

A Study on Analyzing the Online Shopping Attitude of Earning Couple in Western Tamilnadu

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ABSTRACT

The rapid growth of e-commerce and the growing interest of customers in online purchases have greatly altered the Indian retail business landscape. Customers are now inclined to accept changes and to take into account the advantages they can get from online retailers. Hence, this research paper aims to analyse the online shopping attitude of earning couple in Western Tamilnadu. After finalizing the research design the survey was conducted and data was collected from 110 earning couple in western districts of Tamilnadu [Erode Coimbatore, Tirupur, Namakkal, Salem] using a structured self-administrated questionnaire. The descriptive research was selected for this study and a judgmental sampling method was adopted for selecting the samples from the population. The analysis and interpretation of data were done according to the following tools namely percentage analysis & weighted average method. The research found that 78% of the respondents are having a positive attitude towards online shopping and 22% of the respondents are having a negative attitude towards online shopping. It indicates more number of respondents are having a positive attitude towards online shopping and have shown a moderate degree of influence on online shopping in western Tamilnadu.

Key Words: Online shopping, Earning couple, Influence factors, buying behavior

I - INTRODUCTION

In recent years marketing has been the most powerful and attractive concept. In India, the rise of marketing has much to do with increased consumer buying power. Particularly after liberalization, product variety has grown and economies of scale have increased with the help of a modern solution for supply and distribution. Today the Indian marketing is at a fascinating crossroads. The marketing rates are at the highest point in history, and the profits are growing with new technologies.

The Internet revolution has triggered a paradigm change in how things are done. The Internet and the World Wide Web (www) have significantly improved the search and use of information by customers. In this modern age, the Internet, which was earlier conceptualized as a tool to enhance information, has become an important part of the business. The secret to future success for companies depends on how well they can incorporate this channel into their business model today. The manufacturers/sellers must take into account the personality of their buyers, their buying patterns, and the goods and services they want to deal with something online.

The concept of online shopping has become very popular among consumers due to the convenience, variety availability, and quality characteristics of the product. In India, too, the hope of online marketing is increasing due to increased internet literacy. Alternatively, online shopping is also called e-web-store, e-commerce, e-business, internet site, web-shop, web-shop, online store, online retailer, and virtual business. An online shop evokes the physical comparison of goods or services transactions. The perception of online shopping and the intention to shop online was influenced not only by the ease of use, utility, and enjoyment.

The shopping process has undergone a paradigm change in India. The direction of purchasing observed in retailing has changed with technology. Usage of technology has been an important part of the buying cycle from the first stage where the desire to own something sets in, to study, and finally to purchase. Small screen viewing and showrooming have become habits of daily retail among consumers. Most customers would pick up their smartphones as part of the pre-purchase research to compare features, prices, and other specifications.

Online shopping lets consumers check out thousands of items in one location and pay for them from their homes' convenience. This has influenced the retail company's offline to stay in competition with other retailers and online stores.

II - REVIEW OF LITERATURE

ONLINE SHOPPING:

According to Ms. Neha Gupta et al. (2017), a key outcome of the technology revolution in India has been connectivity, which has fuelled unprecedented access to information. This use of technology has opened new doors and opportunities that enable a more convenient lifestyle today. Online shopping is a vast growing technology. If it is properly utilized with assured safety and security for the transactions, it will thrive in a highly competitive and dynamic environment. The concept of online shopping has become very popular among consumers due to the convenience, variety availability, and quality characteristics of the product. In India, too, the hope of online marketing is increasing due to increased internet literacy. Alternatively, online shopping is also called e-web-store, e-commerce, e-business, internet site, web-shop, web-shop, online store, online retailer, and virtual business. An online shop evokes the physical comparison of goods or services transactions. The perception of online shopping and the intention to shop online was influenced not only by the ease of use, utility, and enjoyment.

CONSUMERS' ATTITUDE

Dani (2017) conducted a study on Consumers' Attitude towards Online Shopping and specifically studied the factors influencing consumers to shop online. The population selected for the research is Tamil Nadu's Kanyakumari district, the sample size selected for the research is 100 and the researcher used a convenient method of sampling. The research findings indicated that the most attractive and influential factor for online shoppers in Kanyakumari District is Website Design / Feature among the four factors selected for analysis, following convenience the second most influential, and third-time savings. Results have also shown that online shoppers in India are considerably concerned about security.

