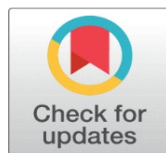
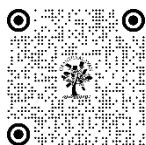


A STUDY ON CONSUMER ATTITUDE TOWARDS ONLINE SHOPPING IN KARNATAKA AND ITS OBSTACLES

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ABSTRACT

The fashion of e-commerce has been elevated swiftly in recent years with the development of the Internet and due to the smooth accessibility of Internet utilization. Easy access to the Internet has driven clients to shop on-line. A maximum commercial enterprise corporation walking with the technological modifications, due to globalization they are focusing greater on meeting the wishes of the customers. We have also decided to have a look at the consumer's mind-set towards on line purchasing, especially the information approximately elements which played a function as obstacles in the course of on line shopping. The population of the examine is selected from the one of a taluk of tumkur district of Karnataka. The sample size is 60 and we've used a convenient sampling approach for the take a look at. Our findings suggest that in the demographic information career of the respondents not at all essential within the decision-making procedure, whereas it's also concluded that elderly human beings aren't in any respect interested in on line buying and for education, undergraduate and postgraduates are extra attracted toward online shopping. The research additionally suggests a few elements as boundaries to the consumers in the direction of on line shopping which include involved about giving credit card numbers, worry of wrong/horrific satisfactory product arrival, unawareness about easy returns and changing of objects, misleading fake reviews of products, featured merchandise aren't meeting expectations. It is anticipated that this observe will help on-line stores in karnataka to plan successful techniques for increasing e-commerce business and they are able to build better relations with customers.

Keywords: Online Shopping, E- Commerce, Online Payment, Attitudes, Factors, Barriers, Internet

1. INTRODUCTION

Online buying is a shape of digital trade which allows customers to immediately buy items or offerings from a vendor over the net using an internet browser. Consumers find a manufactured from hobby with the aid of visiting the website of the store at once or through looking amongst opportunity providers the use of a shopping search engine, which shows the identical product's availability and pricing at distinct e-shops. An online shop conjures up the physical analogy of purchasing services or products at a everyday retailer or buying middle; the technique is called commercial enterprise-to-client (B2B) online shopping. When an internet store is installation to enable corporations to shop for from another enterprise, the method is known as enterprise-to-business (B2B) on line buying.

A traditional on-line store enables the patron to browse the firm's range of services and products, view photographs or photographs of the goods, in conjunction with the product specs, functions and charges. Online stores generally enable customers to use the "search" function to find out unique models, brands or objects. Online customers need to have get admission to to the net and a legitimate method of price to finish a transaction, consisting of credit score card, debit card, or offerings like PayPal, Amazon pay, Paytm, and so on. The largest of these on line retailing we'd web page are Amazon, Flipkart, Myntra, eBay. Initially, this platform only functioned as an advertising device for agencies, imparting facts about its products. It quick moved on from this easy software to actual on line buying transactions due to the development of interactive net pages and steady transmission.

2. REVIEW OF LITERATURE:

Here an attempt has been made to briefly review the work already undertaken and methodology employed. A brief review of selected studies has been presented below:-

Bhatt, A. (2014) has studied the attitude of consumers towards e-shopping based on consumer's behavior, beliefs, preferences, and opinions also studied the pattern of Online shopping. The study has concluded that online shopping gaining more popularity among people, especially in the younger generation.

Z. M. Jusoh and G. H. Ling (2012) have examined how to purchase perception influence the consumer attitude towards online shopping and how socio-demographic factors affects the consumer attitude towards online shopping. To study the above problem nine hypothesis statements used for testing, which concluded that among nine different hypothesis statements four statements are rejected whereas five statements are accepted.

Raman, Prashant (2014) examined what factors affect the female buying behavior and what are the different factors that influence the female shopper's attitude towards online shopping with the help of a well-structured questionnaire and a survey among the female online customers. This study concluded that for female consumers convenience is the biggest factor that influences their buying behavior while the risk of doing transaction along with the preferences towards traditional shopping and reliability issues acted as the biggest impediment towards the growth of online shopping in India.

