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AN ANALYTICAL STUDY ON CUSTOMER ATTITUDE TOWARDS SELECTED ONLINE SHOPPING WEBSITES IN INDIA

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ABSTRACT

Electronic Commerce otherwise called as E-commerce has gained momentum since the advent of information technology in business. The wide range of products and increased convenience has resulted in greater demand for E-shopping. The availability of online stores 24/7, discount coupons, rich product availability and specifications, elevated access to technology both at home and at work etc. have accelerated the growth of online shopping among the people. Online shopping offers easy, speedy, cash saving and relaxed shopping experience to the wider customer groups. This paper attempts to make a critical evaluation of the customer satisfaction levels and preference factors regarding the popular online shopping websites. The paper also aims to make a comparative study of the facilities offered by the selected online shopping sites. It has been concluded that FlipKart is the most preferred online shopping site followed by Amazon. The study reveals that FlipKart is considered to be the best user-friendly site with its best offers, best packaging and efficient post delivery services. Furthermore, Amazon is considered to be the online website with excellent delivery speed.

KEY WORDS: E-commerce, Customer acceptance, Buyer behaviour, Online shopping

INTRODUCTION

Online shopping is the act of buying goods or services through internet. Online shopping has observed revolutionary growth over the past two decades. Online shopping sites enables the people to shop at their convenience from anywhere in the world. The reason behind the phenomenal growth of online shopping websites is the availability of everything at the simple click of a mouse. The revolutionary development of business is indebted to the online marketing for the availability of wide range of products and services at the fingertips of customers. Due to the superior use of the online shopping tools, there is an increasing competition in the field of e-commerce. As a result, it has become very important for the online traders to understand the needs and wants of the customers and their buyer behavioural pattern. Customer acceptance is a crucial factor in the field of marketing .It enables the traders to attain an

enhanced customer relationship management strategy which in turn benefits them in gaining better customer acceptance. The availability of online stores 24/7, discount coupons, rich product availability and specifications, elevated access to technology both at home and at work etc. have accelerated the growth of online shopping. The huge number of internet users have laid a firm foundation for the rapid expansion of the online shopping business. Undoubtedly, internet has become an indispensable part of the lives of the Indian customers and online shopping has become the inevitable part of the urban community.

PURPOSE & SIGNIFICANCE OF THE STUDY

The main purpose of this study is to analyse the customer attitude towards the popular shopping websites in India. The study also focuses on identifying the factors which contributes towards the customer preference of the shopping sites.

OBJECTIVES OF THE STUDY

The main objectives of the study are as follows:

1. To examine the customer preferences towards online shopping websites.
2. To compare the online shopping websites in terms of the facilities offered.

RESEARCH METHODOLOGY

- a) **Research Design** - The study is based on primary data which was collected through structured close-end questionnaire.
- b) **Sample Design** - It consists of 80 respondents randomly selected through convenience sampling method.
- c) **Data Analysis & Interpretation** - The data collected was analysed with the help of various statistical tools like Ranking method, Likert scale and Weighted arithmetic mean.

LITERATURE REVIEW

Vijay Shankar (2015) in the study entitled "Assessment of 10 Arbitrary Indian Shopping Websites" stressed that the ability of the web vendors to offer wide variety of products at the best prices has a stronger effect on the customers than the perceived factors. The implication is that the provision of best services in terms of reliability, credibility, quality and privacy are the key factors which results in an ultimate boom in the internet shopping. The aforesaid findings will definitely enable the system professional and product vendors to provide personalised services to match the customer requirements.

Jayanth Mishra (2015) in his work entitled "Online shopping sites- A consumer perspective" has found that though many people are ready to shop online, there are many factors which makes the people hesitant to purchase online such as reliability, product check facility and security issues attached to online shopping.

Wu (2013) in his research study entitled "The Antecedents of Customer Satisfaction and Its Link to Complaint Intentions in Online Shopping: An Integration of Justice, Technology, and Trust," suggested that the best way to attract online customers is to design a user-friendly website with attractive discount offers and efficient grievance redressal mechanism. He also observed that the satisfied customer will be the best ambassador for any online shopping website.

Jusoh and Ling (2012) in the study entitled "Factors Influencing Consumers' Attitude Towards E-Commerce Purchases through Online Shopping", examined how the socio-demographic features (such as age, income and occupation), online buying pattern (such as types of goods, trade experience and internet usage) and purchase perceptions (such as product perception, after sale

service and customer risk taking capacity) have a major impact on the consumer's attitude towards online shopping.

Kim & Sinha (2012) in the work entitled "Factors affecting Indian consumers' online buying behaviour" observed that the economic liberalisation has resulted in the increased internet users in the country. But it is also found that the growing number of internet users has not reflected in the online sales. Therefore, it is important to identify the reasons for the less accelerated growth in the internet shopping by the Indian customers. They also suggested that understanding the buyer behaviour can result in stimulated sales through the internet. The purpose of the study was to identify the factors affecting the buying attitude of the Indian customers towards online shopping. The constructs chosen for the study included factors such as product risk, convenience risk, financial risk, return policy, cash back offers, innovative technology, shipping charges, perceived behaviour, delivery concerns, cyber laws and post delivery services etc. specifically designed for the study. The concerns associated with the delivery of the product, social and perceived behaviour, return policy etc., have been found to be the prominent factors affecting customer attitude towards internet shopping.

