Attitude of Consumer towards Internet Shopping in Chennai City

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Abstract

The present study attempted to know an attitude of consumer towards internet shopping in Chennai cities of Tamil Nadu. 100 samples were selected randomly. Research design is purely and simply the framework or plan for a study that guides the collection and analysis of the data. The research design indicates the methods of research i.e. the method of gathering information and the method of sampling. Primary data were collected by conducting direct structured interview using questionnaire. All the respondents were asked the same questions in the same fashion and they were informed the purpose of study. The data were collected by using questionnaire as an instrument. For this study the samples were drawn using random sample method. A questionnaire method of survey was used to measure the attitude of Internet shopping. The results reveal that there was a significant difference in age, education and income Internet shopping among consumers in Chennai cities. So the result proves that consumers significantly differ in their internet shopping.

Keywords: Internet shopping and attitude of internet shopping

INTRODUCTION

The popularity of internet has changed every sphere of human life. With the help of internet we can get information regarding share market position, latest news, weather examination results, admission status, employment notifications etc. Internet auction, net trading, internet shopping, net banking, e-commerce, m-commerce are some of the initiatives towards "cashless society" due to the advancement of internet. The internet shopping occupies a key role in our day to day life.

Internet also plays an important role in shopping. Various varieties of product are finding on varied companies are available in internet shopping. We can buy or sell things without directly meeting the clients. Because the internet is constantly changing and new products are being introduced, updating is immediately. Internetworking refers to the new products that meet the challenge of creating and administering internet work.

Although not many differences were found between the demographics of the respondents in the earlier and later periods, they discovered significant differences in shopping patterns and purchase behaviours. The findings also reveal that situational variables
are more likely to have an impact on shoppers’ purchase decisions today than they internet shopping.

NEEDS AND IMPORTANCE OF THE STUDY

The planet earth is experiencing the impact of the developments and products of Science and Technology. One of its main contribution is internet shopping. The internet shopping occupies a key role in our day to day life. Unless one has the ability to make use of internet shopping in the respective fields, he/she is considered to be an illiterate, even though he/she is known as an educated. Otherwise he/she is known as an educated illiterate in the modern era. Even though, having an internet shopping is considered to be a status symbol and many are posing, as if they are using the internet effectively. They do not possess adequate knowledge about internet shopping and their operating procedures. It is because of the fact, that many people are very much afraid of operating the computers, as the operations involve many technical terms. Therefore, on many occasions they keep themselves a little away from computer circle, even though the computers have a lot of applications and user friendly in nature. If any one is having awareness of internet shopping, then he/she may be tempted to make use of the internet shopping and thereby he/she can gain knowledge about the internet shopping. So, it is a felt need to study the awareness of people towards internet shopping.

REVIEW OF LITERATURE

Lodrofos etal (2006) investigates the factors determining e-consumers re-purchasing behavior in the e-business to consumer market. The TPB issued as framework to interpret consumers behavior in the internet environment. The results generated from testing the relationship between the consumer’s convenience with an e-retailer and their attitude to purchase were found to be strong. This finding supports and indicates that convenience is the main contributor to a customer’s attitude to purchase from an e-retailer. Supporting this finding Constantines state that convenience is the primary motivation to purchase products online.

Georgiades etal (2006) study the attitudes toward on-line purchase behavior. Comparing academics students and others. The objective of this study was to examine the influence of gender and some occupational groups on attitudes toward buying or consider buying over the Internet. They collect the data for 316 internet userses and researcher finding indicated that gender and occupation how to influence only on attitudes. They finally to find were that no differences were found between males and females in all three occupational groupings with regards to security and convenience. In particular respondents’ attitudes toward security were found to be in agreement in that “they did not feel confident with the provision of information concerning their personal and financial details and that technology backing the Internet is reliable. The paper indicated that all consumers liked that convenience of the internet, therefore, companies can capitalize on the strong attitudes that on-line users hold about its convenient nature.

Alex wang (2008) to investigated how consumers make purchase decisions online by integrating and examining two streams of content class, customer testimonials and news clips. The laboratory experiment tested several hypotheses on the determinants of a consumer’s purchase intention. The findings to the study suggested that consumers evaluated...
a web store by focusing on trust and believability of the content class to draw conclusion of their attitude toward shopping at the web store. Then the attitude influenced their purchase intentions. With the ongoing trend of integrated marketing communications (IMC) in advertising and public relations education, the result is encouraging as if both customer testimonials and news clips increase a consumer’s purchase intention.

Osman et al (2010) examined the attitude forwards online purchasing behavior among Malaysian students using purposive sampling method. The questionnaire consists of variable namely demographic background attitude, purchase, perception and website quality. It indicated that majority of respondents had moderate level of purchase perception and website quality towards online purchase.