Al-Debai et al. (2015) examined the consumer attitude towards online shopping in Jordan, with the help of well-structured and self-administrated Online survey targeting the online shoppers of reputable online retailers in Jordan. Their study indicated that the attitude of the online consumer is determined by trust and their perceived benefit factor.

K. M. Makhitha (2014) has examined the factors influencing generations Y student's attitudes towards online shopping. A survey method was deemed appropriate for this research to explore the attitude of generations Y students of one University towards online shopping. This theory concluded that the majority of Y generations use consistent internet but did not shop online. Here the study is limited to the one University there is further scope of studying the factors influencing generations Y student's attitudes towards online shopping.

R. Shanthi and K. Desti (2015) has researched to Know the type of products purchased by consumers through online shopping and to identify the factors influencing while buying products online. A direct survey method was used for collecting data for the study, this study Concluded that consumer's perception of online shopping varies from individual to individual and the perception is limited to a certain extent with the availability of the proper connectivity and the exposure to the online shopping. The perception of the consumer also has similarities and differences based on their characteristics. The study reveals that most youngsters are attached to online shopping and hence the elder people don't use online shopping much as compared to the younger ones. The study highlights the fact that the youngsters between the age of 20-25 are mostly poised to use online shopping. It is also found that the majority of the people who shop online buy books as it is cheaper compared to the market price with various discounts and offers. The study also reveals that the price of the products has the most influencing factor on online purchases.

3. RESEARCH GAP

Numerous research are conducted on numerous components of client mind-set in the direction of online purchasing in India or specific nations like customer attitude closer to retail buying inside the Indian context, college students mind-set in the direction of on-line purchasing, elements influencing consumers in the direction of e-purchasing, Women purchaser buying conduct toward online shopping, purchasers notion on on-line purchasing, gender differences in clients toward belief on-line customers, perception of online buying demographic elements, mind-set and age distinction in on-line purchasing. The assessment of the literature conducted for the contemporary study makes it clear that there's similarly scope for observe more troubles regarding the patron mindset towards on line shopping. Hence it's miles determined to analyze Consumer attitude in the direction of on-line buying and its obstacles.

4 RESEARCH METHODOLOGY

4.1. OBJECTIVE OF RESEARCH

- To examine how socio-demographic factors affect Consumer attitude towards online shopping.
- To find the pattern of consumer's attitudes towards online shopping.
- To investigate the factors that played a role of barrier to the consumer's attitude towards online shopping.

4.2. SAMPLE METHOD

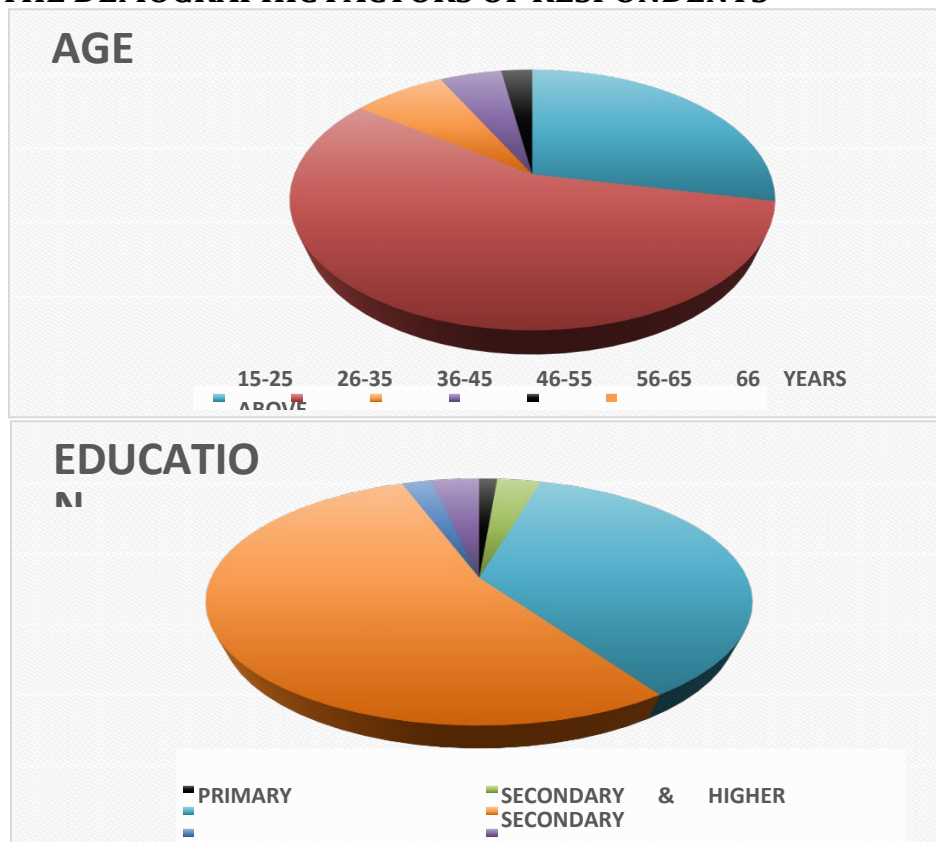
Respondents were selected from different states of the country. This study was conducted by convenience sampling methods. The data for the Study was gathered through a structured questionnaire. There were 60 respondents in this research study.

