

## CONSUMER ONLINE SHOPPING ATTITUDES AND BEHAVIOR: AN ASSESSMENT TOWARDS PRODUCT CATEGORY

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### **Abstract**

Product category is considered to have a substantial win over on consumers' compliance to purchase online. Researchers make a distinction between different type of products about which adequate information can be made available online (such as CDs, books or packaged grocery products), and those which preferably require bodily tangible examination by a potential consumers (such as clothes, cars, fresh foods or domestic appliances). However, in observe consumers are currently used to buying all categories of goods and services online, and/or exploring offline for the preferred product and then purchasing it online at the best price, therefore many e-retailers are excelling in giving their customers with the necessary reassurances.

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## Introduction

Online media is a moderately new business canal, which is selling and buying goods and services using a technology canal popularly known as the World Wide Web or Internet. It is a proficiency that is consists of hardware, software and network equipment in which each of the elements works as a one system bringing different people in concert This relatively latest technology has been adopted and implemented worldwide so that different set of customers/consumers can be associated to each other, in varied matters, by just clicking a mouse at any time.

Being comprehensible and reasonably priced, online media has been speedily mounting each year (Chang, Cheung, and Lai, 2004; Yang and Lester, 2004) and at present used for shopping, for different consumer convenience oriented services. Large number of business organizations have incorporated online marketing as component of their marketing strategy; they feel that if they do not match up with new improvement and innovations in technology, they might lose the business to competitors (Phan, 2003). Due to which a number of studies over the past two decades.

Researchers have researched this latest technology canal in various areas, for example, online shoppers' attitudes toward Electronic Commerce; how consumers experience about going online for their shopping requirements, what are their areas of concerns when they are shopping online, and the demographic profiles of consumers which could be the prospective online consumers.

## The Importance of online Media

Online shopping is based Internet technology is required from both the sellers' and shoppers' perspective. The benefits of online media is as follows:

To reduce labor expenses, so that business houses can empower the other areas of their business to produce greater than before revenue, resulting in customers receiving the benefit of improved pricing.

To enhance the quality of their products or services in terms of fulfilling customer requirement online that will serve the needs of customers;

To provide a diversity of products so that customers can glance through for variety of products and services with convenience of shopping at their homes; in addition they do not need to go from shop to shop to evaluate prices of products, thus they get the profit of convenience as well as saving time while they are online;

Business houses can react to their customers immediately, they are also able to answer all questions from customers at the same time when asked. In this way, their customers can obtain enhanced satisfaction with the services as well as saving their time.

Thus, business houses should not ignore the online channel benefits as suggested by Chang et al (2004) who also say that online shopping is rising with dynamism and it is the finest channel to do business in present times.

Product type seems to have a considerable influence on consumers' willingness to shop online. Researchers differentiate between items about which sufficient information can be provided online (such as CDs, books or packaged grocery products), and those which ideally require physical inspection by a prospective buyer (such as clothes, cars, fresh foods or domestic appliances). However, in practice consumers are becoming used to buying all kinds of goods and services online, and/or searching offline for the desired item and buying it online at the best price, hence many e-retailers are succeeding in providing their customers with the necessary reassurances

### **Research objectives**

To explore the relationship in demographic\* and the type of product\*\* purchased on line

#### **\*Demographic**

- By age
- By income

- By occupation
- By gender

**\*Type of product**

- Books
- Music CDs
- Apparels
- Mobile
- laptop
- Other

**Hypothesis**

H<sub>01</sub>: There is no difference in the consumers' attitude toward the type of product based on gender

H<sub>02</sub>: There is no difference in the consumers' attitude toward the type of product based on Age.

H<sub>03</sub>: There is no difference in the consumers' attitude toward the type of product based on Income

H<sub>04</sub>: There is no difference in the consumers' attitude toward the type of product based on Occupation

**Data Analysis**

**H<sub>01</sub>: There is no difference in the consumers' attitude toward the type of product based on gender**

**Gender \* Product Cross tabulation**

			Product						Total
			Books	Music CDs	Apparels	Mobile	laptop	6	
Gender male	Count		15	1	4	19	5	5	49
	% of Total		21.4%	1.4%	5.7%	27.1%	7.1%	7.1%	70.0%
female	Count		4	0	11	3	1	2	21
	% of Total		5.7%	.0%	15.7%	4.3%	1.4%	2.9%	30.0%
Total	Count		19	1	15	22	6	7	70
	% of Total		27.1%	1.4%	21.4%	31.4%	8.6%	10.0%	100.0%

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.886 <sup>a</sup>	5	.003

a. 7 cells (58.3%) have expected count less than 5. The minimum expected count is .30.

The Pearson value is less than 0.05; so null hypothesis is rejected. Hence there is an influence of gender on the consumer attitude toward type of products.

