ATTITUDE OF CONSUMERS TOWARDS ONLINE SHOPPING IN TIRUPPUR

Mrs.G.Bhuvaneshwari*

Dr.S.Kalaiyarasi**

***Mrs.G.Bhuvaneshwari**., Assistant Professor, Department of Commerce,
NIFT –TEA College of Knitwear Fashion – Tirupur- Mobile Number :9944809626
E- Mail ID : bhuvishravan@gmail.com
****Dr.S.Kalaiyarasi**., Head , Department of Commerce,
NIFT –TEA College of Knitwear Fashion – Tirupur- Mobile Number :9865098327
E- Mail ID : kalai2526@gmail.com

ABSTRACT

The term 'Online shopping' is referred as "The act of purchasing products or services over the Internet". It was invented by an English Entrepreneur Michael Aldrich in 1979. The online shopping industry in India is rapidly growing with the entry of large players such as AMAZON and others along with the existing domestic players. E-commerce has emerged as the non-boundary trade medium in the era of globalization. But, the adaption and usage of e-commerce is dependent on internet users in the country. There are a large number of people using internet and it is expected that the number of users might grow beyond 22 million which will be of great boom to e-marketing. In this background, e-commerce is expected to grow further and may dominate the business scenario. Hence, an attempt is made to study the consumers' perspective towards purchases of goods and services through online. Therefore, it is important to understand whether the ideas and preferences influenced the attitude and purchase intention of the consumers. In this regard, the objective is to study the attitude of consumers towards online shopping in Tiruppur. Primary and Secondary data are used for data collection. The respondents were selected by using convenient sampling technique. Research samples are selected from the specifically from the consumers involved in online shopping. 500 respondents were selected for the study. Tools used for analysis are Percentage method and Discriminant Analysis. Among the variables under study, four personal characters of the online shoppers have greater influence towards online shopping attitude namely Marital Status, Gender, Size of Family and Age of the respondents are the personal characteristics substantially found significant in discriminating between groups, namely respondents with lower attitude score and respondents with higher attitude scores during online shopping signifying that these variables play significant role during online shopping. Further recommendation and conclusion is that the online shopping companies should concentrate on these issues and have to formulate the effective strategies to defeat the negative impact of these factors to satisfy their consumers. The renewed interest among the respondents coupled with the change of strategies by online shopping companies in the aforementioned areas would ensure the radical development of online industry in India.

Key Words: Consumer, E-Commerce, Online Shopping, Attitude, Behaviour, etc..

1. INTRODUCTION

The term 'Online shopping' is referred as "The act of purchasing products or services over the Internet". It was invented by an English Entrepreneur Michael Aldrich in 1979. The online shopping industry in India is rapidly growing with the entry of large players such as AMAZON and others along with the existing domestic players. One could understand that the rapid growth of this industry from the fact that the players involved in this segment

clinching mega deals and able to attract private equity players to invest in their expansion plans .Players like Flipkart, Shop Clues and Snapdeal adds many products in their fold by adopting innovative strategies

Online shopping is defined as the process a customer takes to purchase a service or product over the internet. In other words, a consumer may at his or her leisure buy from the comfort of their own home products from an online store. This concept was first demonstrated before the World Wide Web (WWW) was in use with real time transaction processed from a domestic television. The technology used was called Videotext and was first demonstrated by M. Aldrick (1979), who designed and installed systems in the United Kingdom.   By 1990 T. Berners-Lee created the first WWW server and browser and by 1995 Amazon expanded its online shopping experiences.

India is a heterogeneous country with numerous cultures and has significant variations in the buying habits of the people. It is interesting to see the kind of strategies and business decisions which have been implemented by various MNCs operating from India. Since 1991, when the Liquid Petroleum and Gas (LPG) concept was introduced in India, the market witnessed dramatic and dynamic changes thus led some companies to flourish and a few had been shut down within the shortest period of time. Unlike the European and American markets, Indian market has been enriched with various dimensions and different buying habits. Any company that wants to enter in to India has to study the market extensively and make appropriate solutions to establish their business. If this was the case of other industries, consider the plight of online shopping organizations.

