



CONSUMER ATTITUDE AND PERCEPTION TOWARDS ONLINE SHOPPING WITH SPECIAL REFERENCE TO MALAPPURAM DISTRICT OF KERALA

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ABSTRACT

With the speedy evolution of mesh engineering, electronic commerce and electronic marketing had been shaped and developed gradually, thereby forming new business model and business chance which exerted an important influence on the country's economic future competitiveness. Online shopping is a recent phenomenon in the area of E-Business and is definitely going to be the future of shopping in the macrocosm. Most of the companies are operating their online portals to sell their merchandise/services online. The facility of Online purchasing has allowed clients to distinguish the different types of products available in the worldwide market, due to rapid globalization, all types of products are available on the net. Goods and services, consumer durables, books, sound and video cassettes and services like and air tickets can also be bought online. The report proposes to consider around the consumer awareness and factors affecting on online shopping. The present research field has used Qualitative research methods to analyze the impact of Demographic factors of consumers on on-line shopping, respondent's behavior, awareness about the principles and regulations of online shopping and benefits and services of online shopping. . The data were collected through Questionnaires. Simple percentage, chi square, etc. have been used in the analysis. The outcomes of the survey reveal that online shopping in Malappuram district is significantly moved by various Demographic factors like age, gender, marital condition, household size and income.

KEYWORDS:

*Customer Satisfaction,
Online Shopping,*

INTRODUCTION

Online shopping is the process whereby consumers directly buy goods, services, and so on from a seller interactively in real-time without an intermediary service over the net. Online shopping is the cognitive operation of purchasing commodities and services from merchants who trade on the Internet. Since the issue of the World Wide Web, merchants have sought to sell their wares to people who surf the Internet. Shoppers can visit web stores from the ease of their homes and shop as they sit in movement of the information processing system. Consumers purchase a mixture of items from online shops. Today, online shopping is a fast growing phenomenon. Rising numbers of consumers shop online to purchase goods and services, gather product data or even browse for enjoyment. Online shopping environment is therefore running an increasing part in the overall relationship between markets and their consumers (Look et al., 2008). That is, consumer-purchases are primarily founded on the cyberspace appearance, such as pics, image, character

information, and television snips of the product, not on the actual experience. As the cyberspace has now become a truly global phenomenon, the number of net users worldwide is expected to hit 1.8 billion by 2010 according to the survey of clicks stats, this growing

And diverse internet population means the people having diverse taste and intentions are directly passing to web for information and to purchase products and services. The extensive use of the cyberspace and the rapid increase of technology have created a fresh marketplace for both the customers and business. Now day's internet is not simply another medium to get in touch with customers, but it is an important channel to determine potential customers as easily as channel to continue relationship with existing clients. Basically, the idea of online shopping is to lead customers to a convenient way of shopping. Customers will be able to save their time and money, plus retrieve all the product information with just a few clicks in a few minutes. Plus, purchasing can be practiced anyplace, anytime according to their tastes.

STATEMENT OF THE PROBLEM

With increasing retail space rental and other operating cost, with waning sales and fiscal constraints, retailers have no choice but urgently need to find alternative to increase tax income. An online stock can be one of the attractive solutions. Sulaiman et al. (2008) highlighted the fact that most companies use the Internet to cut marketing costs and to improve competitiveness. Nevertheless, before venturing into it, it is important for retailers to understand clearly such online shopping opportunity. No success can be assured. Putting up a portal site can be costly, time consuming, lead to wrong instruction and a mere waste of many imaginations. When appropriate goods and services are extended through online channels, only thing consumers will buy them. One of the critical arguments here, is there any way that can shed some lights on the dominance of online sales of a specific product? How many clients are ready to purchase online? The aim of this survey was to identify the potential of online sales of mobile telephones. Yet, trivial data is known about Indian internet users' attitude towards shopping online on such merchandise. Thus, it is significant to see the attitudes of our customers towards internet shopping and what are the elements that influence attitudes towards creating an online shopping decision. Various problems are faced by the customers selecting the online marketing have specific characteristics of forming the small value, but it forms a significant part family budget. Hence, it is imperative on the part of the research side to study the customer response in the purchase decision of online marketing in Chennai city.

