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"Online Shopping- Anytime , Anywhere": A Study Of The Customer's Attitude

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In this era of cut throat competition, most of the companies are looking for unconventional ways of marketing and internet has been found to be the best among them. Internet is an "anytime anywhere" medium that has given birth to entirely new business models and opened completely novel opportunities for global marketing. Today, almost all business firms use internet to provide information about the firm, their products and services as it offers a high degree of interaction and provides customers unprecedented benefits , from convenience to bargain prices. Technological developments have transformed the internet into a mainstream business medium. With the popularity of online shopping, someone with an idea for a new retail business no longer has to think to open a storefront. But that does not mean that there is no longer a need for retail stores or that all business ideas work well online. If you are looking to open a store, you must consider your product, the consumer you are focussing at and your overall business goals and then decide whether a retail storefront or online store will work best for your small business.

In India, internet penetration is becoming more widespread because of a number of reasons like bandwidth becoming readily available, low internet tariffs, cheaper computer hardware etc. The growing usage of the most interactive medium, the internet, among Indians provides an opportunity for undertaking a fundamental research to understand the attitude of Indian customers towards online shopping.

Reasons For Companies Going For Online Stores Costs:-
In general, opening a business as an online store is much cheaper than a retail store. There is no rent to pay or other utility bills that are directly related to the store, except for web hosting and technical support. In case of online stores ,you don't have the work of decorating the inside and outside of the store and you also need not hire additional employees. With an online store, your costs are directly related to your website, shipping and accepting online payments. You have to pay for your desired domain name and may pay someone develop your website and e-commerce platform, which can be expensive, but is less expensive than opening a retail storefront.

Marketing:- If you have a retail store then you are confined to the retail space you have and you don't plan actually very often to change the signs and logos since all of it can be very expensive. When you work online, changing logos and signs takes mere minutes and you can quickly and easily change the products that you sell and the way you present them on your website.

Inventory:- In addition to the price of items that you can sell, you must consider the number of items which you wish to sell. A retail storefront will perform better for a business that sells a select amount of products, whereas an online store may work better for a business that carries an extensive selection.

Benefits Of Online Shopping

Product selection and availability:- Every make and model is at your fingertips and you don't have to drive miles to find it in case of online buying. The only drawback is that you can't test the product beforehand unless you find it at a retail store near you, but you can read the product reviews, user opinions with minimal exertion. Most reputable sites make aware the availability of each item. But retail store is limited to only products it sells at the local level.

Base Price:- Generally, online sellers feature at lower prices because they don't have the overhead of renting a shop in a strip mall, high electric bills or a staff of sales people. There are even Web sites that offer 'percent off' discounts if you enter a code after meeting a minimum purchase requirement, which could save even more money.

Security:- While some people think that buying stuff online means your credit information is there for the grabbing, that just isn't true anymore. Most online retailers use some sort of 128-bit encryption, and are as secure as banking sites. Sure ,one can say that there is a risk, but no more than buying in a store. Read user opinions, check their security license, and you'll be fine. Whatever is written for online security goes for retail security. For the most part, your information will remain private, but there's always the rare case of identity theft at some level.

Convenience:- Compared to a brick and mortar store with fixed hours, online shoppers can choose any time 24*7 to get on the web and shop. This is extremely useful for moms with small children, people that are home-bound, or simply in times of inclement weather.

Price comparisons:- When you enter a store, you most likely have to agree for whatever price the vendor has placed on a particular item. Whereas in online shopping - you have the ability to compare prices from hundreds of different vendors.

Drawbacks Of Online Shopping

Late Delivery:- If one requires a thing immediately than buying from a store is the best option as the delivery time may be longer if one makes an online purchase.
Absence of touch & feel:- One cannot touch and feel the product in case of online shopping as in case of store purchase. This satisfaction the customer really wants in case of apparels and cosmetics.
Credit card:- One should have a credit card for online shopping whereas it is not necessary to have it in case of a store purchase.
Immediate Response:- If you have a query about what you're looking at, you probably will have to wait at least 24 hours to get a question answered (however, many sites have "instant chat" enabled that take care of this issue).

Objectives Of The Study:-

➢ To study the attitude of the people of different age groups towards online shopping.
➢ To study the impact of monthly family income on online shopping.
➢ To study the impact of frequency of internet use and time spent per session on online shopping.
➢ To know the factors that actually compel the customers to go in for online shopping.
➢ To elicit the factors that actually restrain the customers to go for online shopping.

Hypothesis:- Online shopping is not affected by age, monthly family income, frequency of internet use and time spent per internet session.

Research Methodology:- The research method of this study is a survey research, which collect information from a participant through a questionnaire. The purpose of this research is to analyse the current and future behaviours of consumers to help marketing manager in making strategies according to the feedback from participants. In addition to the collected data, some other data such as it from official reports of governments or organizations will also be used to assist complementarities of research.

The respondents were approached and the questionnaires were got filled by telling them the purpose of the study. Secondary data was collected from the various books and articles. Before writing the paper various articles and related

literature pertaining to the current topic were gone through to have a complete understanding of the topic.

The sample size for the study undertaken is 316 respondents from the Jaipur region. The data is presented in the various tables below for the analysis. Chi- square test was applied to find the association between the variables.

