

DRIVING FORCES OF CONSUMER ATTITUDE TOWARDS ONLINE SHOPPING - A STUDY IN NAMAKKAL DISTRICT

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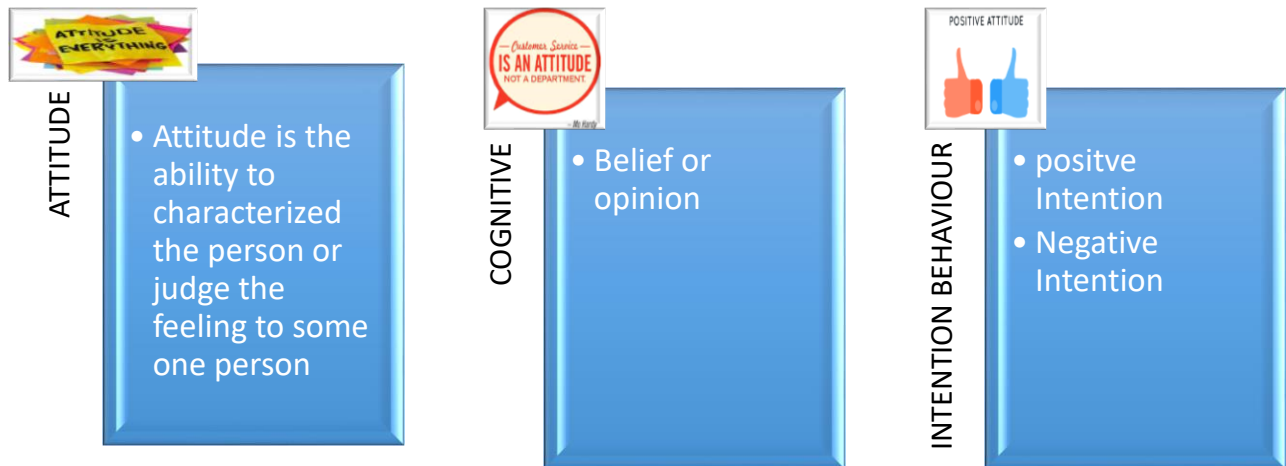
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Abstract—The present article of this study has been attempted to attractive driving forces consumer attitude towards online shopping a study in Namakkal District. Today's scenario online shoppers have been playing a huge role from an online or electronic shopping in Namakkal District. In the emerging trends in 21st century the customer attitude is driving from online shopping because of the good nature of the products, time constraints, easily vision, convince etc., there are millions of people are online in India, the questionnaire was prepared through the inputs taken from the past researches and also from the feedbacks of the pilot study. Thus, the validated final questionnaire was used to collect data from 120 respondents. The researchers have adopted convenient sampling technique to gather the data. The data are analyzed using the simple percentage analysis, ranking analysis and chi-square methods. recommended that 50.8 % majorities of the respondents are age group people between 21 to 30 years are prefer to shopping from online and followed by the remaining age group of people, so in this study remaining age group of people are should not much aware of the online shopping. Another suggestion there is no significant relationship between occupation and cost of the product.

Keywords—Attitude, Consumer, Driving Force, Online Shopping, Products.

INTRODUCTION



Attitude

Consumer attitude may be defined as a feeling of favorableness or unfavorableness that an individual has towards an object. As we, all know that an individual with a positive attitude is more likely to buy a product and these results in the possibility of liking or disliking a product.

Consumer attitude basically comprises of beliefs towards, feelings towards and behavioral intentions towards some objects.

Tri-component Model – According to tri-component model, attitude consists of the following three components.

Cognitive Component

The first component is cognitive component. It consists of an individual's knowledge or perception towards few products or services through personal experience or related information from various sources. This knowledge, usually results in beliefs, which a consumer has, and specific behaviour.

Affective Component

The second part is the affective component. This consists of a person's feelings, sentiments, and emotions for a particular brand or product. They treat them as the primary criteria for the purpose of evaluation. The state of mind also plays a major role, like the sadness, happiness, anger, or stress, which also affects the attitude of a consumer.

