

CUSTOMER ATTITUDES TOWARDS THE E-COMMERCE WEBSITES

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ABSTRACTS

E-commerce trend has been rapidly increased in the recent year with the development of internet and due to easy availability of internet usage. Online shopping is the third largest popular activity on the internet after email using and web browsing. Worldwide more than 1.61 billion people have done online shopping so far, world's biggest online shopper includes Germans and British. Train Reservations, Airline tickets, Clothing's/Shoes/ Mobiles/ Video Games and other electronic product are the most popular items purchased on E-commerce websites. The present study introduce to you E-Commerce, giving the meaning, structure and their benefits. In this study we have also study the consumer's attitude towards online shopping and specially studying the factor influencing consumer to shop online. The population selected for research is Bathinda, the sample size selected for research is 100 and we have used a convenience sampling techniques.

Keywords: *E-Commerce structure, Benefits, Consumer attitude towards E-Commerce Websites*

I.INTRODUCTION

We have broadly define electronic commerce as a modern business methodology that address the desire of firms , consumers and management to cut costs while improving the quality of goods and increasing the speed of services. The need for electronic commerce stems from the demand within business and government to make better use of computing, that is, better apply computer technology to improve business process and information exchange both within an enterprise and across organization.

Through electronic marketing and internet communication business firms are coordinating different marketing activities such as market research, product development, inform customers about product features, promotion, customer services, customer feedback and so on. Online shopping is used as a medium for communication and

electronic commerce, it is to increase or improve in value, quality and attractiveness of delivering customer benefits and better satisfaction, that is why online shopping is more convenience and day by day increasing its popularity.

Not only benefits but also risk is associated with online shopping. Generally speaking internet users avert online shopping because of credit-card fraud, lack of privacy, non-delivery risk, lack of guarantee of quality of goods and services. Concerned authorities are devising policies to minimize the risk involved in e-business.

On the other hand E-commerce has been grown very fast because of many advantages associated with buying on internet because of lower transaction and search cost as compared to other types of shopping. Through online shopping consumers can buy faster, more alternatives and can order product and services with comparative lowest price. Therefore Marketers have carefully analyzed the consumers' attitude and behavior towards the online shopping and spend billions of dollars to facilitate all the demographics of online shoppers.

Consumer's attitude towards online shopping refers to their psychological state in terms of making purchases over the Internet. Online buying behavior process refers to the products purchased online. The process of online buying behavior consists of five steps and it is similar to traditional shopping behavior. 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.

II. ADVANTAGES OF E-COMMERCE

1. Enhances convenience: Customers can make orders for goods at their own convenience and from the comfort of their homes without having to travel to the business premise. Orders are also delivered to them at their most ideal locations. It's the best shopping option for people who are always busy.

2. Allows for product and price comparison: Again, when making purchases, customers want to get the best deals. This business model allows for product and price comparison by consumers so that the best products are bought at the fairest prices. They can also enjoy extra benefits like discounts, coupons, items on sale and also get the best deals.

3. Easy fund-raising for start-ups ventures: So many people have the desire to venture into business but lack sufficient funds to set up shop. Leasing a physical store can be quite expensive. E-commerce makes it easier for start-ups to do business and grow.

4. Efficient: Resources are used efficiently since most of the business services are automated. Business owners sometimes spend a lot of resources meeting business needs and this eats into profits. E-commerce thrives on efficiency.

5. Customer reach: It's easier to reach many customers on the internet. Using social media links and good search engine optimization strategies, an online business can increase brand awareness and grow its customer base.

6. Prompt payments: Payments are fast since online stores use electronic or mobile transactions payment methods. The mobile wallet systems for merchant accounts drive up sales and increase revenue generation.

7. Ability to sell different products: The flexibility of conducting business over the internet makes it possible for entrepreneurs to display and sell several products and also cater to a wider demographic.

III. PROBLEM RELATED WITH E-COMMERCE

1. Poor quality products: You don't physically see and inspect whatever you are paying for before it's delivered. Customers, therefore, run the risk of falling victim to false marketing and buying poor quality products from the virtual shop.

2. Impulsive purchases: Online stores display a large number of products and due to the convenience of shopping; customers can find themselves making bad financial decisions through impulsive purchases.

3. Internet scammers: The internet is a good thing but some people have decided to use it for all the wrong reasons. Scammers have made this type of business model unattractive for some consumers.

4. Lack of after sales support: As a result of lack of physical premises, customers find it hard to access after sales support. It can take up to several days before any help is accorded to a customer in need.

5. Fast changing business environment: Technology evolves so fast. Some entrepreneurs find it hard to keep up and lose a lot of business in the process. This may make business growth unattainable.

6. Loss of personal touch: Business is all about relationships. This business model erodes the personal touch between a customer and the business owner. Cultivating loyalty can thus be problems since there are many such businesses that provide different options.

7. Delivery of goods can get delayed: It takes time before the goods ordered for are delivered. Sometimes the delivery delays and this inconveniences the customer. This is different from physical business premises where customers walk out with the products bought.

