



RELATIONSHIP BETWEEN ATTITUDE TOWARDS ONLINE SHOPPING AND ONLINE PURCHASE DECISION OF LIFESTYLE PRODUCTS

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Abstract

Online shopping of lifestyle products is an emerging trend in India. Now a days the new generation does engage time in searching for their desirable product in various e-portals. Most of the companies are coming to serve their need with exciting offers. The continuous growth in this market stimulated this idea of a detail study on this. Here is an illustration of consumer behavior depending certain factors and variables. Studies have emphasized on demographic, socio economic, culture, technology related factors. The researchers also highlighted the variables stimulating consumer behaviour as . The results of the study express in depth concept for further research.

Keywords: Consumer Behaviour, Online Shopping, Lifestyle Products, Online Purchase Decision.

BACKGROUND

Today, with the increase of the technology, significant segment of business activities happen over the online. Since industrial activities' main goal is to sale, sales are often realized by the acquisition of a distinct party, as we all know customers. Therefore, for electronic industrial activities, it is imperative to investigate on-line customers' behaviour. Moreover, so as to develop and apply effective promoting ways the factors that have an effect on shopper behaviours ought to be investigated. On-line retailers will higher perceive client desires and desires by directly analysing the interaction between a client and also the on-line search.

REVIEW OF LITERATURE

STUDIES RELATED WITH ATTITUDE TOWARDS ONLINE SHOPPING

Chanaka (2004) has applied a value attitude behaviour model investigate the roles of personal values in e-shopping consumer behaviour. Structural equation modelling identified that personal values (self-direction values, enjoyment values and self-achievement values) were significantly related to positive attitudes toward e-shopping. Sangmoo (2006) reported that consumers' buying behaviour depends on the look-and-see and touch-and-feel of fabrics in apparel. Hye Jung et al. (2007) examined the impacts of fashion innovativeness and materialism on young Korean consumers' attitudes toward online purchasing of foreign fashion goods across national borders through local ecommerce enablers and the moderating effect of internet innovativeness on these impacts. YooKyoung and Marjorie (2007) examined the influence of attitudes toward particular clothing web sites, specifically favourite ones, on information search at those web sites and on the choice to purchase items from those web sites and from non-internet channels after finding the items at the web sites. Enrique et al. (2008) analysed the influence of online shopping information dependency and innovativeness on the acceptance of internet shopping. Talal et al. (2011) clarified the theoretical problem and identify factors that could explain the level of continuance intentions towards eshopping. Yam et al. (2012) examined the effects of consumers' perception of online retailers' ethical behavior on consumer purchase and revisit intentions. Wann-Yih et al. (2013) reported that online retailing has attracted a lot of attention in recent years due to its great potential and significant implications for buyers and sellers. Mutaz et al. (2015) examined consumer attitudes toward online shopping in Jordan. The paper introduces an integrated model which includes trust, perceived benefits, perceived web quality, and electronic word of mouth (eWOM) along with their relationships in order to examine their effects on consumer attitudes toward online shopping.

STUDIES RELATED WITH CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING

Michelle and Brenda (2000) reported a preliminary assessment of consumer response to and demand for online food retail channels. Jung Im et al. (2001) expanded nature of the men's casual apparel market represents a considerable economic growth area in the apparel industry. Chung Hoon and Young Gul (2003) reported that while interactions in the real world shopping are mainly based on facet face activities between consumers and service personnels, interactions in electronic commerce take place mainly through the retailer's Web site.

Catherine and Amanda (2007) adopted a holistic approach to consider how consumers perceive online shopping environments. Norzieiriani et al. (2010) discussed the issues involved in understanding the buying behaviour of Malaysian consumers, particularly in the online shopping context in relation to their lifestyles. Blanca et al. (2011) analysed whether individuals' socioeconomic characteristics – age, gender and income – influence their online shopping behaviour. Geng and Zhenyu (2011) investigated the effects of different influential factors on consumer perceptions of uncertainty for online shopping. Yen Ting and TsungYu (2012) like any product purchases, the success of online shopping depends largely on user satisfaction and other factors that further affect customers' intentions to continue shopping online (continuance intentions). Sangeeta et al. (2013) reported that India has a large internet savvy population that is not only accessing the internet but also buying online. Mutaz et al. (2015) examined consumer attitudes toward online shopping in Jordan. The study introduced an integrated model which includes trust, perceived benefits, perceived web quality, and electronic word of mouth (eWOM) along with their relationships in order to examine their effects on consumer attitudes toward online shopping.