4.3. DATA COLLECTION AND DATA ANALYSIS:

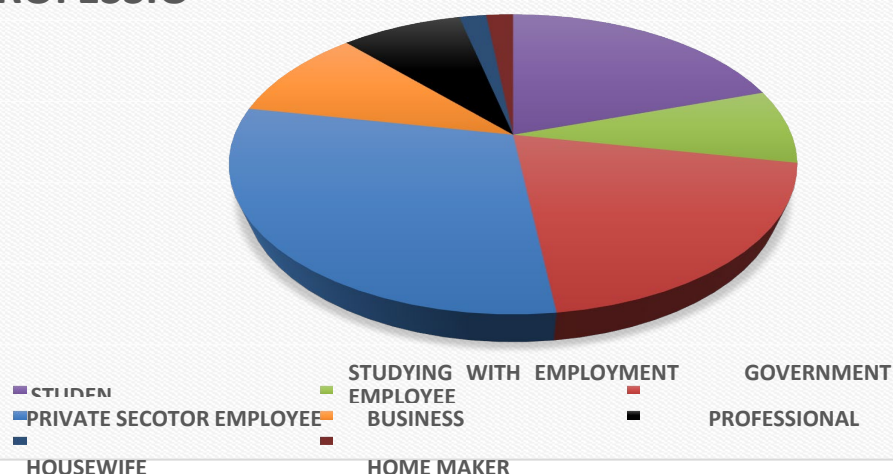
The have a look at became carried out by way of comfort sampling approach. It intends to explore the patron mindset closer to on-line shopping and its impact. The facts for the look at was amassed thru a dependent questionnaire. The first a part of the questionnaire protected the query approximately demographic records of the respondents inclusive of profits, age, profession, etc. The second a part of the questionnaire consisted of questions about the consumer attitudes approximately on-line buying and limitations in online shopping.

