A Study on Customer's Attitudes towards Online Shopping with Special Reference to Vadakara, Calicut

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Abstract: **Increasing trend of internet users is the main key factor of developing new marketing strategies. The technological advancement generates new trends in marketing and shopping habits of the people. The customers can easily available their demanded products through online shopping without any barrier. This is a common trend in marketing so that every marketer should be aware of the attitude of various customers towards online shopping. In this study an attempt has been made to analyses 30 youth respondent's attitude in Vadakara city at Calicut, Kerala. Through this study the researcher aims to find out the attitude of certain people those who recently buying online products.**

Keywords – Consumer, Customer, E-commerce, Entrepreneurs, E-retails, Online Marketing, Online Shopping.

I. INTRODUCTION

Online marketing refers to a set of powerful tools and methodologies used for promoting products and services through the internet online. Markets include a wider range of marketing elements than traditional business marketing due to the extra channels.

Recent years have seen a remarkable transformation in marketing and shopping habits of people. In the way India shops and trades online market taken the world of retailer by storm and cultivated the imagination of an entire generation of entrepreneurs with e-commerce venture with various business and commercial model and the online sector has grown 5 times in four years nearly 52.5 billion US dollars in 2016.

Online product shopping enables to buy produce from anywhere and anytime through online. The applications advertise some of the products for shopping to buy a product the customers as to create an account. Who does not have an account they can only view the available products. They can't buy it. Once the customer has created account not only he can view the products, he can also add the products to the cart and also we can place an order to buy those product. This application then generates bill for particular customer after the confirmation the customer has to enter his credit and detection to buy those products [9][10].

Online shopping has become a popular shopping method ever since the internet has declared a takeover. There are many individuals that are looking for amazing alternatives shopping is just fixing for that. Online shopping has been around since the early days of the web, and hasn't changed all things. The aspects of online on the front end of things. Online shopping is really not that much different than shipping to pages in a printed paper catalogue, then calling a customer service line and placing your order over the phone.

So this study focused on youth's performance towards online marketing based on customer's attitudes towards online shopping with special reference to Vadakara, Calicut.

Objective of the study

- To know about the customer's attitudes towards online shopping.
- To know the availability and quality of online product.

Scope of the study

In the present world, people's internet usage is increasing day by day. It creates too much marketing opportunity to both customers and the business concerns. This modern technology helps to reduce the hindrance between consumers and producers. Therefore this study is relevant but it is only focused to a particular city within a two week of time.

In this study an attempt is made to get information about attitude towards online shopping in Vadakara area of Kozhikode.

II. LITERATURE REVIEW

Kau, A. K., Tang, Y. E., & Ghose, S. (2003) [1], says that as Internet usage is increasing, so the online shopping, especially in those countries whose marketing infrastructures are well developed. Consumers can shop at any time and have access to products not available in their geographic region. Furthermore, they are now able to access the Internet, not only from their personal computers, but from advanced electronic devices such as Palm Pilots and mobile phones.

Cho, J. (2004) [2], says that there have been several reasons examined in prior studies as to why some consumers have a preference for more traditional, offline means of purchasing products and services. One study found that consumers did not complete online purchases due to the intangibility of the purchase.

Choi, J. & Lee, K. (2003) [3], in his study indicates that consumers are concerned with undesirable outcomes and uncertainty of their purchases after purchasing a product online. Consumers, therefore, are less likely to make purchases online if they perceive a higher risk.

D.R.M.Rajesh and G.Purushothaman (2013) [4] studied E-shopping has become growing more popular, the main reason is convenience (and often lower prices). Usually in the holiday season, online shopping saves an individual the hassle of searching several stores and then waiting in long queues to buy a certain item. Internet is changing the way consumers shop and buy goods and services, and has quickly evolved into a global phenomenon. Numerous companies have started using the Internet with the purpose of cutting marketing costs, thereby minimizing the price of their products and services in order to face competition. No doubt the Internet has affect our lives deeply in which it plays a pre-eminent and unparalleled role. In addition to the tremendous potential of the E-commerce market, the Internet provides a distinctive opportunity for companies to more efficiently reach existing and potential customers.

Prof. Pritam P. Kothari & Prof. Shivaganga S. Maindargi (2015) [5], In this study the researcher point out that while online shopping the consumers shows independent purchase habit and this method of shopping gives customers best alternative to save money and time. Companies give good shopping experience to customers therefore the success of online shopping depends on its popularity, brand image and unique promotional policies.

