

# ATTITUDE OF BUYERS TOWARDS ONLINE SHOPPING:-

## “AN EMPIRICAL STUDY ON RURAL AND URBAN AREA”

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### ABSTRACT:

With changing technology and advent of internet, style of shopping has been affected greatly. The rapid growth of technology led to the increase use of devices such as smart phone and tablets which changes the way people use to shop. Internet through broad band ,3G,4G etc brings the Online shops to remote corner of country which lead to an improved online buyers base. This study helps in not only understanding the demographic profile of respondents but also the impact of online shopping on rural and urban respondents.

### INTRODUCTION:-

Online Shopping is buying and selling of goods and services through Internet with the help of WWW i.e. World Wild Web{Tec Target,2007-2012}.Virtual Shopping or E-Shopping is a part of E-Commerce where buyers buy goods and services directly from sellers over internet. V-Shops{Virtual Shops}post their products in their websites and describes the quality and features of their products through text, pictures/photos and with help of multimedia files .Online Market is growing very rapidly, its benefits not only associates with buyers but also with sellers. Buyers gets advantages of 24x7 shops ,easy comparison of price and quality ,lower transcation and search cost, more alternatives etc where as seller gets advantage of extension of market, buyers from all over, prevention from physical overstocking of products etc. here in this research researcher try to study the attitude of buyers of urban and rural area of Raipur district towards Online Shopping regular.

**REVIEW OF LITEATURE:-**

The classic consumer purchasing decision-making theory can be characterized as a field extending from analytical behaviors, through to limited problem solving behaviours and then towards wide-ranging problem-solving behaviors [ Schiffman et al., 2001] A challenge for E-marketers to switch low frequency online buyers into regular buyers through successful website design and by addressing concerns about consistent performance. Thus, the online retailing facing more issues than the benefits it presently offers. The quality of products offered online and procedures for service delivery are yet to be standardized.[R. -Suresh kumar.,2017] E-Retailers exploiting the advantages of e-commerce presupposes that buyers are familiar with the range of products they are invited to choose from on the basis of electronically provided information alone, and that this is a unconvinced assumption when questions of fit, touch, taste, and smell are at issue. [Borenstein and Saloner., 2001] The underdevelopment of the credit card market, fear of online payment fraud, and inefficient parcel delivery can put off online spending. If these additional impediments are main in rural areas, the benefits of e-commerce might not materialize. As for the task of the global-village theory in e-commerce, earlier studies have been mixed. [Kshetri 2001]

**RESEARCH METHODOLOGY:-**

A study is based on both primary and secondary data .Primary data is collected through personal interview and investigation is done through schedules both are the main sources of information needed for study of demographic question such as gender ,age ,occupation and education .where as secondary data is collected through local newspaper, journal, internet sites etc.

**OBJECT OF STUDY**

- 1 To study about the demographic profile of the respondents in rural and urban area.
- 2 To study the factors which effect the buying behavior of buyers while purchasing online.

**SAMPLE SIZE AND AREA**

Sample size are collected from rural and urban area of Raipur district. A target of 50 urban and 50 rural respondents was taken on convenient sampling technique method .Questioner has been distributed which provides sufficient information about buying behavior about online shopping. Utmost care was taken to avoid indifferent buyers and reduce sampling errors.

**DATA ANALYSIS AND ITS INTERPRETATION**

To study the effect of attitude of buyers towards online shopping questions has been asked from respondent of both urban and rural area The collected data was processed and analyzed by using percentage method.

Table 1

**Demographic Profile of the Respondents**

	PERSONAL VARIABLE	RURAL:NO OF RESP	RURAL :PERCENTAGE	URBAN: NO OF RESP	URBAN :PERCENTACE
AGE	Up to 25 yrs	27	54	30	60
	25-40 yrs	18	36	15	30
	40yrs & more	5	10	5	10
GENDER	Male	35	70	27	54
	Female	15	30	23	46

EDUCATION	Ssc	28	56	35	70
	Intermediate	19	38	12	24
	UG	3	6	3	6
OCCUPATION	Student	25	50	30	60
	Employee	10	20	15	30
	Business	15	30	5	10
	TOTAL	50	100	50	100

#### Interpretation:

The demographic profile of the Respondent shows the noticeable effect on their buying behaviour. It can be observed that a majority of the respondents in rural areas were male (70%) and were aged upto 25 years (54%). majority of the respondents (56%) were studied Ssc. Majority of the respondents are students (50%). Similarly, a majority of the respondents in urban areas were male (54%) and were age group up to 25 years (60%). majority of the respondents (70%) were studied Ssc. Majority of the respondents are students (60%). From the above analysis it is evidently determined that the demographic profile of the respondents are similar because of easy accessibility of internet and increasing usage of mobile.

#### LIST OF QUESTIONS ASKED AND THEIR ANSWER

LIST OF QUESTIONS	RURAL RESP {50}	PERCENTAGE	URBAN RESP {50}	PERCENTAGE
1 Online shopping frequency				
Once in month	8	16	10	20
Once in six month	15	30	15	30
Whenever needed	27	54	25	50
2 Preferential mode of payment				
Cod	20	40	25	50
EMI	30	60	20	40
Debit/credit cards	-	-	5	10
3 Knowledge about online market				
Friends	30	60	18	36
Tv/news	10	20	7	14
Bill board	10	20	25	50
4 Do offer incline to buy more				
Never	5	10	5	10
Sometime	7	14	20	40
Always	38	76	25	50

5 Comparison of price				
Sometime	12	24	8	16
Always	28	56	40	80
Never	10	20	2	4
6 Most purchased product				
Cloth	30	60	30	60
Mobile	15	30	15	30
Daily needs	5	10	5	10
TOTAL	50	100	50	100

### Interpretation

From the above table buying behaviour of rural and urban respondent are concluded in following way

Online shopping frequency :- It is seen that major numbers of respondent in rural {54% }and urban {50% }area buys only when needed. The frequency of buying once in month is very less.i.e is 16% & 20% respectively.

Mode of payment :- It is concluded that 60% of rural respondent buy in E.M.I option and don't use card at all where as urban 50% of respondent prefer Cod option and 40% use E.M.I assecond option

Knowledge about online shopping:-60% of rural respondent know about online shopping through there friends and 50% of urban respondent know from bill board and 36% knows through friends

Offer incline:-it is seen that both rural {76% } and urban{50% }respondent incline by online offers.

Price comparison :-56% of rural and 80% of urban respondent always compare price with physical market where as 20% of rural and 4% of urban respondent never compare price.

Most purchased products:- 60% respondents of both rural and urban area prefer to buy cloth where as only 5% buys daily needs item.

### Conclusion

This study bought the fact that demographic profile of the online shoppers are young, educated ,intensive and are expect use of internet both in urban and rural areas. The study reveals that easy navigation, discounts and offers, in-depth information and low price factors will impact more on buyers attitude in rural and urban areas. also 24x7 shopping, free delivery and returns policy has a high influence on rural and urban buyers By understanding the key factors that could impact on online shopper's attitude towards online shopping, e-retailers would be able to formulate and execute their e- business strategy efficiently and effectively to own stronger competitive advantage.

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