

Consumer Attitude towards Online Shopping In Agasteeswaram Taluk – An Analitical Study

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Abstract- The main purpose of this research is to analyse the consumer attitude towards online shopping in Agasteeswaram Taluk. In this research work, the research has been studied three objectives. To meet the objectives , interviewed 100 respondents of online shopping consumers in Agasteeswaram Taluk. The simple percentage analysis and weighted ranking test are to be used for final shape of this research work. The simple random sampling technique is used for selecting the sample consumer attitude towards online shopping in Agasteeswaram Taluk.

Keywords: Consumer Attitude, Online Shopping

1. INTRODUCTION

Now a day, due to changes in communication technology, innovation and dynamic in different ways of communication, instant access to information has given birth to new tools for communication and social media is one of them. Online shopping provides many choices to consumers than the traditional bricks-and-mortar retail stores. Online shopping is shopping while online or while on the internet. A lot of shoppers are using the internet now-a-days as internet provides a lot of advantages to shoppers. It save time and enables them to avoid crowd. Certain products are substantially cheaper and allow customers to purchase product from anywhere, anytime in the world.

2. STATEMENT OF THE PROBLEM

Over the years, online shopping has growth in popularity mainly because of people find it very convenient and easy to shop comfortably from their home and offices. The online shopping stores are increasing day by day in numbers this is due to people have accepted this as a new lifestyle. This recent development in the lifestyle of the today's consumer is the demand of the hour with the moving time. Shopping is not limited to retail hours, people can buy anywhere and at any time any products which is available online from banking services. People are buying from internet clothing, beauty

products, mobile phones and computer accessories, furniture, groceries and so on. Due to the lack of awareness some people are not prefer the online shopping. In this context the researcher undertake the study on "Consumer attitude towards online shopping in Agasteeswaram Taluk".

3. OBJECTIVES

The main objectives of this study are:

1. To analyse the perception of consumer towards online shopping.
2. To analyse level of satisfaction of consumer towards online shopping.
3. To highlight problems faced by consumers while shopping through online.

4. SCOPE OF THE STUDY

This study is confined to consumer attitude towards online shopping in Agasteeswaram taluk. The study also focuses the level of satisfaction and problem faced by online shopping consumer.

5. METHODOLOGY

This study is an empirical one, by using the primary and secondary data to know purchasing habits of online consumer in Agasteeswaram taluk. The primary data are collected by conducting a survey from the online shopping consumer with the help of well

interview schedule. The secondary data have been collected from various books, journals and also from internet. For the purpose of the study the Agasteeswaram taluk is universe. Simple Random sampling, technique is used in the

selection of sample size. It was decided to the select sample size of 100 respondents. For analyzing the study, simple percentage analysis and weighted ranking technic are used.

Analysis & Interpretation

Table: 1 Demographic Profile of Respondent

Factor	Classification	Number of Respondents	Percentage
Age	Below 20	32	32%
	20-40	55	55%
	40-60	09	09%
	Above	04	04%
	Total	100	100%
Sex	Male	35	35%
	Female	65	65%
	Total	100	100%
Marital Status	Married	43	43%
	Unmarried	57	57%
	Total	100	100%
Educational Qualification	+2	11	11%
	UG	48	48%
	PG	28	28%
	Professional	13	13%
	Total	100	100%
Occupation	Government employee	38	38%
	Private employee	22	22%
	Professional	25	25%
	House wife	15	15%
	Total	100	100%
Monthly Income	Below Rs.25000	48	48%
	Rs.25000-50000	23	23%
	Rs.50000-75000	18	18%
	Above Rs.75000	11	11%
	Total	100	100%
Shopping website	Snapdeal.com	28	28%
	Amazon.com	32	32%
	Mytra.com	10	10%
	Flipcart.com	25	25%
	Voonik.com	05	05%
	Total	100	100%

Time spent			
	Below 30 minutes	23	23%
	30 minutes – 1 hour	52	52%
	1 hour – 1.30 minutes	16	16%
	Above 1.30 minutes	09	09%
	Total	100	100%

Source: primary & calculated Data

It is clear from Table 1 that, 55 respondents (55%) having the age group lies in between 20 to 40, 32 respondents (32%) are lies between the age group of below 20, 09 respondents (9%) are lies between the age group of 40 to 60 and 04 respondents (4%) are lies between the age group of above 60.

65 respondents (65%) ate female and the remaining 35 respondents (35%) are male.

57 respondents (57%) are Unmarried and 43 respondents (43%) are married.

48 respondents (48%) are completed under graduate degree, 28 respondents (28%) are completed Post graduate degree, 13 respondents (13%) are completed Professional courses and 11 respondents (11%) are completed +2.