EARNING COUPLE

Earning couple are those in which both partners contribute to the financial support of their household through their work outside the home. These couples are diverse in their family situations and experiences, including marital status, presence of children, and several hours worked. The number of earning couples has increased over the last half-century, as there has been a shift away from the traditional male breadwinner and female homemaker family type. (Pamela Aronson, Wiley Online Library, 2020)

Author, Reseach topic & publication details	Objectives	Factors Considered	Findings
Bellenger, Danny.E (1999) “Impulse Buying Product through online purchase”, Journal of Marketing Research, Vol: 18, No: 2, pp 15-18.	To examine consumer understanding and attitude toward online shopping.	Learning and prior experience, lowest price, best value for the money	The findings indicated that the attitudes and beliefs of consumers are determined by learning and prior online shopping experience and also stated that the consumers are sensitive towards price to get the best value of the products.
C. Manikandan and Dr.P.Asokan (2017), “A Study On Customers Attitude Towards Online Shopping In India And Its Impact: With Special Reference To Tiruvarur District”, International Journal of Scientific Research, Volume-6, Issue-5, ISSN No 2277 – 8179, pp.429-431.	To analyze the factors that affect customers attitude towards online shopping	Saves Time, Easy to Purchase, Price, Superior selection/availability of the product	It is concluded that the future of online shopping in India looks very bright. Online shopping gives customers the best alternative to save money and time. Companies Offer detailed product information, easy mode of payment, facility of comparison of price, and very important completely hassle frees hopping experience. The success of online shopping depends on its popularity, its brand image, and its unique promotional policies.
K.Balakrishna, S.Srinivasarao, and S.Manoj(2016), Consumer Attitude Towards Online Shopping Concerning Kakinada City, International Journal of Scientific Development and Research, ISSN: 2455-2631, Volume 1, Issue 9,pp.1-5.	To the study the customer attitude towards online shopping	Convenience, Ease of Comparison Shopping, Extensive Product Mix Availability, Identify Unique Solutions	People are satisfied with online purchases and positive word of mouth is favouring online purchases. There is a high awareness level regarding online purchases. The only dissatisfaction regarding online purchases is regarding its quality and payment before shipping
Mohammad Toufiqur Rahman (2016), “Customers’ Attitude towards Online Shopping: The Case of Bangladesh”, World Journal of Social Sciences, Vol.6, PP.82-91.	To examine consumer’s attitude towards online shopping is important for Bangladesh	Security, after-sales service, time savings, return policy, website design	This paper recommends building trust among consumers, providing security, return policy, creating awareness, and promoting this new form of business.

III - PURPOSE AND RESEARCH QUESTION

The primary purpose of the research is to identify and analyze the earning couple's attitude towards online shopping. So the research question of the study is:

- What would be the earning couple's attitude towards online shopping?

IV- RESEARCH OBJECTIVES & HYPOTHESIS

OBJECTIVE OF THE STUDY

To gain a better understanding, the following objectives have been framed for the research:

1. To examine the attitude of earning couples towards online shopping.
2. To study the earning couple's level of attitude towards the online shopping experience.
3. To know the earning couple's opinion towards perceived ease of use, perceived usefulness, and perceived risk of online shopping.
4. To study the earning couple's level of satisfaction towards the online shopping experience

HYPOTHESIS OF THE STUDY

The following hypothesis has been framed to find out the influence of attitude of earning couple on online shopping

H1 There is an influence of attitude of earning couple on online shopping

V- RESEARCH METHODOLOGY

The researcher was planned to research earning couple's attitudes towards online shopping in Western Tamilnadu. Research work was carried out by administering questionnaires, multiple-choice questions were asked. A descriptive study is undertaken to ascertain and be able to describe the characteristics of the variables of interest in a situation. The sampling method is a non-probability Convenience sampling method with a sample size of 110. The researcher used the quantitative method in the research because as compared to qualitative it is faster.