STATEMENT OF THE PROBLEM

Many research studies have been so far conducted world-wide on perception of customers on e-shopping satisfaction, attitude, buying behaviour, online environments, consumer behaviour, web experience and purchase intention separately. However, few studies (Renuka Sharma et al., 2014, Dipti et al. (2014), Mohammad et al. (2012)) were undertaken in order to find out the relationship among the perception of customers towards online shopping. Especially, studies on Perceived Risk factors, Perceived Benefits, Attitude and their influence on Online Purchase Decision are found a very few. . This study is intended to understand the relationship between attitude towards online shopping behaviours and online purchase decision of consumers that are located in West Bengal state.

CONCEPTUAL FRAMEWORK OF THE STUDY

From the various viewpoints and findings of the researchers, this study should examine the relationship between attitude towards online shopping behaviours and online purchase decision of consumers that are located in West Bengal state; the present study has proposed the conceptual frame work. Various studies have used some popular theories to clarify the online shopping behaviour. Previous studies have shown that there are several factors that effect on on-line shopper behaviour; however an entire coverage of all potential factors in one framework is nearly not possible. Most studies targeted on a number of major factors. For instance, Koufaris (2002) tested factors that return from information systems (technology acceptance model), Marketing (Consumer Behaviour), and scientific psychology (Flow and Environmental Psychology) in one model; Pavlou (2003) studied interrelationships between shopper acceptance of e-commerce and trust, risk, perceived quality, and perceived utility. Pavlou and Fygenson (2006) examined consumer's adoption of e-commerce with the extended theory of planned

behaviour (TPB) (Ajzen, 1991). In their study model, shopper behaviour was individually examined in terms of obtaining information behaviour and shopping behavior, each of that were influenced by trust and perceived risk, consumer's attitude, social influence, personal on-line skills, and technology-oriented factors together with perceived quality, perceived simple use and website qualities. Also, previous studies have discovered that on-line shopping for behavior is influenced by demographics, observed information, utility and shopping orientations (e.g., Li, Cheng, and Russell, 1999; Weiss, 2001). This frame work has to examine the Attitude towards Online shopping and Online Purchase Decision.

