

Consumer Attitude Towards Online Shopping in Dindigul District

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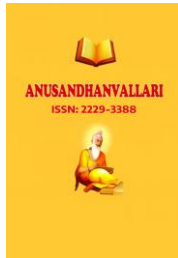
Abstract

Online shopping has taken off an increasing number on consumers purchase increasingly diversified products on the internet and this paper focus on attitude towards consumer in online shopping in Dindigul district. The five dominant factors which influence consumer perceptions for online shopping are information, easy to use, satisfaction, security, proper utilization of available information to compare the different products. The Percentage analysis has been used for analyzing the attitude and their socio- economic condition of respondents. It concluded that under that the respondents belong to the age group 21- 30 years, students , respondents working in private sector and respondents belong to urban area preferred maximum use of online cosmetic products.

Ker Words: Online, Shopping, Customers

Introduction

Online shopping is defined as purchasing items from internet retailers as opposed to a shop or store or the art of purchasing products or services from a seller over the internet using a web browser. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same products availability and pricing at different e-retailers the processing called business to consumer, online shopping. Consumers can shop online using a range of different



computers and devices, including desktop computers, laptops, tablet computers and smart phones. It is also popular as e-shop, e-store, online store and virtual store. Earlier food, clothes and shelter were called as primary need but today one more need is added in that is “Internet.” Due to revolution in telecommunication sector internet has changed the way consumers shop and buy goods and services. Both domestic companies as well as MNC’s have started using the internet with an objective of cutting marketing costs and thereby reducing the price of their products in order to stay ahead in heavy competition. Companies also use the internet to convey, communicate and disseminate information to sell the product, to take feedback and also to conduct satisfaction surveys with consumers. Consumers use the internet not only to buy the product online, but also to compare prices, products features and after sale service facilities they will receive. In addition to the tremendous potential of the e-business market, the internet provides a unique opportunity for companies to more efficiently reach existing and potential consumer.

Consumer

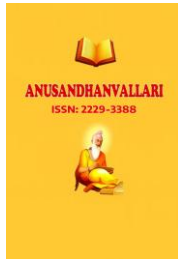
Any individual who purchases products or services for his personal use and not for manufacturing or resale is called a consumer. A consumer is one, who is the decision maker. Whether or not to buy an item at the store, or someone who is influenced by advertisement and marketing. Every time someone goes to a store and buys a shirt, toy, beverages, or anything else, they make a decision as a consumer. Consumer refers to any person who purchases some goods for a consideration that has been either paid or promised to pay or partly paid and partly promised.

Statement Of The Problem

The following are the most common problems faced by consumers. They are, Condition of quality of the product, don’t have any guarantee on product quality. The failure of digital payments. The consumer’s attitude and behavior on the status of online purchasing in this pandemic condition.

Objectives Of The Study

1. To analyze the attitude of the consumers towards the online purchase.
2. To give suitable finding and suggestions towards consumer attitude.



Methodology

Methodology is an essential aspect of any research of investigation. It enables the investigation to look at the problem in a systematic, meaningful and in an orderly way. The present study is field work and analytical study. This study is based on both primary and secondary data.

Sampling Technic

Respondents are selected from different area of the Dindigul district. This study is conducted by simple random sampling method. The data for the study is gathered through a structured questionnaire. There me 50 respondents in this research study.

Primary Data

The primary data refer to fresh data from the people by the researcher themselves; primary data are those which are collected fresh and for the first data. The data is collected through questionnaire method. It has been collected from the consumer.

Secondary Data

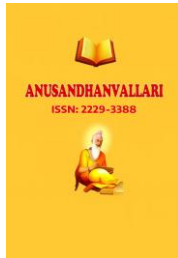
Secondary data refers to the information or fact has been collected already through newspaper, related journal and through internet.

Scope Of The Study

The present study focuses on the consumer attitude of online shopping. This study covers all types' consumers, who use the online shopping. The study also focuses on the attitude of consumer in online shopping use them in the geographical area of Dindigul district, without discrimination of age, income, education, occupation and place of residence .The study analyses the online shopping patterns and spending styles of consumer belonging to different segments of online shopping in Dindigul district.

Review Of Literature

Kameswara (2015) "Studied on consumer attitudes and perception on personal care products and cosmetics: generally, it is not on easy task to process the factors influencing the consumer to accept certain personal care and cosmetics while assessing is multi-dimension.



Also, it is not always simple to establish the connection between the physiological perception and reaction of the consumers response of in case of personal care of cosmetic products not only based on sensory properties of the products and it is physical status, but it is also associated with other factors like previous knowledge, preview, experience as well as consumer attitudes and beliefs. In the present globalized scenario the consumers today are much more demanding in terms of quality and safety, product labeling, determination of products to implements certain healthy standard quality products. This use to study the information of consumer perception and consumption of personal care products.