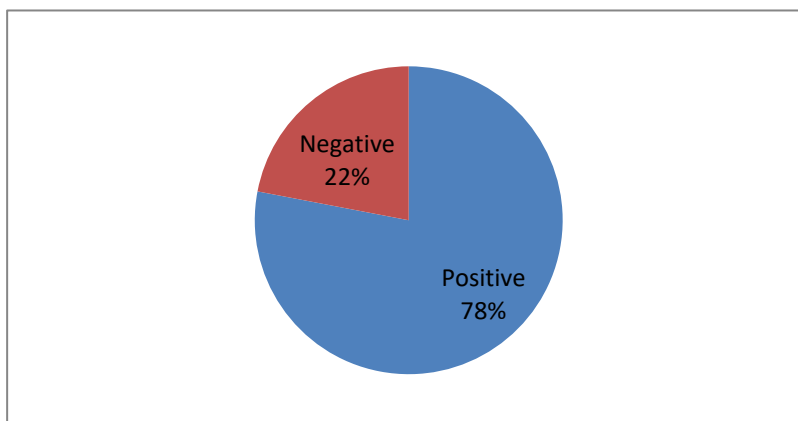
VI - DATA ANALYSIS

The analysis enabled the researcher to examine the individual relationship between the independent variables and attitude toward online shopping. This study employs user attitude toward online shopping as dependent variables and utilitarian personality, hedonic personality and consumers’ perceived benefits as independent variables

TABLE NO.: 1: EARNING COUPLE’S POSITIVE ATTITUDE TOWARDS ONLINE SHOPPING

S.No.	Opinion	No. of Respondents	Percentage
1	Positive	86	78 %
2	Negative	24	22%
Total		110	100%

CHART NO.: 1 EARNING COUPLE’S POSITIVE ATTITUDE TOWARDS ONLINE SHOPPING



INFERENCE

From the above table, it is found that 78% of the respondents are having a positive attitude towards online shopping and 22% of the respondents are having a negative attitude towards online shopping. It indicates more number of respondents are having a positive attitude towards online shopping

TABLE NO.: 2: EARNING COUPLE’S LEVEL OF ATTITUDE TOWARDS ONLINE SHOPPING

S.No.	Factors	Mean	SD	Level
1	I am sure about the product quality	4.69	1.60	Moderate
2	I cannot bargain or negotiate	4.23	1.64	Moderate
3	I get prompt delivery of products	4.00	1.73	Moderate
4	I always compare prices and features before buying the products online	4.38	1.66	Moderate
5	I have saved a lot of money by shopping online	4.66	1.77	Moderate

6	I can avail best after-sales services for the products purchased online	4.14	1.63	Moderate
7	Easy to decide based on Customer reviews and ratings	4.51	1.47	Moderate

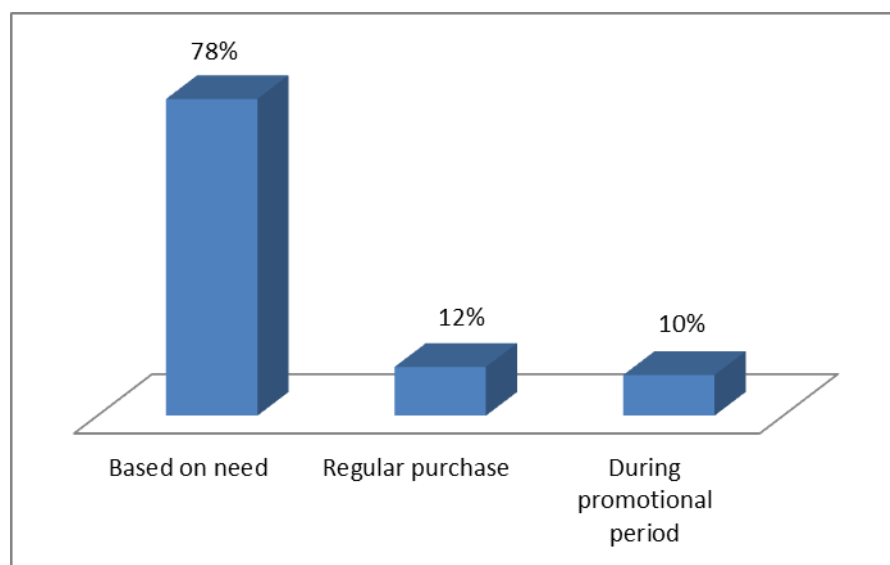
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Table no.2 indicated the mean score and standard deviation of attitude toward online shopping. Based on the analysis, the standard deviation for all measuring instruments ranged from 1.47 to 1.77, reflecting the existence of substantially acceptable variability within the data set. The results showed that the variable under study had different responses from the respondents, which meant that there were acceptable changes in the response.

