



## **CHANGING ATTITUDE AND LIFESTYLE OF ONLINE SHOPPING CONSUMERS –A STUDY WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT**

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### **Abstract :**

Internet is changing the way consumers shop and buy goods and services, and has rapidly evolved into a global phenomenon. Many companies have started using the Internet with the aim of cutting the marketing costs, thereby reducing the price of their products and services in order to stay ahead in highly competitive markets. Companies also use the internet to communicate and disseminate information, to sell the product, to take feedback and also to conduct satisfaction surveys with customers. Customers use the internet not only to buy the product online, but also to compare prices and product features and the after sale service facilities that they will receive after they purchase the product from a particular store. Changing lifestyle, strong income growth, favorable demography are the drivers for the fast growth of this sector. Factors like availability of favorable brands, social status, buying Behavior, influence of family members and friends over the organized and unorganized retail is also responsible to attract consumer towards e-retailing.

### **INTRODUCTION**

Indian customers are increasingly getting comfortable with online shopping, and there is a higher acceptability for the concept. There has been an influx of online shopping sites in India with many companies hitching onto the internet bandwagon. Effective consumer communication on products plus reduced shipping costs and timely delivery has helped online marketers to seize a slice of the market sales. Online shopping has become the latest trend among shoppers. Indians are becoming more comfortable with e-commerce. The consumer's attitude has been evolving towards online purchases. It has become increasingly positive over the years. The attitudes that drive people to shop online, such as convenience, price comparison and choice are improving tremendously in India. Though a miniscule amount in the global context, the Indian online shoppers' population would make its presence felt quite remarkably. Online shopping (sometimes known as e-tail from "electronic retail" or e-shopping) is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet using a web browser. Alternative names are: e-web-store, e-shop, e-store, internet shop, web-shop, web-store, online store, online storefront and virtual store. Mobile commerce (or m-commerce) describes purchasing from an online retailer's mobile optimized online site or app. An online shop evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. In the case where a business buys from another business, the process is called business-to-business (B2B) online shopping. The largest of these online retailing corporations are Alibaba, Amazon.com, and eBay.

### **BACKGROUND OF THE STUDY**

Advertising idea is a reasoning of business. Today, showcasing isn't an insignificant physical procedure of exercises concerning trading of merchandise. Present day advertising is fundamentally worried about formation of shoppers as it were, distinguishing proof of the requirements of customers and afterward arranging the business exercises to fulfill the buyer's needs. The present day business people go for 'purchasers enchant' as opposed to customer fulfillment. Truth be told current showcasing upgrades everyone of the exercises associated with recognizing the requirements of present and potential purchasers' for merchandise and enterprises, in securing the products from creation focus and appropriation through exchange of possession. Promoting is to sum things up



providing what the customers' need, when they need, at the place they need, at the value they can manage the cost of and in this way bringing about the making of a fulfilled shoppers'.

### **The Evolution of Marketing**

Exchange has existed since when man was equipped for creating excess. The main technique for this sort of exchange is known as the "bargain System". This implies trading products with each other. Amid the 1800 the world was confronting modern upheaval, this implies individuals moved from horticulture to mechanical items and this realized the opening of various industrial facilities. Individuals expanded their wage and there was a relating increment popular for items. As it were, the maker had leverage over the customer in those days since whatever was delivered was being requested.

The five Business Concepts

- Production
- Product
- Sales
- Marketing
- Social Marketing

### **Internet Marketing**

The continuous and rapid revolution in the advancement of modern era has made everything so comfortable for everyone and that is the reason why most of the people have fancy to use internet because of its reliability, speed and performance. Along with message delivering through e-mail, seeking information through searching and browsing, a lot of people are using internet for online shopping or e-commerce, which has evolved the field of internet marketing and internet marketing experts have found a proficient way to find their potential customers.

The term "internet marketing" also referred to as i-marketing, web-marketing, online-marketing or e-marketing of products or services over the internet.

### **Web Marketing**

The ceaseless and fast transformation in the progression of present day time has made everything so agreeable for everybody and that is the motivation behind why a large portion of the general population have favor to utilize web in light of its dependability, speed and execution. Alongside message conveying through email, looking for data through seeking and perusing, many individuals are utilizing web for web based shopping or web based business, which has developed the field of web advertising and web promoting specialists have discovered a capable approach to locate their potential clients.