IV. E-COMMERCE BUSINESS STRUCTURE



V. LITERATURE REVIEW

Högskolanpå Gotland (2011):In the era of globalization electronic marketing is a great revolution. Over the last decade maximum business organizations are running with technological change. Online shopping or marketing is the use of technology (i.e., computer) for better marketing performance. And retailers are devising strategies to meet the demand of online shoppers; they are busy in studying consumer behavior in the field of online shopping, to see the consumer attitudes towards online shopping. Therefore we have also decided to study consumer's attitudes towards online shopping and specifically studying the factors influencing consumers to shop online.

Charu Sharma (2011): The shopping cart project needs to create the shopping cart system to organize the products record and the other information about the customers. How customers can buy products from website can be recognized from their username and password. The methodology used - Database design (Sql server 2008 R2) Input design (ASP.NET with C#) and Coding (C#).

ALEX LEYIARO LEBOO (2014) The growth and spread of internet with an extraordinary pace over the last few decades has resulted in emergence of online purchasing of products and services. This study investigated factors influencing online buying behavior of Geothermal Development Company (GDC) employees in Nakuru town, Kenya. GDC is a project based company with a mission of providing steam to power generation of 810MW by 2016. The study proposed four objectives which were to assess how perceived benefits, perceived risks, psychological factors and website design influence online buying behavior of Geothermal Development Company employees. Theoretical framework that guided the study were Technological Acceptance Model (TAM) and Theory of Planned Behavior (TPB) which are relevant to this study and were operationalized through a conceptual framework.

VI. OBJECTIVES OF THE STUDY

1. To study the various benefits and problems of E-commerce with its business modules
2. To study the customer attitude regarding the E-Commerce Websites.

VII. RESEARCH METHODOLOGY

Research is a diligent and systematic inquiry or investigation into a subject in order to discover or receive fact, theories, applications, etc. Methodology is the system of methods followed by particular discipline. Thus, Research Methodology is the Way how we conduct our research.

VIII. RESEARCH DESIGN

This project involves descriptive research design as my project is questionnaire based. Descriptive research includes survey and fact- finding enquiries kinds. The major purpose of descriptive research is description of the state of affairs, as it exists at present.

Sample Size

For this study the sample size is 100 people of the area Bathinda, Punjab who were using the E-Commerce websites.

IX. DATA COLLECTION

Both primary and secondary data was used. Primary data was collected from the questionnaire and rest of the data was collected from the secondary sources like website, Paper, Books and Journals.

1. Data Analysis and Interpretation

The main purpose behind this questionnaire was to know the attitude of customer regarding the E-commerce website. The data analysis mainly concerns primary data collected in the form of questionnaire distributed to the students of bathinda region. Below table shows the response of the respondent agreement with the statement. Each statement considered as a one module

Sr No	Modules	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Design & Features of Website		Respond				
1	The website design helps me in searching the product easily	58	25	12	4	1

2	While shopping online, I prefer to purchase from a website that provides safely and ease of navigation and order	22	53	19	4	2
3	The website layout helps me in searching and selecting the right product while shopping online	45	33	17	1	4
4	I believe that familiarity while the website before making actual purchase reduce the risk of shopping online	18	32	15	25	10
5	I prefer to buy from website that provides me with quality of information	33	27	20	13	7
Convenience						
6	I get on time delivery by E-commerce websites	44	27	19	7	3
7	Detail information is available while using websites	51	13	29	5	2
8	I can buy the products anytime 24 hours a day while shopping online	62	12	25	1	0
9	It is easy to choose and make comparison with other products while shopping online.	59	16	21	3	1
Security						
10	I feel safe & secure while	39	35	26	0	0

	shopping online					
11	Online shopping protect my information	53	27	17	1	2
12	I like to shop online from a trustworthy website	29	46	22	0	3
Time Saving						
13	E-Commerce website takes less time to purchase	74	22	3	1	0
14	E-Commerce website doesn't waste time	22	35	11	28	4
15	I feel it takes less time in evaluating and selecting a product while shopping online	24	52	14	8	2

Analysis & Interpretation:-

1. From the above data, most of the respondents said that website design helps them in searching the product easily. One fourth of the customer said that they are not as much satisfied with the design of the website and one percent respondents replied that website design doesn't help to find the product easily.
2. While asking about online purchase, twenty two percent respondents said that safety and ease of order is most important for them to purchase anything online. Fifty three percent respondents said that they also consider safety and ease but they don't bother much about it. Nineteen percent said that sometimes they consider about safety but it mainly depends on the type of product they are purchasing. 2 percent customers were not satisfied with the above mentioned category and two percent were totally ignorant about the safety and ease.
3. About layout, 45% customers responded that it helps them to find the right product. Approximately one third of the customers were agreeing about the layout. Seventeen percent respondents said that they are not clear about the layout. One percent respondents said that

there is nothing to do with layout. Four percent said that layout doesn't help them to select the right product.

