Attitudes of E-Shoppers and Non E-Shoppers towards E-Shopping: A Comparative Study

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ABSTRACT

Today, the emergence and rapid growth of E-commerce has triggered off many changes in daily life. This new phenomenon has promised change, challenges and even bright future, not only to consumers but also to the e-tailing companies, suppliers and middlemen. E-shopping plays a major role in the Indian economy and is expected to change the current scenario of shopping from physical stores to e-stores. This study aims to examine the buyers’ attitude towards e-shopping and also to find the critical reasons for not shopping through online. The results reveal that buyers are still hesitating to shop online. The most important reasons for buyers in both cities not to shop online are online security, prefer to buy by touching and feeling, and customer service. The factors influencing to buy online are being able to get detailed product information, product delivery, convenience, product quality and competitive prices. These results also have some practical implications for managers and strategists of e-stores.

KEYWORDS

Attitude, Buyer, E-Shoppers, E-Shopping, E-Stores

INTRODUCTION

The popularity of Internet and e-commerce has become one of the most important social and business developments of the last decade. Due to rapid growth of e-commerce, consumer buying decisions are increasingly being made in network-mediated environments. It is observed (Zeng & Reinartz, 2003) that “Internet has very differentiated impact along the various stages of the consumer decision-making process and the true value-added of the Internet to consumers materializes at very specific points in the purchase process. The empirical evidence shows that the ecommerce initiatives so far have been focusing mostly on increasing the effectiveness of online search, paying much less attention to facilitating online transactions, and almost completely ignoring the importance of helping consumers make better decisions.”

Earlier studies explain the different approaches of defining e-commerce by researchers. In general e-commerce means the use of the global Internet for purchase and sale of goods and services, including services and support after the sale (Treese and Stewart, 2003). Ghosh (1997) states that e-commerce provides consumers the ability to bank, invest, purchase, distribute, communicate, explore, and research from virtually anywhere an Internet connection can be obtained. It also helps in sharing business information, maintaining business relationships, and conducting business transactions by means of telecommunications networks (Zwass, 1996). The electronic networks are used with the objective to simplify and fasten all phases of business processes from production of goods to their sale and
delivery (Barsauskas et al., 2008). Laudon and Laudon (2009) define e-commerce as, “a process of buying and selling goods electronically with computerized business transactions using the Internet, networks, and other digital technologies. It also encompasses activities supporting those market transactions, such as advertising, marketing, customer support, deliver, and payment”.

Online shopping attitudes refer to consumers’ psychological state in terms of making purchase in the internet (Li and Zang, 2002). In the existing situation, many companies have started using internet with the aim of cutting marketing costs, thus, reducing the price of their products and services in order to hang about further on highly competitive markets. Companies also use internet to convey, communicate and disseminate the information, to sell product, to take feedback, to compare prices, product features and after sale service facilities they will receive if they purchase the product from a particular store (Shergill and Chen, 2005). Everything that the consumers want and need to buy presents a potential for e-business. Most of the physical retail stores have expanded their market by using the internet to get the best of both worlds. Stores that are marketing their products in both areas can take advantage of the high demand for e-shopping availability.

A company that wants to market their items online can establish an e-store by developing a website. In general, these e-stores consist of several branches with the merchandize structured accordingly. The consumer can view the products image, description, materials, sizing, warranty, etc., and select to add the item to his or her virtual shopping cart, they are usually given the option to continue shopping or proceed to checkout. Once the consumer proceeds to checkout, the money transaction either by net banking, debit or credit card, etc., is done and the item is shipped from the e-retailer to the consumer. In the recent days, the payment systems such as PayPal have made e-buying much easier and more consumers are gaining access to this system. The customers with a virtual wallet for online global shopping, empowering a new segment of consumers to buy products and services on the web without the use of a credit cards. This payment option allows for safe transactions between two private parties.

**SIGNIFICANCE OF E-SHOPPING**

E-shopping is a fast growing area of technology and establishing a virtual store on the internet allows the retailers to expand their market and reach out to consumers who may not otherwise visit the physical store. E-shopping has become the third most popular internet activity following the e-mail usage and web browsing. Internet is changing the way how consumers shop and buy the goods and services. The convenience of e-buying is the major desirability factor for the consumers. Unique e-payment systems offer simple and safe purchasing from other individuals. The benefits of e-shopping also come with potential risks and dangers that the consumers must be aware of. In future, we can expect the e-stores to enhance their technology enormously, allowing for much easier and a more realistic buying experience.

Many entrepreneurs have been taking advantage of this opportunity and established e-stores on the internet namely, Flipkart, Amazon, Snapdeal, Shopclues, Ebay, Askmebazar, Jabong, Yepme, Yebhi, Myntra, Bigbasket, Localbanya, etc. At present there is also rise in popularity of e-websites, which allow consumers to sell and purchase to each other such as Quikr, OLX, etc. In Andhra Pradesh the e-commerce market has been continually escalating and this aspect can be noticed by taking into account both the increasing number of e-stores and the number of visitors that is gradually increasing, visitors that change into buyers of goods on the internet. Due to the busy schedules, heavy traffic, easy access to internet, availability of wide range of products and services on the internet, competitive prices, and home delivery services after working hours, have curved most of the customers attention towards e-stores. One of the biggest challenges of e-stores is attracting enough online customers to be
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Social Capital, Self-Esteem, Popularity, Need for Accessibility to Friends, and Stress Predict Cyber Technology Use