shopping. Consumers' attitudes towards these four factors influence the consumers overall attitude towards online shopping.

Key Words: Consumer attitudes, online shopping, convenience, time saving, web site design, security.

Indian consumers considering the benefits are opting for online shopping but at the same time there is a segment of the consumers who prefer to buy through the traditional way only. In this scenario it would be interesting to find out the issues involved in online shopping, their attitudes towards online shopping and suggest some advices to the marketers to improve the popularity of online shopping.

Ascertaining consumers' attitudes helps the marketers in formulating better marketing strategies as well as government in developing proper government regulations and fulfilling consumers' requirements effectively (Gaski and Etzel, 1986; Chopin and Darrat, 2000). Though much of the research work has been done on the online shopping but the adoption of online shopping depends on many factors like social, cultural, economic, technological, legal, political which may differ from nation to nation. Both developed and developing countries are embracing online shopping but the shopping behaviour in developing is different than developing countries. So it is necessary to conduct such studies in a developing country like India (Gaski and Etzel, 1986; Darian, 1987; Webcheck's, 1999; Morganosky and Cude's, 2000).

1. INTRODUCTION:

With the advent of internet the growth of business on internet has increased leap and bounds. The volume of online shopping has experienced a high growth rate in India.

2. ATTITUDES:

Attitudes of consumers' towards an object are composed of beliefs, feelings and behavioural intention towards some object (Schiffman and Kanuk, 2003). These three elements are interdependent and influence the consumer attitudes towards an object.

Beliefs can be neutral, positive as well as negative. Some of the beliefs are contradictory to each other. It is not necessary that the beliefs should be accurate. Besides belief consumers' also hold feelings towards an object. These feelings can be dependent or independent of beliefs. Behavioural intentions represent the course of action on the part of consumers' with respect to an object. A consumer behavioural intention can be consistent or inconsistent with his/her beliefs and feelings depending on the circumstances.

Consumers' buying behaviour is influenced by their attitudes towards an object. To be successful in the market place marketers need to carefully monitor the consumers' attitudes and accordingly modify their strategies.

3. LITERATURE REVIEW:

This section of the paper provides the literature review regarding the consumer attitudes towards online shopping. This section has been divided into the factors affecting consumers attitudes towards online shopping and online shoppers in terms of demography.

With the advent of internet facility online shopping has emerged as one of the major activity which is gaining the attention of consumers. Over the last decades online shopping sites such as E-bay, Filpkart, Myntra, Snapdeal, Jabong, Tradus.in, Homeshop 18, Yebhi.com, Shopclues and Infibeam etc. has emerged. The popularity of online shopping has increased in India. Through the various web sites the consumers can virtually see the wide variety of products, their features, prices and order them according to their choice after comparing the competitive products in terms of quality and price at a click of button. Selling and buying of goods and services on world wide web is termed as online shopping. According to (Forsythe and Shi, 2003) "Internet shopping has become the fastest-growing use of the Internet; most online consumers, however, use information gathered online to make purchases off-line". Internet user can be categorised into Internet Browsers and Internet Shoppers. Browsers just browse the internet they do not shop online while internet shoppers shop through world wide web (Forsythe and Shi, 2003).

4. FACTORS INFLUENCING CONSUMER TO SHOP ONLINE

It has been found that the major four factors that are influencing the consumers attitudes towards online shopping are convenience, time saving, website design/ features, privacy and security. The above stated factors are discussed below:

4.1 Convenience

The consumers today are multi-tasking so they value anything that provides them ease. Online shopping provides various options at the click of the button. While traditional shopping is not only physically tiring but time consuming also. Online shopping provides time flexibility i.e., 24 × 7 (24 hours and 7 days a week), prices can be easily compared and products are delivered at the doorstep (Darian, 1987; Webcheck's, 1999; Morganosky and Cude's, 2000; Bhatnagar and Ghose, 2004; Rohm and Swaminathan's, 2004; Robinson, Riley, Rettie and Wilsonz, 2007).

4.2 Time saving

Time saving is another important factor which helps in gaining popularity among consumers. Online shopping eliminates the need to travel to the traditional store and consumers can easily shop at the home environment but there is other school of respondents that delivery of goods through online shopping requires more time than traditional shopping (Rohm and Swaminathan's, 2004).

