Factor Influencing Consumers on Beguiling Craze of Online Shopping: A Study of Attitude in Nagpur City of Maharashtra (India)

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Abstract

Evolution of technology has completely revolutionaries’ day to day life of common man. Technology has penetrated in our life like anything. These days everybody is using technology for their benefit’s and marketers are no an exception to it. They are using technology to reach to the customers. Days are far gone when people used to line up in stores to purchase the general product. These days, more and more individuals lean toward online shopping, which is presently a pattern of style and fashion. Nagpur, the center city of the country and world-famous for its oranges is advancing towards computerized explosion that makes high significance on the assessment of the present acknowledgment level of online shopping by the youngsters. In this way, understanding the by and a large state of customer's attitude towards web-based shopping is significant for the Nagpurians. In this study, 143 respondents took part in the survey. Respondents were selected through simple random technique. Data was analyzed using SPSS Version 22. This study found that online shopping is very common in this young generation of Nagpur. Major reason for Nagpurains to do online shopping is that it saves a lot of time. However, consumer those who do not shop online is only because of online fraud, lack of personal touch and no return policy. Nagpur consumers do prescribe online shopping as an elective path for shopping.

Keywords: Consumers, Online Shopping, Shopping Attitude

Introduction.

Online shopping is a contrast to store shopping in a variety of ways. Both of them has its own advantages and disadvantages. Quick Technological improvement over ongoing decades pulled in organizations, for example, conventional high road shops and new arrangement retailers into the upheaval of internet shopping. The Internet immediately rose up out of being an area of systems administration between foundations to being a worldwide stage for exchanges among retailers and customers. Additionally, simple access and moderately low Internet membership costs have driven more clients to shop on the web. Busy schedules and short of the time of people of this part of the region, they prefer online shopping as it is time convenient and you get the assortment with home conveyance too. The wonder of web-based shopping, which is a piece
of web-based business has developed far and wide. Online shopping is one of the upcoming concepts of shopping as it offers a wide variety of advantages. It has now become a routine practice for purchasing (Riyadh, Alfaiza, & Sultan, 2019).

With the introduction of cheap, high speed and easy access to the Internet, Nagpur has witnessed a high rise of Internet users. Also, it was witnessed that the availability of many shopping applications with many discounts offers to encourage an individual to go for online shopping.

This study is undertaken to know the insight of respondents of the Nagpur region about their attitude towards online shopping. The finding of the research may be useful for those who are doing online shopping especially the young one and also to the marketers to device useful strategies to attract more customers as it has also highlighted the reasons for few customers for not going for online shopping.

Literature Review

Anamika and Mithun (2018) surveyed in Dhaka to study the consumer's attitude for online shopping and found factors like security, service after sales, time, exchange policy, web composition, quality of the product, past observation and reputation of the seller to have a positive influence on the consumer's attitude on web-based shopping. Amrinder S. and Pritpal S. (2018) surveyed on rural and urban consumers of Punjab and found that country customers in Punjab have better online conduct when contrasted with their urban partners, for example, rural customers are increasingly happy with their online buys as it makes easy purchasing. Pritam and Shivganga (2016) published an article in International Journal of Advance Research, Ideas, and Innovations in Technology on the topic “A Study on Customers Attitude towards Online Shopping in India and its impact: With special reference to Solapur City” and concluded that Solapur consumers find it easy to shop online as it discounts in price, time-saving, variety of products and also it is convenient because it avoids hassle as faced during store shopping. Mubashir and Mushtaq (2016) in their study in Kashmir with title “Attitude of the consumer towards online shopping” found the most influencing factor for online shopping is website features, followed by convenience and security. Further, they said that time-saving is also a crucial factor. However, they added that demographic factors do not influence the attitude of customers towards web-based shopping. Kinker and Shukla (2016) in their study with the title “An Analysis of Consumer Behaviors towards Online Shopping of Electronic Goods with special reference to Bhopal and Jabalpur city” conducted a survey in Bhopal and Jabalpur city of Madhya Pradesh a took response of 40 public on their behavior towards online shopping. They found that client-oriented variables 'efficient', 'item quality', 'item value', 'suitability', 'accessibility', 'shop anyplace and whenever' are the fundamental specific elements impact clients mentalities toward electronic item online shopping (Sultan & Noor, 2017). Guo (2011) found that security of web-based shopping, costs of items, administration quality and business credits are the essential variables, while age, training, sexual orientation and plan of the store are optional components that influence acquiring practices on the internet.

Objectives
1. To study the demographic profile of the respondents.
2. To study the Online shopping Attitude of Nagpurians (Maharashtra).
3. To identify the major influential factor for Online Shopping

Research Methodology

For this study both (Primary and Secondary) data were used. Survey Method was used for this study and to collect primary data. The survey was conducted with a small structured questionnaire to gauge the respondent’s perception and attitude towards online shopping. The questionnaire is deliberately intended to meet the necessities of the examination. The survey was determined or potentially arranged from previously tried and approved scales. The response was collected with the help of social media and personal contacts. The questions were in two sections. The first section is to get general data of respondents (like their age, gender, qualification, etc.) so as to study their demographic profile. The second section consists of core questions related to this study. The researcher tried to collect data from all levels of the public. Approximately 150 questionnaires were distributed through various means, but effectively 143 questionnaires were usable. Therefore, the sample size was 143. The researcher tried to collect data from different places of Nagpur to get a genuine result. The data was collected in the first two weeks of July 2019. Simple random Sampling Technique was used to select the respondents. Secondary data was collected from the Internet, books, research article, etc.

Results and Discussion

As discussed, the questionnaire was divided into two sections to achieve our objectives. Following are the details analysis of the same.

Section A

This section consists of general details of the respondents. It is about gender, age, educational qualification, and their occupation.

