

“A study of consumer Attitude towards Online Shopping among rural population of Patna District”

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Abstract

Online shopping deals provide the customer with a variety of products and services, wherein customers can compare them with deals of other intermediaries also and choose one of the best deals for them (Sivanesan, 2017). Online Shopping has become an essential part of our life since it has provided us convenience in form of shopping products of our needs with use of internet and smart phones. The rural penetration of online shopping is increasing day by day due to more use of smart phones and internet connectivity in rural areas. The Study of Consumer Attitude in rural areas is significant since rural consumers are also familiar and accustomed with online Shopping. The study focused on the knowledge, belief, perception, needs, expectations and experiences about Online shopping of rural consumers. The present study uses TAM (Davis 1986) as a theoretical base. The Objectives of the study are to identify the factors which influence the rural consumers Attitude towards online Shopping and to investigate about the interrelationship between demographic factors and Online Shopping behavior of rural consumers. Exploratory and Descriptive Research method was used for the present study. Convenience and snowball Sampling Method was used to select the respondents from rural population of Patna district for the study. Primary data was collected with the help of structured questionnaire. The statistical tools used for analysis of data are Descriptive statistics, correlation and regression analysis. The study concluded that the people who are familiar with smart phones buy more through online shopping and majority of them are young population between Age group of 18-40. Price reduction, product variety, promotional offers, discount, convenience, trust, perceived risk, education, income, Online shopping website reputation, timely delivery, Cash on Delivery options, online payments, return policy, servicing, guarantee and warranty are major factors towards favorable attitude towards online shopping of rural consumers.

Keywords: Online Shopping, TAM, Consumer Attitude, Smart phones, rural consumers, Perception

Introduction

Online Shopping has become one of the integral part of our life. Even in rural areas common men are using online shopping method for various products due to increased internet

connectivity and smart phone users. People either buy themselves or with the help of family members, friends and relatives. More than 560 million internet users, India is the second largest online market in the world after China. It is expected that by 2023, there would be more than 650 million internet users the country. Despite the large base of internet users, the internet penetration rate in the country stood at around 50 percent in 2020. This meant that around half of the 1.37 billion Indians had access to internet that year. The continuous increase in internet accessibility as compared to five years ago, when the internet penetration rate was around 27 percent. (<https://www.statista.com/topics/2157/internet-usage-in-india/>).

The increase in internet penetration resulted into more use of online shopping apps and more purchasing through online mode. The mindset of consumers have changed now the focus of much research has been global online buying. The buying habits of people who shop online in emerging nations like India, however, still require further study. According to Shore (1998) and Stiglitz (1998), the social, cultural, economic, legal, and political framework in which an information system is implemented might vary greatly from one country to the next. Large and small scale enterprises are now using the Internet as a means of selling their goods and services, both established and unestablished (for instance, Dell computers, Amazon.com, throughout the world, and jobstreet.com, rediff.com). Even yet, there is a large research gap, particularly between wealthy and poor countries, which might vary greatly between countries (Stieglitz)

Review of Literature

M.Vidya , P.Selvamani (2019)c in their study , ‘Consumer Behaviour Towards Online Shopping’. The study focused on analysis of consumer buying behaviour towards online shopping with reference to various aspects linked with products and services. Case study approach was implemented with snowball sampling method . Total 412 and 224 samples were taken from Erode and Trichy districts respectively. SPSS was used for analysis of data and statistical tools such as Chi Square test were applied. The study concluded that the consumers who shops online are satisfied with the product dimensions and the variables such as educational degree, awareness and knowledge of online shopping, frequency to purchase online and mode of payments for the purchases .

