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CUSTOMER'S ATTITUDE IN ONLINE SHOPPING

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ABSTRACT

Online shopping means the ease and convenience to shop for products without going anywhere. The online sellers have taken unfair advantages of these situations. Some sellers are good and some are fake as well as corrupt. Online shopping has taken a new height during the past few years. In today's world everyone wants to get everything very easily and without any troubles. That's why online shopping sites take an idea of online shopping. Actually online shopping is like very convenient and safe. But it is not like that. When you are buying something online, you may get wrong product or damaged product. Sometimes in place of original product they deliver you another product. Online shopping sites promise that they will provide you exact product at the exact time. But all promise is lie. Because if you are buying branded items, sometimes they will deliver you copy of that particular brand. This paper discussed about the customer attitudes in online shopping and analysed the advantages and disadvantages of online shopping.

KEY WORDS: *Customer, Attitude, online shopping, online trade, money transfer.*

INTRODUCTION

The growing use of technology provides a developing prospect for online purchasing. The E-marketers know the factors determining online customer behavior, and the relationships between these factors and the type of online buyers, and then they can further develop their marketing strategies to convert potential customers into active ones, while retaining existing online customers. Electronic commerce, commonly known as e-commerce, consists of the buying and selling of products or services over electronic systems such as the Internet and other computer networks. A small percentage of electronic commerce is conducted entirely electronically for virtual items such as access to premium content on a website, but most electronic commerce involves the transportation of physical items in some way. Online retailers have electronic commerce presence on the World Wide Web.

The online purchasing behavior of online shoppers and factor influencing online shopping behavior and its future perspective. Internet is changing the way consumers shop and buy goods and services, and has rapidly evolved into a global phenomenon. Lot of companies have started using the Internet with the motive of cutting marketing costs, thereby reducing the rate of their products cost and services in order to stay ahead in highly competitive markets achievement.

Internet is changing the way consumer's opinion to buy goods and services, and has rapidly evolved into a global phenomenon. Many companies have started using the Internet with the aim of cutting marketing costs, thereby reducing the price of their products and services in order to stay ahead in highly competitive markets. Companies also use the Internet to convey, communicate and disseminate information, to sell the product, to take feed back and also to conduct satisfaction surveys with customers. Customers use the Internet not only to buy the product online, but also to compare prices, product features and after sale service

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facilities they will receive if they will receive if they purchase the product from a particular store. Many experts are optimistic about the prospect of online business.

In addition to the tremendous potential of the E-commerce market, the Internet provides a unique opportunity for companies to more efficiently reach existing and potential customers. Although most of the revenue of online transactions comes from business-to-business commerce, the practitioners of business-to-consumer E-commerce first evolved. Scholars and practitioners of electronic commerce constantly strive to gain an improved insight into consumer behavior in cyberspace. Along with the development of E-retailing, researchers continue to explain E-consumers behavior from different perspectives. Many of their studies have posited new emergent factors or assumptions which are based on the traditional models of consumer behavior, and then examine their validity in the Internet context.

ONLINE SHOPPING IN INDIA

It is a fact that a great online shopping revolution is expected in India in the coming years. There is a huge purchasing power of a youth population aged 18-40 in the urban area. If we observe the growth of Indian online transactions from the above graph, it is getting doubled year by year the usage of internet in India is only 4% of the total population. This is also getting increased day by day as costs of computers are decreasing and net penetration is increasing. The cost of internet usage is also getting lower, with good competition among the providers. Wi-Fi & Wimax is also getting tested in Bangalore and other cities in India. This will increase the usage as it goes more on wireless internet. Indians are proving every time that they can beat the world when it comes to figures of online shopping. More and more Indians are going to online shopping and the frequency of India's online buying is crossing the overall global averages.

CHANGING ATTITUDE TOWARDS ONLINE SHOPPING

"Awareness, Future Demand Force for Emerging Markets & Current Issues "Malls springing up everywhere and yet people are E-shopping! And not in small numbers either. Consumers are more rational nowadays and have ability to get the choices from the market. Awareness among the consumers is spread through internet. The number of internet users is increasing day by day which attracts people who have an option to buy online. It was never thought that Indians would go in for e-shopping in such a big way. Ticketing, travel bookings and even books and movies seem fine to buy online. It was never thought that Indians would go in for e-shopping in such a big way. Ticketing, travel bookings and even books and movies seem fine to buy online. Knowing that in India sizes vary from brand and quality is inconsistent, even of some electronic items (Vetrivel,2017)

Here are few reasons for this:
i. Convenience

It is the major reason. Both the cities are spread out over a large area and the best stores in both these cities are often concentrated in certain 'posh' areas. In Mumbai for example there are certain items you get only in Crawford market which is at the other end of town in South Mumbai And demographics show that the population of Mumbai is now concentrated in the suburbs. Of course, huge malls have come up in the suburbs as well, and India's biggest mall Nirmal Lifestyle is in far-flung Mulund but often you find a better choice of sizes and styles choice in other malls, say phoenix (central Mumbai). And though both Mumbai and Delhi have transport system, few people like to travel for two hours just to get to a shop at the other end of town. Clearly the transport systems leave much to be desired. In Delhi, safety is also an issue for women traveling alone in evenings.