5 DATA ANALYSIS AND INTERPRETATION:

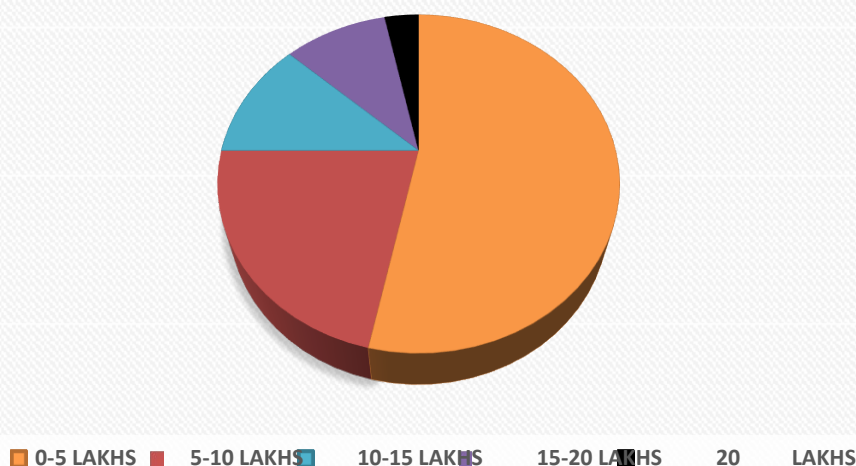
5.1.TO KNOW THE DEMOGRAPHIC FACTORS OF RESPONDENTS



PROFESSION

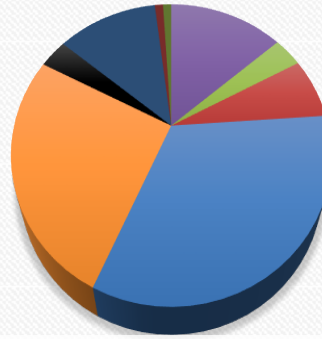


ANNUAL



The above graph clearly shows the demographic information of the 60 respondents. In the first diagram, we can see that most respondents are between the ages of 26 and 35 and 15 to 25. On the other hand, let's move on to another diagram that shows the education of the respondents. According to the graph, 55% of the respondents are post-graduate and 36.7% are undergraduates, the remaining 8.3% of the respondents are in the category of graduates, diplomas and secondary and higher secondary schools. The second diagram shows the occupation of the respondents. According to the diagram, 30% of respondents are private sector employees, 20% of all respondents are government sector employees, another 20% are students, 10% of respondents are in business, 8.3% of all these respondents are professionals, the remaining 11.3% of respondents lie while studying by employment, apartment building category. The following graph shows the annual income of the respondents. According to the collected data, the annual income of 53.3% of the respondents is between 0-5 million, 21.7% of the respondents' annual income is between 5-10 million, 11.7% of the respondents' annual income is between 10-15. million, the annual income of 10% of the respondents is between 15-20 million, the income of the remaining 3.3% of the respondents is between 20 million and more.

HOW OFTEN DO YOU BUY PRODUCTS/SERVICES



EXTREMELY OFTEN 2-3 TIMES IN WEEK WEEKLY
 MONTHLY BI-MONTHLY
 ANNUALLY

5.2.ONLINE BUYING BEHAVIOR

As per the given above data, 32.8% of respondents buying products/services online monthly. At the same time 25.9% of respondents buying bi-monthly. There are 12.1% of respondents they buy rarely online, with contrasting that 13.8% of respondents buying extremely often online. The rest of the 15.4% of respondents lies in weekly, 2-3 times in the week, with no certainty and never purchased category.

5.3.CONSUMER ATTITUDE TOWARDS ONLINE BUYING



The above diagram indicates the patron mind-set closer to online shopping. The first diagram indicates that from a total of 60 respondents 95% of respondents sold products/services on line, five% of respondents had by no means bought any merchandise/services on line. The 2d diagram indicates which sort of products/services customers used to shop for online. 39 (sixty five%) respondents purchase ingredients Online, forty seven(seventy eight.3%) respondents buy garments online, 34(fifty six.7%) respondents buy books on line, 8(13.Three%) respondents buy rings on-line, 24(forty%) respondents purchase groceries on line, 20(33.Three%) respondents buy cosmetics on line, 11(18.Three%) respondents buy fixtures on-line, 12(20%) respondents buy toys on-line, 34(56.7%) respondents use to ebook lodge/tour bookings online, 31(51.7%) respondents buy patron electronics gadgets on line, 37(61.7%) respondents buy

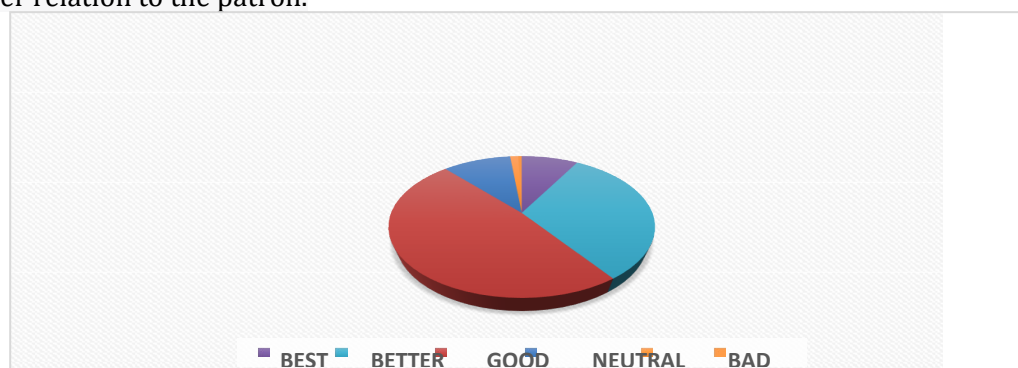
film/sports activities/music/event Tickets on-line, handiest 3(five%) respondents had by no means purchased any merchandise/offerings online.