N Jemila Dani (2017) [6], The study reveals that the popularity of online shopping depends upon the customer gets huge amount of purchase discount and lower price rather than direct purchase. This is the major findings the researcher pointed. Variety of products, convenience of time, saves money; instant response, cashless transaction etc are the other major advantages he discovered.

Dr. V Santhi & Dr. L. Nanda Gopal (2018) [7], through the study of 'consumer behaviour towards online shopping in Coimbatore city- an exploratory research' the researcher indicates the customers above 25 years order food items regularly. Salaried persons consume more products daily. Quality of products and variety of products are the best result of online shopping.

III. RESEARCH METHODOLOGY

A. Research Design

Descriptive Research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study. It is used to describe characteristics of a population or phenomenon being studied. It is the conceptual structure within which research conducted. It constitutes the blueprints for the collection.

There are three ways a researcher can go about doing a descriptive research project, and they are: Observational, defined as a method of viewing and recording the participants. Case study, defined as an in-depth study of an individual or group of individuals. Survey defined as a brief interview or discussion with an individual about a specific topic.

B. Sampling Design

Sampling design is a fundamental part of statistics. Samples are collected to achieve an understanding of a population because it is typically not feasible to observe all members of the population. The goal is to collect samples that provide an accurate representation of the population. Constraints on time and money dictate that the sampling effort must be efficient. More samples are needed to characterize the nature of highly variable populations than less variable populations. A sampling design is a definite plan for obtaining a sample from a given population. Simple Random sampling is used to identify the sample group.

C. Sample Size

Sample size is closely related to the inherent variability in the data. The number of samples required increases with increasing variability. Also, the more samples you have, the greater the confidence level you can achieve. Here use sample of 30 youth's performance towards online marketing based on customer's attitudes towards online shopping with special reference to Vadakara, Calicut.

IV. THEORETICAL FRAME WORK

Over the last two decades rising internet and mobile

phone penetration has changed the way we communicate and the business. Online marketing is relatively a novel concept. It is at present, heavily leaning on the internet and mobile phone revolution to fundamentally alter the way business reach their customers. The essence of e-retails is in its abilities to transcend physical boundaries and reach customers in a manner different from the traditional brick and mortar stores, to their very doorstep.

However the base of the e-retailing model is technology and logistical solutions. Those facilities the customer acquisition and the final "reach" process. E-commerce further brings to the table vagaries in customer orders a complained with difficult senators such as free delivery, order rescheduling, cancellation, returns and cash on delivery additionally an expected minimised turn-around-time(tat). This will potentially lead to word-of-mouth publicity feedback and customer retention to the e-portal or website.

Online Marketing

In the present world, people's internet usage is increasing day by day. It creates too much marketing opportunity to both customers and the business concerns. This modern technology helps to reduce the hindrance between consumers and producers. Therefore the online shopping, trend increased - especially in those countries whose marketing infrastructures are well developed. Consumers can shop at any time and have access to products not available in their geographic region. Furthermore, they are now able to access the Internet, not only from their personal computers, but from advanced electronic devices such as Palm Pilots and mobile phones. Also, due to an increase in high-speed Internet access connections, lower connection costs, and increasing consumer competence, e-commerce activity will continue to grow as the availability and ease with which the Internet provides consumers the ability to handle needed tasks anytime and anywhere.

In conjunction with the increases in Internet capabilities, it is estimated that about 53% of Internet users in the United States have made an online purchase [14]. However, not all consumers are turning to the Internet for shopping. While the number of Internet users who have made a purchase at one time is more than half in the United States, this does not explain the disparity between the number of visits websites recorded and the number of actual purchases made online. One report shows that although a web site may receive millions of visitors, only about 3% of those visits result in a purchase online [15], and according to another study, about 65% of online shopping carts are abandoned before a purchase is completed [16]. An explanation of these occurrences is that the majority of consumers are going online to window-shop with plans to

make their purchases in a more traditional, offline setting [17].

In order to identify the differences between consumers who prefer online shopping and those who prefer offline shopping, this study examines how consumers perceive online shopping and which factors are perceived differently between consumers who prefer online shopping and consumers who prefer offline (physical store) shopping. The findings from this study will allow online businesses to be better informed of what draws consumers or prohibits them from coming to their websites.

V. DATA ANALYSIS

The sources of data are collected from the following sources. They are Primary source and Secondary source. In this study, Primary source data was collected through questionnaires and also collected by meeting the respondents personally. The secondary source data includes books, journals and websites. The collected data has been analysed with the help of statistical tools like table and chart etc.