The expression "web showcasing" additionally alluded to as I-promoting, web-advertising, web based promoting or e-showcasing of items or administrations over the web.

### **Online Shopping**

Online Web based shopping is a noteworthy piece of the general electronic trade, or web based business, industry which comprises of all the purchasing and offering of products and administration over electronic frameworks, for example, the web and other PC arranged by family units, business and different organizations. With the spread of the web, the sum or exchange that is directed electronically has seen exceptional development; and has prompted advancements and improvement in territories, for example, electronic assets exchange, electronic information trade and web showcasing. Before the boundless acquaintance of the web with the overall population in 1994, the term electronic trade alluded to the utilization of innovations, for example, Electronic Data exchange (EDI) and Electronic Fund Transfer (EFT), presented in the late 1970s, to encourage business rehearses. With the ascent of the World Wide Web many anticipated that online business would soon turn into a noteworthy financial area, yet security conventions, for example, HTTPS did not end up noticeably



sufficiently secure for across the board utilization of such exchanges until 1998.

Amid the dotcom bubble, which saw the rise of the web as another financial area, organizations taking into account customers looking to influence utilization of this new device to purchase to and offer rose, a significant number of which crumbled when the air pocket burst in 2000 and 2001. In spite of this, numerous customary, physical retailers perceived the significant markets these organizations had recognized, and found a way to add internet business abilities to their own particular sites. New strategies for sending installments, for example, e-shopping baskets, electronic installment benefits and secured Visa installment approvals turned out to be all the more broadly utilized.

### **Internet marketing and Online Shopping**

Web advertising and internet shopping are specifically identified with each other. Web or web based advertising is the best approach to mark the product offering or benefits and to expand the deceivability on line. It takes after that an appropriately promoted and unmistakable online business will encounter a development of customers and a higher transformation rate. Keeping in mind the end goal to be really effective on the web, a site must utilize the majority of the apparatuses accessible to expand their deceivability and their rankings.

The best way of expanding the deceivability of a site is through the procedure of Search Engine streamlining (SEO). The higher a site positions, the more probable that the site is to get 'hits' or guests. Web promoting and internet shopping, when considered together, normally lead a site proprietor to perform streamlining on their website. This procedure, regardless of whether took care of by the entrepreneur or by a qualified advisor, is frequently a straightforward matter of deciding the best watchwords, changing web composition and content and taking part in exercises that will naturally grow a rundown of connections for a website.

### **Importance of Online Shopping in electronic commerce**

With the advances in the innovation of systems administration, sight and sound, information preparing, electronic trade brings new business open doors for organizations. Organizations are sending million of time and cash in building new web plans of action and finding new channels for their incomes. Internet business, in the meantime, offers particular advantages to online customers. Buyers not just have a more helpful method for shopping and have more options, yet in addition could connect with others and trade thoughts, sees through online groups. With the advantages perceived by organizations and buyers. Web based business has been acknowledged increasingly essential. It is trusted that it will end up being a vital channel for business incomes and also an imperative piece of people groups' day by day life.

### **Online Shopping: An Indian Perspective**

A couple of years back, when web based shopping was at its beginning stage. There were exceptionally constrained deals and buys on the internet shopping field. This was because of many reasons, for example, absence of web amicable populace, low infiltration of PCs and web associations in India, low level of credit and charge cardholders, and non ability of individuals to utilize their Mastercard on the web because of the dread of being defrauded. Be that as it may, with the progression of time, this situation has enhanced immensely as individuals have begun picking up certainty about obtaining items through on the web and it has turned into a necessary piece of present day life over the world. In India, with plenitude and assorted variety of data, effortlessly found and helpfully shared offices, web use has developed exponentially by reshaping people groups' enlightening and social needs. There are around 71 million web clients in India (IAMAI, 2009) Consumers on one hand have the simplicity of decision, the solace of shopping from home and a perpetual assortment of items, while sparing time and cash.