Javadi e.t al (2012) focused on analyzing the factors that affected the online shopping behaviour of consumers. The study uncovered many factors which were not considered during previous studies. The study considered on many factors such as: Impact of perceived risks on online shopping, Impact of easy and convenient return policy on online shopping, Impact of consumer Attitude on Online shopping behaviour. A conceptual model was developed to know online shopping behaviour of Iranian consumers. This model find out relationship between online shopping behaviour and factors like perceived risk, return policy, service, attitude of consumers. The study also analyzed independent variable such as financial risk, product risk, convenience risk, Non-delivery risk, return policy, attitude, subjective norms and dependent variables such online shopping behaviour. Regression analysis was used to measure impact of

independent variables on dependent variables. The study concluded that financial and non-financial delivery risk has negative impact on online shopping behaviour. Attitude and subjective norms have positive impact on consumer behaviour. Online shopping is spreading more by suggestion from existing customers

Kumar (2013), increased internet penetration annoys free shopping environment and very high levels of Net savings to see Indians online shopping. But at the same time the companies want to decrease risks associated to customer.

Adnan (2014) established that perceived advantages and product awareness had a positive impact on Consumer attitudes and buying behaviour.

Taruna (2017) in his study of consumer perception towards Online shopping, found that consumers not only use internet for Online Shopping but also to compare, prices, product features and after sale services facilities.

Kibandi & Reuben (2019) analyze the perceived risk associated with online purchasing behaviour. The respondents confirmed that uncertainty as to the product quality, risk of receiving malfunctioning merchandise, difficulty in settling disputes and delivery risk a concern in making decisions to shop online. A similar negative correlation was established for psychological factors. The study established that Jumia customers had already taken to online purchasing as indicated by 43 percent of respondents who had online purchasing experience. Customers are looking for more safety and trust online.

Radhikashree, Devendran & Sowmya, (2018) conducted a study on “Trends in consumer behavior towards E- commerce”. The study tried to understand online buying behavior of consumers in Chennai. It also tried to examine the satisfaction level of online buying behavior of consumers in Chennai. It also tried to examine the satisfaction level of online shopping behavior of consumers. This study was a descriptive study with help of both primary and secondary data. Convenient sampling method was used to collect data from respondents. Anova was used for data analysis and interpretation. The findings of the study were that buyers are happy and satisfied from using online shopping. Online buyers are increasing day by day. Mostly youngsters (19-30) age groups are more inclined towards online shopping. Consumers are using online shopping for apparels, ticketing, electronic goods, and mobile phones e.t.c

Research Methodology:

This study is based on Exploratory and Descriptive Research Design both.

Research Objectives:

1. To investigate the major factors among rural Population for determining consumer's Attitude towards Online Shopping
2. To Know the future prospects and growth pattern of Online Shopping among rural population.

Sample Design - Convenience and Snowball Sampling design used in Present Study.

Sample Size- 100

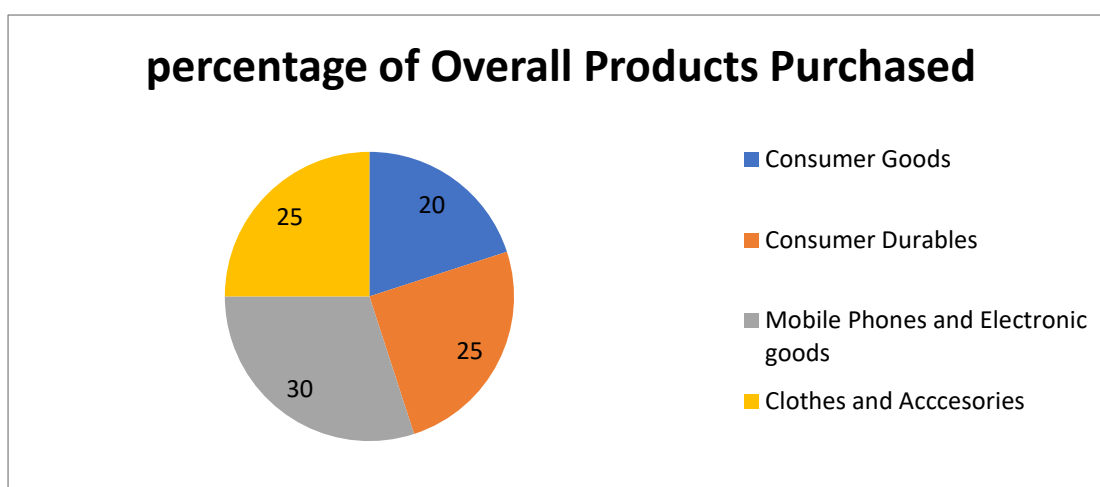
Data Collection Method- (a) Primary data with the help of Structured Questionnaire.

