

## **An Analysis of Consumer Behaviors towards Online Shopping of Electronic Goods With special reference to Bhopal and Jabalpur city**

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**ABSTRACT:** Online shopping provides a good example of the business revolution. E-commerce has made life simple and innovative of individuals and groups; consumer Behavior in online shopping is different from the physical market where he/she has access to see the product. The purpose of this research was to study the consumer behavior in online shopping of electronic goods especially in Bhopal and Jabalpur city of Madhya Pradesh. The main research question inthesis is how consumers behave while shopping online. Primary data wascollected through the questionnaire survey through face to face and personal contact to be involved in two major cities of Madhya Pradesh.

In this study Customer-oriented factors 'time saving', 'product quality', 'product price', 'convenience', 'accessibility', 'shop anywhere and anytime' are the main specific factors influence customers attitudes toward electronic product online shopping. The technology-oriented factors, 'guaranteed quality', 'cash on delivery', and 'dis-counts and promotions are the main specific factors influence customers attitudes toward electronic product online shopping.

**KEYWORDS:** Online shopping, Internet shopping, Attitude, Intention, Trust, Shopping experience, Service experience, Product quality.

### **INTRODUCTION**

The term Internet is as a business tool for companies and individuals. Internet became a new mediator between companies and their customers. Today, the Internet is a public, cooperative and self-sustaining facility accessible to hundreds of millions of individuals worldwide. Nowadays; Internet accepted as s significant effective communications channel challenging with the traditional ones, such as Radio, Magazines, and TV. The Internet shop offers dissimilar ways of online communications with communication differences tools that need a better decision of their effect on customer communications.

The internet apparent capabilities involve directions for collecting information, purchasing a goods, or representation a service. Internet technology advancement allows for the expansion of online shopping options beyond traditional methods, which may be more time wasting. With a growing number of individuals turning towards the Internet and the world of e-

commerce to shop, enterprise, make payments, and carry out online banking, new technological advancements will have to come about to make these transactions secure. The growth of individuals are gravitating towards more exhaustive use of the Internet as technology convenience, information availability, and the capability to interact through the Internet increase and develop. Consumer behavior is the fundamental of doing each business. Moreover, businesses continue to establish an online presence, they are finding that some consumers are still reluctant to switch in that same direction.

## BACKGROUND

### CONSUMER BEHAVIOR

“Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society”. With the reference of above cite; Consumer behavior of every individual is different from other depending on buying choices which is influenced by buying habits and choices that are turn tampered by psychological and social drivers that affect purchase decision process. The decision making vary from person to person, place to place and focusing on the past experience of consumers; we can predict the future trends by bringing profitable products and services into the market. In this modern world, the popularity of interactive media like the World Wide Web is increasing day by day with rapid pace because of two main factors, those are:

- 1) Most of the companies are doing their business online and make their website as showroom of their product and services.
- 2) Fast increment of consumer segments due to increase needs and demand including online shopping as well.

### E-COMMERCE/ONLINE SHOPPING

Internet makes life simple and innovative. People are doing business online and trade has become more easy and fast. Internet provides new ways to promote business. Website becomes the essential part of online business as to show their services and products. Internet gathers all competitors and consumers in one place. It brings new lane to promote, advertise products and services in market.

Online consumers are always seeking new products, new attractiveness and the most important thing being price compatibility with their budget. The internet is the best way to save time and money through purchasing online within their range of budget anywhere and anytime. Online consumers don't have limits to online shopping. They also use internet for comparison of prices of goods and services, news, visit social networks and search information and so on.

### CONSUMER BEHAVIOR OVER INTERNET

The Consumer Behavior Reports designed to give media, industry analysts, and merchants insight into online shopping trends, purchasing behavior, product pricing and market share.