1.1. ONLINE SHOPPING

Online shopping or online retailing 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-shop, e-store, Internet shop, web-shop, web-store, online store, and virtual store. 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 e-Bay and Amazon.com, both based in the United States. Retail success is no longer about physical shop fronts evident by the increase of retailers now offering online store interfaces for buyers. With the growth in online shopping comes a wealth of new market footprint coverage opportunities for stores that can appropriately cater to offshore market demand and service requirements.

Consumer mentality and shopping patterns are changing very fast. Online shopping is going to become main stream in the forthcoming years. Over half a billion Indians will switch to smart phones in the next five-six years. That's going to be a big driver of e-commerce in India. Online shopping is becoming increasingly popular in smaller cities. Tier-II and Tier-III cities are opening up very rapidly. By 2020, e-commerce penetrated everywhere, whether it is smaller cities or rural areas. Hence the researcher selected the Tiruppur as the field of research.

2. LITERATURE REVIEW

Research done by **Suki (2011)** about ''Gender, Age, and Education: Do they really moderate online music acceptance?''. An empirical survey was conducted to test the hypothesis of study and 200 questionnaires were distributed among early adopter of music listeners. The study results showed young people aged 25 or more and male with good education were strongly affected by perceived playfulness and the ease of use towards online shopping of music.

Adnan (2014) aimed to investigate the influence of different dimensions of perceived risk, perceived advantages, psychological factors, hedonic motivations, and website design on online shopping behavior. The study distributed 100 questionnaires to online buyers in Pakistan. The research found that perceived advantages and psychological factors had a positive influence on the consumers' intentions to shop online while perceived risk had a negative impact on the consumers' attitude toward online shopping. Other factors like website design and hedonic motivations had not any significant impact on the consumers' intentions to shop online.

Aldousar et al, (2016) analysed the online shopping of Malaysian graduate students. In the Balkan region, to our best knowledge, recently only the study of **Renko and Popović (2015)** explores the consumers' acceptance of electronic retailing using TAM among Croatian consumers. To address this gap, the goal of our research is to investigate the factors affecting online adoption by young people in Macedonia as represent of the developing countries in the region by employing modified TAM.

Kalina Trenevska Blagoeva and Marina Mijoska, (2017), The purpose of the paper is to analyze factors that determine online shopping adoption among young people in the Republic of Macedonia. The proposed research framework is TAM based, extended with relevant constructs that are essential for online shopping– trust, website usability and customer service. They are particularly relevant determinants having in mind the size of the market, underdeveloped delivery channels, and inability to use online payment, customs barriers etc. as predominant factors that can influence consumers final decision to shop online. Significance of the factors included in our extended TAM model is tested using regression analysis. From the results, all investigated factors are proven to be significant. For further research, moderating effects of demographic factors can be investigated as may contribute to deeper understanding of consumers' attitudinal intention to shop online. Also, computer anxiety and web irritation can be observed as factors influencing behavior of online shoppers.

3. STATEMENT OF THE PROBLEM

With the globalization of major economics and the removal of trade barriers, organizations can target customers globally and provide their services globally. In such a situation, e-business offers certain advantages over traditional business. Therefore, more organizations are adopting the electronic medium to provide their products and services. Internet provides a virtual platform where sellers and buyers can come in contact for sale and purchase of goods and services even though buyers and sellers can be thousands of miles apart, may belong to different parts of the world, might speak different language also.

E-commerce has emerged as the non-boundary trade medium in the era of globalization. But, the adaption and usage of e-commerce is dependent on internet users in the country. There are a large number of people using internet and it is expected that the number of users might grow beyond 22 million which will be of great boom to e-marketing. In this background, e-commerce is expected to grow further and may dominate the business scenario. Hence, an attempt is made to study the consumers' perspective towards purchases of goods and services through online. Therefore, it is important to understand whether the ideas and preferences influenced the attitude and purchase intention of the consumers.

4. OBJECTIVE OF THE STUDY

1. To evaluate the attitude of consumers towards online shopping in Tiruppur

5. METHODOLOGY OF THE STUDY

The term research refers to the systematic method consisting of enunciating the problem. The research is descriptive in nature. The objective of this design is portrays accurately the characteristics of the consumers in Tiruppur and the information extracted based on the characteristics and defined the phenomenon. Primary and Secondary data are used for data collection. The respondents were selected by using convenient sampling technique. Research samples are selected from the specifically from the consumers involved in online shopping. 500 respondents were selected for the study. Tools used for analysis are Percentage method and Discriminant Analysis.