Md Jusoh and Hai ling (2012) to analysis on factors influencing consumer attitude towards e-commerce purchase through online shopping. It also examined how socio demographic patterns and purchase perception affect the consumer attitudes towards online shopping. They collect data from 100 responds using convenient sampling technique. Researchers could find that influencing consumers attitude towards online shopping is important. From these marketers perspective, they will more understand the attitude of the consumers towards online shopping as well as the factors influencing consumers to make e-commerce purchases.

OBJECTIVE OF THE STUDY
1. To study attitude of consumer towards internet shopping in Chennai cities.
2. To find out the various factors that influence internet shopping.
3. To suggest the measures to improve the internet shopping.

HYPOTHESIS
• There is a significant difference in attitude of consumer towards internet shopping based on their age.
• There is a significant difference in attitude of consumer towards internet shopping based on their education.
• There is a significant difference in attitude of consumer towards internet shopping based on their income.

METHODOLOGY

Research design is purely and simply the framework or plan for a study that guides the collection and analysis of the data. The research design indicates the methods of research i.e, the method of gathering information and the method of sampling. Primary data were collected by conducting direct structured interview using questionnaire. All the respondents were asked the same questions in the same fashion and they were informed the purpose of study. The data were collected by using questionnaire as an instrument. Sampling plan is to be decided about the sampling unit, sample size, sampling Method. Sample size of the study that are selected from the sampling unit. Total estimated sample size is 100. The data collected through questionnaires have been tabulated. By using the statistical tools, the data
have been analysed. Interpretations have been drawn based on the analysis. The findings and observations are the result and outcome of the interpretations made during the course of analysis. Tables and figures have been used wherever necessary to facilitate the analysis and interpretation. Explanations for the tables were given for the tables wherever necessary.

METHODS OF DATA COLLECTION

The investigator personally distributed the questionnaires to each member of the randomly selected sample. They were requested to answer the items in the booklet as per the instructions provided at the beginning of each questionnaire. Confidentiality of response was assured. The employees were co-operative and took one hour to fill the information in all the questionnaires. The questionnaires were collected by the consumers from the Chennai cities only. The responses were scored as per the scoring key of the respective questionnaire. Then the results were tabulated, analysed and discussed.

DATA PROCESSING

The collected data were analysed using appropriate statistical techniques. The descriptive statistics such as mean and S.D were computed. In order to study the functional dependencies to indicate the likelihood of causal relationships between the variables, inferential statistical techniques of ANOVA, correlation analysis and step-wise regression were computed.

LIMITATIONS OF THE STUDY

1. The responses from the respondents could be casual in nature. This may be due to lack of interest or time on their part.
2. The correctness of information provided by the respondents in the personal data could not be established.
3. Some of the information provided by the respondents might not be correct.
4. Getting timely responses from the respondents was a difficult task.
5. The reason for this may be attributed to their busy schedules.

ANALYSIS AND INTERPRETATION

Table 1

<table>
<thead>
<tr>
<th>Age</th>
<th>N</th>
<th>Mean</th>
<th>SD</th>
<th>F-ratio</th>
<th>LS</th>
</tr>
</thead>
<tbody>
<tr>
<td>20-30</td>
<td>45</td>
<td>88.82</td>
<td>5.24</td>
<td>5.42</td>
<td>0.01</td>
</tr>
<tr>
<td>31-40</td>
<td>38</td>
<td>82.29</td>
<td>3.48</td>
<td></td>
<td></td>
</tr>
<tr>
<td>41-50</td>
<td>17</td>
<td>77.63</td>
<td>4.24</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>85.42</td>
<td>3.42</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
H1: There is a significant variance in an attitude of consumer towards internet shopping based on their age.

The above table inferred the one-way ANOVA are respondents opinions about an attitude of consumer towards internet shopping on the basis of their age. The calculated F-value (5.42) is significant at 0.01 level. Hence, the stated hypothesis is accepted. The statistics show that young people have more attitude of internet shopping when compared to other age groups.

Table 2
Mean, Standard deviation and F-ratio of different education groups an attitude of consumer towards internet shopping.

<table>
<thead>
<tr>
<th>Education</th>
<th>N</th>
<th>Mean</th>
<th>SD</th>
<th>F-ratio</th>
<th>LS</th>
</tr>
</thead>
<tbody>
<tr>
<td>UG Degree</td>
<td>53</td>
<td>78.39</td>
<td>5.18</td>
<td>6.12</td>
<td>0.01</td>
</tr>
<tr>
<td>PG Degree</td>
<td>27</td>
<td>81.34</td>
<td>4.15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Professional</td>
<td>20</td>
<td>88.14</td>
<td>3.19</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>85.42</td>
<td>3.42</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

H1: There is a significant variance in an attitude of consumer towards internet shopping based on their education.

The above table shows the one-way ANOVA are respondents opinions about an attitude of consumer towards internet shopping on the basis of their education. The calculated F-value (6.12) is significant at 0.01 level. Hence, the stated hypothesis is accepted. The statistics show that highly qualified people have more attitude of internet shopping when compared to other groups.