Guo Jun and Ismawati Jafaar(2011) in the work entitled "A Study on customers' attitude towards Online Shopping in china" confirmed that the perceived marketing mix and perceived reputation could impact on the consumer's attitude in adopting online shopping. It is also suggested that by understanding the key drivers that could impact on online consumers' attitude towards online shopping, online retailers would be able to formulate and implement their e-business strategy efficiently and effectively and possess stronger competitive advantage.

Hogskolan pa Gotland (2011) in the study entitled "Consumers' Attitude towards Online Shopping Factors influencing Gotland consumers to shop online" identified that the significant factors which influences and attracts the online shoppers includes user-friendliness of the website, convenience, less time consumption, security and the like. The other subsidiary factors which influences the customers are less price, discount, feedback from previous customers and the quality of the product. As per the study, the demographic details of the online shoppers shows that the older generation is not so keen to shop online.

DATA ANALYSIS & INTERPRETATION

1. Demographic profile of Respondents

Table 01: Demographic profile of respondents

Particulars	Variable	Frequency	Percentage	Rank
Gender	Male	54	67.50%	1
	Female	26	32.50%	2
	Total	80	100	
Age	Below 20	06	7.5%	4
	20-30	28	35%	2
	30-40	31	38.75%	1
	40-50	10	12.50%	3
	50 & above	05	6.25%	5
	Total	80	100	
Education	Under Graduate	06	7.5%	5
	Graduate	21	26.25%	3
	Post Graduate	24	30%	1
	Professional	22	27.50%	2
	Others	07	8.75%	4
	Total	80	100	
Monthly Income	Below 10,000	Nil	Nil	5
	10,000 – 20,000	03	3.75%	4
	20,000 – 30,000	05	6.25%	3
	30,000 – 40,000	10	12.5%	2
	40,000 & Above	62	77.50%	1
	Total	80	100	
Monthly expenditure on online shopping	Below 1,000	01	1.25%	7
	1,000 – 2,000	04	5%	5
	2,000 – 3,000	25	31.25%	2
	3,000 – 4,000	28	35%	1
	4,000 – 5,000	12	15%	3
	5,000 – 6,000	08	10%	4
	6,000 & Above	02	2.5%	6
	Total	80	100	

Table 01 shows the demographic classification of the respondents on the basis of their gender, age, education, monthly income and monthly expenditure on online shopping. As per the table, out of the 80 respondents, 67.50% are males and the rest are females. It also depicts that majority of the respondents fall in the age group of 30-40. Post graduates and professionals constitute a major portion of the respondents. The table shows that majority of the respondents are having a monthly income of above Rs.40,000 and 35% of the respondents are spending Rs. 3,000 to Rs.4,000 monthly on online shopping. The table also throws light into the fact that people in the age group of 50 & above are the least users of online shopping sites. The people in the income group of below Rs. 10,000 are not in the habit of doing online shopping. On the contrary, it is found that only 2%

of the respondents are spending above Rs.6,000 monthly on online shopping.

2. Customer Preference of Online shopping sites

To make a detailed analysis of the preferred shopping site by customers, the respondents were asked to rank the selected five online shopping websites in the order of their preference on a rating scale of 1 to 5. The final ranking is obtained by using weighted arithmetic mean. The total weighted score is calculated by multiplying the number of respondents by 5 to 1 respectively. Finally, the weighted mean score is computed by dividing the total score by the total weights (i.e. 15). The results are shown in the following table:

Table 02: Customer Preference of Online shopping sites

Weights	5	4	3	2	1	Weighted Total	Weighted Average	Rank
Rank	I	II	III	IV	V			
Online Shopping websites								
Amazon	36	24	10	05	05	321	21.40	2
E bay	26	30	16	05	03	311	20.73	3
Flipkart	35	25	12	04	04	323	21.53	1
Homeshop 18	12	16	10	28	10	220	14.67	5
Snapdeal	18	10	32	12	08	258	17.20	4

Table 02 shows that FlipKart is the most preferred online shopping website with a weighted mean of 21.53 followed by Amazon with a weighted mean score of 21.40. Ebay is ranked third with a weighted mean score of 20.73, followed by Snapdeal with a weighted mean score of 17.20. It was also found that Home shop18 is the least preferred online shopping website.

