

Consumers Attitude towards Apparel E-Shopping Related to Ease of Use, Security and User's Relative Advantages

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Abstract

Advances in Internet technologies have grown tremendously over the years. One of the major applications of internet technologies is that along with it online shopping has grown to a great extent. The purpose of this study is to explore the attitude of male and female shoppers towards online shopping. Snowball sampling technique was used to select 200 respondents in the age group of 21-30 and 31-40 years with online shopping experience. The number of males and females taken were 90 and 110 respectively. The data obtained from the survey was analyzed by using t-test. The results of the study revealed that there is no significant difference in the attitude of male and female shoppers towards ease of use and user's relative advantages for online shopping. But there is a significant difference in the attitude of male and female shoppers towards security while shopping online.

Keywords

Consumers attitude, Ease of use, E-shopping, Security, User's relative advantage.

1. Introduction

Online shopping is a type of E-commerce in which consumers directly buy goods or services from a seller over the internet. Online shopping is done through an online shop, e-shop, e-store, Internet shop or an online store. All the products in online stores are described through text, photographs and supported with multimedia files. Many online stores provide links for extra information related to their products. Online shopping allows consumers to buy faster, as alternatives are available and the consumers can order products and services after comparing the lowest price [2].

Consumer's attitude towards online shopping refers to their psychological state in terms of making purchases. Internet shopping has been widely accepted as a way of purchasing products and services. It also provides consumers more information and choices to compare products and prices, convenience and ease to find anything online [1]. Online shopping has been shown to provide more satisfaction to modern consumers seeking convenience and speed [9]. On the other hand, some consumers still feel uncomfortable to buy online.

Lack of trust, for instance, seems to be the major reason that obstructs consumers to buy online. Consumers also may have a need to examine and feel the products and get some consumers reviews about the products before purchasing. Such factors might have a negative influence on consumer decision to shop online. Since the payment while shopping online are most likely made with credit card, the consumers sometime pay attention to seller's information in order to protect themselves [7]. Customers tend to buy products and services from the seller who they trust, or brand that they are familiar with [3]. Online trust is one of the most critical issues that affect the success or failure of online retailers [8].

Security seems to be a big concern that prevents customers from shopping online. They are worried that the online store will cheat them or misuse their personal information, especially their credit card [4]. For instance, a report indicated that 70 percent of US web users are seriously worried about their personal information, transaction security, and misuse of private consumer data [5]. Online consumer behaviour is a broad and interesting area of study that can benefit organizations in their efforts to market and sell products online. As consumers' attitude towards online shopping is a prominent factor affecting actual buying behaviour, this research attempts to investigate a model

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est part of that area. The main objective of the study is to explore the attitude of male and female shoppers towards online shopping.

Hypothesis

H1: There will be a significant difference in the attitude of male and female towards online shopping

2. Materials and Methods

2.1 Locale of the study

The respondents involved in the study were selected from the Jaipur city.

2.2 Selection of Sample Size

The sample size selected for the study was 200 online consumers. Out of which, 90 were male and 110 were female respondents in between age group of 21-30 years and 31-40 years.

2.3 Sampling Technique

Snowball sampling technique was used in the study.

2.4 Tools of data collection

A structured questionnaire was taken on women's attitude towards online shopping developed by Hirst & Omar [6]. The questionnaire was divided into 3 sections. The first Section dealt with ease of use towards online shopping. The second Section dealt with security related to online shopping. The third Section dealt with user's relative advantage. 15 items were included in the questionnaire. A five point Likert Scale was used to get the responses which included options like: 5- Strongly agree, 4- Agree, 3- Neutral, 2- Disagree, and 1- Strongly disagree. Chronbach's alpha was used to check reliability of Attitude towards online apparel shopping towards ease of use (0.70), security (0.82) and user's relative advantages (0.85).

2.5 Statistical analysis of data

The collected data was analyzed using statistical techniques such as mean, standard deviation, t-test. All the statistical analysis was done with SPSS 22.0.

3. Results and Discussion

Table- 3.1 Attitude of male and female shoppers towards ease of use

Variable	Gender	N	Mean	SD	t-value	Significance level
Ease of use	Male	90	12.71	1.71	0.490	0.624
	Female	110	12.59	1.73		

Significant at 0.01** and 0.05* level

The results of above table show that the mean value of ease of use for male and female respondents is 12.71 and 12.59 respectively and SD is 1.71 and 1.73 respectively. The above table indicates that t-value of ease of use is 0.490, which is ($p < 0.05$) not significant. Hence, the alternative hypothesis is rejected at 0.05* level i.e. there is no significant difference between the attitude of male and female shoppers towards ease of use while shopping online. It is concluded that both male and female shoppers find ease of use as an important factor while shopping online. It is easy to browse or search the information related to the fabric, care instructions, various discounts and other schemes while shopping online rather than offline shopping.

Table- 3.2 Attitude of male and female shoppers towards online security

Variable	Gender	N	Mean	SD	t-value	Significance level
Security	Male	90	13.10	2.02	2.846*	0.005
	Female	110	12.32	1.80		

Significant at 0.01** and 0.05* level

The results show that mean value of security for male is 13.10, whereas SD is 2.02. The mean value for females is 12.32 and SD is 1.80 respectively. The obtained 't' value is 2.846 ($p > 0.01$), it is significant at 0.01* level. Hence, the alternative hypothesis is accepted. It means that there is a significant difference in the attitude of males and females towards security while shopping online. It is interpreted that security is a dominant factor which influences consumers to shop online. However, many consumers avoid online shopping because of credit card fraud, privacy factors, no delivery risk, and post purchase services and so on. Results of the present study reveal that males find online shopping to be secured as compared to females. Females hesitate to make online payments because of the fear of disclosure of their account details.

Texttreasure

The world will not be destroyed by those who do evil, but by those who watch them without doing anything.

-Albert Einstein.

Table- 3.3 Attitude of male and female towards user's relative advantages

Variable	Gender	N	Mean	SD	t-value	Significance level
User's relative advantages	Male	90	29.94	4.99	0.295	0.768
	Female	110	29.74	4.51		

Significant at 0.01** and 0.05* level

The above table further indicates that the mean score of user's relative advantage for males is $M=29.94$ and females is $M=29.74$. Their SD is found to be 4.99 and 4.51 respectively. The critical ratio is found to be 0.295, $p<0.05$ which is not significant. This indicates that the proposed hypothesis has been rejected i.e. there is no significant difference between males and females in their attitude towards user's relative advantages while online shopping. The study further reveals that there are a lot of user's relative advantages for both male and female shoppers as they find it easier and realistic to shop online as compared to shopping in physical stores. They believe that online shoppers have more options as compared to when they shop at physical stores. They are able to compare the prices of the same kind of products from different brands in shorter duration of time. Moreover, working males and females do not get enough time to go to a physical store and buy products as it is time consuming.

4. Conclusion

It is concluded that there is no difference in males and females in terms of ease of use and user relative advantage. Male and females shoppers find it is easy to shop online than to visit a retail store as they are attracted towards the promotional schemes offered by the online retailers. However, the attitude of male and female shoppers while shopping online differs when it comes to security. Females are quiet apprehensive about revealing information related to online payment. Females think that sharing information about bank account credit card etc. might be at risk and can be misused. On the contrary, male shoppers are comfortable while making online payment with their credit/debit card and they do not feel insecure about reveal-

ing information related to online transactions. Male and female shoppers both have a positive attitude towards shopping online.

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