



## Prospects of general public towards online shopping

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### Abstract

The attitude of public towards shopping has changed to a greater extend due to advancement of technological innovations, though the traditional way of shopping plays a predominant role a particular segment of population specially younger generation prefers online shopping. There may be number of reasons which facilitates online shopping such as wide range of collections, time and energy saving, well organized network, easy procedures, availability of sufficient information, easy access and the like. The present study focuses the opinion of public towards online shopping.

**Keywords:** online shopping, population, opinion, technological innovation, attitude, eassy access

### 1. Introduction

The advancement in communication sector, growth of economy and increase in standard of living widen the scope and facilitates rapid growth of digital marketing. At present most of the retail outlets make use of latest technology to promote their business. The online shopping websites are the platform that facilitates the retailers to promote the product and buyers to purchase the commodity. The attitude of public towards shopping has changed to a greater extend due to advancement of technological innovations, though the traditional way of shopping plays a predominant role a particular segment of population specially younger generation prefers online shopping. There may be number of reasons which facilitates online shopping such as wide range of collections, time and energy saving, well organized network, easy procedures, availability of sufficient information, easy access and the like.

### 2. Objective of the study

To analyse the socio economic conditions, attitude of the respondents and opinion of the respondents towards online shopping.

### 3. Tools of analysis

The simple percentage analysis and likerts 'five point scaling technique has been administered for the purpose of study.

### 4. Selection of Sample

The respondents for the study purpose were general public living in Madurai district. The total sample size was 75 comprised of both male and female respondents who were selected by simple random sampling method.

### 5. Socio Economic Conditions

The Socio Economic Conditions of the respondents such as age, gender, occupation, and Monthly income were presented in Table 1.

**Table 1:** Socio Economic Conditions of the Respondents

Demographic variable	No. of Respondents	Percentage
<b>Age</b>		
Below20	37	49.4
20-30	22	29.3
30-40	10	13.3
Above 40	06	08.0
Total	75	100.0
<b>Gender</b>		
Male	44	58.7
Female	31	41.3
Total	75	100.0
<b>Occupation</b>		
Employee	23	30.7
Business	09	12.0
Student	28	37.3
Professional	15	20.0
Total	75	100.0
<b>Monthly income (Rs.)</b>		
Below 10000	21	28.0
10000- 15000	15	20.0
15000-20000	14	18.7
Above 20000	25	33.3
Total	75	100.0

*Source:* Primary Data

It is absorbed from the table 1 that majority of the respondents(49.4%) were in below 20 years of age group followed by between 20-30 years of age group(29.3%). 13.3 % of the respondents were in between 30-40 years of age group and only 8% of the respondents were in above 40 years of age group. Gender represent that majority of the respondents (58.7%) were male and the rest were female (41.3%).

The occupation of the respondents were categorised into five categories such as Employee Business Student and Professional. It is clear from the table 1 that majority of the respondents (37.3%) were students followed by employee

(30.7%). 20 % of the respondents were professional and 9% of the respondents were business men. It is observed from the above table 1 that 33.3% of the respondents were in above Rs. 20,000 monthly income group followed by below Rs. 10,000 monthly income group(28%). 20% of the respondents were in Rs. 10000-15000 monthly

income group and 18.7 % of the respondents were in Rs. 150000-20000 monthly income group.

**6. Attitude towards online shopping**

The attitude of the respondents towards online shopping were presented in the below table 2.

**Table 2:** Attitude of the respondents towards online shopping

Attitude toward online shopping	No. of Respondents	Percentage
<b>Frequency of purchase</b>		
Regular	34	45.3
Irregular	41	54.7
Total	75	100.0
<b>Source of awareness</b>		
Friends	28	37.3
Relatives	12	16.0
Newspapers	15	20.0
Television	20	26.7
Total	75	100.0
<b>Type of product purchase</b>		
Electronic	26	34.7
House hold	24	32.0
Clothes	10	13.3
Toys	09	12.0
Automobile Accessories	06	08.0
Total	75	100.0

Source: Primary Data.

Frequency of purchase indicates that majority of the respondents (54.7%) were involved in irregular purchase and the rest of the respondents (45.3%) were regular. Friends were the major source of awareness (37.3%) in the online shopping followed by television (26.7%). Newspapers constitute 20% in creating awareness. Relatives constitute 16% in creating awareness.

Majority of the respondents (34.7%) were purchase electronic items followed by house hold article (32.0%). 13.3 % of the respondents were purchase clothes followed by toys (12%) 8% of the respondents were purchase automobile accessories.

**7. Opinion Score of the Respondents**

The opinion of respondents were presented in the below table3.

**Table 3:** Opinion Score of the Respondents towards Online Shopping

Serial No	Opinion	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total score
1	Wide range of collections	180 (48.0%)	44 (14.7)	6 (2.7%)	32 (21.3%)	10 (13.3%)	272
2	Quality	50 (13.3%)	92 (30.7)	81 (36.0)	22 (14.7%)	4 (5.3%)	249
3	Reasonable price	85 (22.7%)	44 (14.7)	0 (0%)	22 (14.7%)	36 (48.0%)	187
4	Branded products	85 (22.7%)	238 (49.3)	30 (13.3)	16 (10.7%)	3 (4.0%)	372
5	Frequent discount offers	120 (32.0%)	72 (24.0)	66 (29.3)	12 (8.0%)	5 (6.7%)	275
6	Reliable	95 (25.3%)	52 (17.3)	36 (16.0)	46 (30.7%)	8 (10.7%)	237

Source: Primary Data

It is inferred from the table.3 that the branded products secure the maximum opinion score of 372 followed by frequent discount offers with a score of 275. The statement Wide range of collections secures a score of 272 followed by the quality with a score of 249. Reliability statement secures opinion score of 237 and reasonable price secures a least score of 187.

**8. Major findings**

- Majority of the respondents were in below 20 years of age group.
- Majority of the respondents (58.7%) were male.
- Majority of the respondents (37.3 %) were students.
- 33.3% of the respondents were in above Rs. 20,000 monthly income group.

- Majority of the respondent (54.7%) were involved in irregular purchase.
- Friends were the major source of awareness (37.3%) in the online shopping.
- Majority of the respondent (34.7%) were purchase electronic items.
- Branded products secure the maximum score of 372 and reasonable price secures a least score of 187.

**9. Conclusion**

Online shopping facilitates convenience and easy access both to the retailer and the purchaser. The retailer can promote their commodities without depending on traditional mode channels of distribution. There are number of online shoppers such as

flip kart, Home shop 18 and snap deal facilitates the buyer to purchase products round the clock and it facilities wide range of collections at reasonable prices which saves time and money. The main problem in the on line shopping is, still most of the people may not prefer online shopping due to lack of awareness and inability to operate online shopping. Still we found that costly consumer durables were purchased through traditional shopping even though the prices were cheaper in online. This is due to the fear of the respondents on the reliability of online shoppers.

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