

CONSUMER ATTITUDE TOWARDS ONLINE SHOPPING

WITH REFERENCE TO KAKINADA CITY

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ABSTRACT: The present study is regarding the customer attitude towards online shopping. This study also covers the dis-satisfaction elements regarding online shopping. The present study is based on the primary data. Most of the consumers felt that they are satisfied with the online purchases but the quality of the products need to be improved along with this the mode of purchase must be cash on delivery other than other modes. The prices of products through online shopping are very low because there is no expenditure for advertising and distribution cost. They are also of opinion that the future of online shopping is very good. Traditional retailing will no longer exist if this trend continues. The main reason for success of online shopping is saves time, sales promotional support, brand preferences and convenience.

Keywords: Online shopping, traditional retailing, satisfaction, dis-satisfaction elements.

METHODOLOGY OF STUDY:

we have conducted a study in order to know about the consumer attitude towards online purchases. Most of the study is primary. We have adopted a random sampling technique. We have taken a sample of 100 consumers and made an enquiry. We came to know that the quality of products needs to be improved in order to increase the promptness of online purchases

INTRODUCTION

Online shopping has become a popular shopping method ever since the internet has declared a takeover. There are many individuals that are looking for other amazing alternatives shopping and online shipping is just the fix for that. There are many advantages of online shopping; Online shopping includes buying clothes, gadgets, shoes, appliances, or even daily groceries. Online shopping is one of the most popular ways to make purchases, but it's not something that everyone is comfortable doing. As with most things, there are positives and negatives associated with this approach to shopping. Consider the advantages and disadvantages carefully so you can make an informed decision about what's best for you.

REVIEW OF LITERATURE

Advantages Of Online Shopping

- **Access** - Online shopping allows you to shop from any vendor, at any time, anywhere in the world. Virtual window shopping enables all users to shop at their leisure and across multiple marketplaces.
- **Time Saver** - You no longer have to get in your car and have to drive to the mall to shop. There are no lines and you can come back to your cart whenever you want.
- **Online Deals and Promotions** - Before you checkout, you can scour the Internet for online coupon codes or special discounts. Many companies send coupons to their customers who have opted into their email marketing campaigns, delivering them with the latest product or service information and what current promotions they are currently holding.

Disadvantages Of Online Shopping

- **Shipping Rates** - Though some companies offer free flat rate shipping, it still may come at a cost. For instance, a clothing store may offer free shipping but at a minimum of a \$50 purchase.
- **Waiting** - If you're an impatient person, waiting for your product to be delivered can be a pain. There is a lack of instant gratification and even possibilities of delay when it comes to receiving your items.
- **Refunds/Returns Disputes** - If an item comes damaged or not as described, you will want to return the item or be refunded your money. Depending on where you purchased your item, there can be different policies for refunds and returns; this process is tedious and is prolonged since you would have to ship back the item and wait on the buyer to refund your payment.

Four Drawbacks of Online Shopping

1. Lose the Tactile Experience

When you shop online, you don't have an opportunity to touch and feel items you are considering purchasing. With some products - like books and electronic equipment - this isn't an important consideration. However, with [clothing](#), bedding, pillows, furniture, rugs and other textile-based merchandise, it can be hard to gauge quality without hands-on contact. Fit is also a concern with any kind of apparel.

2. Shipping Adds to the Cost

What looks like a bargain might not be such a good deal when the shipping and handling charges are tallied and added to the total. Make sure that you look closely at exactly how much you are likely to need to pay to have your merchandise delivered to your door - or to the person you are purchasing it for - before finalizing your purchase decision.

3. Returns Can Be Costly

It's essential to be aware of the return policy for any e-commerce retailer you are considering doing business with. The majority of sites do not pay return shipping if you have to send something back, so it often costs you more money than you planned to spend if you need to exchange an item.

Returning merchandise for a refund can also be costly. Most online retailers do not refund shipping costs - not the cost of return postage or the original shipping charge. This can mean that, for relatively low-dollar items, it can cost you nearly as much to return an item as it does to just keep the merchandise.