ii. Literacy rate and the city's population

Most cities in India have a higher literacy rate as compared to the national average of 64.8 percent. In fact Mumbai has a highest literacy even amongst the cities (86 per cent). Delhi too has a high literate population (81.2 per cent). Oddly, although Bangalore has a higher literacy rate then Delhi, at 83 per cent, the city's share of e-commerce is not very high. Kolkata too has a literacy rate (80.8 per cent)and so does Chennai (80.1 percent.) If one compares these rates to literacy rates of cities like Patna (62.9 percent), Jaipur (67 percent), Indore (72 percent) or Warangal (73 percent) it's clear why it's the metros which are going to continue to lead e-shopping.

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iii. Home delivery concept

In any case, home delivery is a concept that Indians are familiar with love. The mall craze has started only now. Earlier it was a choice between sweating it out in small crowded markets, or asking a friendly neighborhood kirana (grocer) to deliver groceries home and this system is still thriving.

iv. Increase in the Internet users

Increasing penetration of Internet connectivity and PCs has led to an increase in the Internet users across India. The demographic segments that have witnessed maximum growth comprise college going students and young persons. These segments are the users of advance applications and technologies online and are most likely to be heavy Ecommerce users.

v. Increase in the number of buyers and sellers

The success of a marketplace depends on the presence of a large number of buyers and a large number of sellers. In addition to online buyers, many offline stores have begun to sell their products in the online marketplace. The greater the number of sellers and buyers, the faster the market grows. In addition, three of the antecedents, perceived usefulness, perceived ease of use, perceived enjoyment, have been found to have direct impact on consumer satisfaction.

vi. Perceived usefulness

Perceived usefulness is defined as the degree to which a person believes that using a particular system would increase his or her job performance. It is an important factor affecting acceptance of an information system, because the ultimate aim of any person is the superior job performance.

vii. Perceived ease of use

This is an important factor that affects the acceptance of a particular information system. It is defined as the degree to which a person believes that using a particular information system would be free of effort. Hence an application perceived to be easier to use would more likely be accepted by the user.

viii. Perceived enjoyment

Enjoyment refers to the extent to which the activity of using a computer is perceived to be enjoyable in its own rights. This is seen as an intrinsic source of motivation to use a particular application.

ix. Amount of information

Amount of information is defined as the information which is available for the product which a person wants to buy through online shopping. This factor eases the decision of the user to actually buy the product or not, or which product to buy. This factor becomes even more important in case of High Involvement product.

x. Security and privacy

Security and privacy are the main factors which hinder the growth of online shopping. The user is concerned about his ID and password which can be stolen by persons with wrong intentions and then misuse it. At the same time they are concerned that their personal information may be sold to the third party which poses a serious threat to their privacy.

xi. Quality of internet connection

Not only is the presence of internet connection necessary but also its Quality is important to shop online. This is an important factor which determines whether the user would stop online or not because presence of internet is a basic necessity for this mode of shopping.

ATTITUDE TOWARDS ONLINE SHOPPING

Consumer's attitudes toward online shopping have a gained a great deal for attention in the empirical literature .it is believed that consumer attitudes will affect intention to shop online and eventually whether a transaction is made. it refers to:

- ❖ **Intention to shop online**
- ❖ **Online shopping decision making**
- ❖ **Online purchasing**
- ❖ **Consumer satisfaction**
- ❖ **Barriers to growth of online market**
- ❖ **Consumer bias**
- ❖ **Lack of touch -feel-try 'experience**
- ❖ **Mounting competitive pressures**

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❖ **Seasonality**
❖ **Credibility in payments**
❖ **Untimely delivery of products**

CONCLUSION

Increased internet penetration, a hassle free shopping environment and high levels of net savvies see more and more Indians shopping online .but at the same time the companies need to reduce the risks related to consumers incompetence by tactics such as marking purchase websites easier to navigate and introducing internet kiosks, computers and other aids in stores .the goal is not convert all shoppers to online purchasing,but to show them it's an option. in addition to above ,effort is need to be taken to educate the online buyers on the steps that need to be undertaken while making on online purchase .moreover, the feedback of an online buyers should be captured to identify flaws in service delivery .this can be done through online communities and blogs that serve as advertising and marketing tools and a sources of feedback for enterprise .we found that it is a challenge for E-marketers to convert low frequency reliable performance .thus, the online retailing raises more issues then the benefits it currently offers. The quality of products and offered online and procedures for service delivery are yet to be standardized .till the same is done, the buyers is at a higher risk of frauds.

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