



Buyer's Attitude Towards Online Shopping: An Analytical Study On Uttarakhand, India

Arshi Siddiqui¹, Sanjeev Mehrotra²

¹(Research Scholar, Kumaun University, Nainital, India)

²(Principal, Govt. College, Uffrainkhal, PauriGarhwal, India)

Corresponding Author: Arshi Siddiqui

ABSTRACT: This paper aimed at examining the buyer's attitude towards online shopping in Uttarakhand, India. The attitude of buyers is being studied demographically. The paper introduces an integrated model which includes trust, perceived benefits, perceived web quality and electronic word of mouth (eWOM) along with their relationships in order to examine their effects on buyer attitudes toward online shopping. The study is based on the primary data collected through structured questionnaire targeting online shoppers using simple random sampling method. For analysis simple percentage analysis, ANOVA, etc was used to achieve the results. In emerging economies like India, the report emphasises the relevance of trust and perceived benefits as significant determinants of attitudes toward online purchasing. It also emphasises the relevance of perceived web quality in influencing produces benefits and trust, as well as the latter's critical role in shaping online shoppers' attitudes. The study resulted that, people in Uttarakhand, in particular, strongly favoured online shopping to retail/offline buying. Internet connectivity, especially in steep places like (Nainital) Uttarakhand, sluggish delivery, higher delivery charges, and lower awareness in contrast to plain sections are some of the primary obstacles that hamper their motivation. Smart solutions can convert more visitors to possible buyers.

KEYWORDS: Buyer, Online Shopping, Buyer's Attitude, Uttarakhand,

Received 10 Nov., 2022; Revised 22 Nov., 2022; Accepted 24 Nov., 2022 © The author(s) 2022.

Published with open access at www.questjournals.org

I. INTRODUCTION

Online shopping is an e-commerce activity in which buyers and sellers transact over the internet with the help of online business websites/firms. Buyers may find practically any sort of product or service on the internet, with a wide range of options and pricing, making it the most popular among them. The online form of shopping has become the most popular means of shopping in current technology era. Online shopping has been around since 1990 and has grown in popularity and success in recent years, with a bright future ahead of it. It has provided convenience, ease of use, 24*7 service, lower prices, appealing websites, offers and discounts, and hassle-free shopping from the comfort of one's own home in just a few clicks, among many other distinguishing features such as multiple languages, home delivery, and a wide range of products, a comparison facility, and other features gradually became available, making it more appealing to the general public. With its growing popularity, it has been able to draw individuals of all ages and financial levels. It brings together buyers and merchants from all over the world in one location, making it a one-of-a-kind business model.

With compared to conventional purchasing, internet shopping offers its own set of advantages and benefits from the buyer's viewpoint (Kim et al., 2008; Liu et al., 2012). To begin with, online shopping allows buyers to acquire goods and services at any time and from any location. Second, while purchasing things, buyers may save money, effort, and time by shopping online. Third, internet purchasing allows buyers to look for and gather more information while maintaining a high level of transparency and ease. Such benefits, we believe, would have a considerable and beneficial impact on buyers' views about online buying (Delafronz et al.). On the other side, internet buying has its own drawbacks, such as the inability for buyers to touch or smell products.

II. REVIEW OF LITERATURE

The primary goal of this research is to anticipate the attitudes of internet users in Uttarakhand about online shopping. A person's entire opinion of a concept is characterised as attitude. There are two sorts of attitudes to consider: attitudes toward things and attitudes toward behaviours. Because the purpose of this survey is to determine Uttarakhand's buyer attitudes regarding internet purchasing, attitudes toward actions are the ones that are relevant to the study's topic.

The study model was created based on the performed evaluation of relevant literature, in which the major components and their interactions were specified. Personal, psychological, and technological variables are primarily influencing Uttarakhand buyers' opinions regarding online purchasing, according to this study. As a result, this study proposes that three key behavioural beliefs impact Uttarakhand's buyer attitudes regarding online shopping: perceived benefits (i.e. personal), perceived trust (i.e. psychological), and perceived web quality (i.e. technological). Perceived trust is likewise a direct effect of perceived online quality and eWOM (electronic-Word of Mouth), according to this study. It is also believed in this study that perceived web quality has a favourable and direct impact on perceived benefits and eWOM. We present a complete literature assessment of the identified predictors of attitudes about online shopping, as well as their antecedents, in the following subsections. In addition, we use relevant literature to generate and support the study's hypotheses.

