

CONSUMER'S ATTITUDE TOWARDS ONLINE SHOPPING IN JODHPUR

Dr. Jatan Kanwar Jain

Associate Professor, Dept of Business Finance & Economics, Faculty of Commerce & Management Studies, Jai Narain Vyas State University, Jodhpur (Rajasthan)

Abstract

Now a day's people are becoming more interested in online shopping because of the various advantages of online shopping like heavy discount, delivery at home, variety etc. Especially new generation is very excited about it and, they like it. The study "Consumers attitude towards online shopping in Jodhpur" was undertaken to find out how frequently the respondents access the internet for shopping and the factors influencing online shopping on consumer behavior of selected young respondents. The study concluded that the respondents using the internet on a daily basis to support their work but accessing the internet for online shopping occasionally. Saves time, comfortable, relaxed shopping, detailed product information and easy price comparison are the main factors influencing online shopping.

Key Words: Consumer Behaviour, Consumer Attitude, E-Shopping, Digital India, E-Commerce

Introduction we are living in a digital age and E-shopping behaviour becomes a popular way for customers. This new style of buying not only brings a great number and wide range of products and services to consumers; it also offers a vast market and several business opportunities. E-shopping behaviour is defined as the purchasing process of a consumer over the internet for the service or product. In other words, a consumer may at his or her leisure buy from the comfort of their own home products from an estore. This concept was demonstrated before the World Wide Web (WWW) and in use with real time transaction processed from a domestic television. In 1979 Videotext technology was first demonstrated by Aldrick and also designed and installed systems

in the United Kingdom. The first WWW server and browser were created by Berners Lee and by 1995 online shopping expanded by Amazon. With the ever-increasing penetration of internet and social media, the buying behaviour of Indian consumers has changed dramatically. In India Urbanization is taking place at a dramatic pace and this influencing the life style and buying behaviour of the consumers. E-shopping has grown in popularity over the years, mainly because people find it convenient and easy to bargain shop from the comfort of their home or work place and time saving. One of the important factor about online shopping, during a festival time, is it alleviates the need to wait in long lines or seek from store to store for a particular product .An array of products and services are available on the internet, and more are being added every day. Books comes at first in the category of products offered in online shopping, An online bookstore Amzon has also recently started selling brick and mortar too, in order to cash on their online popularity. Now, it has diversified into providing gadgets, software, music CDs and computer peripherals etc. E-shops also started selling high involvement products like cars, furniture, home accessories and so on. Moreover perishable goods such as groceries and personalized products like clothes can also be ordered online.

Objectives of the Study

- To enquire about consumers attitude towards online shopping in Jodhpur
- To study about the factors influencing E-Shopping in Jodhpur.

Literature Review

Aminul Islam (2011) in his study in Malaysia on consumers satisfaction on online shopping,the factors that are affecting consumers intention and satisfaction to shop online .Consumers believes that online shopping is more comfortable than conventional shopping due to the many factors of conventional shopping like crowded, traffic jam, non availability of many items, anxious, parking space, limited time, and etc.

Pallavi kumari (2012) in her article found that Indian market are celebrity influence, online shopping, freebies and popularity of eco friendly products. Retailer need to keep up with

understanding our citizens as they are more proactive and have better access of information and they were new norms are created overtime.

Shalini.S and Kamalaveni.D (2013) in their articles stated that online shoppers are young, highly educated active, intensive and expert users of the internet. They have a strong positive perception towards online shopping and generally spend a very low amount online shopping.

Jadhav and Khanna (2016) conducted the study in Mumbai, 25 college students and qualitative content analysis was used for analysing the textual content of the depth interview data. It was found in the study that main influencing factors for online shopping were identified as

Research Methodology

Descriptive research design used in study to explore new insights in online shopping. 105 peoples responded out of them 55 were female. Percentage method used in study.

Limitations of Study

- The Study is limited to Jodhpur only.
- 105 respondents taken only.

Result, Analysis and Discussion

Table 1- The Places of Accessing Internet

Particulars	Details	Female		Male	
		Frequency	Percentage (%)	Frequency	Percentage (%)
Internet Access	Yes	55	100	50	100
	No	0	0	0	0
Places of accessing internet	Home	47	85.4	46	92
	Work Place	3	5.4	2	4
	Public places	5	9.0	2	4
Mobile or computer	Mobile	43	78.1	35	63.63
	Computer	12	21.9	20	36.36

The above Table no.1 shows that 100 per cent of respondents are accessing the internet. And majority of the respondents i.e. about 85% female and 92% male respondents accessed the internet at home which logically suggests that they accessed the internet during the post working hour.

Table 2- The respondents accessing internet sites for varying purposes

Purpose of online shopping	Very Often		Often		Occasionally		Never	
	F	M	F	M	F	M	F	M
Search product information	10	15	20	18	20	17	1	4
Surfing	14	26	23	20	11	9	0	2
Chatting	19	26	24	22	5	6	2	1
Research a topic	15	21	19	18	16	14	0	2
Looking for a job	6	13	10	15	20	17	13	11
Online shopping	9	11	19	17	23	26	0	0

F=Female M=Male

Table 2, Shows that chatting is the most frequently visited websites as around 19 females and 26 males respondents reported very often visit of the website while 24 female and 22 male reported they visited this websites frequently. Most of the respondents around 23 females and 26 males' respondents visited online websites occasionally.