TABLE NO.: 3 - EARNING COUPLE’S MOST PREFERRED BUYING PERIOD OF ONLINE SHOPPING

S.no.	Preferred Buying Period	No. of Respondents	Percentage
1	Based on the need	86	78%
2	Regular purchase	13	12%
3	During the promotional period	11	10%
Total		110	100%

CHART NO.: 3 - EARNING COUPLE’S MOST PREFERRED BUYING PERIOD OF ONLINE SHOPPING



INFERENCE

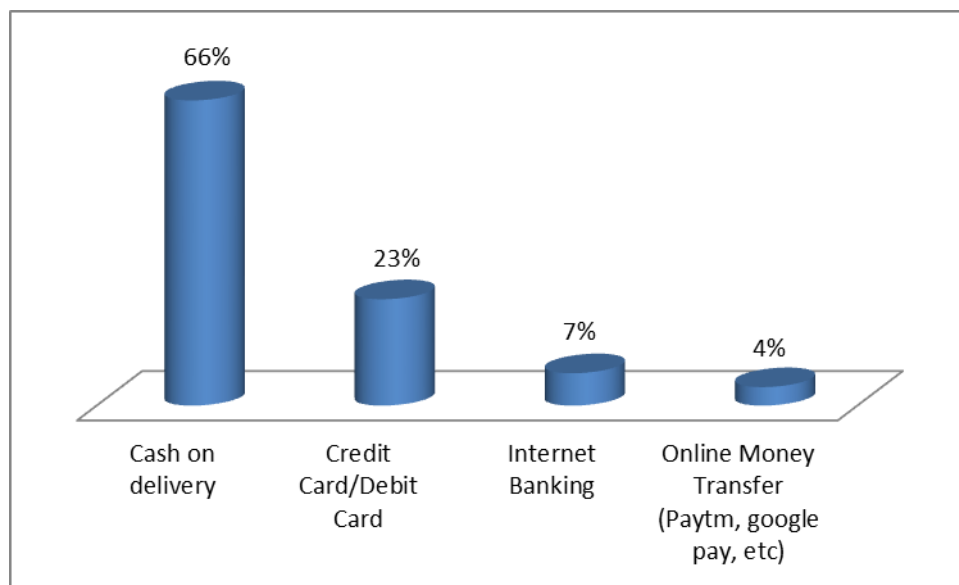
From the above table, it is found that 78% of the earning couple shop online based on their need, 12%

of the earning couple are shopping regularly on online, 10% of the earning couple are preferred to shop online during promotional periods. It indicates that most of the respondents are shopping online only based on their needs.

TABLE NO: 4 - EARNING COUPLE’S MOST PREFERRED MODE OF PAYMENT

S.No.	Preferred mode of payment	No. of Respondents	Percentage
1	Cash on delivery	73	66%
2	Credit Card/Debit Card	25	23%
3	Internet Banking	8	7%
4	Online Money Transfer (Paytm, google pay, etc.)	4	4%
Total		110	100%

TABLE NO: 4 - EARNING COUPLE’S MOST PREFERRED MODE OF PAYMENT



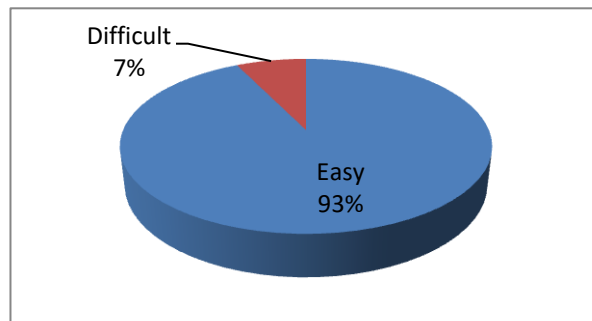
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From the above table, it is found that 66% of the earning couple preferred to make payment through cash on delivery mode during their online shopping, 23% of the earning couple preferred to make payment through their credit/debit card for their online shopping, 7% of the earning couple preferred to make payment through their internet banking for their online shopping and 4% of the earning couple preferred to make payment through online money transfer mode for their online shopping. It indicates that most of the respondents are shopping online only based on their needs.