4. Dealing with an Unknown Vendor

When you are shopping online, unless you are purchasing from a well-known e-tailer like Amazon or Zappos or the online arm of a department store like Kohl's or JC Penney, you really don't know who you are doing business with. Anybody can open an online store - especially with products that are easy to access through a drop-shopping company - but not everyone is honest and reputable.

When you are shopping with an online store that you don't know anything about, it can be difficult to feel confident that they'll still be there if a problem arises with your order and to feel that the personal information you are required to share when making a purchase will really be protected. Online security concerns can certainly be an important consideration when selecting an e-tailer.

Four Benefits of Online Shopping

1. Convenience

There is no doubt that shopping online can be very convenient for busy people. You can shop from your home or office - or any other location where you have access to a computer, tablet device or smartphone and Internet access. You can browse and make purchases any time of the day or night from any location that is convenient for you rather than having to take time out of your day or evening to go to local stores in person during their hours of operation.

2. Ease of Comparison Shopping

When you shop online, you can compare offerings and pricing at different stores with the simple click of a button rather than having to get in your car and spend your precious time and hard-earned gas money running from one store to another to see what stores carry what product lines and how much each one is charging.

With the help of shopping comparison sites like [NexTag.com](#), you can go to a central place to narrow down to the online retailers that are likely to have the best deal on the items you want without even having to run key words through search engines to find out where to look.

3. Extensive Product Mix Availability

When you shop online, you might find that there are more options available to you than if you focused your product search only on items available in your local areas. That's because store buyers have to make decisions about what items to carry in their

physical stores, and those decisions are impacted by local market demand, past purchasing success and failures and shelf- space constraints.

For example, if you live in an area where snow is rare, you won't find a variety of skiing equipment in your local stores. However, if you're planning a ski vacation, you may have a real need for such items. You'll surely find a better selection online than in your home town. The same is true if you live in a landlocked area but want to decorate a room in your home in a beach theme. Your local stores are not likely to have an extensive selection of beachy decor, but you're sure to find a great variety online.

4. Identify Unique Solutions

When you start shopping for a product to address a specific need, it's possible that there's a solution you don't even know about, or that isn't available locally. Sometimes special purchase deals and highly specialized items are only available for online purchase - even from companies that operate physical stores. [Walmart](#), for example, has items that are only available for purchase via the retail giant's website.

It's also possible that there is an ideal solution for your shopping need that has just been introduced to the market. It often takes innovations a while to make it to the shelves of traditional retail stores - especially in small to medium-size markets, but they tend to become available online very quickly. Without spending some time shopping online, you wouldn't have an opportunity to find out about these types of opportunities.

ANALYSIS AND INTERPRETATION

1. Do you prefer online shopping?

| SNO | Response | Percentage of respondents |
|-----|----------|---------------------------|
| 1. | Yes | 89 |
| 2. | no | 11 |
| | Total | 100 |

Most of the respondents are favorable towards on line shopping. They like to purchase the goods through on line. They are now a days treating it as a status symbol.

2. Segment of people preferring online shopping

| SNO | Response | Percentage of respondents |
|-----|--------------|---------------------------|
| 1. | Low class | 33 |
| 2. | High class | 30 |
| 3. | Middle class | 37 |
| | Total | 100 |

it is wrong to say that only middle class people are preferring online purchases now a days. Initially only middle class and high class people used to purchase the products online but now a days online shopping is performed by any class of people.

3. Reasons for preferring online shopping when compared to traditional retailing?

| SNO | Response | Percentage of respondents |
|-----|------------------------------|---------------------------|
| 1. | Saves time | 13 |
| 2. | Sales promotional activities | 27 |
| 3. | Increased brand preferences | 24 |
| 4. | Convenience | 08 |
| 5. | Reduce search cost | 21 |
| 6. | Credit and EMI facility | 07 |
| | Total | 100 |

Most of the people are purchasing the products through online because they can have large brand preferences. Many of them also purchase because of the sales promotion activities. Most of the IT and Software people are purchasing because of convenience and time factor. They feel that they can sit in the home or office and purchase the products. Some people living in the metros are purchasing the goods during their travel back to the houses.