3. Comparison of Online shopping facilities

A good number of services are offered by online shopping websites out of which five

prominent ones were selected for analysis such as User-friendly website, offers and deals, packaging, post delivery services and delivery speed. To make a comparative study, customers were asked to indicate the effectiveness of these services on five point rating scale starting from highly effective (5) to not at all effective (1). To conclude the results, the weighted arithmetic mean is calculated and ranking is also done.

a) User- friendly

Table 03: User-friendliness of online websites

Weights	5	4	3	2	1	Weighted Total	Weighted Average	Rank
Level of Effectiveness	Highly Effective	Moderately effective	Somewhat Effective	Slightly Effective	Not at all Effective			
Online Shopping Websites								
Amazon	30	34	14	02	00	332	22.13	2
Ebay	09	07	28	30	06	223	14.87	5
Flipkart	35	30	14	01	00	339	22.60	1
HomeShop18	8	10	41	12	09	236	15.73	4
Snapdeal	15	14	46	03	02	277	18.47	3

Table 03 shows that Flipkart is the most user friendly website with a weighted average score of 22.60 followed by Amazon with a weighted

average score of 22.13. On the other hand, E Bay is the least user friendly online website.

b) Offers and Deals

Table 04: Offers and deals by online websites

Weights	5	4	3	2	1	Weighted Total	Weighted average.	Rank
Level of Effectiveness	Highly Effective	Moderately effective	Somewhat Effective	Slightly Effective	Not at all Effective			
Online Shopping Websites								
Amazon	37	35	08	00	00	349	23.27	2
Ebay	10	09	25	25	11	222	14.80	5
FlipKart	39	36	05	00	00	354	23.60	1
HomeShop18	12	12	42	12	02	236	15.73	4
Snapdeal	15	14	45	05	01	277	18.47	3

As per Table 04, FlipKart stands first in terms of the offers and deals given by the online shopping sites. A detailed examination of the table shows

that Amazon is also equally competent in this area. But the offers and deals by Ebay is not at all up to the expectation of the customers.

c) Packaging

Table 05: Packaging by online shopping websites

Weights	5	4	3	2	1	Weighted Total	Weighted average.	Rank
Level of Effectiveness	Highly Effective	Moderately effective	Somewhat Effective	Slightly Effective	Not at all Effective			
Online Shopping Websites								
Amazon	32	36	10	02	00	338	22.5	2
E Bay	12	18	28	20	02	258	17.2	4
Flip kart	36	34	08	02	00	344	22.9	1
HomeShop18	10	10	42	14	04	248	16.5	5
Snap deal	20	26	30	02	02	300	20	3

Table 05 shows that FlipKart is providing the best, safe and attractive packaging which makes it more acceptable to the customers. It is also identified that Amazon too offers good and commendable packaging to the customers. At the same time, it is found that Home shop18 is not up to the mark in terms of packaging.

d) Post delivery services**Table 06: Post delivery services of online shopping sites**

Weights	5	4	3	2	1	Weighted Total	Weighted average.	Rank
Level of Effectiveness	Highly Effective	Moderately effective	Somewhat Effective	Slightly Effective	Not at all Effective			
Online Shopping Websites								
Amazon	32	32	14	02	00	334	22.2	2
Ebay	15	15	44	03	03	276	18.4	3
Flipkart	34	32	13	01	00	339	22.6	1
HomeShop18	9	09	29	22	11	223	14.8	4
Snap deal	08	08	28	29	07	221	14.7	5

Table 06 shows that as far the post delivery services are concerned, Flip Kart is proved to be extraordinarily efficient in handling the after sale services. On the other hand, Snapdeal is found to

be very unsuccessful in providing the post delivery services.

e) Delivery speed**Table 06: Delivery speed**

Weights	5	4	3	2	1	Weighted Total	Weighted average.	Rank
Level of Effectiveness	Highly Effective	Moderately effective	Somewhat Effective	Slightly Effective	Not at all Effective			
Online Shopping Websites								
Amazon	35	32	13	00	00	342	22.8	1
E Bay	10	08	28	30	04	230	15.3	4
FlipKart	35	30	14	01	00	339	22.6	2
HomeShop18	7	12	38	12	11	232	15.4	3
Snapdeal	18	16	42	02	02	286	19	5

As per Table 07, it is observed that Amazon takes the minimum delivery time followed by Flip kart. On the contrary, the delivery speed of Snapdeal is too low compared with the other popular shopping sites.

FINDINGS

The following are some of the major findings of the study:

- Almost 67% of the respondents belong to the male category and in the age group of 30-40 years.
- The majority of respondents are post graduates and falling in the income category of Rs.40,000 and above.

- The demographic profile of the respondents reveals that they belong to an above average income group.
- The majority of respondents are spending only Rs.3,000 to Rs.4,000 per month on online shopping. This also unveils the fact that the elite income groups do not always indulge in online shopping.
- The study reveals that Flipkart is the most user-friendly site with its best offers, best packaging and efficient post delivery services.
- It is observed that amazon is also preferred by many customers primarily due to its excellent delivery speed.

CONCLUSION

The advent of technology has resulted in the phenomenal growth of the online shopping sites. Over the years, internet has turned out to be the medium of exchange and trade for many people all over the world. In India, the technological revolution has gained momentum over the past two decades. The revolutionary development of business is indebted to the online marketing for the availability of wide range of products and services at the fingertips of customers. This study is an attempt to make a critical evaluation of the customer satisfaction levels and preference factors regarding the popular online shopping websites. It has been concluded that Flip kart is the most preferred online shopping site followed by Amazon. The study reveals that Flip kart is considered to be the best user-friendly site with its best offers, best packaging and efficient post delivery services. Furthermore, Amazon is considered to be the online website with its excellent delivery speed.

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