<table>
<thead>
<tr>
<th>Table 1: Statistics of Demographic Profile of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
</tr>
<tr>
<td>--------</td>
</tr>
<tr>
<td>N</td>
</tr>
<tr>
<td></td>
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<table>
<thead>
<tr>
<th>Table 2: Demographics Profile of the Respondents</th>
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<tbody>
<tr>
<td>Demographics Profile of the Respondents (%)</td>
</tr>
<tr>
<td>Frequency</td>
</tr>
<tr>
<td>-----------</td>
</tr>
<tr>
<td>Gender</td>
</tr>
<tr>
<td>Male</td>
</tr>
<tr>
<td>Female</td>
</tr>
</tbody>
</table>
As depicted in table number 2 majorities of the respondents who took part in this survey were male (57.3%) and female was 42.6%. The researchers tried to collect data from some young persons to get the right results as we all know that it is the young ones who do more online shopping. This hidden goal was achieved as 52.4% of the respondents were in the age range of 21 to 30 years. The researcher's attempt was successful to get a response from some qualified persons as 81.2% of the total sample size was graduate and post-graduate. A large number (63) of the sample were private employees.

### Section B

This section consists of details about the shopping habits of the general public and their attitude towards Online Shopping in Nagpur City of Maharashtra.

#### Table 3: Nagpurians Attitude for Online Shopping

<table>
<thead>
<tr>
<th>Attitude for Online Shopping of the Respondents (%)</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>I Shop Online</td>
<td>Yes</td>
<td>137</td>
</tr>
<tr>
<td></td>
<td>No</td>
<td>6</td>
</tr>
<tr>
<td>If Yes, what is the frequency of Shopping?</td>
<td>Once in a Week</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>Once in a Month</td>
<td>19</td>
</tr>
</tbody>
</table>
The trend for online shopping is witnessed in this part of the country as well. 137 of 143 respondents shop online but their attitude to shop online is only when it is needed. This may be because it does not follow the metropolitan city culture. The respondents (95.8%) do recommend others to shop online but majority hesitate to pay in advance.

**Factors Influencing for Online Shopping**

As witnessed from the table no 3 we have evidence that majority of the respondents go for online shopping. Respondents are habitual of purchasing online. The researcher tried to find the reasons or factors that encourage them to go for internet shopping. The researchers found the best three factors/reasons to go for online to be, first it saves time, secondly, respondents found the product cheaper and thirdly consumer’s get a wide variety of shopping and they can shop at anytime.

**Correlation Statistics, Validity and Reliability Statistics**

Table 4: *Correlation Statistics*
Table depicts the bivariate connection investigation between every one of them develops of the examination. Mean scores (\(\bar{x}\)), Cronbach’s alpha (\(\alpha\)), and normal between thing relationship are likewise contained in the Table above. The Cronbach's alphas were processed for each build to survey the inner consistency of the scales. The outcomes in Table show that the coefficient for Cronbach’s alpha for the vast majority of the builds was above 0.7, with the special case of access to detail information, demonstrating great inner consistency dependableility. Access to detail Information issues restored Cronbach's alphas under 0.70, yet more prominent than 0.60, which is viewed as acceptable. As outlined in Table, the aftereffects of the bivariate relationship coefficient between every one of the builds are significant at the \(p < 0.02\) degree of significance. The indications of the connection were true to form and consistently pointing towards nomological legitimacy of the measurement theory. Saves Time, Saves Transportation Expenses, Anytime Shopping, Cheaper products, Wider Choice, Competing Price, Access to Detail Information and Homely Shopping were entered as independent factors, and customer attitude was entered as a dependent variable.

**Reasons for not going Online Shopping**
During this study, researchers also found some respondents do not shop online. Hence, the reason was sought for it. The top three reasons were found to be the mushroom growth online frauds, inappropriate return policy and lack of personal touch and feel.

**Findings**

This research work has following findings

- Researcher could get feedback from Men and women.
- A majority of respondents are above 21 to 30 years of age.
- Most of the respondents for this research work are a private employee and are Post Graduate as well as Graduate.
- Almost all of the respondent’s do purchase online but the frequency of shopping is when they are in need of it. This indicates that they do not shop every now and then, but they are purchased only once the need arises.
- Respondents do recommend others to purchase online but hesitate to pay before they get the delivery of the product.

**Conclusion**

These days the Internet is a very common medium for shopping. A majority of the consumers go for it. Also, online shopping is not restricted only for the young once. Every segment of the population is going for it. One can find a range of products offer from a variety of sellers. There are many products which are immaterial and are the equivalent regardless of where you buy them. Things as cd books, DVD's, diversions, and many more are made for internet shopping since they are the equivalent all over the place and you don't have to buy and by review the thing to know whether it is the thing that you are truly searching for.
Internet shopping is ideal for those who do want to spare much time on stores for shopping. Researchers found the best reason for the nagpurians to do online shopping is that it saves a lot of time. This is very true as one can shop sitting at home and make orders thus saving crucial time. The other side of the coin, respondents don’t go for online because there are online frauds, inappropriate return policy and there is a lack of personal touch and feel.

Instead of moving from one shop to another shop it has become convenient to simply navigate from one of the web page then onto the next looking at the stores and the products of those stores.

Limitations for this Research

- This consider is basically centers on the behavior of the shoppers within the handle of acquiring from online stores.
- This study is restricted to Nagpur City of Maharashtra (India) only.

Suggestions for further Research

- Researchers can think about other states of India. So that it investigate the understanding of buyer conduct towards online shopping in other locales in India as well.
- Considering about other nations where online shopping is similarly prevalent and have equal market offers, gives attainable range for a comparative consider.
- The further investigate ought to take more extensive places and more common tests.

References