Table 3
Mean, Standard deviation and F-ratio of different income groups an attitude of consumer towards internet shopping.

<table>
<thead>
<tr>
<th>Income</th>
<th>N</th>
<th>Mean</th>
<th>SD</th>
<th>F-ratio</th>
<th>LS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below 20,000</td>
<td>42</td>
<td>68.24</td>
<td>3.42</td>
<td>5.18</td>
<td>0.01</td>
</tr>
<tr>
<td>20,000 to 30,000</td>
<td>33</td>
<td>79.42</td>
<td>4.62</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Above 30,000</td>
<td>25</td>
<td>84.14</td>
<td>3.13</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>85.42</td>
<td>3.42</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

H1: There is a significant variance in an attitude of consumer towards internet shopping based on their income.
The above table shows the one-way ANOVA are respondents opinions about an attitude of consumer towards internet shopping on the basis of their income. The calculated F-value (5.18) is significant at 0.01 level. Hence, the stated hypothesis is accepted. The statistics show that highly income people have more attitude of internet shopping when compared to other groups.

**Table 4**

Showing the correlation between an attitude of consumer towards internet shopping and demographic variables

<table>
<thead>
<tr>
<th>Demographic Variables</th>
<th>Internet shopping attitude by consumers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>0.150**</td>
</tr>
<tr>
<td>Gender</td>
<td>0.234**</td>
</tr>
<tr>
<td>Marital status</td>
<td>0.094</td>
</tr>
<tr>
<td>Educational qualification</td>
<td>-0.533**</td>
</tr>
<tr>
<td>Professional status</td>
<td>0.030</td>
</tr>
<tr>
<td>Size of family</td>
<td>-0.564**</td>
</tr>
<tr>
<td>Nature of family</td>
<td>-0.483**</td>
</tr>
<tr>
<td>Monthly income</td>
<td>0.260**</td>
</tr>
</tbody>
</table>

* Significant at 0.01 level  
** Significant at 0.05 level

Attitude of consumer towards internet shopping is positively and significantly related to age (0.150), gender (0.234) and monthly income (0.260). It shows a weak positive relationship with marital status and professional status and further negative relationship with educational qualification, size of family and nature of family.

**Table 5**

Stepwise regression analysis predicting internet shopping attitude by consumers

<table>
<thead>
<tr>
<th>Sl.No</th>
<th>Step/Source</th>
<th>Cumulative R²</th>
<th>∆R²</th>
<th>Step t</th>
<th>P</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Monthly income</td>
<td>0.048</td>
<td>0.038*</td>
<td>3.762</td>
<td>0.01</td>
</tr>
</tbody>
</table>

Constant value = 29.424
Monthly income is the only variable that has contributed significantly for predicting an attitude of consumer towards internet shopping. The $R^2$ value is 0.038. This $R^2$ value is statistically significant.

### Table 6

**Stepwise regression analysis predicting awareness of internet shopping**

<table>
<thead>
<tr>
<th>Sl.No</th>
<th>Step/Source</th>
<th>Cumulative $R^2$</th>
<th>$\Delta R^2$</th>
<th>Step t</th>
<th>P</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Educational qualification</td>
<td>0.032</td>
<td>0.025*</td>
<td>3.548</td>
<td>0.01</td>
</tr>
<tr>
<td>2.</td>
<td>Monthly Income</td>
<td>0.049</td>
<td>0.036*</td>
<td>2.762</td>
<td>0.01</td>
</tr>
</tbody>
</table>

* P < 0.01

Constant value = 19.424

The variables namely educational qualification and monthly income have contributed significantly predicting awareness of internet shopping. The $R^2$ value for educational qualification is 0.025, which is statistically significant. The second variable monthly income when added to monthly income increases the $R^2$ value to the extent of 0.036. The t-ratio increase in $R^2$ is statistically significant.

### FINDINGS

- There is a significant difference in an attitude of consumer towards internet shopping based on their age.
- There is a significant difference in an attitude of consumer towards internet shopping based on their education.
- There is a significant difference in an attitude of consumer towards internet shopping based on their income.
- An attitude of consumer towards internet shopping is positively and significantly related to age, gender and monthly income. Further negative relationship with educational qualification, size of family and nature of family
- Monthly income is the only variable that has contributed significantly for predicting an attitude of consumer towards internet shopping.
- The variables namely educational qualification and monthly income have contributed significantly predicting awareness of internet shopping.

### CONCLUSION

For this study the researcher selected in random sampling techniques. 100 samples were selected for the study. The samples were selected according to the convenience of the researcher. To know the consumer opinion certain objectives and hypotheses were formulated by the researcher. To test the hypotheses certain statistical tools such as One-way ANOVA, correlation analysis and multiple regression analysis were used. From the analysis certain findings and conclusions were drawn and are presented at the end of the report. It is concluded from this research findings most of the consumers opinion attitude of consumer towards internet shopping in Chennai cities. Further the consumers are more awareness of internet shopping.
REFERENCES