**H<sub>02</sub>: There is no difference in the consumers' attitude toward the type of product based on Age.**

Age \* Product Cross tabulation

			Product						Total
			Books	Music CDs	Apparels	Mobile	laptop	6	
Age	15-20	Count	2	0	4	5	0	0	11
		% of Total	2.9%	.0%	5.7%	7.1%	.0%	.0%	15.7%
	20-25	Count	7	0	4	9	2	2	24
		% of Total	10.0%	.0%	5.7%	12.9%	2.9%	2.9%	34.3%
	25-30	Count	8	0	3	6	2	3	22
		% of Total	11.4%	.0%	4.3%	8.6%	2.9%	4.3%	31.4%
	30-35	Count	2	1	4	2	2	2	13
		% of Total	2.9%	1.4%	5.7%	2.9%	2.9%	2.9%	18.6%
Total		Count	19	1	15	22	6	7	70
		% of Total	27.1%	1.4%	21.4%	31.4%	8.6%	10.0%	100.0%

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.295 <sup>a</sup>	15	.503

a. 19 cells (79.2%) have expected count less than 5. The minimum expected count is .16.

The Pearson value is more than 0.05; so null hypothesis is accepted. Hence there is no influence of Age on the consumer attitude toward type of products

**H<sub>03</sub>: There is no difference in the consumers' attitude toward the type of product based on Income.**

**Income \* Product Crosstabulation**

			Product						Total
			Books	Music CDs	Apparels	Mobile	laptop	6	
Income	Less than 10000	Count % of Total	8 11.4%	0 .0%	7 10.0%	9 12.9%	0 .0%	2 2.9%	26 37.1%
	10000 to 20000	Count % of Total	2 2.9%	0 .0%	0 .0%	4 5.7%	2 2.9%	1 1.4%	9 12.9%
	20000 to 30000	Count % of Total	2 2.9%	0 .0%	4 5.7%	4 5.7%	0 .0%	0 .0%	10 14.3%
	30000 to 40000	Count % of Total	2 2.9%	0 .0%	1 1.4%	2 2.9%	2 2.9%	1 1.4%	8 11.4%
	More than 40000	Count % of Total	5 7.1%	1 1.4%	3 4.3%	3 4.3%	2 2.9%	3 4.3%	17 24.3%

Total	Count	19	1	15	22	6	7	70
	% of Total	27.1%	1.4%	21.4%	31.4%	8.6%	10.0%	100.0%

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.766 <sup>a</sup>	20	.473

a. 26 cells (86.7%) have expected count less than 5. The minimum expected count is .11.

The Pearson value is more than 0.05; so null hypothesis is accepted. Hence there is no influence of income on the consumer attitude toward type of products

**H<sub>04</sub>: There is no difference in the consumers' attitude toward the type of product based on Occupation**

**Occupation \* Product Cross tabulation**

			Product						Total
			Books	Music CDs	Apparels	Mobile	laptop	6	
Occupatio n	Student	Count	8	0	4	9	0	1	22
		% of Total	11.4%	.0%	5.7%	12.9%	.0%	1.4%	31.4%
	Professional	Count	10	0	6	9	6	4	35
		% of Total	14.3%	.0%	8.6%	12.9%	8.6%	5.7%	50.0%
	Self	Count	1	1	2	2	0	2	8

Employed	% of Total	1.4%	1.4%	2.9%	2.9%	.0%	2.9%	11.4%
Other	Count	0	0	3	1	0	0	4
	% of Total	.0%	.0%	4.3%	1.4%	.0%	.0%	5.7%
5	Count	0	0	0	1	0	0	1
	% of Total	.0%	.0%	.0%	1.4%	.0%	.0%	1.4%
Total	Count	19	1	15	22	6	7	70
	% of Total	27.1%	1.4%	21.4%	31.4%	8.6%	10.0%	100.0%

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.154 <sup>a</sup>	20	.106

a. 25 cells (83.3%) have expected count less than 5. The minimum expected count is .01.

The Pearson value is more than 0.05; so null hypothesis is accepted. Hence there is no influence of occupation on the consumer attitude toward type of products

### CONCLUSION

The results show that demographic factor doesn't impact product type online shopping in Indian context. The taken as whole consequences are credited to the fact that the entire the respondents in the sample were online shoppers and thus may be contented with the Internet. The Chi-Sq consequences for consumers answer across dissimilar demographics factors shows that gender influence the type of product on-line shopping as compared to other demographic variables



which does not have an influence. The overall results confirm that the respondents have a seeming positive approach to online shopping in the country. This evidently justifies the growth of online shopping in the country. However, the occurrence of online shopping is relatively less in the country. Online shopping organizations can use the related variables and factors, identified from the study, to plan their strategies and tactics in the country. The organizations can prioritize the consumer hidden and unambiguous supplies in the online shopping environment.

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