(b) Secondary Data with help of Magazines, newspapers, journals e.t.c

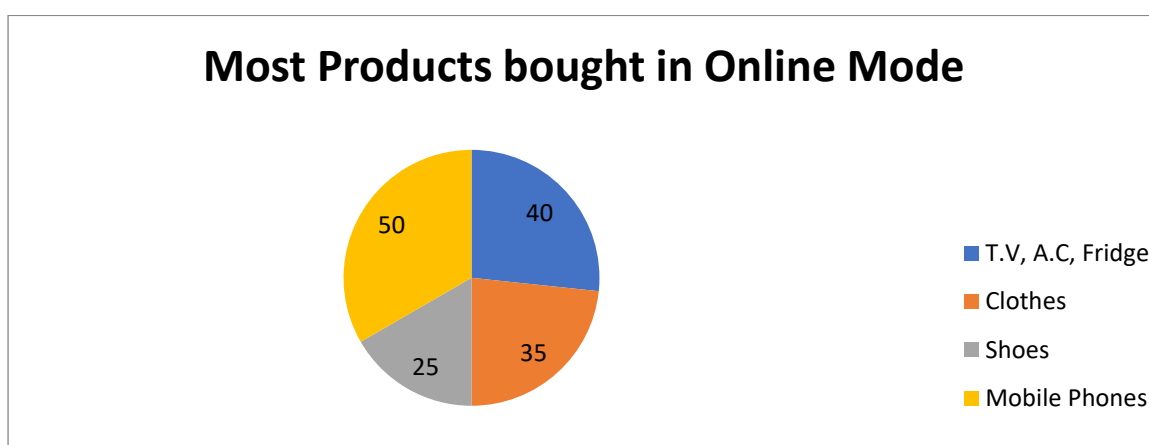
Statistical Tools Used- Descriptive Statistics

Result and Discussions

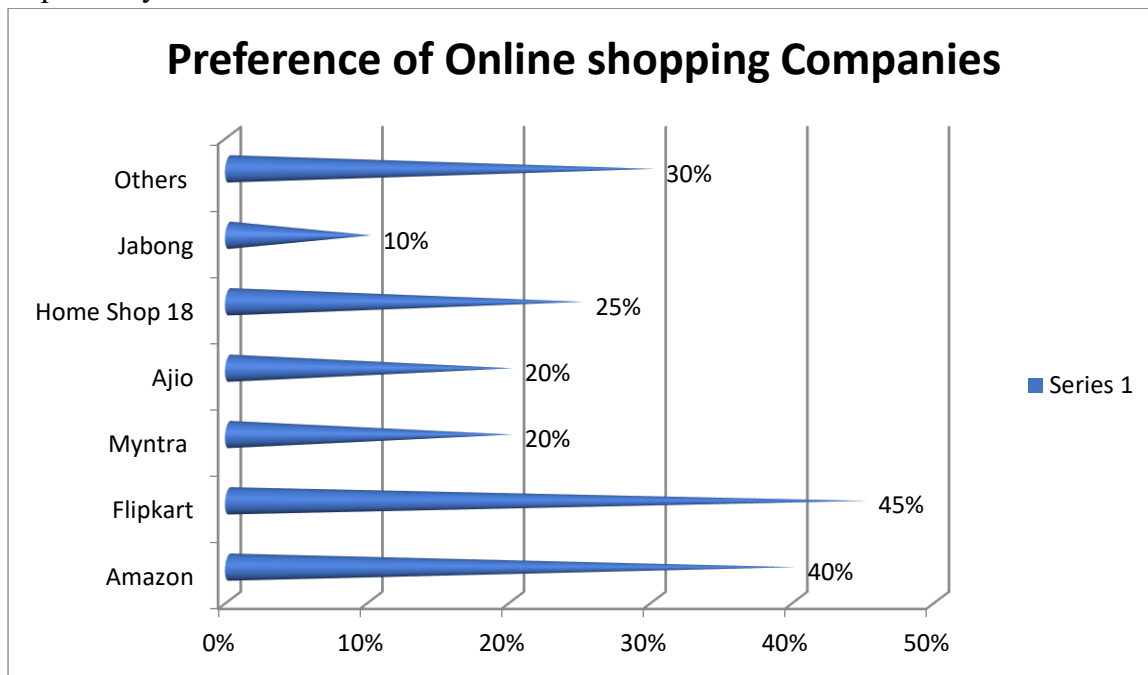
1. The Percentage of rural consumers who buy Consumer Goods are 20 %, People who buy Consumer Durables such as A.C, T,V, Refrigerator are 25%, People who buy Mobile Phones and electronic goods are 30%, People who buy Clothes and Accessories are 25%