6. LIMITATIONS OF THE STUDY

- As the study is based on questionnaire the result would vary according to the opinion of the respondents. The samples are drawn from a particulars area. Hence, they are reliable to that specified area. The researcher has restricted the number of research attempts reviewed in literature review chapter to a select few, which are found to have direct relevance only for the obvious reasons of limiting the number of pages.

7. ANALYSIS AND RESULTS

It has been more than a decade since e-commerce first evolved. Researchers and practitioners in the electronic commerce constantly strive to obtain a better insight in consumer behaviour in cyberspace. With the development of the retail E-commerce, researchers continue to explain attitude of consumers shopping online through different perspectives. E-commerce platform is the buying and selling of the goods and services through online; thus, internet is the best source of utility tool. Today, the amount of trade that is conducted electronically using e-commerce has increased with a widespread usage of internet and technology. In this regard, this study analyzed the demographic variables and respondents agreeability towards buying behaviour of various products through online. Therefore, the statistical tools used are Percentage analysis and discriminant Analysis.

7.1. Demographics

The study conducted to analyse influencing the demographics characteristics of the respondents considering their perspectives on functionaries of online-shopping. The demographics classified as Age, Gender, Educational Qualification, Occupation, Marital Status, Type of Family, Size of the Family and Monthly Family income of the respondents are considered for the study.

Table 1: Demographics Variables

S. No.	Demographics	Frequency : 500	Percentage (100%)
1	**Gender**		
	Male	250	50
	Female	250	50
S. No.	Demographics	Frequency : 500	Percentage (100%)
2	**Age**		
	Less than 25 yrs	250	50
	25-40 yrs	240	48
	41-55 yrs	10	2
3	**Education**		
	No formal education	5	1
	School level	65	13
	College level	190	38
	Professional qualification	225	45
	Others	15	3
4	**Occupation**		
	Agriculture	0	0
	Salaried	250	50
	Business	20	4
	Professionals	110	22
	Others	120	24
5	**Marital Status**		
	Married	195	39
	Unmarried	305	61
6	**Type of Family**		
	Nuclear Family	340	68
	Joint Family	160	32
7	**Size of the Family**		
	One Member	-	-
	Two Members	55	11
	Three Members	160	32
	Four & above	285	57
8	**No. of Children (below 12 years)**		
	One	210	67.7
	Two	60	19.4
	Three	35	11.3
	Four & above	5	1.6

9	No. of Earning Members		
	One Member	75	15
	Two Members	295	59
	Three Members	105	21
	Four & above	25	5
10	Monthly Family Income		
	Below Rs.15000	75	15
	Rs.15000-30000	240	48
	Rs.30001-45000	135	27
	Rs.45000 & above	50	10

It is observed that half (50%) of the respondents are male and another 50% of the respondents are female. Half (50%) of the respondents belong to the age group of less than 25 years, 48% of the respondents belong to the age group between 25 and 40 years and the remaining 2% of the respondents belong to the age group from 40 to 55 years. Less than half (45%) of the respondents are professionally qualified, while 38% of the respondents have completed their college level, 13% of the respondents have qualified up to school level, 3% of the respondents have other qualifications and the remaining 1% of the respondents do not have any formal education. Half (50%) of the respondents are salaried people, while 24% of the respondents are having other occupations, 22% of the respondents are professionals and the remaining 4% of the respondents are engaged in business. Most (61%) of the respondents are unmarried and 39% of the respondents are married. Majority (68%) of the respondents are living in nuclear type of family and 32% of the respondents are living in joint type of family. Majority (57%) of the respondents are having four members in their family, 32% of the respondents are having three members in their family, 11% of the respondents are having only one person in their family and the remaining 5% of the respondents are having more than four members in their family. Majority (59%) of the respondents have two earners in their family, 21% of the respondents have three earners in their family, 15% of the respondents have one earner in their family and the remaining 5% of the respondents have more than four earners in their family. Most (48%) of the respondents' monthly family income is between Rs.15000 and Rs.30000, while 27% of the respondents' monthly family income is from Rs.30000 to Rs.45000, 15% of the respondents' monthly family income is below Rs.15000 and the remaining 10% of the respondents' monthly family income is above Rs.45000.