Table 1 Age Group

Age Group	Number of respondents	Percentage
18-20	9	30%
20-22	12	40%
22-24	6	20%
24-26	3	10%
Total	30	100%

Source: Primary source data

Here Table 1 found that 30% of people are responds in the age group of 18-20. And the 40% of people responds in the age group of 20-22. Then the 20% of peoples responds the age group of 22-24.and the last 10% of peoples are responds the age group of 24-26.

Table 2 Respondent's Opinion

Category	Number of Respondents	Percentage
Excellent	3	10%
Good	15	50%
Average	9	30%
Poor	3	10%
Total	30	100%

Source: Primary source data

From Table 2, 10% of people say that online shopping was

excellent and 50% says that online shopping was good. The 30% peoples was says that online shopping was an average 10% peoples says that online shopping was poor.

Table 3 Kinds of Products

Category	Number of Respondents	Percentage
Always	10	33.3%
Often	8	26.7%
Some time	9	30%
Never	3	10%
Total	30	100%

Source: Primary source data

In Table 3, it's found that 33.33% percentage of people get all kinds of product through online shopping and 26.67% of peoples were says that often 30 % peoples says that sometimes they get the product and 10% of peoples say that they will never get all kind of product through online shopping.

Table 4 Satisfaction Level of Product

Reason	Number of Respondents	Percentage
Highly Satisfied	4	13.3%
Satisfied	18	60%
Dissatisfied	6	20%
Strongly Dissatisfied	2	6.7%
Total	30	100%

Source: Primary source data

From Table 4, it's found that 13.33% of peoples highly satisfied the online product and 60% peoples are satisfied with the product and 20% peoples are dissatisfied the product and 6.7% people are strongly dissatisfied the online products.

Table 5 Shopping Sites

Websites	Number of Respondents	Percentage
Flipkart	14	46.67%
Amazon	8	26.67%
Olx	6	20%
Others	2	6.66%
Total	30	100%

Source: Primary source data

Here Table 5 shows that 46.67% peoples are using flip kart for their purchasing and 26.67% peoples are using Amazon for their shopping. 20% peoples are using OLX app for their shopping. Only 10% person peoples are using other websites.

Table 6 Motivating Factors

Factors	Number of Respondents	Percentage
Low Price	9	30%
High Quality	13	43.33%
Easily Available	5	16.67%
Others	3	10%
Total	30	100%

Source: Primary source data

From Table 6, 30% of peoples are motivated in the reason of low price of product. 43.33% peoples are motivated through quality of product and 16.67% peoples are motivated through available of product base and rest of them are motivated by other factors.

Table 7 Offers Satisfaction

Results	Number of Respondents	Percentage
Always	3	10%
Often	6	20%
Sometime	8	26.67%
Never	13	43.33%
Total	30	100%

Source: Primary source data

From Table 7 it is founds that 10% peoples are always satisfied for the offers and 20% peoples says that often satisfied with the offers. 26.67% peoples say sometimes satisfied and rest of them are never satisfied for the offers.

Table 8 Most Purchasing Product

Category	Number of Respondents	Percentage
Electronic	9	30%
Foot wears	11	36.67%
Cloths	4	13.33%
Cosmetics	2	6.67%
Others	4	13.33%
Total	30	100%

Source: Primary source data

From Table 8 it is clear that 30% peoples purchasing electronic product and 36.67% people purchasing footwear product. 13.33% peoples are purchasing cloths out of 30 respondents. 6.67% peoples are purchasing cosmetics product and 13.33% peoples are purchased other product.

Table 9 Facing Problems

Problems	Number of Respondents	Percentage
Availability of cash on delivery	19	63.33%
Secured transaction	11	36.67%
Total	30	100%

Source: Primary source data

Table 9 shows that 63.33% peoples are facing unavailability of cash on delivery and 33.37% peoples are facing unsecured transaction of online shopping.

Table 10 Delivered Time

Results	Number of Respondents	Percentage
Always	17	56.67%
Often	11	36.67%
Never	2	6.66%
Total	30	100%

Source: Primary source data

Table 10 found that 56.67% peoples can get their online product on time. Out of 30 respondents 36.67% peoples says that often and 6.66 peoples say that they can't get their online products on time.

Table 11 Fraudulent Activities

Results	Number of Respondents	Percentage
Always	2	6.66%
Sometimes	8	26.67%
Not at all	20	66.67%
Total	30	100%

Source: Primary source data

From Table 11, it's found that 6.66% people get fraudulent activities through online shopping and 26.67 peoples say that sometimes they get fraudulent activities through online shopping. 66.67% peoples are not issued the fraudulent activities there.