4. Eighteen percent of the customers said that in order to reduce the risk, they always try to get information about the website. Thirty two percent of the customers said that it is better to know about website in some cases. Fifteen percent of the customers said that sometimes they prefer to find out information about website but they are not clear that whether it reduces the risk or not. Twenty five percent of the customers said that they directly order the product on which website it is available and ten percent respondents said that information doesn't help the customers to reduce the risk.
5. Considering quality, thirty three percent of the customers said that they always prefer the quality of information before purchasing any product. Twenty seven percent of the customers said that information provided on the website helps them to take decision about purchasing the product. One fifth of the customers said that it depends on the product. If the product is costly they try to find quality information but it is not as much costly, then they directly order the product. Thirteen percent customers were disagrees about searching quality information.
6. About convenience, forty four respondents said that they always get the delivery of product on time. Twenty seven percent said that they are satisfied with delivery services. Nineteen percent customers said that in some products they get delivery on time but they are not as much satisfied with customers. Seven percent responded that they are not satisfied with the services. Three percent said that they always had to wait for getting delivery till many days.
7. Approximately half of the customers said that they get the proper information from the website about how to use the product. Thirteen percent respondents said that they obtain the only necessary information from the website. Twenty nine percent customers said that it varies from product to product. Five percent said that they get information about product but it is not usable and two percent said that no information is provided regarding the usage of product on the website.
8. About timing, sixty two percent respondents said that website provide the 24 hours service to its customers. Twelve percent customers said that they are satisfied with the service timing of

the websites. One fourth replied that sometimes, at the late times, they are not able to order. Only a nominal number was disagree about the 24 hours ordering service.

9. Fifty nine percent customers said that online websites provides wide range of similar products. They can purchase the each product after comparison. Sixteen percent respondents said that comparison helps them to purchase better quality products. Twenty one percent said that in case of low priced products, websites doesn't help to purchase right quality product. Three percent respondents said that they are not able to make comparison with other products while ordering anything. Only one percent respondents replied that they don't do any comparison before taking final decision.
10. It is analyzed from the above study that thirty nine percent respondents feel safe and secure while doing online shopping. Thirty five respondents said that they don't lose privacy while purchasing anything. Twenty six percent customers said that sometimes their contact numbers are passed to the other persons while giving any order. So they avoid to providing their contact number while purchasing anything.
11. It is analyzed that more customers feel protected them self from online purchase. They said that they always get the product which is ordered and about which information is provided. About seventeen percent customers were not sure about the protection of information which they provide while purchasing any product.
12. Twenty nine percent customers said that they always try to purchase products from reliable websites like Amazon, Flipkart etc. Forty six percent customers also said that they check the trustworthiness of the website before taking purchase decisions. Twenty two percent customers were neutral about checking the trustworthiness of the websites while purchasing anything. Only three percent customers replied that they purchase the product from the website where it is available and easy to purchase.
13. Seventy four percent customers replied that e commerce websites helps to save time; they can select any product and order it within two minutes. Twenty two percent customers said that they agree with the statement that they can save time by purchasing online products. Only three percent respondents said that they are not much satisfied with the time saving

because there is a gap period between the ordering of product and receiving of product and one percent said that ecommerce websites doesn't help to save time.

- 14.** It is analyzed that twenty two percent customers were considering the ecommerce websites as a time saver because they don't waste time to go to market. Thirty two percent people also agreed with the notion that it helps them to save time. Eleven percent people were not sure about it because they were considering some other factors also like time taken to receive the delivery. Twenty eight percent people didn't support the website in case to saving time.
- 15.** Twenty four percent respondents said that they need not to go to market and to spend time to go shop to shop for selecting and evaluating products. Fifty two percent people responded that they are satisfied that they can select any product by just sitting at home. Fourteen percent customers were neutral about the saving of time in case of evaluation of products. Eight percent respondents said that they cannot evaluate the product online properly because they cannot touch the products. Two percent respondents didn't support the ecommerce websites in case of evaluating and selecting the best products.

X. CONCLUSION

E-commerce is becoming more popular day by day with the increase in the usage of World Wide Web known as www. Understanding customer's need & demand for online selling has become challenge for marketers. Specially understanding the consumer's attitudes towards online shopping, making improvement in the factors that influence consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive edge over others. Therefore our study has focused mainly on the questions of Customer attitude regarding the E-commerce website. This study shows the 1.61 billion people are using the E-commerce website worldwide.

In this study we have discuss the various module regarding the customer attitude and show the response of the responded by the five linked scale. In the 15 modules most of the respondent are strongly agree and agree with the statement. In this study 58% customer are using E-commerce website due to easy availability of product and services. Result shows the majority of the respondent use the E-commerce website 24*7. In 13th module 74% customer are used the E-commerce website because they have save their time on online shopping websites. So above result shows the positive attitude of the customer regarding the various features and services of the E-

Commerce website. And this result provides the help to understand the attitude of the customer regarding the E-commerce Websites to the various sellers

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