It's not only the time saved during the local shopping but the wide reach of the market which is covered in a short span of time through online shopping which motivates the consumers to buy online (Morganosky and Cude, 2000; Corbett, 2001; Goldsmith and Bridges, 2000).

4.3 Website design/features

Website design, its features, security and privacy of the online shopping website influences the consumers' attitudes towards online shopping. If the website provides useful information then consumers are not only attracted towards it but visit it again (Zhang, Dran, Small, and Barcellos, 1999; Zhang, et al., 1999; Liang and Lai, 2000; Li and Zhang, 2002; Yasmin and Nik, 2010).

4.4 Privacy and Security Aspects of Online shopping

Even though online shopping is very easy but still but of the factor hindering its growth is privacy and security issues involved in online shopping. Because of risks like fraud related to credit card, non delivery of products, services after sales and privacy factors. To overcome this UK, Europe and Singapore introduced Fraud free electronic shopping. To create trust regarding online shopping secured electronic transactions are necessary (Bhatnagar and Ghose, 2004; Cuneyt and Gautam, 2004).

4.5 Online Shoppers in terms of Demography

While assessing the demographic characteristics of the people who do online shopping it has been found that people with higher education, income, working in middle to senior management or professionals and young are doing most of the online shopping (Kehoe et al., 1998; Hoffman et al., 1996; Bhatnagar and Ghose, 2004).

5. RESEARCH METHODOLOGY:

This study is based on Descriptive Research and Exploratory Research. The primary data was collected with the help of personal survey by using structured questionnaire. The secondary data has been collected through sources

like E-books, Journals, Magazines etc. Convenience sampling method has been used to select the samples. Consumers of Selected Regions of Delhi are approached during the month May – September, 2017. In total 300 questionnaires were distributed out of them only 143 has been used for the present study. Data analysis has been done by Special Package and Social Science (SPSS).

6. OBJECTIVES OF THE STUDY:

The following are the major objectives of this study:

- To provide the literature review about consumers attitudes towards online shopping.
- To analyse the attitudes of consumers towards online shopping.
- To provide suggestions and policy implications for online marketers.

7. DATA ANALYSIS AND DISCUSSION:

The results are discussed with the help of frequency tables. The statements related to four dimensions of online shopping are discussed and respondents' agreement with the statements is reported through the frequency table.

Table 1: Consumers Opinions about the Convenience, Time Saving, Web Site Design and Security

	Strongly Agree	Agree	Uncertain	Disagree	Strongly Disagree
Convenience					
1. Get on-time delivery through online shopping.	35	32	11	35	30
2. Online shopping has advantage of detail information.	22	27	12	44	38
3. In online shopping products can be purchased 24 hours a day.	45	35	3	21	39
4. Products can be easily compared through online shopping.	43	49	7	27	17
Website Design/Features					
5. The design of website facilitates in searching the products.	31	44	17	25	26
6. It is safe and easy to navigate and order while shopping online.	47	48	14	19	15
7. The website is arranged in such a way that searching and selecting the products is easy.	51	41	34	7	10
8. Familiarity with the website decreases the risk of online shopping.	44	53	5	15	26
9. It is desirable that website should provide quality information.	41	55	1	13	33
Time Saving					
10. Online shopping requires less time.	25	29	19	33	37
11. Waste of time is minimized through online shopping.	54	34	13	25	17
12. Less time is required in assessing and choosing a product during online shopping.	31	33	13	39	27
Security					
13. Safety and security is a prime concern of online shopping.	22	12	37	58	14
14. Online Shopping provides complete security.	16	7	45	39	36
15. I like to shop from a trustworthy website.	44	55	13	16	15

From the table it can be inferred that the respondents still feel security is the prime concern and most of the respondents disagree that they feel secured during online shopping and they want to shop through a secured medium. While purchasing online many respondents reported that they could not find all the relevant and detailed information. Most of the respondents disagree that online shopping takes less time to purchase and buying online needs less time in evaluation and selection of a product.

8. CONCLUSION:

Online shopping is gaining its foothold in the last decade or so. With the facilities like cash on delivery, easy to navigate websites and home delivery etc. are the factors that contributed in the growth of online shopping. More people will be comfortable in online shopping if a trust among them created regarding the security of online transactions in this direction efforts need to be made by the online marketers as well as government regulatory bodies for the secured money transfer.

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