Pritam P. Kothari et al (2016) in their analysis, found that because of revolution in telecommunication sector no. of users of web are increased in Bharat in recent time and customer are using web for no-line shopping but still for regular purchase most of consumers first selection is manual shopping. After analysis it is discovered that major hurdle behind development of on-line shopping is of customer awareness. Majority of consumers aren't aware about various pre and post services rend by this on-line shopping firms.

Neha Gupta and Deepali Bhatnagar (2017) in their article confirm that having access to on-line shopping has really revolutionized and influenced our society as a whole. Factor analysis results reveal that Experimental individuality, customer Service and Convenience tend to be three important dimensions on why customers prefer net shopping. Nowadays there's radical change within the entire state of affairs. Everything in today's world is E prefixed Electronic knowledge Interchange, E-Mail, E-Commerce.

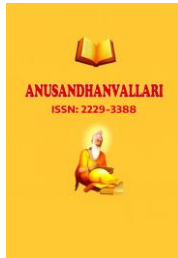
A key outcome of the technology revolution in Bharat has been connectivity that has fuelled unprecedented access to data. This use of technology has opened new doors and opportunities that alter for a additional convenient life style nowadays.

Data Analysis

The present study has been conducted in Dindigul District of Tamil Nadu. 50 respondents are selected on the basis of those who buy and use through online. The following tables show the demographic variables of the respondents.

Age of the respondents:

Age is an important factor for buying and using online shopping. They are presented in the table



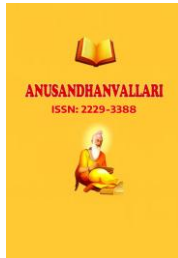
S. No	Age group	No. of respondents	Percentage (%)
1	18-20 years	12	24.0
2	21-30 years	19	38.0
3	31-40 years	12	24.0
4	Above 40 years	7	14.0
	Total	50	100

From Table 1 it is found that 38% of the respondents are in the age group of 21-30 years. 24% is in the age group of 31-40 years and 24% age group of 18 – 20 years. 14% are in the age group of above 40 years. Women in the age group of 21 -30 years are well established to online products and have an attraction over them,

Online shopping preferred

S.No	Online shopping preferred of the respondent	No. of Respondent	Percentage
1	New Paper	13	26.0
2	Magazines & Journals	10	20.0
3	Web Ads	17	34.0
4	Radio & TV	10	20.0
	Total	50	100

S.No	Online shopping preference of different Web sites of the Respondents	No. of respondents	Percentage (%)
1	Amazon. In	14	28.0
2	Flipkart.com	12	24.0



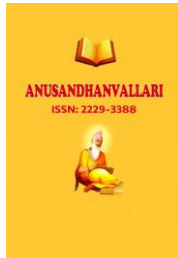
3	Snapdeal.com	17	34.0
4	Others	7	14.0
	Total	50	100

From the table it is clear that 28 per cent of the respondents prefer Amazon website for online shopping, 24 per cent of the respondents prefer Flip kart and 34 per cent of the respondents prefer Snap deal, 14 per cent of the respondent prefer Other buying products. It concludes that majority of respondents prefer buying in Snap deal through online shopping.

Type of products purchased

S. No	Type of products purchased	No. of respondents	Percentage (%)
1	Bags	7	14.0
2	Fashion and Jewellery	12	24.0
3	Beauty products	17	34.0
4	Sports items	5	10.0
5	Kitchen and dining	9	18.0
	Total	50	100.00

The above table provides the percentage of respondents purchasing each product category. Almost 34 per cent of the respondents have bought beauty products through online. 24 per cent have bought fashion and jewelers products. 18 per cent have bought kitchen and Dining. 14 per cent purchased bags products through online. Sports items are purchased by around 10 per cent of the respondents. A very few respondents have purchased products such as sports items.



Online shopping preferred

Age	News Paper	Magazines & Journals	Web Ads	Radio & TV	Total
18-20	12(24)	0	0	0	12(24)
21-30	1 (2)	10	8(16)	0	19(38)
31-40	0	0	9(18)	3(6)	12(24)
Above40	0	0	0	7(14)	7(14)
Total	13(27)	10 (20)	17(24)	10(20)	50(100)

Source: Primary Data

From the table it is clear 24 per cent of the respondents preferred News Paper belonging to the age group 18-20 years 20 per cent of the respondents preferred Magazines and journals belonging to the age group of 21-30 years.18 per cent of the respondents preferred web ads belonging to the group of 31-40 years and 14 per cent of the respondents preferred Radio and TV belonging to the age group above 40

Chi – Square test is used to find the significance of the age of respondents on the frequency of online shopping.

Test of significance

To test the relationship between age and online shopping preferred

Hypothesis

Ho: There is no significant relationship between age and preferred of online shopper.

Table -1

Age of Respondents and Frequency Relationship of Online Shopping Preferred.

