



Consumers Attitude towards Online Shopping special reference in Rohtak**District in Haryana State****Honey Garg**

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Abstract: *The present study entitled, “Consumers Attitude towards Online shopping special reference in Rohtak district in Haryana State”, was undertaken to find out how frequently the respondents access the internet for online shopping, and the factors influencing online shopping on consumer behaviour of selected respondents. Researcher selected Rohtak district from Haryana state to conduct the study. Purposive random sampling was used to select 100 respondents in the age group of 18-40 years with online shopping experience. The number of male and female was 50 and 50 respectively. According to the objectives of the study, the questionnaire was taken from previous literature on Internet shopping and its impact on consumer behavior. The data obtained from the questionnaire was analyzed to yield meaningful results by using percentages and frequency. It is concluded that the respondents accessed the internet to support their work on a daily basis but accessed the internet for online shopping occasionally. The main factors influencing online shopping are saves time, comfortable/ relaxed shopping, detailed product information and facility of easy price comparison.*

Key words: *Online shopping, consumer behavior, Impact and etc.*

1. Introduction:

The world of internet practically can be considered as an endless market, where a consumer living in any country of the world can get into a contractual relation with a trader operating in any other country of the world. From this aspect a cross-border purchase is made, when the consumer buys goods from any web trader settled anywhere in the world outside his/her country of residence. Due to the differences in language and legislation environment, furthermore sometimes in commercial traditions it is particularly essential to consider whether to buy the selected product from a web store operated by a foreign trader. The consumer, in case of online shopping can buy the selected product rapidly by doing some clicks from home or work saving time and energy in spite of the larger distance arising from the endless and



unlimited market offered by the internet. The offers on the internet can be easily compared, therefore the consumer can buy the product with the most favourable conditions (price, quality, other discounts) tailored to the individuals needs. Besides the advantages however, it is good to know that there may also be risks connecting to online shopping, since the conclusion of the contract is done without personal interaction, and the consumer sitting in front of a computer/screen tends not to think over or consider his/her intention of buying.

Consumer's attitude towards online shopping refers to their psychological state in terms of making purchases over the Internet. Online buying behaviour process refers to the products purchased online. The process of online buying behaviour consists of five steps and it is similar to traditional shopping behaviour. For instance, consumer recognize the need for buying some product (book), they refers to the internet to buy online and start to search for the information and look for all the alternatives and finally make a purchase which best fits to their needs. Before making final purchase consumers are bombarded by several factors which limits or influence consumers for the final decision.

2. Review of Literature

Ekeldo and Sivakumar (2004) This research has two major purposes: developing and testing a resource-based framework for entry mode choice and ascertaining the extent to which the determinants of foreign market entry mode choice in the manufacturing sector apply to foreign market entry mode choice in the non-separable service sector The managerial and research implications of the findings are delineated and directions for future research are offered.

Kim, L. and Kim. (2004). In their study on “Factors Affecting Online Search Intension and Online Purchase Intention” focused on various factors affecting online search intention, which has been found to be a key predictor of online purchase intention. They concluded that the utilitarian value of internet information search, perceived benefits of internet shopping and internet purchase predicted online search intention quite well. The findings also showed that online search intention positively affect online purchase intention. The greater the benefits of Internet shopping as perceived by the consumers, the greater is the intention to use the internet for information search.



Vijayasarathy (2003) examining the relationship between shopping orientation, product types, and consumer intentions to use the internet for shopping. Irrespective of the product type, the consumers with home and economic shopping orientations could be expected to use online shopping more than those with local orientations. Moreover, consumer would be more inclined to use the internet to shop for intangible than tangible products. He also concluded that age, gender, and income have an influence on online shopping orientations, specifically; younger males with higher household income would be more likely to engage in Internet shopping.

3. Objective

To find out how frequently the respondents access the internet for online shopping.

To find out the factors influencing online shopping on consumer behaviour of the selected respondents.

4. Methodology

Sampling method of the study: researcher selected Rohtak district of Haryana to conduct the study. The area of research was selected purposively due to the convenience and easy approachability.

Selection of Sample Size: The sample size for the study was 100 respondents from among online consumers.

Sampling Technique: The purposive random sampling technique was adopted in the study.

Interpretation and findings of the study

Table 1: Distribution of respondents according to the places of accessing internet

Particulars	Details	Male		Female	
		Frequency	percentage	Frequency	percentage
Do you have access to the internet?	Yes	50	100	50	100
	No	0	0	0	0
Places of accessing the internet?	Home	42	84	46	92
	Workplace	3	6	2	4
	Café/ bar	3	6	0	0
	Public places	2	4	2	4



Table No 1 shows that 100 percent of respondents' access to the internet. Majority of the respondents i.e. about 84 percent male and 92 percent female respondents accessed the internet at home which logically suggests that they accessed the internet during the post working hour.