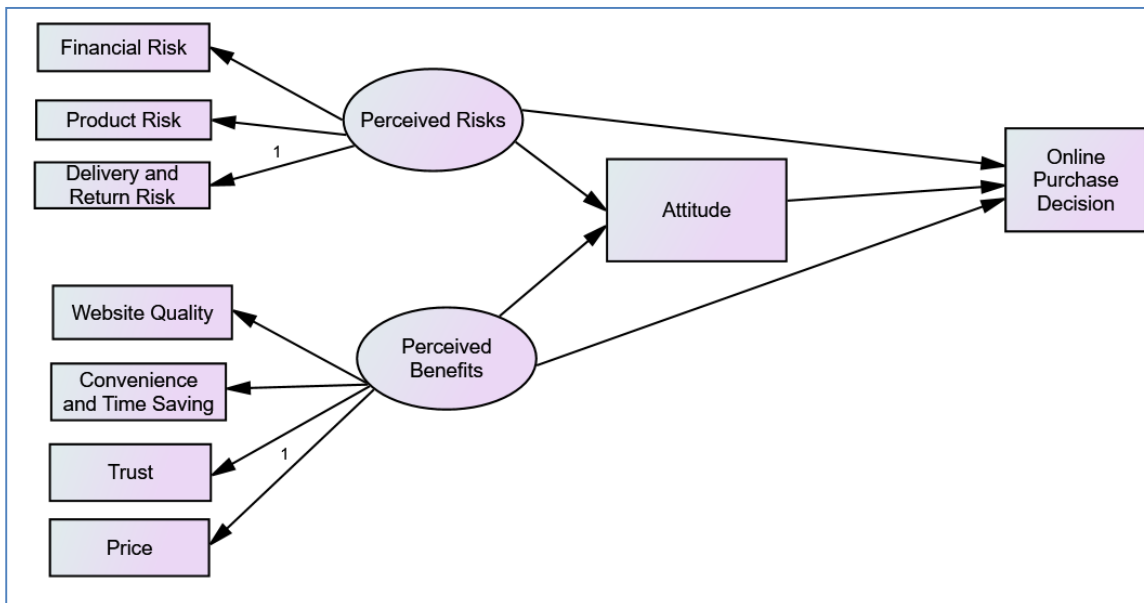


Figure: 1 Conceptual Framework of the Study

SCOPE OF THE STUDY

The present study is aimed to investigate the relationship between Attitude towards Online Shopping and Online Purchase Decision among the Customers. The present study is undertaken in West Bengal State of India through a pretested and well-designed mail survey. Hence, the researcher intended to study the Attitude and Online Purchase Decision among the Consumers in the study area, in order to facilitate the marketers. To find out the direct and indirect relationship between the variables a conceptual frame work is designed and proposed to analyse the effects.

OBJECTIVES OF THE STUDY

To find out Attitude towards Online shopping of Lifestyle products among the Consumers according to their Demographic Variables.

HYPOTHESES

Attitude towards online shopping has no significant influence on Online Purchase Decision

RESEARCH METHODOLOGY

The present study has adopted the descriptive study design, which describes the nature of study variables and their relationships. The study has analyzed the Attitude towards online shopping and Online purchase decision along with demographic variables of the respondents at West Bengal State of India. The present study has aimed to know the relationship between Attitude towards online shopping and Online Purchase Decision. A small group of target respondents (50 respondents), are used for the pilot study (Struwig and Stead, 2001). Pilot study also indicated how well the respondents understand the questions and which questions may be ambiguous and unclear. This feedback can be used to eliminate ambiguity in the wording and design of the questionnaire (Jackson, 1995). Pilot study further assists the researcher in assessing the time involved in completing the questionnaire. This is an important issue that impacts on the response rate. Finally, the researcher has rectified few errors in the statements of the questionnaire. The response rate was 60.00 per cent. The obtained responses were coded and a preliminary analysis was done. The questionnaire was pre-tested by using validity and reliability analysis.

METHOD OF DATA COLLECTION

The researcher well designed the structured questionnaire in the Google Form and sent to the various people who are connected with Google+, Rediffmail.com, Yahoo.com and Facebook. The online consumers are instructed and explained the significance of the study. After careful verification, she has obtained the filled in questionnaire. The data collection process was performed during the period between November – 2016 and July -2017.

RESULTS AND DISCUSSION

Attitude has significant relationship at the 0.01 level with the other factors namely Website Quality ($r=0.247$), Price ($r=0.337$), Online Purchase Decision ($r=0.216$) and 0.05 level significant relationship is found with Financial Risk ($r= -0.145$), Trust ($r=0.171$) and no significant difference is found with Product Risk ($r = 0.013$), Delivery and Return Risk ($r = 0.009$), Convenience ($r= 0.138$). From this

result, it is very clear that Attitude has relationship with Website Quality, Trust, Price, Online Purchase Decision and Financial Risk has negative relationship.

Online Purchase Decision has significant relationship at the 0.01 level with the other factors namely Website Quality ($r = -0.442$), Trust ($r = 0.430$), Price ($r = 0.510$), Attitude ($r = 0.216$) and 0.05 level significant relationship is found with Product Risk ($r = 0.182$), Convenience ($r = 0.150$) and no significant difference is found with Financial Risk ($r = -0.059$), Delivery and Return Risk ($r = 0.132$). From this result, it is very clear that Online Purchase Decision has relationship with Product Risk, Price, Website Quality, Convenience, Trust, Attitude and Financial Risk has negative relationship.

Results of Correlation analysis between Attitude towards On-line Shopping and Online-Purchase Decision

Variables		1	2	3	4	5	6	7	8	9
Website Quality and Information	Pearson Correlation	-0.134	0.072	0.129	1					
	Sig. (2-tailed)	0.068	0.331	0.078						
Convenience and Time Saving	Pearson Correlation	-0.009	0.207**	0.482**	0.286**	1				
	Sig. (2-tailed)	0.907	0.005	0.000	0.000					
Trust	Pearson Correlation	-0.161*	0.292**	0.234**	0.442**	0.313**	1			
	Sig. (2-tailed)	0.028	0.000	0.001	0.000	0.000				
Price	Pearson Correlation	-0.258**	0.061	0.029	0.670**	0.349**	0.503**	1		
	Sig. (2-tailed)	0.000	0.404	0.694	0.000	0.000	0.000			
Attitude	Pearson Correlation	-0.145*	0.013	0.009	0.247**	0.138	0.171*	0.337**	1	
	Sig. (2-tailed)	0.048	0.864	0.905	0.001	0.059	0.020	0.000		