7.2. Discriminant Analysis

Discriminant analysis is a statistical technique which allows to study the differences between two or more groups with respect to several variables simultaneously and provide a means of classifying any object/individual into the group with which it is most closely associated and to infer the relative importance of each variable used to discriminate between different groups. A linear combination of predictor variables, weighted in such a way that it will best discriminate among groups with the least error is called a linear discriminant function and is given by:

$D = L1.X1 + L2.X2 + ……………….+ LK.XK$, where Xi's are predictor variables, Li's represents the discriminant coefficients, and D is the value of the discriminant function of a particular individual/element such that if this value is greater than a certain critical value $D^*=(D1 bar + D2 BAR)/2$, the individual would be classified in group I ; otherwise the individual would be classified in Group III.

In the present study there are three groups namely those respondents with lower mean scores of attitude (Group I n1=80); respondents with medium scores of attitude (Group II : n2=325) and respondents with higher mean scores of attitude (Group III n3=95) on the overall agreeability score to shop online, ten Predictor variables considered for the analysis includes the following:

Thus the variables are coded from X1 to X10 namely, X1- Gender, X2-Age, X3-Education, X4-Occupation, , X5-Marital status, X6-Type of family, X7-Family size, X8-No. of children, X9-No. of earners and X10-Family income.

Table 2: Mean Score

Explanatory Variables	Attitude Scores	
	Lower attitude score to buy (n1=80)	Higher Attitude score to buy (n3=95)
GEN-X1	1.31	1.47
AGE-X2	1.81	1.47
EDUC-X3	3.38	3.37
OCCUP-X4	2.88	3.63
Mstat-X5	1.38	1.63
Type of family-X6	1.56	1.37
SIZE of FAMI-X7	3.69	3.26
No. of children-X8	1.25	1.42
No. of earners-X9	2.31	2.05
Family income-X10	2.63	2.32

Table 3: Tests of Equality of Group Means Univariate ANOVAs

Explanatory Variables	Wilk's Lambda	F (DF=1, 173)	Sig
GEN-X1	0.97	4.78*	0.03
AGE-X2	0.90	18.80**	0.00
EDUC-X3	1.00	0.00	0.96
OCCUP-X4	0.92	15.88**	0.00
Mstat-X5	0.93	12.11**	0.00
Type of family-X6	0.96	6.77**	0.01
SIZE of FAMI-X7	0.89	20.62**	0.00
No. of children-X8	0.99	2.49	0.12
No. of earners-X9	0.97	4.98*	0.03
Family income-X10	0.97	5.16*	0.02

*-Significant at 5 % level,   **-Significant at 1 % level

It is seen from the above table that the mean scores of all the variables except X3 and X8, significantly differ between the two groups of respondents.

Discriminant function fitted:

D =   -3.417 + 1.542 X1 - .624 X2 + .898 X3 + .258 X4 + 1.402 X5 - .549 X6 - .537   X7   - .145 X8 - .343 X9 - .502 X10

Test Functions

- Eigen value: 0.509
- Percentage of variation explained: 100
- Wilks' Lambda = 0.663
- Chi-square   = 69.15**   DF = 10   p = .000
- Canonical Correlation: .809

Classification of Individual

Using the Discriminant function fitted and the observed predictor variables of the respondents, the respondents are classified and the correct% of classification is presented below.

Table 4: Percentage of Correct Classification by using Discriminant Function

Respondents with	Lower attitude score to shop online	Higher attitude score to shop online	Total
Lower motivational score to buy	55	25	80
Higher motivational score to buy	20	75	95

From the above table it is observed that out of 80 respondents with lower attitude score, 55 (68.8 %) were correctly classified; out of 95 respondents with higher attitude, 75 (78.9 %) were correctly classified. Hence the percentage of correct classification is (130/175)*100 % or 74.3 % of original grouped cases correctly classified. The percent of correct classification of respondents using the observation clearly indicates adequacy of the model is discriminating between the two groups.

Relative Importance of Predictor Variable

The relative importance of each predictor variable is discriminating between the two groups obtained and the results are presented below.