### **STATEMENT OF THE PROBLEM**



Due to the rapid development of the technologies surrounding the internet, companies which are interested to sell their products through their website even through buyers and sellers can be thousands of miles apart, may belong to different parts of world, might speak different languages also. Since internet is a new virtual medium and so many potential consumers, the online retailers is most important to understand the wants and needs of consumers. The importance of analyzing and identifying the factors influencing the consumer when he or she decides to purchase on the internet is vital because new virtual market will bring significant differences to the consumers. Analyzing consumer behavior is not a new phenomenon. Many theories have been used for many years not only to understand the consumers' attitude, but also create a marketing strategy that will attract the consumer efficiently. However, some distinctions must still be made when considering traditional consumer behaviour and online consumer behaviour. Even through there are many research topics in the field of business to consumer in the context of internet business, online retailing is a new retailing medium and online consumer behaviour is diverse from traditional consumer behaviour, one must identify what influences the online consumer. Therefore, if the consumers like to do shopping, what factors are influencing to purchase goods through the internet is quite meaningful. These factors need to be identified and taken into account by online retailers in order to satisfy the consumer demands and compete in the online market. From this background the researchers work is primarily to identify and get insight the main factors that affecting online when purchasing products and services through online.

### **OBJECTIVES OF THE STUDY**

- To study the factors influencing the consumers preference for online shopping
- To assess the attitude of consumer's towards online shopping
- To analyses the consumers satisfaction towards online shopping
- To study the problems faced by the consumer's towards online shopping.
- To offer suitable suggestions for enhancing consumer's satisfaction through online shopping.

### **SCOPE OF THE STUDY**

Purchasing and selling products and services over the internet without the need of going physically to the market is what online shopping all about. Online shopping is just like a retail store shopping that we do by going to the market, but it is done through the internet. Online shopping has made shopping painless and added more fun. Online stores offer product description, pictures, comparisons, price and much more. Few examples of these are Amazon.com, ebay.com, framt.com and the benefits of online shopping is that by having direct access to consumer, the online stores can offer products that cater to the needs of consumer cookies can be used for tracking the customer selection over the internet or what is of their internet when they visit the site again. Online shopping make use of digital technology for managing the flow of information, products, and payment between consumers, site owners and suppliers. Online shopping can be either B2B (business to business) or B2C (business to consumers)

### **RESEARCH METHODOLOGY**

The study is intended to analyze the "Consumers' attitude towards online shopping with special referenceto Coimbatore city". The methodology includes area of the study, sources of data, sampling design and statistical tools used.

#### **Area of the study**

Area of the study refers to Coimbatore City which is the Manchester of South India. It has large number of textile mills, textile machinery manufacturers, hosiery units, engineering industries and information Technology parks. Coimbatore City is one of the top ten fastest growing cities<sup>10</sup> in India and the second largest city in Tamilnadu.

#### **Sources of data**

The study uses only primary data. For the purpose of collection of data. Questionnaire has been



prepared and data was collected from the consumers who have purchased products through online. Adequate care has been exercised to collect unbiased data from the respondents.

**Sampling design**

For the purpose of this study, the data were collected from 200 consumers using convenience sampling technique.

**Tools for analysis**

In the study, a structure of questionnaire consisting of 30 questions covering personal and opinion factors was prepared. The respondents were asked to fill-up the questionnaire and their opinions were consolidated.

The following statistical analysis was performed to answer the objective of the study:

- Percentage Analysis
- Rank Correlation
- Chi-square Analysis
- ANOVA
- Factor Analysis

**LIMITATIONS OF THE STUDY**

- For want of time, the study has been confined to Coimbatore city only. So, the results may not be applicable to other areas.
- The result fully depends on information given by the respondents. The study is confined to 200 consumers only and may reveal the result, based on the sample size.

**DATA ANALYSIS AND INTERPRETATION ONE WAY ANOVA COMPARISON BETWEEN AGE AND FACTORS RELATED TO ONLINE PURCHASE DECISION**

- H01: There is no significant relationship between age and Time frequency of buying online
- H02: There is no significant relationship between age and Acceptance with consumer attitude towards online shopping
- H03: There is no significant relationship between age and Acceptance towards pre purchase decision influencing to prefer online shopping
- H04: There is no significant relationship between age and Acceptance towards on purchase decision influencing to prefer online shopping
- H05: There is no significant relationship between age and Acceptance towards post purchase decision influencing to prefer online shopping
- H06: There is no significant relationship between age and Acceptance towards other decisions influencing to prefer online shopping
- H07: There is no significant relationship between age and Level of satisfaction towards online shopping