REVIEW OF LITERATURE

Vyas and Srinivas (2002), in their study stated that majority of the internet users were having positive attitude towards online buying of products/services. There exists a need for developing awareness about consumers' rights and cyber laws. They also emphasized on better distribution system for online products.

Ahasanul Haque & Ali Khatibi, 2007 Customers like online shopping, because online shopping saves time. Online shopping is indoor shopping, no need to go outside. By rapid access customers get information quickly. Online shopping eliminates of physical appearance.

Sumathy and Vipin (2016) has studied the consumer's attitude towards advertisements through social media with special reference to facebook. The study found

that Facebook influenced much more in the socio- cultural life of human beings. The attitude towards advertisements is the sum total of human characteristics. As per the current study advertisements through facebook are helpful for purchase decision. It gives the ground for online comparison of goods and services.

Dr. Ramesh Sardar (2016) states that mobile wallets usage crosses the boundaries of big cities and gains popularity into the vicinity, the electronic payment system will generate huge volumes of data on the spending behavior of persons in these areas. Most of the ecommerce companies are offering discounts on digital wallets.

OBJECTIVES OF THE STUDY

1. To analyse the awareness and perception of the customers towards online shopping in Malappuram district.
2. To identify the factors affecting online shopping behaviour of customers in Malappuram district.

RESEARCH METHODOLOGY

The research design employed for the study is descriptive. Descriptive research studies are those, which are touched on with identifying the characteristics of a particular person or group. The subject areas concerned with specific prediction with narration of facts and features concerning the private group or situation are all models of descriptive research studies. The entire population size is indefinite. This brings up to the number of items to be selected from the entire population to form the sample. The sample size used for the survey is 100. There is a definite plan used for obtaining a sample from a given population. It refers to the technique the researcher adopts in selecting items for the sample. The respondents are chosen based on convenient sampling. The information needed for the study collected from Malappuram district of Kerala. The information gathered through questionnaires were analyzed using simple percentage analysis and superior analysis.

HYPOTHESES OF THE STUDY

1. There is no association between age and income spent on onlineshopping
2. There is no difference between the usage rate of online shopping sites among male and female.

ANALYSIS AND INTERPRETATION

Table: 1 Demographic Variable

| Variable | Frequency | Percentage |
|---------------------|-----------|------------|
| Age | | |
| Below 20 | 20 | 20 |
| 20-30 | 51 | 51 |
| 30-50 | 16 | 16 |
| Above 50 | 13 | 13 |
| Total | 100 | 100 |
| Occupation | | |
| Agriculture | 10 | 10 |
| Business | 25 | 25 |
| Profession | 17 | 17 |
| Government employee | 36 | 36 |
| Others | 12 | 12 |
| Total | 100 | 100 |
| Income level | | |
| Below Rs.10, 000 | 24 | 24 |
| Rs.10, 000-25,000 | 38 | 38 |
| Rs.25, 000-50,000 | 27 | 27 |

| | | |
|------------------------|-----|-----|
| Above Rs.50,000 | 11 | 11 |
| Total | 100 | 100 |
| Education level | | |
| Primary level | 7 | 7 |
| Higher level | 13 | 13 |
| Diploma | 17 | 17 |
| Undergraduate | 26 | 26 |
| Post graduate | 23 | 23 |
| Professional course | 14 | 14 |
| Total | 100 | 100 |
| Gender | | |
| Male | 55 | 55 |
| Female | 45 | 45 |
| Total | 100 | 100 |

Table 1 shows the demographic profile of respondents. The table indicates that there are 55% male and only 45% female respondents. Another inference from the table is that majority of the respondents are fall under the age

of 20-30 (51%), the information regarding the respondents shows that the majority of the respondents are government employees, have income of Rs.10,000 Rs.25,000 and 26% have under graduation.