Table 5: The Relative Importance of Variables Discriminating between the Groups

Explanatory Variables	Importance value of the variable (Ij)	Relative Importance (Rj)	Rank
GEN-X1	0.2485	16.7	2
AGE-X2	0.2114	14.2	4
EDUC-X3	0.0059	0.4	10
OCCUP-X4	0.1955	13.2	5
Mstat-X5	0.3596	24.2	1
Type of family-X6	0.1066	7.2	6
SIZE of FAMI-X7	0.2279	15.3	3
No. of children-X8	0.0247	1.7	8
No. of earners-X9	0.0892	6.0	7
Family income-X10	0.0161	1.1	9
Total	**1.4854**	**100.0**	

Among the variables under study, four variables, namely Mstat-X5, GEN-X1, SIZE of FAMI-X7 and AGE-X2 are substantially important variables in discriminating between groups, namely respondents with lower agreeability score and respondents with higher agreeability score during online shopping.

8. SUMMARY OF RESULTS

8.1. Findings

- Half of the respondents belong to the age group of less than 25 years. Less than half of the respondents are professionally qualified. Half of the respondents are salaried. Most of the respondents are unmarried. Majority of the respondents are living in nuclear type of family. Most of the respondents are having two members in their family. Most of the respondents' monthly family income is between Rs.15,000 and Rs. 30,000

Discriminant Analysis

Among the variables under study, four personal characters of the online shoppers have greater influence towards online shopping attitude namely Marital Status, Gender, Size of Family and Age of the respondents are the personal characteristics substantially found significant in discriminating between groups, namely respondents with lower attitude score and respondents with higher attitude scores during online shopping signifying that these variables play significant role during online shopping. In this regard,

- Gender reveals there is disparity in the perception towards online shopping attitude among male and female gender.

- Age is the crucial factor in decision-making. This determines the utilization decision based on the level of attitude to purchase any products or services.

- Though education is marginally low, it is important to consider, education helps one to sharpen the mind of the individual and helps one to attain sophistication in life and by using the same one makes his life much comfortable. Education is the major source in the creation and promotion of awareness and identification of latest trends worldwide inclusive of the advancements in the shopping outcomes. In this research, knowledge of the respondents on their overall attitude towards their online shopping, quality of services available, charges for the services play significant role.

- Married couple when compared to bachelors/spinsters mostly makes shared decisions. For the purpose of this research, the marital status of the respondents and the effect of it on the overall attitude level and their perception towards online shopping experience have significant impact during online shopping decisions.

- Family size is a significant factor in every family. Each member is very much important in taking decision. Therefore, shared decision play significant role is also have significant impact on respondents attitude during online shopping.

8.2. Suggestions

Though the respondents have positive attitude perceived during online shopping, there are few suggestions that can further help consumers to improve their online shopping experience in which case the policy makers shall consider these general suggestions as stated below:

- The faith of the respondents will deteriorate if the online shoppers are provided with the products which is not promised to be. Hence, it is necessary to take personal care and attention about the supply of the product by verifying the customer order and dispatching the same in good condition.

- Irrespective of durable and non-durable products most of the respondents have great faith in shopping online. Where the respondents have awareness they were influenced to avail the products and services through online. It is recommended that the retailers shall exhibit products globally available at the door steps of their customers when ordered online.

- It is observed that all the determinants have significantly contributed towards the satisfaction of the consumers during online purchase. However, it is suggested that few of the factors that have low level of contribution and influence, and also some factors that lead to negative attitude among consumers may be eliminated with due care to elevate the consumers online purchase attitude to achieve greater heights in the near future.

8.3. Conclusion

The success of e-marketing lies in educating the consumers with the benefits such as time-saving, user-friendly and so on and the efforts that are made in eliminating the fear in the minds of the consumers regarding cyber crime, e-security risk and so forth. Besides the above, it is also important to study the problems relating to consumers acceptance towards technology updates and the consequences of implementation failures even though there are other problems which e-marketing will undergo; it cannot be denied that e-marketing will grow further under the existing circumstances where there is every possibility for the consumers to be forced to adopt the new trend in marketing than sticking on to traditional marketing. The online shopping companies should concentrate on these issues and have to formulate the effective strategies to defeat the negative impact of these factors to satisfy their consumers. The renewed interest among the respondents coupled with the change of strategies by online shopping companies in the aforementioned areas would ensure the radical development of online industry in India.

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