**Descriptive**

		N	Mean	Std. Deviation	Std. Error	F	Sig
Time frequency Of buying online	Up to 25	41	3.0388	1.61350	.25199	12.134	.000
	25-35	82	4.7499	1.49081	.16463		
	35-45	47	4.0179	1.41927	.20702		
	45-55	17	4.1582	1.09926	.26661		
	More than 55years	13	<b>2.7054</b>	1.55573	.43148		
	Total	200	4.0439	1.63355	.11551		
Acceptance With consumer	Up to 25	41	1.8817	.29329	.04580		
	25-35	82	1.8096	.36195	.03997		



attitude towards online shopping	35-45	47	1.8521	.28648	.04179	2.415	.050
	45-55	17	1.6165	.09689	.02350		
	More than 55years	13	1.8208	.21184	.05875		
	Total	200	1.8187	.31250	.02210		
Acceptance towards pre purchasedecision influencing to prefer onlineshopping	Up to 25	41	2.0441	.23501	.03670	7.795	.000
	25-35	82	<b>1.8954</b>	.29063	.03209		
	35-45	47	2.1194	.20027	.02921		
	45-55	17	1.9012	.11168	.02709		
	More than 55years	13	2.0746	.22131	.06138		
	Total	200	1.9906	.26096	.01845		
Acceptance towards on purchasedecision influencing to prefer onlineshopping	Up to 25	41	1.8780	.39970	.06242	.661	.620
	25-35	82	1.8585	.47296	.05223		
	35-45	47	1.9660	.52638	.07678		
	45-55	17	1.9059	.57497	.13945		
	More than 55years	13	<b>1.7385</b>	.68985	.19133		
	Total	200	1.8840	.49575	.03506		
ptance towardspost purchase decision influencing to prefer online shopping	Up to 25	41	2.0683	.20789	.03247	4.911	.001
	25-35	82	1.9732	.28243	.03119		
	35-45	47	2.0723	.29319	.04277		
	45-55	17	1.9765	.31530	.07647		
	More than 55years	13	<b>1.7385</b>	.09608	.02665		
	Total	200	2.0010	.27673	.01957		
Acceptance towards other decisions influencing to prefer online shopping	Up to 25	41	1.8415	.48113	.07514	5.762	.000
	25-35	82	1.9354	.16731	.01848		
	35-45	47	1.9957	.39395	.05746		
	45-55	17	<b>1.6353</b>	.44009	.10674		
	More than 55years	13	2.1538	.20255	.05618		
	Total	200	1.9190	.35364	.02501		
Level of satisfaction towards online shopping	Up to 25	41	1.8351	.34538	.05394	2.803	.027
	25-35	82	<b>1.7101</b>	.17953	.01983		
	35-45	47	1.7862	.27152	.03961		
	45-55	17	1.9141	.44790	.10863		
	More than 55years	13	1.7723	.18736	.05196		
	Total	200	1.7750	.27667	.01956		

### Interpretation

- The above table shows about the relationship between age and factors related to online purchase decision of the respondents.
- There is a relationship between time frequency of buying online and age as the level of significance is less than 0.05 at 0.000. It reveals that the age group with more than 55 years of age have higher impact towards time frequency of buying online and they buy the products every month.
- There is no relationship between time acceptance with consumer attitude towards online shopping and age as the level of significance is greater than 0.05 at 0.050.
- There is a relationship between acceptance towards pre purchase decision influencing to prefer online shopping and age as the level of significance is less than 0.05 at 0.000. It reveals that the age group between 25-35 years of age have higher impact towards acceptance towards pre purchase



decision influencing to prefer online shopping and they buy the products weekly.

- There is no relationship between time acceptance with consumer attitude towards online shopping and age as the level of significance is greater than 0.05 at 0.050.
- There is a relationship between Acceptance towards post purchase decision influencing to prefer online shopping and age as the level of significance is less than 0.05 at 0.001. It reveals that the age more than 55 years of age have higher impact towards acceptance towards post purchase decision influencing to prefer online shopping and they buy the products weekly.
- There is a relationship between acceptance towards other decisions influencing to prefer online shopping and age as the level of significance is less than 0.05 at 0.000. It reveals that the age between 45-55 years of age have higher impact towards acceptance towards other decisions influencing to prefer online shopping and they buy the products weekly.
- There is a relationship between satisfaction towards online shopping and age as the level of significance is less than 0.05 at 0.027. It reveals that the age between 25-35 years of age have higher impact with satisfaction towards online shopping and they buy the products weekly.

