

Consumer Attitude towards Online Shopping at Korampallam Panchayat in Thoothukudi District.

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Abstract:

E-Commerce is the buying and selling of goods and services on the internet, especially the World Wide Web. Online shopping is a form of E-commerce whereby consumers directly buy goods or services from a seller over the internet. Online shopping is done through an online shop, e-shop, e-store, Internet shop or online store. All the products in online stores are described through text, with photos and with multimedia files. Many online stores provide links for extra information about their products. Most consumers form expectations of the product, vendor, service, and quality of the website that they patronize before engaging in online shopping activities. These expectations influence their attitudes and intentions to shop at a certain Internet store, and consequently their decision-making processes and purchasing behavior. Consumer's expectations are met, to achieve a high degree of satisfaction, which influences their online shopping attitudes, intentions, decisions, and purchasing activity positively. Online shopping behavior of the consumer has been growing very fast because of many advantages associated with internet purchase because of lower transaction and search cost as compared to other types of shopping. Through online shopping consumers can buy faster, more alternatives and order product and services with comparative lowest price. Therefore Marketers have carefully analyzed the consumers' attitude and behavior towards the online shopping and spend billions of dollars to facilitate all the demographics of online shoppers.

Keywords: Online Shopping, Attitude, Consumer

INTRODUCTION

English entrepreneur Michael Aldrich invented online shopping in 1979. His system connected a modified domestic TV to a real-time transaction processing computer via a domestic telephone line. Online customers must have access to the internet and a valid of payment in order to complete a transaction. Generally, higher levels of education and personal income correspond to more favorable perceptions of shopping online. Increased exposure to technology also increases the probability of developing favorable attitudes towards new shopping channels. Consumer found a product of interest by visiting the Website of the retailer directly or by searching among alternative vendors using a shopping search engine. Once a particular product has been found on the website of the seller, most online retailers use shopping cart software to allow the consumer to accumulate multiple items and to adjust quantities, like filling a physical shopping cart or basket in a conventional store. A checkout process follows (continuing the physical-store analogy) in which payment and delivery information only needs to be entered once.

OBJECTIVES OF THE STUDY

- To analyze the attitudes of consumers in usage of internet for online purchase.

- To study the consumers preference towards different website for online shopping.

SAMPLING METHOD

By adopting random sampling method respondents were selected from Korampallam Panchayat in Thoothukudi District.

SAMPLING SIZE

Respondents were selected of around 30 from various areas like Antoniyarpuram, Srini Nagar; Soorispuram etc. at Korampallam Panchayat in Thoothukudi district are collected for my study. Questionnaire was used to collect the primary data. The secondary data needed for the study was collected from the books, internet, journal, magazines etc.

TOOLS USED FOR ANALYSIS

Percentage analysis refers to a special kind of ratio analysis. Percentage is used in making comparison between the two or more series of data. Another one is rank test is used to rank the products normally purchased for online.

SCOPE OF THE STUDY

The scope of the study is confined to Korampallam Panchayat only in analyzing the purchase preference of online shoppers. This is an attempt to analyze the online purchasing attitudes of consumers in Korampallam Panchayat.

The present study covers the Korampallam Panchayat in Thoothukudi district. It deals with attitudes of consumers in buying goods online.

BENEFICIAL/CONSUMER'S ATTITUDES TOWARDS ONLINE SHOPPING

Convenience

Visiting a conventional retail store requires travel or commuting and costs such as gas, parking, and bus ticket must typically take place during business hours. In the event of a problem with the item (e.g. the product was not what the consumer ordered or the product was not satisfactory), consumers are concerned with the ease of returning an item in exchange for the correct product or a refund. Consumers may need to contact the retailer, visit the post office and pay return shipping, and then wait for a replacement or refund.

Time saving

Time savings is one of most influencing factors of online shopping. Browse or search an online catalogue can save time and patience. People can save time and can reduce effort by shopping online. online shopping saves time during the purchasing of goods and it can eliminate the traveling time required to go to the traditional store. On the other side, some respondent think that it is also time taken for delivery of goods or services over online shopping. Unexpectedly time saving is not the motivating factor for the consumers to shop online because it takes time receiving goods or delivery.

Website design/ Features

Website design and online shopping activity is one of the vital influencing factors of online shopping. Website design, website customer service and website security/privacy are the most attractive features which influence the perception of the consumer of online

buying claims the higher website quality. The higher consumer intends to shop from internet. Web design quality has important impacts on consumer choice of electronic stores, stated by Liang and Lai Website design one of the important factor motivating consumers for online shopping. **Security**

Security is dominant factor which affects consumers to shop in online. However many internet users avoid online shopping because of credit card fraud, privacy factors, non-delivery risk, post purchase service and so on. But transaction security on the online shopping has received attention. Safe and secured transaction of money and credit card information increases trust and decreases transaction risk.

TABLE -1 AGE WISE CLASSIFICATION OF THE RESPONDENTS

Age	Respondents	Percentage
Below 20	10	33.33
21-30	14	46.67
31-40	02	6.67
Above 40	04	13.33
Total	30	100.0

Source: Primary Data

The analysis respondents the age wise classification of the respondents. After this analysis table 1, 46.67 percent of the respondents whose age group ranges 21 to 30 years. Follow by this, 33.33 percent of the respondents, whose age group falls below 20 years. Again 13.33 percent of the respondent whose age falls above 40 years and the least 8 percent of the respondents who are not exceeding the age group of 31 – 40 years. Hence it can be inferred that majority 46.67 percent of the respondents' age group ranges 21 to 30 years.

TABLE -2 PRODUCT PREFERENCE WISE CLASSIFICATION OF RESPONDENTS

S.No.	Product	Rank
1.	Books	VI
2.	Garments	I
3.	Mobile	IV
4.	Food Items	II
5.	Electronics Products	III

6.	Home Appliances	V
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Source: Primary Data

The product preference of the respondents is shown in the table 2. Majority of the respondents prefer the online shopping for garment items. Next to this, the respondents' preferential purchasing item is Food. Again the respondents prefer the electronic products in their online purchases. The least preferential purchasing product in Books. Hence it can be concluded that majority of the respondents prefer online shopping for garments.

FINDINGS

Majority 47 percent of the respondents' age group ranges 21 to 30 years. Majority of the respondents purchasing products through online are Male. Maximum 38 percent of the respondents are post graduates who are using the online purchase. Majority of the respondents who are unmarried are using purchasing the products and services through online. Majority of the respondents who are the private employees and business people are purchasing through online. Most of the respondents whose income exceeds Rs.15, 000 are purchasing their products and services through online. Majority of the respondents use computer/mobile for online shopping for a period not exceeding one year. Most influencing website for online shopping is Flipkart.com. Majority of the respondents prefer online shopping for garments.

SUGGESTION

- The consumer preference towards online shopping is analyzed in the study. As per the analysis, male consumers play a dominant role in online shopping. Hence the sellers must encourage the women to make their purchase through online.
- The Online tenders should encourage the consumers to pay through Plastic money. The traders should ensure the secured from of transaction with the zero crime policy.
- Youngers are mostly participating in the online shopping. They are changing our attitude and product using pattern.

CONCLUSION

Online shopping is mostly done throughout the globe with a special focus towards quality products and services for the society. The online shopping fraud where consumers have on direct contract with sellers, by offering the products through online advertisements sellers create interest in buyers to make the purchasing decision. The consumers get the decision from their friends and relatives. The advertisement does not reach up to the illiterate consumers. The online traders are expected to extend the advertisement medium to fulfill the consumer desires and motivate the costumers to increase frequency of shopping through online.

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