

The Study of Consumers' Attitude towards Online Shopping: Factors influencing Consumers to Shop Online

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Abstract:

The purpose of this paper is to look at consumer situations by shopping online at Ajmer. This paper introduces an integrated model that combines ease of use, website design, security, time-saving and their relationships to determine their impact on consumer contexts regarding online shopping. Online shopping has become a very useful, time-saving, and effective way to shop for consumers nowadays. This innovative design generates more sales for consumers to purchase as well as more market opportunities. Data was collected with the help of structured queries. 120 responses were analysed to determine consumer status regarding online shopping. The results of the study indicate that among the four features selected for this study, the most attractive and influential feature for consumers is to buy online in Ajmer City.

Keywords: consumer attitude, online shopping, merchandise, perceived security.

Introduction:

The theory of attitudes and shopping intention towards online shopping that was developed by Jarvenpaa shows the importance of consumer attitude and buying behaviour (Jarvenpaa, 1997). This study includes numerous factors that can be classified into four categories: shopping experience, product price, e-shop service quality, and risk. Consumer buying behaviour is directly influenced by the consumer attitude at the time of shopping (Alfredo Vellido, 2000). Consumer behaviour is affected by the four factors: good affordability, convenience, control over things, shopping site design, and customer service. Consumer attitudes are not directly related to perceptions and motivations, but play an important role in the success or failure of e-marketing strategies. (Goodwin, 1999). According to Armstrong, a person's buying attitude is influenced by the following factors: motivation, perception, learning, beliefs and attitude (Armstrong, 2000). The objective of this research was to explore the consumer characteristics influencing consumer attitudes toward online shopping. These articles show the relationships between online shopping determinants and consumer attitude..

Literature review:

The study of consumer characteristics has been related to consumer attitudes toward adopting online shopping. According to the model, it examines internet user concerns and the perceptions of consumers towards online shopping. Wu (2003). The article shows that the Fishbein model effectively measures consumer attitude and also explores consumer characteristics such as consumer attitude and online shopping behavior.

Online shopping and online shopping platform:

To adopt online shopping platform by consumer is necessary to focus on four factor website design, convenience, time saving and security factor as study because mainly this four factor influence the consumer attitude .this model for study was developed by (Dani, 2017).

In This study determine that the level of awareness of consumer to online shopping, and investigate the relationship between online shopping and consumer satisfaction. (Olasanmi, Online Shopping and Customers' Satisfaction in Lagos State, Nigeria, 2019) It also investigated how certain variable influenced consumer satisfaction for how to increase the usage of E-shopping. (Vellido, 2000) .

Convenience, website design, time and consumer attitude:

Huang examine certain factor perception, convenience, control over, affordability, shopping site design, and consumer service were included. (Huang, 2004) Time and convenience is the most important influencing factor for customers' decision to engage in online shopping while other factors such as risks involved are also equally as important. Comparatively factors like product quality, costs and awareness play important and significant roles in determining whether customers intension in online shopping. (Olasanmi, Online Shopping and Customers' Satisfaction in Lagos State, Nigeria, 2019)With the dynamic uses of electronic medium of information, today's consumers are excessively aware of their decision regarding product and they demand is a high quality product at affordable prices. With constant connectivity, customers browse products online and then buy it from physical store or conversely, check the product physically before completing the online purchase (Bonson Ponte, 2014) (Brynjolfsson, 2013).

Online shopping and security issues:

Mr. Robinson. M, Surya. Examine buyers perception on privacy and security issues is important concern towards online shopping. Financial risk, risk of hack attack and personal information share by the third party is important issue on online shopping. (Robinson. M, 2019) A . Aldukali and Ali. ALrawimi examine the influence of the following factors like online security, protection, website credibility and after sale experience on intention to buy online. Emerging world of E-shoppers reveal that online shoppers like should focus on various factors like security, protection, website credibility and after sale experience of consumers to increase buyer intention for online shopping and online financial transaction is concerned. (ALrawimi, 2015) Security of online users is important factor that stops the willingness of online purchasers. The study concluded that the higher the incomer the more attitude towards online shopping. (Sami Alsmadi ,2002).

Research Methodology:**Research Objectives:**

Analyzing consumer expectations about online shopping: -

- Measuring the impact of various decisions on a consumer attitude toward purchasing online.

Hypothesis:

- H0: there is no significant impact of determinants on the consumer attitude towards online shopping.
- H1: There is a significant impact of determinants on the consumer attitude towards online shopping.