38 respondents (38%) are government employee, 25 respondents (25%) are professional, 22 respondents (22%) are private employee and 15 respondents (15%) are house wife.

48 respondents (48%) are earned below Rs.25000 per month, 23 respondents (23%) are earned Rs. 25000-50000, 18 respondents (18%) are earned Rs.50000-75000 and 11 respondents (11%) are earned above Rs.75000.

32 respondents (32%) are buying the products through the online from amazon.com, 28 respondents (28%) are buying the products through the online from snapdeal.com, 25 respondents (25%) are buying the products through the online from flipcart.com, 10 respondents (10%) are purchasing mytra.com and 5 respondents (5%) are purchasing on voonik.com.

52 respondents (52%) are time spent to online 30 minutes to 1 hour, 23 respondents (23%) are time spent to online below 30 minutes, 16 respondents (16%) are time spent to online 1 hour to 1.30 minutes and 09 respondents (9%) are time spent to online above 1.30 minutes.

Table: 2 Purchase of the product on online shopping

Purchases of the product	Respondents	Rank
Clothes & fashion	28	I
Mobiles & electronic items	21	II
Household essentials	18	III
Foot wares	12	IV
Tools &Hardware	08	V
Home Appliances	07	VI
Toys & Games	06	VII

Source: primary & Calculated Data

It is observed from the table 2, the analysis shows that, mostly online purchased products on clothes & fashion goes to first rank, the second rank goes to mobiles & electronic items purchased, third

rank goes to household essentials, fourth rank goes to foot wares purchased, fifth rank goes to tools & hardware, sixth rank goes to purchase on home appliances and seventh rank goes to toys & games.

Table: 3 Level of satisfaction

Level of satisfaction	Total scores	Mean scores	Rank
24 hours availability	380	38	I
Convenience	360	36	II
Save time & money	355	35.5	III

Debit/credit card acceptance	350	35	IV
Cash on delivery	340	34	V
Get detailed information	335	33.5	VI
Variety of product	325	32.5	VII
Reasonable price	320	32	VIII
No pressure shopping	315	31.5	IX
No crowds	310	31	X
Discount	300	30	XI

Source: Primary & Calculated Data

It is observed from the table 3, the analysis shows that the first rank goes to 24 hours availability, second rank goes to Convenience, third rank goes to Save time & money, fourth rank goes to Debit/credit card acceptance, fifth rank goes to Cash on delivery,

sixth rank goes to Get detailed information, seventh rank goes to Variety of product, eighth rank goes to Reasonable price, ninth rank goes to No pressure shopping, tenth rank goes to No crowds, and eleventh rank goes to Discount.

Table: 4 Problem faced by online shopping

Problems	Total Scores	Mean Scores	Rank
Risk of debit / credit card transactions	390	39	I
Touch & feel of merchandise	360	36	II
Receiving wrong product	350	35	III
Delay in Delivery	345	34.5	IV
Poor quality	340	34	V
Paid additional charges	335	33.5	VI
Lack of interactivity	330	33	VII
Lack of security	325	32.5	VIII

Source: Primary & Calculated Data

The problem faced by consumer attitude towards online shopping is analyzed with the help of ranking method. For this purpose of 8 problems have been identified by the researcher. The result are presented in Table.4. It Show that first rank goes to Risk of debit / credit card transactions, second rank goes to Touch & feel of merchandise, third rank goes to Receiving wrong product, fourth rank goes to Delay in Delivery, fifth rank goes to Poor quality, sixth rank goes to Paid additional charges, seventh rank goes to Lack of interactivity and eighth rank goes to Lack of security.

6. SUGGESTIONS OF THE STUDY

The following are the suggestions on the basis of findings of the study

1. The study reveals that mostly 20-40 age group people actively involved in online

shopping but above 40 age group people avoid the online shopping in the study area. Hence the proper awareness must be created through various media.

2. Cloths & fashion and mobiles & electronic items are mostly purchased by consumers in the study area. Hence the online marketers could be more concentrate to marketing these types of products in order to increase sales volume.
3. The most important problem faced by the consumers in the study area is risk of debit card and credit card transaction. So that the online marketers must take adequate steps to solve the problems in order to increase the customer loyalty.

7. CONCLUSION

This study is pointed out the consumer attitude towards online shopping in Agasteeswaram taluk. There are three objectives have been taken by the researcher. The online marketers must take necessary steps to solve the risk of security theft in the online transaction. Also online shopping site should give right types of information regarding the product it will increase the confidence of the consumers.

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