Conative Component

The last component is conative component, which consists of a person's intention or likelihood towards a particular product. It usually means the actual behaviour of the person or his intention.

Positive Intension and negative intension

“I can do hard things.”

Positive people love to be challenged. They understand that there is no growth without struggle. Positive people embrace difficulty, and look for ways to overcome them. Negative people love the easy road. Because obstacles increase the likelihood of failure, they try to avoid them like the plague. To negative people, hard times don't make you, they break you.

“I always give my best.”

Positive people focus on giving their best effort, regardless of the situation. They understand that there are many things they cannot control, but effort is not one of them. No matter what, the positive person strives to give their best — even if it isn't much. Negative people want things to come easy to them. If they have to try hard, they believe they just aren't good at it and give up. They are more likely to give their absolute best if they know people are watching them.

“She is inspiring!”

Positive people are inspired by the success of others, they look at those who are excelling and ask themselves the question, “What can I learn from them?” Negative people become jealous and threatened by the success of others. To negative people, when others succeed it means they are failing.

“What can I do better?”

Positive people embrace feedback. Because they are always striving to get better, they are open to learn anything that will enhance their skill set. Negative people get offended when they receive correction or feedback. Instead of seeing it as means to improve, they interpret feedback as a sign of their incompetence.

“I give power to what I focus on.”

Positive people focus on things they can control. They understand that their happiness is dependent on how they choose to respond to what happens to them. Positive people believe that they give power to what they focus on, so they use it wisely. Negative people center their focus on things they can't control. For example, they ruminate over past conversations, beat themselves up on past mistakes, and allow their fear of the future to stop them in their tracks today.

“People can change.”

Positive people know that the only thing that doesn't change is *change*. They believe that they can change, and that other people can change. Negative people believe that people are fixed; therefore, they don't try to improve because they believe, “What's the use?” Additionally, negative people don't allow others to change. Once a negative person puts a label on something, it's very difficult for them to see it in a different way.

“I still have a lot to learn.”

Positive people love to learn. They understand information evolves, and what used to work 10-years ago, might not be effective today. Negative people believe they know it all, and are less likely to welcome new information if it contradicts what they believe. They care less about what’s right, and more about who’s right.

“Let’s go big!”

A positive person isn’t afraid to swing for the fences because they don’t fear striking out. A negative person not only thinks small, but they also try to convince others that their dreams and aspirations are too big.

“I am my own worst enemy or best friend.”

Positive people have effective self-talk. They are aware of the story they tell themselves, and don’t allow their own thoughts to discourage them. Additionally, they are realistic with their expectations. Positive people don’t feed themselves lies about their weaknesses or how difficult the situation is. Instead, they tell themselves what they need to do to succeed. Negative people are their own worst enemy. They struggle to see the bright side of anything, even if they are successful. They are also masterful at focusing on all the negative aspects, and diminishing their own confidence.

“What is my body saying?”

Positive people carry themselves like champions. They are purposeful in the way they interact with people and their facial expressions show positivity. Negative people carry themselves small. They hang their heads, and look down. Just by looking at them, you would think they are mad, sad, or indifferent — definitely not happy.

“Teamwork makes the dream work.”

Because they are team players, positive people will get behind and support ideas that are not theirs even if they might disagree with it. Negative people have a hard time fully supporting ideas they feel won’t be successful. When an idea that wasn’t, theirs doesn’t succeed, they are sure to give their teammates the “I-told-you-so” expression.

“What’s the bright side?”

Positive people have an attitude of gratitude. They can see the good in a situation, and don’t take things for granted. Negative people struggle to see the silver-lining in difficult situations. They don’t often take the time to stop and notice the positive aspects of a situation.

“You’re so good!”

Positive people like to spread positivity. They pay close attention to when others do well, and they are quick to tell them. Negative people say, “Why would I compliment people for things they are supposed to do?” What they don’t understand is, it’s not about the compliment, and it’s about showing the other person that you notice them. A simple compliment can strengthen relationships and motivate the person to do even better. Positive people don’t underestimate the power of encouraging words.