4. Exclusive release of products through online shopping sites?

| SNO | Response | Percentage of respondents |
|-----|-----------------------|---------------------------|
| 1. | Increased awareness | 20 |
| 2. | Low promotion cost | 29 |
| 3. | Low distribution cost | 27 |
| 4. | Increased sales | 24 |
| | Total | 100 |

Some companies like Moto are releasing the products through online because they need not spend the money on advertising the products. There are no intermediaries in the process of distribution of goods so there are no distribution cost. Word of mouth publicity is creating awareness among the public. Thus the sales of the product is increasing.

5. Satisfactory level for online purchases

| SNO | Response | Percentage of respondents |
|-----|----------------------|---------------------------|
| 1. | Highly satisfied | 03 |
| 2. | satisfied | 44 |
| 3. | Dis-satisfied | 43 |
| 4. | Highly dis-satisfied | 10 |
| | Total | 100 |

Some of the customers are dissatisfied because of damage to the product during transportation. Some times irrelevant product is delivered. Apart from some cases, the people are satisfied with the product delivered through online purchase. The quality of goods is also one of the dissatisfactory element in the online purchases.

6. Reasons for not preferring online purchases

| SNO | Response | Percentage of respondents |
|-----|-------------------------|---------------------------|
| 1. | Low quality | 22 |
| 2. | Duplication of products | 06 |
| 3. | Low product visibility | 23 |
| 4. | Delivery of products | 12 |
| 5. | Mode of payment | 37 |
| | Total | 100 |

The main reason for not preferring online products is that the customers are worried about the quality of products delivered. Most of the customers donot prefer online shopping because they are unable to purchase the products after viewing it. But instead they are subjected to virtual exposure to the product. Some people donot prefer to transfer the money before the product is delivered. This is because they donot trust the shopper.

7. Activities used by online sites to attract the customers

| SNO | Response | Percentage of respondents |
|-----|----------------------------------|---------------------------|
| 1. | Low prices | 72 |
| 2. | Offers | 05 |
| 3. | Cash back facility | 09 |
| 4. | Gift vouchers | 12 |
| 5. | High quality and standardisation | 02 |
| | Total | 100 |

The secret of the success of online shopping is the affordability. Most of the products are released with low cost because they do not have any distribution cost and promotion cost. They are also attracted towards gift vouchers and offers with these online shoppers.

8. Reasons for preferring only traditional retailing and not online purchases

| SNO | Response | Percentage of respondents |
|-----|---------------------------------------|---------------------------|
| 1. | Bargaining and negotiation | 44 |
| 2. | View the products | 13 |
| 3. | Trial purchases | 15 |
| 4. | Exchange facility and credit facility | 03 |
| | Prompt service | 25 |
| | Total | 100 |

In spite of high competition from online shopping, the traditional retailing is existing. The main reason behind this is the Indian consumers are habituated towards bargaining the products. They are not satisfied with any purchase without bargaining. Most of the people do not know about the exchange and credit facility during online purchasing. They also believe that traditional retailer can provide better services when compared to online purchases.

9. Are rural people purchasing goods through online shopping

| SNO | Response | Percentage of respondents |
|-----|----------|---------------------------|
| 1. | Yes | 43 |
| 2. | No | 57 |
| | Total | 100 |

The awareness of online shopping has increased in such a way that the rural consumers are also preferring to purchase the products online.

10. Future of online shopping in India

| SNO | Response | Percentage of respondents |
|-----|----------|---------------------------|
| 1. | Good | 88 |
| 2. | Bad | 12 |
| | Total | 100 |

There is a high awareness and publicity regarding online shopping now days. If these trends go on the traditional retailing will not exist in the near future.

CONCLUSION:

Online shopping is going to rule the market in the upcoming years. People are satisfied with the online purchases and positive word of mouth is favoring online purchases. There is high awareness level regarding online purchases. The only dissatisfaction regarding online purchases is regarding its quality and payment before shipping.

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