TABLE NO.: 5- EARNING COUPLE’S OPINION TOWARDS PERCEIVED EASE OF USE OF ONLINE SHOPPING

S.No.	Opinion	No. of Respondents	Percentage
1	Easy	102	93 %
2	Difficult	8	7%
Total		110	100%

TABLE NO.: 5- EARNING COUPLE’S OPINION TOWARDS PERCEIVED EASE OF USE OF ONLINE SHOPPING



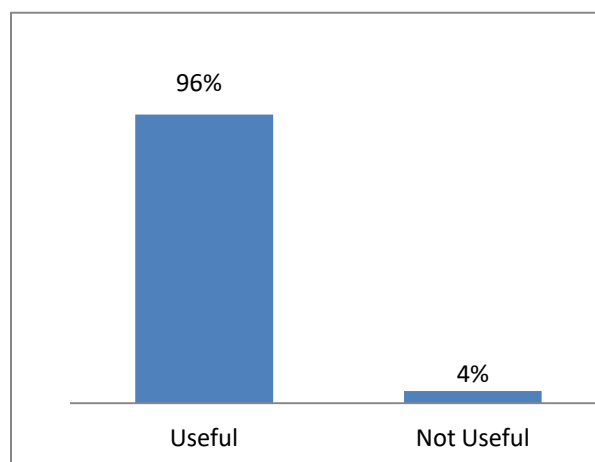
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From the above table, it is found that 93% of the respondents feel that it is easy to perform online shopping and 7% of the respondents feel that it is difficult to perform online shopping.

TABLE NO.:6 EARNING COUPLE’S OPINION TOWARDS PERCEIVED USEFULNESS OF ONLINE SHOPPING

S.No.	Opinion	No. of Respondents	Percentage
1	Useful	106	96 %
2	Not Useful	4	4%
Total		110	100%

CHART NO.:6 EARNING COUPLE’S OPINION TOWARDS PERCEIVED USEFULNESS OF ONLINE SHOPPING



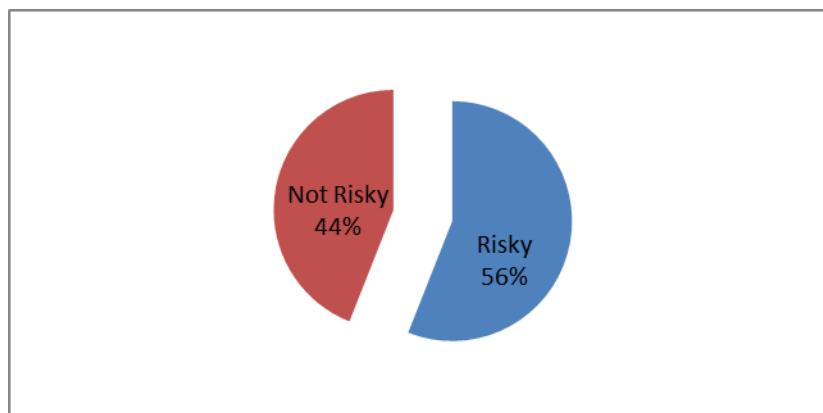
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From the above table, it is found that 96% of the respondents feel that it is useful to perform online shopping and 4% of the respondents feel that it is not useful to perform online shopping.

TABLE NO.:7 EARNING COUPLE’S OPINION TOWARDS PERCEIVED RISKS ON ONLINE BUYING

S.No.	Opinion	No. of Respondents	Percentage
1	Risky	62	56 %
2	Not Risky	48	44%
Total		110	100%