Table-2: Frequency of accessing the internet by respondents to support work

Frequency of using internet	Male		Female	
	Frequency	percentage	Frequency	percentage
At least Daily	40	80	38	76
At least Weekly	6	12	8	16
Atleast Monthly	4	8	4	8

Table 2 shows that majority of the respondents i.e. around 80 percent male and 76 percent female respondents reported that they used the internet to support their work on a daily basis.

Table-3: Distribution of the respondents accessing internet sites for varying purposes

Purpose of online shopping	VO		O		OC		N	
	M	F	M	F	M	F	M	F
Search product information	10	15	19	18	20	14	1	3
Surfing	14	16	23	20	11	9	2	5
Chatting	19	22	24	21	5	6	2	1
Search A topic	15	19	19	17	16	11	0	3
Looking for the job	6	13	11	15	18	17	15	5
Online shopping	9	11	19	18	22	23	0	0

VO= Very Often. O= Often. OC= Occasionally. N= Never

From the table 3, it is seen that chatting is the most frequently visited website as around 19 males and 22 females respondents reported very often visit of the website while 15 male and 19 female reported purchase credit this websites frequently. Most of the respondents around 23 males and 22 females' respondents visited online websites occasionally.


Table-4: Distribution of respondents according to types of purchases made from the online market.

Particulars	Details	Male		Female	
		Frequency	percentage	Frequency	percentage
Goods Purchase from online	Books	12	24	8	16
	CD/video	2	4	4	8
	Software	0	0	3	6
	Toys and gifts	3	6	5	10
	Tickets/Hotel/Travel bookings	7	14	10	20
	Consumer electronics	15	30	13	26
	Books	5	10	4	8
	CD/video	6	12	3	6

From the table 4, from the wide variety of goods and services on offer on the internet, the survey shows that Apparel / Accessories formed the major chunk of online purchases for female respondents as 100 percent of the female respondents reported making online purchases of this item. In the case of male respondents, books emerged as the first choice for online purchases as around 30 percent of the male respondents reported making online purchases of this item. Tickets / Hotels / Travel bookings emerged second in the preferences of both the male 14 percent and female 20 percent respondents.

Table 5: Distributions respondents according to the information search on online

Look for product information before purchasing	Male		Female	
	Frequency	percentage	Frequency	percentage
Yes	50	100	50	100
No	0	0	0	0



Table No 5 shows that 100 percent of both the male and female respondents looked for information on the products before making online purchases.

Table-6: Distribution of respondents according to the search engine used for online shopping

Search engine used for online shopping	Male		Female	
	Frequency	percentage	Frequency	percentage
Google	40	80	42	84
Yahoo	6	12	4	8
MSN	3	6	4	8
AOL	1	2	0	0

Table 6 shows that Google emerged at the top of the search engines the respondents used to locate online shopping websites as 80 percent male and 84 percent female reported to use this websites.

Table-7: Distribution of respondents according to mode of payments used when shopping online

Particulars	Details	Male		Female	
		Frequency	percentage	Frequency	percentage
Mode of payment when shopping online	Credit card	5	10	6	12
	Third party	3	6	1	2
	Net Banking	14	28	2	4
	Personal Cheque	2	4	0	0
	Cash on delivery	26	52	41	82

Among the options available for payments it is seen from the table 7 that 52 percent of male and 82 percent of female respondents preferred to pay on delivery by cash. It is also found in the study that Payment on delivery through cash is the safest choice of payment.


Table-8: Frequency of respondents in respect of particular factors influencing online shopping

Influential Factors	St. A		A		N		D		St. D	
	M	F	M	F	M	F	M	F	M	F
Saves time	21	26	25	19	4	5	0	0	0	0
Saves money	7	6	20	24	23	18	0	2	0	0
More relaxing shopping	10	13	29	30	9	7	2	0	0	0
Much easier shopping	11	17	32	28	7	3	0	2	0	0
Detail product information	11	9	29	31	7	9	3	2	0	0
Broader selection of product online	12	12	23	26	15	10	0	2	0	0
Facility of easy price comparison	16	9	24	25	10	13	0	3	0	0

From the table 8 it is seen that majority 21 males and 26 females strongly agreed that online shopping saves time while 25 males and 19 females simply agreed with it. 10 males and 13 females expressed strong agreement that internet shopping is comfortable and relaxing while 29 males and 30 females simply agreed with it. 11 males and 9 females strongly agreed that online shopping provided the facility of detailed product information while 29 males and 31



females agreed with it. Around 16 males and 9 females reported strong agreement that online shopping facilitates easy price comparison while 24 males and 25 females simply agreed with it.

5. Conclusion

Based on finding it is concluded that the respondents accessed the internet to support their work on a daily basis but accessed the internet for online shopping occasionally. The respondents were found to prefer online shopping to physical shopping due to benefit such as saves time, comfortable/ relaxed shopping, detailed product information, mode of payment and facility of easy price comparison impacting consumer behaviour towards online shopping.

6. References:

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