Perceived Trust

Mayer et al. (1995) defined trust as "a party's willingness to be vulnerable to the acts of another party in exchange for the expectation that the other will undertake a specific action that is significant to the trustor." Simply expressed, trust is the belief that others will not perform as expected and that the vendor will provide what has been committed (Gefen et al., 2003). (Ganesan, 1994). Trust has been stressed as one of the primary influential factors in the context of e-commerce in general (Abbad et al., 2011) and online buying in particular in the world.

Perceived web quality

Perceived web quality relates to the overall reliability and effectiveness of an online retail web site, and it is a measure of how easy, seamless, dependable, and successful the web site design and operations are. A web site is a system that is constructed using Web technologies to handle online shopping information and procedures, an online shopping web site may be referred to as an information system. In the context of this study, it may be described as the desirable attributes of an online shopping web site as perceived by online buyers.

Perceived Benefits

In the context of innovations, relative advantages can be used to explain perceived benefits. According to Rogers (1995), relative advantage refers to the perception that an innovation provides greater advantages than the one it replaces. Wu (2003) defined perceived benefits as the sum of advantages that meet a buyer's needs or wants, similar to the definition of relative advantage but specific to the context of online shopping. In addition, Kim et al. (2008, p. 547) defined perceived advantages as "a buyer's perception regarding the amount to which he or she would gain from an online transaction with a particular Web site."

eWOM

Hennig-Thurau et al. (2004) defined eWOM as "any good or negative comment made about a product or firm by potential, existing, or past buyers that is made available to a large number of individuals and institutions via the Internet." Cheung et al., 2008; Jalilvand and Samiei, 2012) found that eWOM communication has a key influence in establishing and influencing internet users' attitudes and behavioural intentions.

Francis Sudhakar K, Habeeb Syed (2016), under their study they critically examined various corporate and business level strategies of two big e-tailers and those are: Flipkart and Amazon. Comparison have been done considering e-commerce challenges, their business model, funding, revenue generation, growth, survival strategies, value added differentiation and product offerings. The survey ended with Amazon as the winner, which satisfied the buyer in all aspects.

Dr. Senthilkumar P (2017), concluded that e-commerce is the exchange of information using network based technologies, which at present in high cost situation can be used as a competitive strategy against competitors. It is a vast growing technology which will thrive into a highly competitive and dynamic environment, if properly utilized with assured safety and security to the buyers.

Dr. Premalatha K and Ms. Revathi S (2018), according to this study online shopping have tremendous growth with the growing usage of internet and population too. Online shopping needs a strong network of internet, for rapid growth and development.

Atulkar Sunil and KesariBikrant (2019), reviewed the buyer attitude towards online shopping and buyer retention to shop online through internet. Online shopping concept has dragged the shopping experience to some next level and made it a next generation activity filled with high potential for growth and development of retail market sector.

Dr. Jain Rachna and Ms. Sharma Shikha (2020), found their study relevant to identify various strategies to be used by Indian online retailers and firms aiming at developing their own websites. It provides insights about the buyers inclining towards online shopping. For this purpose a secure online interface must be developed for enhancing the confidence among the buyers and quality information must be provided with the demonstration of the same to gain familiarity and excitement to purchase online.

III. OBJECTIVES

- To study the relationship between demographic profiles and buyer's attitude towards online shopping.
- To examine demographic factors affecting buyer's perception towards online shopping.

IV. HYPOTHESIS

H₀: There is no relationship between demographic profiles and buyer's attitude towards online shopping.

H_a: There is a relationship between demographic profiles and buyer's attitude towards online shopping.

V. METHODOLOGY

This study is aimed at examining the attitude of buyers from Uttarakhand (India). Uttarakhand is one of the states in India which comprises with both plain and hilly areas. The research population is the online shoppers from the state. The sample of 384 respondents has been collected through a well administered questionnaire. The sample for the study has been selected through random sampling method. For testing the hypotheses of the study the questionnaire has been prepared adapted through previous empirical research studies. All of the research constructs were rated on a five-point Likert scale ranging from "Strongly Agree" to "Strongly Disagree," with 5 being "Strongly Agree" and 1 being "Strongly Disagree."

Testing of Hypothesis

The table no. 1 clearly indicates that the relationship between buyer attitude and all the demographic factors (gender, marital status, residential status, no. of family members, occupation, annual income, annual expenditure) taken into consideration are statistically insignificant except age and education. As a result, the null hypothesis failed to reject. And alternate hypothesis got rejected except for age and education.