Online Purchase Decision	Pearson Correlation	-0.059	0.182*	0.132	0.442**	0.150*	0.43	0.510**	0.216**	1
	Sig. (2-tailed)	0.425	0.013	0.073	0.000	0.040	0.000	0.000	0.003	

** . Correlation is significant at the 0.01 level (2-tailed);

* . Correlation is significant at the 0.05 level (2 tailed)



Influence of Attitude towards Online Shopping on Online Purchase Decision

To know the influence of Attitude towards Online Shopping on Online Purchase Decision, Regression analysis was applied. The result is presented in Table 1.

Table 1. Results of Regression analysis of the respondents' on Attitude towards Online Shopping on Online Purchase Decision

Independent Variables	Dependent Variable	B	t	R ²	F
Attitude towards Online Shopping	Online Purchase Decision	0.216	2.995 **	0.046	8.970**

Source: Computed.

** - Significant at the 0.01 level

The above Table presents the results of the Regression analysis for influence of Attitude towards Online Shopping of the respondents, on the dependent variable Online Purchase Decision. Considering the significant difference of individual regression co-efficient, using 't' statistics, the result reveals that the independent variables namely, Attitude towards Online Shopping (B = 0.155, t = 2.995) is influenced at the 0.01 level and are influenced on Online Purchase Decision. Also, it is clear that 'R²' value is found to be 0.046, which is significance, because the 'F' statistics (8.970) is significant at the 0.01 level. Hence, it is concluded that 4.60 per cent of the total variation is accounted by the explanatory variables and the hypothesis – 3 is not accepted.

DISCUSSION OF THE RESULT

Attitude Towards On-Line Shopping

The study inferred that Attitude towards Online Shopping are found to be significant differences at the 0.01 level for the respondents with educational background from professional course with weekly frequency of e- purchase and Cash on Delivery as Mode of Payment.

The study also inferred that Attitude towards Online Shopping are found to be with no significant difference for the respondents who are male, married with age group from 51-60 years with monthly income level from Rs 20,001 to 40,000 and employed in public sector.

The following studies mentioned below supports the study. Chanaka (2004) has applied a value attitude behaviour model investigate the roles of personal values in e-shopping consumer behaviour. Patricia et al. (2005) examined the shopping and buying behaviour of younger and older online shoppers as mediated by their attitudes toward internet shopping. Sangmoo (2006) reported that consumers' buying behavior depends on the look-and-see and touch-and-feel of fabrics in apparel. Yoo-Kyoung and Marjorie (2007) examined the influence of attitudes toward particular clothing web sites, specifically favorite ones, on information search at those web sites and on the choice to purchase items from those web sites and from non-internet channels after finding the items at the web sites. Enrique et al. (2008), Ying et al. (2009), Irfan and Chendragiri (2015), Mutaz et al. (2015), Anil Bilgihan (2016).

Online Purchase Decision Behaviour

The study inferred that Online Purchase Decision are found to be significant differences at the 0.01 level for the respondents with educational qualification of Post-Graduation and Professional Course with monthly income of Rs 50,000, employed in public sector and with weekly frequency of e-purchase. The study also inferred that Online Shopping Behaviour are found to be with no significant difference for the respondents who are male with age of 41-50 years, married and cash on delivery as mode of payment.

Results of this study have fallen in similar line with the findings mentioned here. Michelle and Brenda (2000) reported a preliminary assessment of consumer response to and demand for online food retail channels. Jung Im et al. (2001) expanded nature of the men's casual apparel market represents a considerable economic growth area in the apparel industry. Chung Hoon and Young-Gul (2003) reported that while interactions in the real world shopping are mainly based on face-to-face activities between consumers and service personnels, interactions in electronic commerce take place mainly through the retailer's Web site. Efthymios (2004) addressed one of the fundamental issues of e-marketing: how to attract and win over the consumer in the highly competitive Internet marketplace. Francisco et al. (2005), Yingjiao and Ann (2005), Amit (2007), Enrique et al. (2008), Torben and Jan (2009), Norzieiriani et al. (2010), Blanca et al. (2011) Geng and Zhenyu (2011) Hsin and HsinWei (2011), Alastair et al. (2013), Ling et al. (2013), Sangeeta et al. (2013) reported that India has a large internet savvy population that is not only accessing the internet but also buying online.