Shortcuts: Easy to use (Convenience), Website design, security, and time saving

Statement of The Problem:

Strong changes in the use of the online shopping platform in India offer growing confidence for online retailers and users. If online retailers are aware of the factors that affect the attitudes of Indian online consumers as well as the relationship between these factors and the attitudes of consumers, then they can continue to improve their marketing strategies to convert potential customers while retaining existing online customers. The main focus of the study is to identify those factors that influence a consumer's attitude towards online shopping and their impact on online shopping decisions.

Research Gap:

Many studies have analyzed the relationship between online shopping and consumer attitudes in the online shopping environment for Indian consumers. But a limited amount of research has been done in the context of consumer online shopping behavior. Previous research has linked consumer preferences with online shopping sites, but no research analyses the combined impact of consumer status and online shopping after Android technology has entered the market. Everyone conducts individual sales by smartphone (android and iOS). This study closes the gap in the research literature while measuring the impact of the Indian consumer situation on online shopping. In this study, the results were categorized into key components of consumer attitudes, namely, ease of use, website features and design, security, and time-saving strategies that could not be explored locally in existing studies.

Limitations:

The sample was limited to online users dealing with online purchases. The value of internet users was worth millions by the end of March 2020. The results of this study cannot show the status of all Indian online consumers because this study is based on 120 respondents. The study focuses exclusively on Ajmer City, Rajasthan.

Data finding:**Table 1: variables**

Variables	Mean	S.D.
Easy to use (Convenience)		
1.I get on-time delivery by shopping on-line	3.31	1.22
2. Detail information is available while shopping online	3.23	1.13
3. I can buy the products anytime 24 hours a day while shopping online	3.17	1.16
4. It is easy to choose and make comparison with other products while shopping online	3.16	1.15
Overall mean of Convenience Factors	3.21	1.16
Website Design/Features		
5. The website design helps me in searching the products easily	4.04	1.03
6. While shopping online, I prefer to purchase from a website that provides safety and ease of navigation and order	3.93	0.95
7. The website layout helps me in searching and selecting the right product while shopping online	3.63	1.12
8. I believe that familiarity with the website before making actual purchase reduce the risk of shopping online	3.35	1.05
9. I prefer to buy from website that provides me with quality of information	3.82	1.06
Overall mean of Website design Factors	3.75	1.08
Time Saving		
10. Online shopping takes less time to purchase	3.59	1.28
11. I feel that it takes less time in evaluating and selecting a product while shopping online	3.95	1.17
Overall mean of Time saving Factors	3.77	1.13
Security		
12. I feel safe and secure while shopping online	3.36	1.15
13 Online Shopping protects my security	3.78	1.25
14. I like to shop online from a trustworthy website	3.86	1.43
Overall mean of security Factors	3.67	1.22
Overall Mean of four factors	3.60	1.11

DEMOGRAPHIC PROFILE RESPONDENT:

Demographic Profile of the People: Table No. 2 describes the demographic profile of the respondents to the study. Out of 120 respondents who were taken for the study, it has been identified that most (59.1%) of the respondents are male, (85%) whose age group is under 20 to 29 years, most (40%) of the respondents are up to higher study level (Ph.D.), (74.17%) of the respondents are single, and the annual income of (42% of the respondents is above Rs. 50,000 to 100,000.

Table 2: Demographic profile respondent

DEMOGRAPHIC PROFILE RESPONDENT		
Variable	Frequency	Percentage (%)
Gender		
Male	71	59.1
Female	49	40.9
Marital Status		
Single	89	74.17
Married	31	25.83
Age		
20-29	102	85
30-39	11	9.1
40-49	7	5.9
50 & Above	0	0
Education		
High School	3	2.5
Intermediate	15	12.5
Bachelor	19	15.9
Post Graduate	33	27.8
Ph. D.	48	40
Income		
Below 5000	9	7.5
5000-20000	13	10.83
20000-50000	25	20.83
50000-100000	51	42.5
100000 above	22	18.33

TESTS OF NORMALITY:

Ho: Observations are normally distributed.

H1: Observations are not normally distributed.

Table 3:Kolmogorov –smirnov and Shapiro wilk

	Kolmogorov-Smirnov		Shapiro-Wilk			
	Statistic	Df	Sig.	Statistic	df	Sig.
Convenience	.180	119	.200 [*]	.927	119	.281
Website Design	.157	119	.200 [*]	.921	119	.228
Security	.162	119	.128	.922	119	.267
Time Saving	.147	119	.130	.924	119	.252

CORRELATION MATRIX:

Below, table no.4 shows that it was found that website design and convenience are positively or strongly correlated, and security and website security are also positively correlated. Security and time-saving are not strongly correlated.