REVIEW OF LITERATURE

Lina Zhou (2007) in his article “Online shopping acceptance model-a critical survey of consumer factors in online shopping” he found that the extensive survey of extant related studies and synthesized their findings into a reference model called OSAM (Online Shopping Acceptance Model) to explain the consumer accepted of online shopping. Our literature survey reveals that a myriad of factors has been examined in the context of online shopping and mixed results on those factors have been reported. He has been finally recommended that the understanding of how to improve their consumer loyalty. Learning about the influential factors for retained consumers might be one of the best long-term strategies for online retailers.

Ashish Bhatt (2014) in his article “Consumer Attitude towards Online Shopping in Selected Regions of Gujarat” he identified that the information, perceived usefulness, perceived enjoyment and security/privacy are the five dominant factors which influence consumer perceptions on Online purchasing Indian consumers are found online shopping very comfortable because of many variables like cash on delivery, customization or personalization of the websites, home delivery etc.

Jiyoung cha (2011) in his article “Exploring the internet as a unique shopping channel to sell both real and virtual items: a comparison of factors affecting purchase intention and consumer characteristics” he found that the college students apply different criteria in making the decision to use an online shopping channel, according to the product types. Perceived benefits and risks of online shopping are salient factors affecting intention to purchase real items through the internet, but they do not have any impact on intention to purchase virtual items and also found the study highlights that there are more unexplored factors behind purchase intention toward virtual items. They also found to indicate that the integration of TRA with TAM and other internet-related constructs is acceptable in predicting intention to purchase real items through the internet. On the other hand, the integration does not work quite as well for virtual items.

OBJECTIVES OF THE STUDY

- To examine the overall satisfaction of the online shoppers.
- To know the socio-economic profile of the consumers of the online shopping.
- To determine the most influencing factor in the purchase of products through online shopping.
- To know the source of influence in the purchase of products through online shopping.

SCOPE OF THE STUDY

The scope of the study reveals that the internet shoppers attitude should be vary from shoppers to shoppers. The study is restricted to Namakkal districts. The project helps to know the market knowledge about the online shopping to the customers and to take feedback from the customer about the customer attitudes.

LIMITATIONS OF THE STUDY

- Some of the respondents feel it as a disturbance to answer the questionnaire in their busy schedule.
- Time constraints has prohibited from going deep into the subject. The information obtained or the collection of data is limited. The study is purely academic.

RESEARCH METHODOLOGY

Definition of research

Defining of and redefining problems, formulating hypothesis or suggested solutions; collecting, organizing and evaluating data; making deductions and reaching conclusions to determine whether they fit hypothesis.

Type of Research: Descriptive research

This study aims at describing the nature of respondent’s usually shopping through internet or online shopping and attitude of the customers. Therefore, this research is can be called as descriptive research. Descriptive research includes surveys and fact finding enquires of different kinds. The major purpose of descriptive research is description of the state of affairs as it exists at present.

Sample Method

It has using convenience sampling method.

Sample Size

The sample size of the study is 120.

Data Collection

The study is solely based on the primary data and the source of primary data is the questionnaire. With the help of the questionnaire distributed among the respondents, the researcher collected the relevant information from the respondents.

Construction of Questionnaire

The questionnaire was constructed based on the inputs from the relevant review of literature. The questionnaire thus drafted was given to experts in the field of research in order to get their suggestions. The questionnaire was again modified and then a pilot study was conducted. In the pilot study 76 questionnaires were distributed in order to get the respondents on the questionnaire in the areas of clarity, wholeness and relevance of the questions asked in the questionnaire. Based on the inputs from the pilot study, the questionnaire was again fine-tuned. The finalized questionnaire was distributed to the respondents in order to conduct the survey research.

Framework of analysis

The data collected are fed in the SPSS software (SPSS). The data are analysed using the SPSS programme. The data are analysed using descriptive statistics, chi-square analysis, and ranking analysis. The outputs of the analysis are taken and a report is prepared in the MS word file.