Table 3 - Types of Purchases Made from Online Market.

Purchased from Online	Female (N=55)		Male (N=50)	
	Frequency	Percentage	Frequency	Percentage
Books*	36	65.4	28	56
CD/video*	17	31	4	8
Software *	23	42	11	22
Toys & gift*	20	36	17	34
Tickets/Hotel/Travel bookings*	36	65.4	30	60
Consumer electronics*	29	53	13	26
Apparels & accessories*	32	58	41	82
House ware *	9	16.3	3	6

*= multi responses

From the above table no.3, from the wide variety of goods and services on offer on the internet, the survey shows that Apparel/ Accessories formed the major portion of online purchases for male respondents as 82 per cent of the male respondents reported making online purchases of this item. In the case of female respondents, books emerged as the first choice for online purchases as around 65 percent of the female respondents reported making online purchases of this item. Tickets/ Hotels/Travel bookings emerged second in the preferences of both the female (65.4 percent) and male (60 percent) respondents.

Table 4 Mode of payments used when shopping online

Mode of payment when shopping online	Female		Male	
	Frequency	Percentage	Frequency	Percentage
Credit card	7	13	6	12
Third party	3	6	1	2
Net Banking	3	5	2	4
Personal Cheque	2	4	0	0
Cash on delivery	40	73	41	82

Among the options available for payments it is seen from the table no.4 that 73 percent of female and 82 percent of male respondents preferred to pay on delivery by cash.

Table 5 Factors influencing online shopping

Influential Factors	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree	
	F	M	F	M	F	M	F	M	F	M
Saves time	24	26	25	19	6	5	0	0	0	0
Saves money	8	6	21	24	26	18	0	2	0	0
More relaxing shopping	10	13	33	30	10	7	2	0	0	0
Much easier shopping	11	17	35	28	9	3	0	2	0	0
Detail product information	12	9	31	31	8	9	3	2	0	0
Broader selection of product online	13	12	25	26	16	12	0	2	0	0
Facility of easy price comparison	17	9	28	25	10	13	0	3	0	0

F=female (N=55), M=Male (N=50)

As shown above the maximum of 24 females and 26 males are strongly agreed that online shopping saves time, 25 females and 19 males just agreed with saves time. 10 females and 13

males admit strong agreement that internet shopping is comfortable and relaxing while 33 females and 30 males just agreed with it. 12 females and 9 males strongly agreed that online shopping provided the facility of detailed product information while 31 each from both females and males agreed with it. Around 17 females and 9 males reported strong agreement that online shopping facilitates easy price comparison while 28 females and 25 males simply agreed with it. As a result from the above that the main factors influencing online shopping are comfortable, saving time, detailed product information, relaxed shopping, and facility of easy price comparison.

Findings

- Majority of the respondents (Female-85% & Male-92%) are accessing internet at Home.
- Most of the respondents reported that they are using internet on daily basis to support their work.
- The analysis showed that the shoppers use internet for online shopping occasionally.
- Apparel/Accessories and books are the most purchased goods from online.
- 100% of both female and male consumers looked for the product information before making online purchases and majority of respondents used google for searching.
- Among the various option of payment available online cash on delivery is the most common method used for payment.
- The most important factors which influences online shopping are time saving & Price comparison.

Suggestions

Attractive discount offers should be introduced to attract more customers for online shopping. In mode of payment other technologies like encryption technology, trusted third party certificates, digital ID system and pre paid cards should be used. Innovative services should be provided to consumers for comparing the various products easily and to take buying decisions.

Conclusion

The study concluded that online shopping is best one when compared to other shopping. The main factor seen during the research was the save time, price comparison and product information which drives the people to online shopping. Due to changing lifestyle and shopping habits a huge buyers are buying airline, bus and railway tickets, books, home appliances, electronic items, movie tickets, foods etc...,

Scope for further Research

The study is limited to Jodhpur city only. The scope of research can be made wider by covering more places with more respondents to get more accurate results. Moreover a comparative study can also be conducted between online shops.

References:

1. Hasina Momtaz, Md. Aminul Islam , Ku Halim Ku Ariffin & Anayet Karim (2011) , Consumers satisfaction on online shopping in Malaysia, International Journal of Business and Management , Vol. 6, No. 10; October 2011 .
2. Mrs.Pallavi kumara (2012). Changing Purchase Behaviour Of Indian Customers. A Journal of economics and management, 1(8), 69-73.
3. Shalini .S., & Kamalaveni .D., (2013) .Online Buying Behaviour of Netizens ,A Study with Reference to Coimbatore, Tamil Nadu. Indian Journal of marketing, 10(3) ,35 – 45.
4. Jadhav, V., & Khanna, M. 2016. Online Buying Behaviour of College Students influencing factors: A Qualitative Analysis. *The Qualitative Report*, 21(1), 1-15. Cited from <http://nsuworks.nova.edu/tqr/vol21/iss1/1> Retrieved on 26/10/2016