### CHI-SQUARE ANALYSIS

#### COMPARISON BETWEEN GENDER AND ACCEPTANCE WITH CONSUMER ATTITUDE TOWARDS ONLINE SHOPPING

**H0:** There is no relationship between Gender and Acceptance with consumer attitude towards online shopping

Cross tabulation													
Count													
		Acceptance with consumer attitude towards online shopping											Total
		1.13	1.47	1.6	1.67	1.73	1.93	2	2.07	2.13	2.2	2.27	
Gender	Male	9	6	8	13	4	5	6	18	10	6	6	91
	Female	6	9	21	13	11	10	8	12	5	9	5	109
Total		15	15	29	26	15	15	14	30	15	15	11	200

Chi-Square Tests			
	Value	df	mp. Sig. (2-sided)
Pearson Chi-Square	14.300 <sup>a</sup>	10	.160
Likelihood Ratio	14.611	10	.147
Linear-by-Linear Association	.784	1	.376
N of Valid Cases	200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.01.

#### Interpretation

The above table shows about the relationship between gender and acceptance with consumer attitude towards online shopping. There is no relationship between the factors as the level of significance is greater than 0.05.

### RANK CORRELATION

#### RANK CORRELATION FOR PROBLEMS FACED BY CONSUMERS TOWARDS ONLINE SHOPPING

S.NO	Ranking	X	Y	R1	R2	D	D <sup>2</sup>
1	Difficult to contact seller	14	22	12.5	2	10.5	110.25
2	Delivery conditions changed after transactions	17	19	7.5	5	2.5	6.25
3	Received wrong goods	16	14	9.5	9	0.5	0.25
4	Poor customer service	22	18	1	6	-5	25.00
5	Difficult to change defective products	18	21	5.5	3	2.5	6.25
6	Received damaged goods	21	16	2	7.5	-5.5	30.25
7	Difficult to get answers for queries	20	25	3	1	2	4.00
8	Unassured product guarantee	14	20	12.5	4	8.5	72.25
9	Delivery time too long for purchased products	15	16	11	7.5	3.5	12.25
10	Visual differences between picture and received goods	16	9	9.5	11	-1.5	2.25
11	Complex process of order/pament	3	7	16	13.5	2.5	6.25
12	Theft of credit card information/privacy information	8	5	15	16	-1	1.00
13	No after sales services or ineffective after sales services	19	7	4	13.5	-9.5	90.25
14	Confused by over choices	18	8	5.5	12	-6.5	42.25
							408.75
N	13					1-R	1.12
	.					R	-0.12

**Interpretation**

The above table shows about the ranking towards the factors related to problems faced by consumers towards online shopping. The rankcorrelation is at -0.12. It shows that the given ranks are negatively correlated.

**FINDINGS**

**One way Anova**

- The age group with more than 55 years of age have higher impact towards time frequency of buyingonline and they buy theproducts every month.
- The age group between 25-35 years of age have higher impact towards acceptance towards pre purchaseddecision influencing toprefer online shopping and they buy the products weekly.
- The age more than 55 years of age have higher impact towards acceptance towards post purchase decision influencing to preferonline shopping and they buy the products weekly.
- The age between 45-55 years of age have higher impact towards acceptance towards other decisionsinfluencing to preferonline shopping and they buy the products weekly.
- The age between 25-35 years of age have higher impact with satisfaction towards online shopping andthey buy the productsweekly.

**Chi-square analysis**

- There is no relationship between gender and acceptance with consumer attitude towards online shopping.





## CONCLUSION

The conclusion is that it was found out that there is no relationship between gender and acceptance with consumer attitude towards online shopping. While analyzing the factors related to level of satisfaction the factors Satisfaction towards assuring product quality, Satisfaction towards availability of more brands, prompt delivery, simplicity of online transactions, safety of products care and individual attention, care and individual attention are taken for decision making process of the study. The age more than 55 year of age have higher impact towards acceptance towards post purchase decision influencing to prefer online shopping and they buy the products weekly and have higher impact towards time frequency of buying online and they buy the products every month. It is also concluded that customer service is very important. The companies need to be easy to reach when a user has a question or concern. The faster their concerns can be addressed the more likely they are to buy. Live chat is an easy way to make yourself accessible.

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