Tools Used in the Study

Percentage Analysis

Percentage analysis is the method to represent raw streams of data as a percentage

(a part in 100 - percent) for better understanding of collected data. It represents or summarizes the relevant features of a set of values. This can be calculated by this formula

$$\text{Percentage analysis} = \frac{\text{Number of frequency}}{\text{Total number of frequency}} \times 100$$

Chi-Square Test

The chi-square test is an important test amongst the several tests of significant'. Chi theoretical variance Square, symbolically written as χ^2 , is a statistical measure used in the context of sampling analysis for comparing a variance to a.

This can be calculated using the formula

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

Where

O = Observed frequency.

E = Expected frequency (Pillai & Bagavathi, 1999).

DATA ANALYSIS AND INTERPRETATIONS (RESULTS AND DISCUSSION)

Table No.1: Subject's Demographics

Gender of the respondents		
Male 80 (66.7%)	Female 40(33.3%)	
Marital Status of the respondents		
Single 46 (38.3%)	Married 74(61.7%)	
Age of the respondents		
20 years and below 24 (20.0%)	21 years to 30 years 61 (50.8%)	31 years to 40 years 27 (22.5%)
41 years to 50 years 4 (3.3%)	51 years and above 4 (3.3%)	
Educational Qualification of the respondents		
Illiterate 14 (11.7%)	UG 48 (40.0%)	PG 29 (24.2%)
Professional 17 (14.2%)	Others 12 (10.0%)	
Occupation of the respondents		
Student 35 (29.2%)	Public/Private Employee 47 (39.2%)	
Profession 19 (15.8%)	Business 19 (15.8%)	

Monthly income of the respondents

Below Rs. 10,000 21 (17.5%)	Rs. 10,000 to Rs. 20,000 37 (30.8%)
Rs. 20,000 to Rs. 30,000 18 (15.0%)	Rs. 30,000 to Rs. 40,000 25 (20.8%)
Rs.40,000 and Above 19 (15.8%)	

Size of the family

1-3 46 (38.3%)	4-6 69 (57.5%)	Above 7 5 (4.2%)
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Place of Residence

Urban 36 (30.0%)	Semi –Urban 22 (18.3%)	Rural 62(51.7)
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Source: Primary data

From the above table 1 show that the 66.7% majorities of the respondents are male in gender are mostly preferred to use the online shopping as compared to the female, 61.7% majorities of the respondents are got married are go for an internet shopping, 50.8 % majorities of the respondents are age group people between 21 to 30 years are prefer to shopping from online and followed by the remaining age group of people, 40.0% majorities of the respondents are under an UG category are mostly prefer to shopping online, 39.2% majorities of the respondents are private and public employee are used to prefer to go with online shopping and followed by the others employees, 30.8% majorities of the respondents are go to shop through online 10,000 to 20,000 income of the respondents.

CHI-SQUARE ANALYSIS**Table No.2: Age and Internet Shopping**

Null hypothesis (H₀) There is no significant relationship between age and internet shopping is convenient.

Alternative hypothesis (H₁) There is a significant relationship between age and internet shopping is convenient.

	<i>Calculated Value</i>	<i>DF</i>	<i>Table value</i>
Pearson chi-square	1.653	16	26.296

Inference (CV>TV)

H₀ is accepted, so there is a significant relationship between age and internet shopping is convenient.

Table No.3: Occupation and Cost of the Products

Null hypothesis (H₀) There is no significant relationship between occupation and cost of the products.

Alternative hypothesis (H₁) There is a significant relationship between occupation and cost of the products.

	<i>Calculated Value</i>	<i>DF</i>	<i>Table value</i>
Pearson chi-square	17.199	12	21.026

Inference (CV<TV)

H₀ is accepted. So, there is no significant relationship between occupation and cost of the products.

Table No.4: Monthly Incomes of the Family and Branded of the Products

Null hypothesis (H₀) There is no significant relationship between monthly incomes of the family and branded of the products.

Alternative hypothesis (H₁) There is a significant relationship between monthly incomes of the family and branded of the products.

	<i>Calculated Value</i>	<i>DF</i>	<i>Table value</i>
Pearson chi-square	60.382	16	26.296

Inference (CV<TV)

H₀ is rejected, so there is no significant relationship between monthly incomes of the family and branded of the products.