Chi – Square Test

Particulars	Age and Frequency Relationship of online shopping preferred
Calculate Value	91.182

DF	9
Table value	16.919
Result	Significant

Since the calculated value of Chi –Square is 91.182. which is greater than the table value of 16.919 at per cent level of significance the null hypothesis is rejected. Hence, there is a relationship between the online shopping preferred and the age of Respondents. Therefore the chi – square analysis clearly reveals that the age of the respondents has significantly impact the online shopping preferred.

Types of product purchased

Age	Bags	Fashion and Jewellery	Beauty products	Sports items	Kitchen and dining	Total
18-20	7(14)	5(10)	0	0	0	12(24)
21-30	0	7(14)	12(24)	0	0	19(38)
31-40	0	0	5(10)	5(10)	2(4)	12(24)
Above 40	0	0	0	0	7(14)	7(14)
Total	7(14)	12(24)	17(34)	5(10)	9(18)	50(100)

Source: primary data

From the table it is clear 14 per cent of the respondents type of product purchased in Bags Belonging to the age group 18-20 years 14 per cent of the respondents like type of product purchased in Fashion and Jewellery Belonging to the age group of 21-30 years. 24 per cent of the respondents like a type of product purchased Beauty products. Belonging to the age group of 31-40 years and 10 per cent of the respondents like a type of product purchased sports item Belonging to the age group above40 years.14 per cent of the respondents like a type of product purchased kitchen and dining belonging to the age group above 40 years.

Chi – Square test is used to find the significance of the age of respondents

On the frequency of type of product purchased.

Test of significance

To test the relationship between age and type of product purchased.

Hypothesis

Ho: There is no significant relationship between and type of product purchased in consumer

Table-2

Age of respondents and frequency relationship of type of product purchased.

Chi-square test

Particulars	Age and frequency relationship of type of product purchased
Calculate value	88.585
Df	12
Table value	21.026
Result	Significant

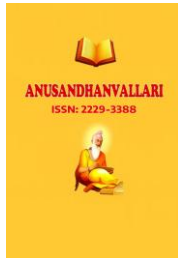
Since the calculated value of chi-square is 88.585, which is greater than the table value of 21.026 at 5 per cent level of significance, the null hypothesis is rejected. Hence there is a relationship between the type of product purchased and the age of respondents. Therefore, the chi-square analysis clearly reveals that the age of the respondents has significantly impacted the type of product purchased.

Online shopping preference of different web

Age	Amazon.in	Flipkart.com	Snapdeal.com	Other	Total
18-20	12 (24)	0	0	0	12(24)
21-30	2(4)	12(24)	5(10)	0	19(38)
31-40	0	0	12(24)	0	12(24)
Above 40	0	0	0	7(14)	7(14)
Total	14 (28)	12(24)	17(34)	7(14)	50(100)

Source: Primary data

From the table, it is clear that 24 per cent of the respondent's preference of Amazon.in belongs to the age group 18-20 years. 24 per cent of the respondent's preference of Flipkart.com



Belonging to the age group of 21-30 years. 24 per cent of the respond preference of snapdeal.com belonging to the age groups of 31-40 years and 14 per cent of the respondents preference others belonging to the age group above 40.

Chi-Square test is used to find the significance of the age of respondents on the frequency of online shopping preference

Test of Significance

To test the relationship between age and online shopping preference

Hypothesis

Ho: There is no significant relationship between age and preference of online shopper

Table -3

Age of Respondents and frequency relationship of online shopping preference

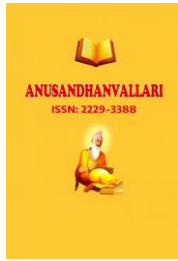
Chi –square test

Particulars	Age and frequency relationship of online shopping preference
Calculate value	114.352
Df	9
Table value	16.919
Result	Significant

Since the calculated value of chi-square is 114.352, which is greater than the table value of 16.919 at 5 per cent level of significance the null hypothesis is rejected. Hence, there is a relationship between the online shopping preference and the age of respondents. Therefore the Chi-square analysis clearly reveals that the age of the respondents has significantly impact the online shopping preference.

Suggestion:

1. From the above table the majority of the respondents are the following 21-30 years old. Most of the customers online shopping the sits.
2. The study shows that out of 50 respondents, (34%) per cent of the respondents are online shopping preferred the customers mostly views the Web Advertisement.
3. The study exhibits that out of 50 respondents, (14%) per cent of the respondents are having an online shopping preference of different web sites views the customers mostly product buying the Amazon. in web-sites using the customers.



4. The study reveals that out of 50 respondents, (34%) per cent of the respondents are mostly customers buying the Beauty products.

Conclusion

This paper centered consumer attitude towards online products usage in Dindigul district. The Percentage analysis was used to find the attitude of the respondents. The study carried out on socio economic conditional of respondents towards age, education, occupation, income and their residential of the respondents. The researcher concludes maximum of respondent are in the age group 21-30 years, of which majority of respondents are unmarried, maximum respondents belong to urban area, that most of the people who is working in private sector uses online cosmetic product, students who is un- salaried uses maximum online products and they are the consumers having more attitude in using online cosmetic products.

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