The result of the correlation analysis show that the Online Purchase Decision are found to be 0.01 level significant relationships with Website Quality, Trust, Price and Attitude towards Online Shopping ; 0.05 level significant relationships with Product Risks ,Convenience and Time saving and no correlation with Financial Risks, Delivery and Return Risks.

Of the interpretation, it may be concluded from the results that variables namely Price, Trust, Website Quality have higher significant relationship with Online purchase Decision.

The study has found from the regression result that the Perceived Risk variables Product Risk and Delivery and Return Risk do not influence on Attitude towards Online Shopping, whereas Financial Risk alone influence at the 0.05 level on the Attitude towards Online Shopping. While considering the overall result, the influence of Perceived Risk on Attitude towards Online Shopping, there is no significant influence. The Perceived Benefits variables

Website Quality, Convenience and Time Saving, Trust do not influence on Attitude towards Online Shopping, but the variable has significant contribution at the 0.01 level. Considering the overall result, the Perceived Benefit factors influence on the Online Shopping, Attitude at the 0.01 level.

Considering the Attitude towards Online Shopping among the Consumers, Online Purchase Decision is influenced significantly at the 0.01 level. The result on influence on Perceived Benefits on Purchase decision through Online, Product Risk alone influence significantly at 0.01 level and the overall result shows that there is a significant influence at a 0.01 level on Perceived Risks on Online Purchase Decision. The result, influence of Perceived Benefits on Purchase Decision through Online shows that the Perceived Benefit Variables, Website Quality, Convenience and Time saving do not influence, but the variables, Trust and Price influence significantly at 0.01 level. Hence, it is understood from the overall influence of Perceived Benefits on Purchase Decision through Online Risks is influenced at the 0.01 level.

MANAGERIAL IMPLICATIONS

The managerial implications regarding online stores and marketers can offer basic insights to adapt the ever attitude and behaviour of shoppers to maximise profitableness and sustain competitive advantage. Its fulfillment depends upon the magnitude of advantages that e-retailers can acquire and value it will incur. Thus, it is suggested that online marketers would perform analytic thinking and justify whether or not the given recommendation is acceptable or to not the business. The inclusion of such developments and initiatives entails prices, thus, may well be difficult to implement for start-up and small and medium scale e-marketing businesses.

CONCLUSION

The present study is aimed to investigate the relationship of Attitude towards Online Shopping and Online Purchase Decision among the Customers. . The present study is undertaken in West Bengal State of India through a pretested and well-designed mail survey. Considering the empirical evidences of the present study it can be concluded that the online market has a great potential. If the demographic features are considered carefully then it can be easily identified that maximum number of respondents of online shopping are lying in female, married group of 30 to 50 years with monthly income from Rs 20,000 to 50,000, employed in public/private sector with weekly frequency of e – purchase and cash on delivery as preferred mode of payment. The shopping behaviour of professionally qualified groups can be elaborated through findings obtained through the study. By focusing on various factors identified in this study, the online marketers can make their marketing strategies in better way. It will help to convert their potential customers into active customers. By ensuring more secured payment options, quality product display in the sites, delivery and return, improving the after sales services, providing more, timely delivery of the goods with better packaging can further boost the demand of various products and services through online stores. The market segment of life style products must be targeted by the marketers on through e-retail penetration. And the market for other products and services must be expanded through more awareness among the customers. As many people have shown fear of unsecured transactions in online payment therefore the online stores specifically mention about the security of transactions of their online stores which will increase the faith of customers for online shopping. Further the policy makers can also focus on the internet penetration plan of the government to understand the future expansion of online shopping in India.

The result of the correlation analysis show that Attitude towards Online Shopping have significant positive relationship with Online purchase decision.

The study has concluded based on the overall regression results that financial risks from Perceived Risk dimension, Price benefit have significant influence on Attitude towards Online Shopping. While considering the influence of Attitude towards Online Shopping, Purchase Decision among the consumers through Online is influenced significantly.

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