2. Most Products bought in Online Shopping Mode- The data collected revealed that Maximum 50% of total consumers buy Mobile phones, 40% buy A.C, T.V and Fridge, 25% buy Shoes online and 35% buy Clothes.



3. The rural consumers of Patna District Mostly Flipkart and Amazon i.e 45 and 40 % respectively.

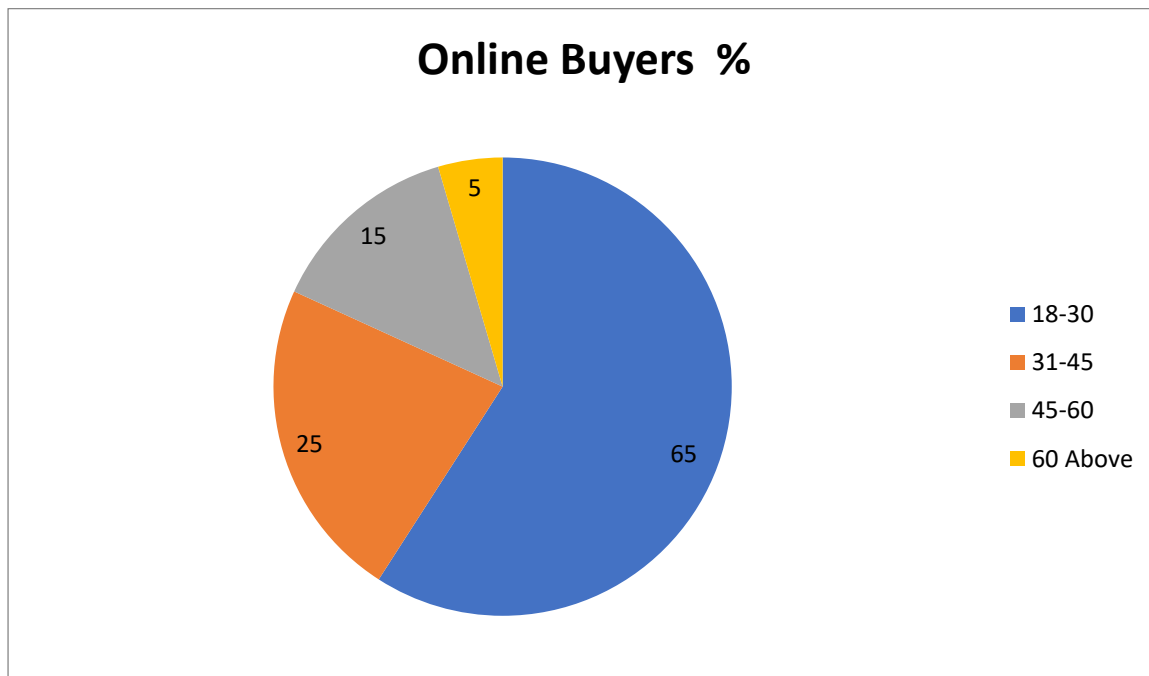


4. Main factors responsible for Online Purchasing among rural population.

Factors	No. of Respondents
Price	60
Availability of wide Range of Products	50
Convenience in Delivery	40
Quality and Durability	35
Guarantees and warranties	30
Cash on Delivery	45
Easy Return Policy	30

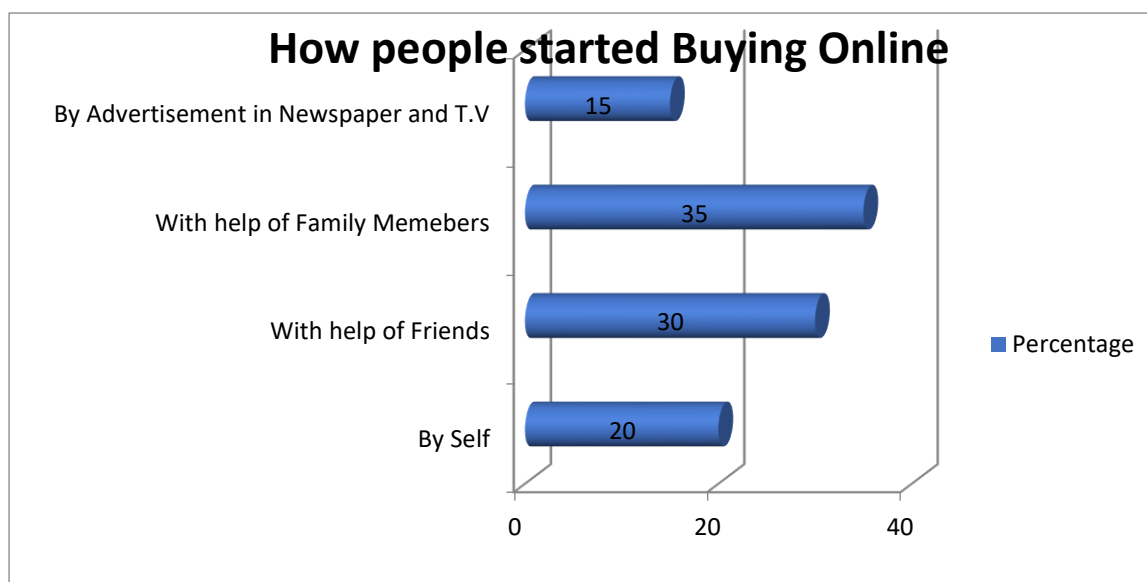
The Data collected suggests that most of the rural population agreed that less Price is Major factor in their Online Buying. After Price most people prefer Online Shopping due to Wide range of Products Availability.

5. The Data clearly indicates that Majority of Online Buyers are Young population from age group of 18-30



6. How People started Buying Online

Majority of Respondents about 35 % told that they started Online Buying with help of Family members, then 30% of the respondents started buying Online with help of friends



Conclusion

The Study was focused among Rural Online Buyers and investigated their attitude and perception of Online buyers. Majority of the people in rural areas now a days are aware about Online Shopping due to Increased Penetration of Smart phones and Internet connectivity. People also become familiar with Online Shopping due to Newspaper and T.V advertisements of Online Shopping companies. Majority of the Online Shoppers in rural areas are Youngsters and middle age person who are in jobs. Price reduction and discounts are a major factor in Online Buying among rural Population. People are becoming more aware and accustomed to Online Shopping in rural areas and its growth is tremendous. Future of Online Shopping is bright in rural areas in years to come.

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