5.4. INFORMATION ABOUT BARRIERS TO ONLINE SHOPPING

Number	Factors	Yes	No
1.	Worried about giving credit card numbers.	55%	45%
2.	Like to see the product in person before buying.	85%	15%
3.	The product is expensive due to access.	38.3%	61.7%
4.	Internet connectivity problem.	18.3%	81.7%
5.	Wrong/bad quality of product arrival and could not return it.	45%	55%

As per the given above data, it is clearly understood the factors that played a role in the barrier during online shopping. In except those factors some respondents mentioned other factors that also barriers to online shopping as given below:- The other elements which can be taken into consideration as barriers are as follows:-

- Size mismatch, return hassle and refund problem. Products not operating every so often
- Fake products, issue in servicing or warranty in case of household products.
- The high-quality of the product shown on line and first-rate introduced differs loads, negative high-quality is delivered specifically on the acquisition of garments. That's why accept as true with gets little shattered from on-line shopping.
- Not Wide Range of Branded Item.
- Featured product isn't always as in line with expectation.
- Product Reviews are once in a while not actual so don't know which evaluate to trust and to which now not.
- The real sellers are not related to the cease-person or consumer due to the fact most of the promoting structures are mediators between the seller and the customer this is the most vital issue of not having product friendly enterprise in addition to a higher relation to the patron.



INFORMATION ABOUT OVERALL EXPERIENCE/ SATISFACTION TOWARDS ONLINE SHOPPING.

As per the given above data, the overall experience of online shopping of 48.3% of respondents is good. 31.7% of the respondent's overall satisfaction is better. 10.3% of respondents are neutral about online shopping. For 8.3% of respondents, online shopping is the worst experience.

6 FINDINGS AND CONCLUSION

An strive was made by means of the researcher to observe the existing popularity of online shopping. 60 respondents from unique taluks of tumkur district had been selected. Opinion from these respondents turned into collected with the help of a nicely-established questionnaire. With the assist of Data analysis and interpretation, findings were drawn by using researchers. With the assist of findings following conclusion was drawn by researchers. Due to the revolution in telecommunication sector number of customers of the net are expanded in India in latest time and clients are the use of the internet for on-line shopping but nevertheless for regular buy maximum of the purchaser's first choice is manual buying. Respondents are who prefer online buying because of diverse reasons like discounts, a huge variety of product availability, easy get entry to, and consumer-friendly web sites, secure and stable fee system, easy go back and changing items and clients can avoid the hassle of purchasing on line. Some boundaries at the back of on-line shopping in large scale like they need to peer products earlier than buying, worry of incorrect/ terrible exceptional of product arrival, involved about giving credit score card range, featured products are not as expectancies, every so often product opinions

aren't real, faux products arrival and every now and then quality difficulty too. Majority of respondents lies among the age of 26 years to 35 years and career of respondents not gambling any critical position inside the decision-making technique. The earnings of the bulk of respondents lies among zero-five lakhs. If we grow through the overall pride the majority of respondents happy with on-line shopping. Companies ought to make aware customers regarding return policy, the actual dealers should had been trying to connect to give up-consumer to make product friendly commercial enterprise as well as higher family members with consumers

7 SCOPE FOR FURTHER RESEARCH

Here an strive has been made to have a look at patron mind-set toward on line shopping. This take a look at has one drawback that it's far based totally at the restricted wide variety of respondents, which lets in other researchers to in addition studies.

CONFLICT OF INTERESTS

None.

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