Table 12 Medium of Transaction

Medium	Number of Respondents	Percentage
Debit Card	17	56.67%
Credit Card	8	26.66%
Cash on delivery	5	16.67%
Total	30	100%

Source: Primary source data

From Table 12, its show that 56.67%peoplesare using debit card for online purchasing. 26.66% peoples are using credit card for their purchasing, 16.67% people using other methods for purchasing.

Table 13 Media Influencing

Satisfaction Level	Number of Respondents	Percentage
Yes	11	36.67%
No	19	63.33%
Total	30	100%

Source: Primary source data

Table 13 shows that 36.67% peoples are influenced by the advertisement for purchasing products and the 63.33% peoples not influenced Medias and advertisement.

Table 14 Spending Money

Money Level	Number of Respondents	Percentage
<500	4	13.33%
500-1000	7	23.34%
1000-5000	13	43.33%
>5000	6	20%
Total	30	100%

Source: Primary source data

In Table 14, 13.33% peoples are spending below 500 rupees per month and 23.34% peoples are spending 500-1000 rupees per month. 43.33% peoples spending 1000-5000 rupees per month and 20% peoples are purchased above 5000 rupees per month.

Table 15 Offers Utilisation

Category	Number of Respondents	Percentage
Always	3	10%
Sometimes	10	33.33%
Not at all	17	56.67%
Total	30	100%

Source: Primary source data

From Table 15, it is clear that 10% peoples are always utilising the online shopping offers and 33.33% peoples are sometimes are utilise this offers. 56.67% peoples not utilise this offer properly.

Table 16 Life style Changes

Opinion	Number of Respondents	Percentage
Yes	22	73.33%
No	8	26.67%
Total	30	100%

Source: Primary source data

Table 16 show that 73.33% peoples are says life style was changed through online shopping. And rest of them are says that not changes affected their life style.

Table 17 Affecting Area

Result	Number of Respondents	Percentage
Positively affected	11	36.67%
Negatively affected	10	33.33%
Not affected	9	30%
Total	30	100%

Source: Primary source data

Table 17 say that 36.33% people says that the online shopping positively affected Vadakara area and 33.33% peoples says that negatively affected Vadakara area. 30% say it is not affected Vadakara area.

VI. FINDINGS

- Most of the customers say online shopping is good.

- Majority of customers are satisfied with online products.

- Most of customers are used online shopping in flipkart.

- Majority of customers are said unavailability of cash on delivery is a main problem of online shopping.

- Majority of the customers are using debit card transactions and they spent Rs 10-15 per month to online shopping.

- Most of customers are say online shopping is positively affected in the Vadakara area.

- Majority of the customers are satisfied with the offers provided by online shopping.

- Most of customers are facing the problem of unavailability of cash transactions.

- Majority of the customers are always getting the product delivered on time.

VII. SUGGESTIONS

- The main factors that motivate the customers to buy products through online are 'more discounts and more convenience'. Therefore, the online retailers ensure the online shopping process through their websites is made as cost effective and as simple as possible for consumers to shop online.

- Online marketing intermediaries should provide better information about products.

- Since security of the credit cards and debit cards is a major concern for many respondents, the e-sellers must give assurance for the security of the credit cards and personal information.

- The online marketing companies should arrange better tie-up with all banks, along with this cash on delivery scheme should also be provided, since people are more comfortable in the scheme.

- Online marketing companies make sure that their products available to all areas of a region.

- The marketing intermediaries must provide quality products to their customers. Online shopping sites should not break the trust of the public by providing poor quality goods. If trust element is assured there then online shopping will be preferred more.

- The goods will not be directly delivered to people staying in rural areas (far off) areas, so necessary arrangements should be done to overcome this problem.

- The marketing intermediaries and companies try to offer better safety and security both the products and customers.

VIII. CONCLUSION

The study was provided an empirical glimpse into the minds of consumers as to what factors are perceived differently by consumers who prefer online shopping while this survey helped readers to gain insight on the perception of consumers. Majority of online sites, target the youth of the economy as their customer because of the technology friendliness. These initial findings still warrant further investigation. The study result suggests that customers who perceive more benefits prefer online shopping.

This study indicates that most of the respondents are satisfied with online product, even if they felt some problems. Almost all customers are using debit card for their transactions. People spend between 1000-1500 rupees per month, for purchasing different products through online sites. Most of the customers say that online shopping is very comfortable for them because of their

easy availability and quality of products. Therefore, online marketing have a wider scope in the coming years.

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