Table No.1: Relationship between Demographic Profile of the respondents and buyer attitude towards online shopping

Demographic Factors		Frequency	Percent	Mean	Std. Deviation	Std. Error	Sig. Value
1.	Gender	Male	167	43	11.3593	1.81102	.14014
		Female	218	57	11.4220	1.93581	.13111
	Total	385	100	11.3948	1.88054	.09584	
2.	Age	15-25 yrs	179	46.5	11.1899	1.74102	.13013
		26-35 yrs	100	26.0	11.8000	1.89097	.18910
		36-45 yrs	74	19.2	11.2297	1.82485	.21213
		46-55 yrs	32	8.3	11.6563	2.49657	.44134
		Total	385	100.0	11.3948	1.88054	.09584
3.	Marital Status	Unmarried	225	58.4	11.2444	1.77728	.11849
		Married	160	41.6	11.6063	2.00345	.15839
		Total	385	100.0	11.3948	1.88054	.09584
4.	Residential Status	Rural	133	34.5	11.3459	1.86290	.16153
		Urban	252	65.5	11.4206	1.89297	.11925
		Total	385	100.0	11.3948	1.88054	.09584
5.	No. of Family Members	Upto 3 members	67	17.4	11.8657	1.79979	.21988
		4-5 members	221	57.4	11.2489	1.85290	.12464
		Above 5	97	25.2	11.4021	1.96140	.19915

		members						
		Total	385	100.0	11.3948	1.88054	.09584	
6.	Education	High School or less	26	6.8	11.8077	1.49718	.29362	.025
		Intermediate	94	24.4	10.9468	1.62220	.16732	
		Graduate	80	20.8	11.2875	1.96291	.21946	
		Post Graduate and above	185	48.1	11.6108	1.97811	.14543	
		Total	385	100.0	11.3948	1.88054	.09584	
7.	Occupation	Student	156	40.5	11.0705	1.70431	.13645	.056
		Private employee	152	39.5	11.5592	2.04821	.16613	
		Govt. Employee	30	7.8	11.7660	1.98048	.28888	
		Others (Businessman etc)	47	12.2	11.6667	1.49328	.27263	
		Total	385	100.0	11.3948	1.88054	.09584	
8.	Annual Income	Less than Rs.1,00,000	257	66.8	11.3191	1.83055	.11419	.276
		Rs.1,00,001-Rs.3,00,000	71	18.4	11.3662	1.87647	.22270	
		Rs.3,00,001-Rs.5,00,000	33	8.6	12.0000	2.01556	.35086	
		Above Rs. 5,00,001	24	6.2	11.4583	2.18650	.44632	
		Total	385	100.0	11.3948	1.88054	.09584	
9.	Annual Expenditure	Below Rs.50,000	236	61.3	11.3432	1.84644	.12019	.465
		Rs.50,001 - Rs.1,00,000	54	14.0	11.3889	1.77420	.24144	
		Rs.1,00,001-Rs.2,00,000	45	11.7	11.2444	1.69432	.25257	
		Above Rs.2,00,001	50	13.0	11.7800	2.27937	.32235	
		Total	385	100.0	11.3948	1.88054	.09584	

Similarly, Table no.2 reveals the relationship between demographic factors and buyer perception towards online shopping through four constructs i.e., perceived trust, perceived web quality, perceived benefits and eWOM.

Table No.2: Buyer's Perception towards online shopping

Sr. No.	Demographic Factors	Perceived Trust (Sig. Value)	Perceived Web Quality (Sig. Value)	Perceived Benefits (Sig. Value)	eWOM (electronic word of mouth) (Sig. Value)
1.	Gender	.587	.595	.012	.333
2.	Age	.068	.726	.580	.191
3.	Marital Status	.188	.348	.821	.826
4.	Residential Status	.012	.019	.648	.585
5.	No. of Family Members	.719	.178	.436	.668
6.	Education	.131	.647	.229	.162
7.	Occupation	.349	.252	.344	.362
8.	Annual Income	.390	.011	.306	.334
9.	Annual Expenditure	.121	.126	.447	.847

VI. RESULTS AND DISCUSSION

After analyzing the data it has been found that online shopping has become one of the most used ways of shopping in this technological era not only in India but the whole world. People are enjoying shopping online in all parts of India including Uttarakhand. Specially, plain area people are addicting towards it due to its enormous advantages and facilities, hectic life schedules, etc. Buyers' motivation to buy online is unaffected by demographic parameters such as gender, number of family members, marital status, annual income, and annual expenditure. People buy online regardless of the circumstances. Shopping online has evolved into a pleasurable and convenient experience.

People who live in steep places, on the other hand, suffer some geographical challenges. Different obstacles in mountainous locations, such as inadequate internet connection, transportation facilities, fewer warehouses, slopy areas, unawareness, and so on, demotivate or limit their decision to buy online. People desire to try it, but the aforementioned obstacles prevent them from doing so. Otherwise, it will become a better market for online retailers to acquire a larger number of buyers.