Table: 2 Online Shopping Websites Visited By the Respondents

| Online shopping sites | Frequency | Percentage |
|-----------------------|-----------|------------|
| Flipkart.com | 26 | 26.0 |
| Amazon.com | 37 | 37.0 |
| eBay.com | 15 | 15.0 |
| Myntra.com | 10 | 10.0 |
| Snapdeal.com | 7 | 7.0 |
| Others | 5 | 5.0 |
| Total | 100 | 100.0 |

Table: 2 shows that online shopping websites visited by the respondents. There are 37% of the respondents are visiting Amazon.com for their online shopping and followed

by Flipkart.com 26%. The majority of the respondents is using Amazon.com. Amazon is most popular among respondents of Malappuram district.

Table: 3 Sources of Awareness of Respondents to Visit Online

| Source | Frequency | Percentage |
|-------------------------|-----------|------------|
| An online advertisement | 30 | 30 |
| Friends | 25 | 25 |
| Newspaper | 21 | 21 |
| Television | 11 | 11 |
| Total | 13 | 13 |
| Total | 100 | 100 |

Table 3 shows the sources of awareness of respondents to visit online shopping sites. 30 percent of the respondents were aware about online shopping through online usage. 25% of the respondents were aware about online

shopping through advertisements. 21% of the respondents says that friends informed about online shopping. news paper and television has only least importance in providing awareness about online shopping.

Table :4 Frequency of Purchase of the Respondents

| Frequency of purchase | Frequency | Percentage |
|-----------------------|-----------|------------|
| Daily | 13 | 13 |
| Weekly | 29 | 29 |
| Monthly | 15 | 15 |
| Yearly | 43 | 43 |
| Total | 100 | 100 |

Table :4 shows the Frequency of online Purchase of the Respondents. The table infer that there are 43 % of the respondents are using online shopping yearly. 15% of the

respondents are making online shopping monthly. 29% of the respondents are making online shopping only weekly and 13% of the respondents are making online shopping daily.

Age and income spent on online shopping

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|--------|----|-----------------------|
| Pearson Chi-Square | 11.448 | 12 | .491 |
| Likelihood Ratio | 13.618 | 12 | .326 |
| Linear-by-Linear Association | .338 | 1 | .561 |
| N of Valid Cases | 100 | | |

The above table shows that significant value is greater than 0.05 at 5% level of significance, so the null hypothesis is accepted. Hence we can state that there is no association between age and income spent on online shopping.

Online shopping usage difference between male and female

Group statistics

| Dependent variable | Gender of the respondent | N | Mean | Std. Deviation | Std. Error Mean |
|-----------------------|--------------------------|----|------|----------------|-----------------|
| Frequency of purchase | Male | 55 | 1.78 | .712 | .096 |
| | Female | 45 | 2.0 | .826 | .123 |

Independent sample t test

| Variable | Assumption | Levenes test for equality of variance | | T-test for equality of means | | |
|-----------------------|-----------------------------|---------------------------------------|------|------------------------------|--------|-----------------|
| | | F | Sig. | T | Df | Sig. (2-tailed) |
| Frequency of purchase | Equal variance assumed | .394 | .532 | -1.419 | 98 | .159 |
| | Equal variances not assumed | | | -1.398 | 87.454 | .159 |

The above table shows that significant value is greater than 0.05 at 5% level of significance, so the null hypothesis is accepted. There is no difference between the usage rate of online shopping sites among male and female.

DISCUSSION AND CONCLUSION

Online shopping is getting more popular day by day with the increase in the use of World Wide Web known as www. Understanding the customer's demand for online selling has become challenging for sellers. Specially understanding the consumer's attitudes towards online, shopping, making improvement in the components that influence consumers to browse online and figuring out on factors that affect consumers to shop online will assist vendors to realize the competitive edge over others. In closing, having access to online shopping has truly revolutionized and influenced our society as a whole. This exercise of technology has opened new doorways and opportunities that enable for a more convenient life style today. Variety, quick help and cut prices were three substantial ways in which online shopping influenced people from whole over the globe. Nevertheless, this concept of online shopping led to the possibilities of fraud and privacy conflicts. Alas, it has proven that it is possible for crooks to manipulate the organization and access personal information. Luckily, today with the latest features of the technology, measures are being removed in order to block hackers and criminals from inappropriately accessing private databases. Through secrecy and security policies, website designers are doing their best to set an end to this unethical practice. By doing thus, society will continue to depend upon online shopping, which will allow it to remain a terrific success in the hereafter.

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