According to consumer behavior report, of those 10 percent of online consumers who have purchased from their mobile phone, the majority (58 percent) indicated that they have used the mobile Internet to purchase digital content for their phone. Although some consumers have not moved beyond basic mobile personalization and casual gaming, some online consumers have made substantial purchases from their mobile phones, such as: consumer electronics (51%), computers (37%), books (36%), clothing (20%), and jewelry (20%) (Consumer behavior report, April 2009).

Consumer behavior in electronics environment is critical as compared to physical world and crucial understanding can be examined if the factors that affect the purchase decisions are ignored and unambiguous. Online consumers fear the opportunity to physically examine the product which is specifically regarded as influential factor in purchase decision. Therefore, consumer behavioral pattern in online shopping can be fundamentally different from traditional environment.

## REVIEW OF LITERATURE

(*Haugtvedt, Machleit & Yalch, 2005*)<sup>(1)</sup>, were analyze that, for each product references for online methods decrease across successive shopping stages, especially between the searches and compare stage. Online firms need an offline presence if they want to compute the sale. This is more important for some products than for others, as indicated by the varying online purchase preferences. If consumers' experience with online shopping leads to the development of more trust and less aversion to closing the sale online, then offline firms need to be aware of the perceived advantages of online

shopping for products like books, CDs, and electronic products, which have traditionally been shopped for a brick-and-mortar stores. This indicates that offline firms in these product categories need to cultivate an online presence.

**(Wang & Yang, 2010)<sup>(2)</sup>** presents that, the electronic equipment takes a high percent of the individuals shopping. Compared with other goods, online shopping of electronic goods adds great convenience to the life of the people. Buying electronic gadgets online gives customers an opportunity to find a great variety of product online, and customers can review a wide selection of products and find special offers and discount with the best deals online. In the coming years, the development of online retailers is improving and promises a bright future. However, the tangible and intangible problems of electronic product online shopping still exist and the online store retailers lack the customer knowledge in some extent. Therefore, our intention is to explore customer behavior when purchasing electronic products through investigating the factors that can affect online shoppers' attitudes, intention and actual buying behavior. In this research, we offered the online retailers some suggestions to improve their sales and attract more customers.

**(Keisidou, Sarigiannidis, Maditinios, 2011)<sup>(3)</sup>** studied that, online shopping is among the most popular activities of the internet, yet the reasons why consumers buy online are still unclear. Although it is implied that consumer acceptance of online shopping is affected by different products. Consumer's attitude while making online purchase was examined in the context of different product types. Many factors were selected to be analyzed, which are Personal Innovativeness of Information Technology (PIIT), Self-efficacy, Perceived security, Privacy, Product involvement and how they affect consumer attitude towards online shopping. PIIT, perceived security and product involvement have an effect on the attitude towards online shopping.

According to **(Jun and Jaafar, 2011)<sup>(4)</sup>**, business revolution is a good example which is provided by online shopping. E-commerce is experiencing a period of rapid development currently in China; for the expansion of the online shopping market, large number of Internet users provides a good foundation. After studying and analyzing different variables this research found that there were relationships between the perceived usability, perceived security, and perceived privacy, perceived after-sales service, perceived marketing mix, perceived reputation and consumers' attitude to adopting online shopping in China. However, only marketing mix and reputation were significantly influence consumers' attitude to adopt online shopping. After studying this journal we able to understand consumers' online purchase behaviour.

According to **(Burkolter&Kluge, 2011)<sup>(5)</sup>**, online shopping entering in a consolidation phase, so there is a need for research differentiating online consumer behavior for a range of product categories. Also, individual differences in online shopping need to be considered. Therefore, in this research a survey is conducted for nine different product categories for online information search and online shopping as well as socio-demographic and individual variables (shopping orientation, need for emotion, and fashion leadership) was conducted in Germany. Results showed significant differences in online information search as well as shopping regarding gender, status of employment, and education. Moreover, individual variables were differently related to online shopping behavior.