CHART NO.:7 EARNING COUPLE’S OPINION TOWARDS PERCEIVED RISKS ON ONLINE BUYING



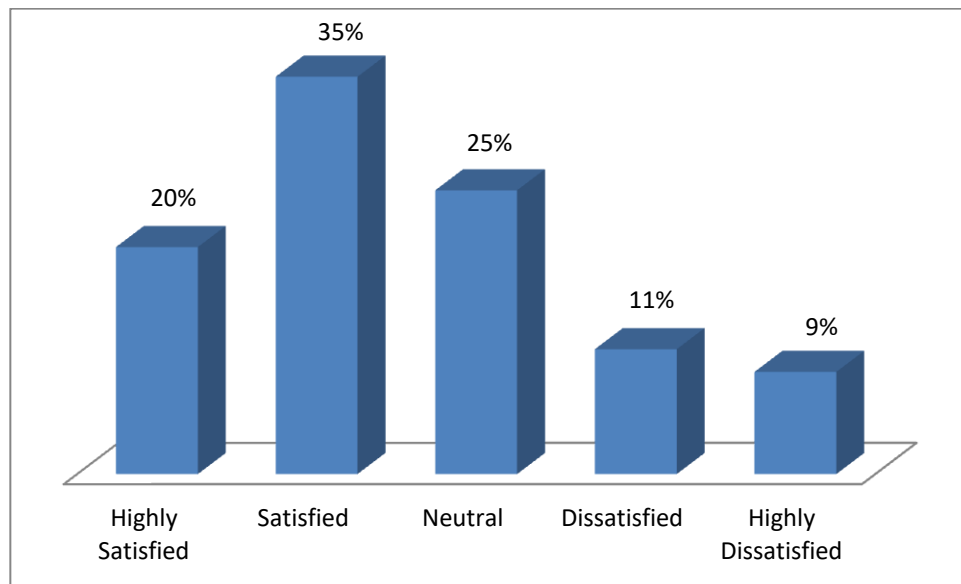
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From the above table, it is found that 56% of the respondents feel that it is risky to perform online shopping and 44% of the respondents feel that it is not risky to perform online shopping.

TABLE NO: 8 - EARNING COUPLE’S LEVEL OF SATISFACTION TOWARDS ONLINE SHOPPING

S. No	Satisfaction level	No. of Respondents	Percentage
1	Highly Satisfied	22	20%
2	Satisfied	38	35%
3	Neutral	29	25%
4	Dissatisfied	11	11%
5	Highly Dissatisfied	10	9%
Total		110	100%

CHART NO.: 8 - EARNING COUPLE’S LEVEL OF SATISFACTION TOWARDS ONLINE SHOPPING



INFERENCE

From the above table, it is found that 35% of the respondents are satisfied towards online shopping, 20% of the respondents are highly satisfied towards online shopping, 25% of the respondents are neutral opinion towards online shopping, 11% of the respondents are dissatisfied towards online shopping and 9% of the respondents are highly dissatisfied towards online shopping.

VII- RESULT AND DISCUSSION

The results obtained have shown that 78% of the earning couples are having a positive attitude towards online shopping, whereas there were only 22% are having a negative attitude towards online shopping. The standard deviation for all measuring instruments ranged from 1.47 to 1.77, reflecting the existence of substantially acceptable variability within the data set. The results showed that the variable under study had different responses from the earning couple, which meant that there were acceptable changes in the response. The study found that 78% of the earning couple shop online based on their need rather than regular and promotional period shopping. It is found that 66% of the earning couple preferred to make payment through cash on delivery mode instead of opting for other modes of payments while

shopping online. It is found that 93% of the earning couple feels it is easy to perform online whereas 7% feel it is difficult to perform. The results obtained have shown that 96% of the earning couple feels it is useful to perform online shopping. It is found that 56% of the earning couple agreed that it is risky to perform online shopping, however, almost half of them (44%) disagreed that it is not risky to perform online shopping. It is found that 35% of the earning couples are satisfied and 20% are highly satisfied with online shopping, whereas 11% of the earning couples are dissatisfied and 9% of the earning couples are highly dissatisfied with online shopping.

VIII- CONCLUSION

The results obtained have shown that the earning couple attitude has shown a moderate degree of influence on online shopping in western Tamilnadu. In other words, earning couples are moving towards online shopping as a shopping platform when they think positively about online shopping. This research hopes to help this group of people to obtain some positive results from online shopping while contributing to the socio-economic development of the country. Earning couples are well aware of online shopping and 90% of them have made an online purchase which indicates the growing popularity of online shopping within the earning couples.

This study found that the perceived usefulness and ease of use are significant and are positively related to earning couple's attitude to shop online. While perceived usefulness and ease of use are considered as important aspects of online shopping, the findings of this study have shown that perceived risk plays an important role in growing uncertainty in the online shopping climate. To diminish perceived risk, online vendors need to take perceived risk into account and to make special efforts to improve defects and problems that could influence consumer's perception of online shopping.

Understanding the earning couple enable the e-retailers to develop a suitable marketing strategy to attract and convert potential customer as an active customer. The researcher looks forward to providing online retailers and consumers with some informative findings regarding online shopping. Due to time constraints and resource constraints, western Tamilnadu has been selected and, since the study is based on primary data, two months of the collection period is thought to be sufficient to collect data through a questionnaire. The findings may contribute to some useful literature on attitudes, especially in the context of earning a couple in western Tamilnadu.

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