RANKING METHODS AND ANALYSIS

GARRETT RANKING

Garrett’s ranking has been used to analyse the internet shopping of the respondents. Under Garrett’s Ranking Technique the percentage position has been calculated by using the following formula

$$\text{Percentage position} = 100(R_{ij} - 0.5) / NJ$$

Where

R_{ij} = Rank given for i^{th} variable by the j^{th} respondent.

NJ = Number of variables ranked by the respondents.

The respondents were asked to rank the ten identified to go for an internet shopping in this study as 1, 2, 3, 4, 5, 6, 7, 8, 9 and 10. In order to know their driving force of customer attitude on online shopping in the selection of internet user to purchase the product. The calculated percentage positions for the ranks 1, 2, 3, 4, 5, 6, 7, 8, 9 and 10 and their corresponding Garrett’s table value are given in the table 3.

Table No.5: Percentage positions and their corresponding Garrett’s table values

Rank	Percentage position	Garrett’s table value
1	$100(1-0.5)/10 = 05$	82
2	$100(2-0.5)/10 = 15$	71
3	$100(3-0.5)/10 = 25$	63
4	$100(4-0.5)/10 = 35$	58
5	$100(5-0.5)/10 = 45$	52
6	$100(6-0.5)/10 = 55$	48
7	$100(7-0.5)/10 = 65$	42
8	$100(8-0.5)/10 = 75$	37
9	$100(9-0.5)/10 = 85$	30
10	$100(10-0.5)/10 = 95$	18

Table 5 shows percentage positions for the ranks 1, 2, 3, 4, 5, 6, 7, 8, 9 and 10 and their corresponding Garrett’s table values for rank 1, the calculated percentage position 5 the table is 82. This value given in the Garrett’s ranking table for percentage 5, which is very near 4.92 (See Appendix). As like for all the calculated percentage position, the table value is referred from Garrett’s ranking table.

Table No.6: Purchase Preference to the electrical goods through online

S.No.	Variables	Total Score	Mean Score	Rank
1	Electrical goods	7120	66.54	1
2	Books	6178	57.74	2
3	Gifts and greetings	6166	57.63	3
4	Dresses	5170	48.32	6
5	Magazines and journals	5401	50.48	4
6	Railway tickets	4592	42.92	9
7	Furniture materials	5199	48.59	5
8	Organic products	4685	43.79	8
9	Others	4414	41.25	10
10	Grocery	4737	44.27	7

Formula:

$$\text{Mean Score} = \text{Total Score} \text{ Divide by Sample Size.}$$

Table 6 shows that the majorities of the respondents are going to prefer to purchase the electrical goods through online and followed by the other products.

FINDINGS

- Found that the 66.7% majorities of the respondents are male in gender are mostly preferred to use the online shopping as compared to the female
- Found that the 61.7% majorities of the respondents are got married are go for an internet shopping,
- Found that the 50.8 % majorities of the respondents are age group people between 21 to 30 years are prefer to shopping from online and followed by the remaining age group of people,
- Found that the 40.0% majorities of the respondents are under an UG category are mostly prefer to shopping online,
- Found that the 39.2% majorities of the respondents are private and public employees are used to prefer to go with online shopping and followed by the others employees,
- Found that the 30.8% majorities of the respondents are going to shop through online 10,000 to 20,000 incomes of the respondents.
- Found that the there is a significant relationship between age and internet shopping is convenient.
- Found that the there is no significant relationship between occupation and cost of the products.
- Found that the majorities of the respondents are going to prefer to purchase the electrical goods through online and followed by the other products.

SUGGESTIONS OR RECOMMENDATIONS OF THE STUDY

In this recommended that the 50.8 % majorities of the respondents are age group people between 21 to 30 years are prefer to shopping from online and followed by the remaining age group of people, so in this study remaining age group of people are should not much aware of the online shopping. Another suggestion there is no significant relationship between occupation and cost of the product.

CONCLUSIONS

In these studies, finally concluded that the online shoppers are high potential to purchase the internet products in India especially such .com as Flipkart, Snapdeal, and Amazon. But in some time, the shoppers would not be satisfied while delivering the goods.

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