VII. CONCLUSION

Online shopping is the most trending mode of shopping especially for the young generation, which is very advance and tech-savvy, and also for the shopping lovers who are having hectic schedules. Due to generation or age gap or different regions, etc people have different attitudes towards different products or services. This study has examined the buyer attitude towards online shopping and its impact on retail marketing, specifically of the buyers of Uttarakhand. The online buyers from Uttarakhand, showed a positive attitude towards online shopping and would want to continue shopping online in future. Demographically, most of them marked positive responses irrespective of their age, gender, education, occupation, area (rural or urban), income and expenditure.

After measuring buyer perception using four constructs namely, perceived trust, perceived web quality, perceived benefits and perceived e-WOM, it can be concluded that all of these variables are significantly important to know their impact on demographic factors such as age, gender (perceived trust, perceived web quality & perceived e-WOM), marital status, residential status (perceived benefits and perceived e-WOM), no. of family members, education, occupation, income (except perceived trust, benefits and e-WOM) and expenditure.

At last it can be concluded that people strongly preferred online shopping over retail/offline shopping specially in Uttarakhand. Some of the major issues that hinder their motivation is the internet connectivity especially in hilly areas like (Nainital),Uttarakhand, slow delivery, higher delivery charges and lesser awareness in comparison to plain areas of the state. Fine solution can convert more buyers to potential buyers.

This research will also benefit the producers, retailers, and buyers, as well as society as a whole. Manufacturers and retailers can target specific client groups to discover a market for their products. Buyers, as key members of society, can profit from the availability of their desired items in various locations, particularly in hilly and remote areas of Uttarakhand, after considering their changing attitudes and giving answers to their difficulties, among other things.

REFERENCES

- [1]. Abbad, M., Abbad, R. and Saleh, M. (2011), "Limitations of e-commerce in developing countries: Jordan case", *Education, Business and Society: Contemporary Middle Eastern Issues*, Vol. 4.
- [2]. No. 4, pp. 280-291.
- [3]. Cheung, C.M., Lee, M.K. and Rabjohn, N. (2008), "The impact of electronic word-of-mouth: the adoption of online opinions in online buyer communities", *Internet Research*, Vol. 18 No. 3, pp. 229-247.
- [4]. Delafrooz, N., Paim, L.H. and Khatibi, A. (2011), "Understanding buyer's internet purchase intention in Malaysia", *African Journal of Business Management*, Vol. 5 No. 3, pp. 2837-2846
- [5]. Ganesan, S. (1994), "Determinants of long-term orientation in buyer-seller relationships", *The Journal of Marketing*, Vol. 58 No. 2, pp. 1-19
- [6]. Gefen, D. and Straub, D.W. (2003), "Managing user trust in B2C e-services", *E-service Journal*, Vol. 2 No. 2, pp. 7-24.
- [7]. Hennig-Thurau, T., Gwinner, K.P., Walsh, G. and Gremler, D.D. (2004), "Electronic word-of-mouth via buyer-opinion platforms: what motivates buyers to articulate themselves on the Internet?", *Journal of Interactive Marketing*, Vol. 18 No. 1, pp. 38-52.
- [8]. Jalilvand, M.R. and Samiei, N. (2012), "The effect of electronic word of mouth on brand image and purchase intention: an empirical study in the automobile industry in Iran", *Marketing Intelligence and Planning*, Vol. 30 No. 4, pp. 460-476.
- [9]. Kim, D.J., Ferrin, D.L. and Rao, H.R. (2008), "A trust-based buyer decision-making model in electronic commerce: the role of trust, perceived risk, and their antecedents", *Decision Support Systems*, Vol. 44 No. 2, pp. 544-564.
- [10]. Liu, M.T., Chu, R., Wong, I.A., Zúñiga, M.A., Meng, Y. and Pang, C. (2012), "Exploring the relationship among affective loyalty, perceived benefits, attitude, and intention to use co-branded products", *Asia Pacific Journal of Marketing and Logistics*, Vol. 4 No. 4, pp. 561-582.
- [11]. Mayer, R.C., Davis, J.H. and Schoorman, F.D. (1995), "An integrative model of organizational trust", *Academy of Management Review*, Vol. 20 No. 3, pp. 709-734.
- [12]. Rogers, E.M. (1995), *Diffusion of Innovations*, 4th ed., Free Press, New York, NY.
- [13]. Wu, S.I. (2003), "The relationship between buyer characteristics and attitude toward online shopping", *Marketing Intelligence and Planning*, Vol. 21 No. 1, pp. 37-44.