Table -4 Correlation matrix

	Convenience	Website Design	Security	Time Saving
Convenience	1	0.89 (0.00)	0.77 (0.00)	0.91 (0.00)
Website Design	0.89 (0.00)	1	0.65 (0.00)	0.57 (0.00)
Security	0.77 (0.00)	0.65 (0.00)	1	0.23 (0.00)
Time Saving	0.91 (0.00)	0.57 (0.00)	0.23 (0.00)	1

MULTIPLE REGRESSION ANALYSIS:

The purpose of multiple regression analysis is to investigate the relationship between the independent variables and the dependent variable.

Table -5 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.939 ^a	.881	.829	12.77703

a. Predictors: (Constant), Convenience,, Website Design, Security and Time Saving

b. *Dependent Variable: Consumer attitude*

From Table 5, we see that the value of R is equal to 0.939 and the value of the square of R is equal to 0.829, which means that 93% of variance in attitudes can be calculated by independent variance. Since F is 28.96, $p < .05$, this model is important. In addition, Table 3 is the result of ANOVA, which shows a value of F 28.96 and is significant at $p < 0.05$. Because of this, in general, the return model is considered to be an accurate predictor of consumer status by online shopping.

ANOVA Analysis of Model:

From Table 7, we see that ease of use and time-saving have important relationships ($p < 0.05$) and variations that depend on the attitude of online shopping; at the same time, other independent factors have significant relationships ($p > 0.05$) and relationships and attitudes. We note that Beta values for ease of use and time saving are 0.74 and 0.67, respectively.

Table 6: ANOVAb

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	10906.293	3	3635.43	28.96	.000a
	Residual	14689.35	117	125.55		
	Total	12375.566	120			

a. Predictors: (Constant), Convenience,, Website Design, Security and Time Saving

b. *Dependent Variable: Consumer attitude*

The consumer attitude to adopt online shopping is influenced by several convenience, website design, perceive security and time saving factor in the selected online shopping platform in the study .the adjusted R square .881 reviles that there is about 88.1 percent com bind influence of above mention independent variable on dependent variable consumer attitude to adopt online shopping (.table -5)there is a significant difference that has been found in the influence of such independent variable on the dependent variable(F-28.96)significant at 0.001 levels.

MULTIPLE REGRESSION EQUATION:

$$Y = 5.218 + 0.74 X1 + 0.28 X2 + 0.51 X3 + 0.667 X4$$

Table 7- coefficients

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.218	8.350		.772	.000
	Convenience	0.74	2.843	0.82	2.402	.040
	<i>Website Design</i>	.028	.024	0.21	-1.598	.000
	Security	0.51	1.795	0.39	-2.399	.032
	Time Saving	.667	.117	.77	5.679	.000

Dependent Variable: Consumer attitude

The regression equation of this study is $Y = 5.218 + 0.74 X_1 + 0.28 X_2 + 0.51 X_3 + 0.667 X_4$. The regression equation indicates that convenience and time saving are positively related with consumers' attitude to adopting online shopping. Moreover, in Table 7, the collinearity statistics reveal that the result of convenience and time saving (independent variables) are greater than 0.1 and that the Variance Inflation Factors (VIF) is all less than 10. The result shows the amount of correlation between the predictor and all the other remaining predictors. Variance inflation factors reflect the degree to which the standard error of the predictor was increased due to the predictor's correlation with the other predictors in the model. As the value (< 0.1 or the VIF value > 10) is an indication of collinearity, there is not collinearity in the model of this study as can be seen in the result shown in Table 7.

The hypotheses were further analysed based on multiple regression analysis and presented as follows: H₀: Perceived convenience, time saving, security has a significant positive impact on the consumers' attitude to adopt online purchase. Table 7 shows that the p-value ($=0.40$), of convenience, p-value time saving ($=0.0$) and p-value ($=0.32$) security is greater than 0.05. Thus result show that null hypothesis was rejected and alternative hypothesis selected. That's mean all the determinants had a positive impact on consumer attitude to adopt online shopping behavior. The t value and their respective significant levels at 0.05 and 0.001 levels are elicited. The independent factor via convenience, website design, security and time saving have been found to be significant at 0.05 and 0.01 levels on the consumer attitude to adopt online shopping.

Conclusion: Determinants (convenience, website design, security, time saving) is found to be strongly related with the consumer attitude as the value of correlation is 0.939 which indicate that there is a very high positive correlation between dependent and independent variables. The analysis shows the website design, convenience, security influencing consumer's attitude to shop online. From the results, we have concluded that the most influential and attractive of the four is the construction of a 3.88 average website, followed by time-saving which is the second most influential feature with 3.72 points, security with 3.65 points, and a simple middle point feature 3.25 is also important. Security concerns are very important and influential when shopping online. In many retrospective analyses all determinants are found to be statistically significant.

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