Results And Interpretations
Table 1: Demographic Data

Sex	Frequency	Valid percent
Male	237	75
Female	79	25
	316	100
Age	Frequency	Valid percent
18-20	15	4.7
21-30	185	58.5
31-40	73	23.1
41-50	17	5.5
51-65	26	8.2
	316	100
Monthly family income	Frequency	Valid percent
10,000	4	1.3
10001-20000	64	20.3
20001-30000	74	23.4
30001-40000	118	37.2
40001-50000	28	8.9
Above 50000	28	8.9
	316	100

TABLE 2: INTERNET USAGE DATA

Internet usage	Frequency	Valid percent
Everyday	234	74.1
Once in two days	70	22.1
Once a week	12	3.8
	316	100
Time spent per internet session	Frequency	Valid percent
< 1 hr	77	24.4
	136	43.0
2 hr >	103	32.6
	316	100

TABLE 3: ONLINE SHOPPING EXPERIENCE AND SATISFACTION

Ever shopped online	Frequency	Valid Percent
No	114	36.1
Yes	202	63.9
Total	316	100
Satisfied with online shopping	Frequency	Valid Percent
No	22	10.9
Yes	180	89.1
Total	202	100

TABLE 4: ONLINE PURCHASE SATISFACTION Vs ONLINE SHOPPING IN FUTURE

		Online shopping in future		
		No	Yes	Total
Online purchase satisfaction	No	15	7	22
	Yes	7	173	180
	Total	22	180	202

Among the respondents who shopped online, 89.1% were satisfied and more than 95% of the satisfied customers also engaged in online shopping in future which indicates that online purchase satisfaction is very high among customers and that is something very good for the e- marketers in India. One interesting fact that was notice that the consumers purchased more of services online in comparison to the products.

TABLE 5: FACTORS FACILITATING ONLINE SHOPPING

N=202	MEAN	STD. DEVIATION
Extensive & current information available	4.1584	.7627
24 x 7 availability	4.1386	.7983
Can shop from anywhere	4.0743	.7049
Can engage in other online activities while shopping	3.7673	.8228
Home delivery	3.6683	.8661
Cheaper price	3.5644	.8216

TABLE 6: FACTORS PREVENTING ONLINE SHOPPING

N=114	MEAN	STD. DEVIATION
Payment insecurity	4.6404	.7055
Misuse of customer data	4.2982	.7518
Absence of touch & feel	3.8947	.8241
No social interaction	3.7281	.8339
No credit card	3.5439	.9968

The factors facilitating online shopping were measured on a five point Likert scale , anchored by 1(not at all important) and 5(extremely important). The respondents were asked to rate the factors and the study carried out for 102 respondents who shopped online revealed the data of TABLE 5 stating *extensive*

& current information available, followed by *24x7 availability* to be the strongest reasons for people going for online shopping. Surprisingly, in the study , *cheaper price* was the least important factor facilitating online shopping.

Similarly, factors preventing online shopping were measured on a five point Likert scale, anchored by 1(not at all important) and 5(extremely important). The 58 respondents rated the factors and *payment insecurity* followed by *misuse of customer data* were found to be the strongest reasons for them not going for online shopping. *No credit card* was found to be the least important reason for not going in for online purchasing.

Hypothesis Testing

H_1: There is association between age and online shopping

Chi- Square Test

	Value	Df	Asymp.Sig .(2-sided)
Pearson Chi - square	4.253[a]	4	.373
N of valid cases	316		

H2 : There is association between monthly family income and online shopping

Chi- Square Test

	Value	Df	Asymp.Sig.(2 -sided)
Pearson Chi - square	44.641[a]	5	.000
N of valid cases	316		

H_3: There is association between frequency of internet use and online shopping

Chi- Square Test

	Value	Df	Asymp.Sig.(2 -sided)
Pearson Chi - square	1.225E	2	.000
N of valid cases	316		

H_4: Time spent per internet session and online shopping are related

Chi- Square Test

	Value	Df	Asymp.Sig.(2 -sided)
Pearson Chi - square	13.723[a]	2	.001
N of valid cases	316		

Results from the hypothesis testing reveal that there is no association between age and online shopping.

Results also reveal that family monthly income have an impact on online shopping and so monthly family income can be used by online marketers for creating segmentation and promotion strategies.It was also seen that there was a significant relation between frequency of internet use and online shopping as when people use the internet more, they become comfortable. More time spent per internet session also had an significant association with online shopping. The reason could be as one uses more of internet, he becomes user friendly.

So , it can be stated that internet use experience has a significant association with online shopping.

Conclusion:- It can be concluded from the above study that extensive and current information available is one of the major reasons for people going for online shopping followed by 24 x 7 availability of products and information . Eliciting information from the physical market is a time consuming and costly affair and also one can not expect to get the information at all the times from the physical market. Relevant information directed at the needs and interests of the target audience also propagates people to buy online. Besides, the fear of payment insecurity and misuse of customer data etc. prevents certain people from shopping online. The present study also revealed that there is a significant association of online shopping with monthly income, frequency of internet use and time spent per internet session.

Scope For Future Study:- The present study is just a groundwork in this domain and needs to be further refined. Moreover, a larger sample size can be studied for better results. More work needs to be done in this area before an absolute set of recommendations can be made.

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