According to **(Salehi, 2012)<sup>(6)</sup>** The Internet as a global medium is quickly gaining interest and attractiveness as the most revolutionary marketing tool. The global nature of communication and shopping has as well redefined, seeing that it is the perfect vehicle for online shopping stores. Convincing the consumers to shop online is still a challenging task for web retailers in Malaysia. The growth of Internet technology in Malaysia has enormous potential as it reduces the costs of product and service delivery and extends geographical boundaries in bringing buyers and sellers together. Independent variables namely appearance, quick loading, security, sitemap and validity influence consumers towards online shopping and security is the factor that contributes most towards online shopping.

**(Gao, 2012)<sup>(7)</sup>** presents that, Online seekers are the main sources of online shopping. Online shoppers always want to seek information within few clicks and reach to the most relevant information according to their requirements such as competitive brands, best price offers, product specification and consumer word-of-mouth.

According to **(Kapoor ,2012)<sup>(8)</sup>**, online decision making and online shopping phenomena are governed by a number of consumer acceptance and behavior characteristics and grounded in theoretical aspects of consumer decision making. There are number of factors that affect what we buy, when we buy, and why we buy. In reference to buying online, the factors that influence consumers are marketing efforts, socio-cultural influences, psychological factors, personal questions, post decision behavior, and experience.

**(Javadi, Nourbakhsh, Saeedi&Asadollahi, 2012)<sup>(9)</sup>** analyze factors affecting on online shopping behavior of consumers that might be one of the most important issues of e-commerce and marketing field. The objectives of in this study are covering the shortcomings of previous studies that didn't examine main factors that influence on online shopping behavior. This goal has been followed by using a model examining the impact of perceived risks, infrastructural variables and return

policy on attitude toward online shopping behavior and subjective norms, perceived behavioral control, domain specific innovativeness and attitude on online shopping behavior as the hypotheses of study. This study can be considered as an applied research from purpose perspective and descriptive-survey with regard to the nature and method (type of correlation). The outcome of this study identified that financial risks and non-delivery risk negatively affected attitude toward online shopping. Results also indicated that domain specific innovativeness and subjective norms positively affect online shopping behavior. Furthermore, attitude toward online shopping positively affected online shopping behavior of consumers.

(Chandra and Sinha, 2013)<sup>(10)</sup> studied that, now days the new and latest type of retail shopping are online shopping. It has now been adopted all over the world including India. In many other countries this shopping method is still not as well known or accepted, and though the knowledge of online shopping in India is now beginning to increase rapidly. To analyze factors affecting on online shopping behavior of consumers that might be one of the most important issues of e-commerce and marketing field, this is the main objective of the study. It is a complicated socio-technical phenomenon and involves too many factors so that there is very limited knowledge about online consumer behavior.

(Bashir, 2013)<sup>(11)</sup> analyze that E-commerce has made life simple and innovative of individuals and groups; consumer Behavior in online shopping is different from the physical market where he has access to see the product. The purpose of the research was to study the consumer behavior in online shopping of electronics especially in Pakistan. The main research question in thesis is how consumers behave while shopping online. Primary data was collected through the questionnaire survey and by emails from personal contacts in two major cities of Pakistan. Price, time saving and convenience were identified as important factors which lead to certain buying behavior in online shopping. The www is rebuild around people where social circles influence and lead to online buying.

#### RESEARCH OBJECTIVES

- To clarify and get insight into consumer behavior towards online shopping of electronic goods.
- To study the perceptions of adopters in respect of demographic profile.
- To study consumers' expectations of online stores.
- To analyze the consumers wants and needs.
- To find out factors that influences the consumers towards online shopping.
- To describe the distinctions between traditional consumer behavior and online consumer behavior.
- On the basis of conclusions and tools developed, it can be suggested/ used for effective government and online purchase policy formulation with a view to overcome present scenario of stagnancy in sales and cultivate future demand for online shopping.

#### RESEARCH QUESTIONS

- How consumers behave while shopping online?
- What main factors affect the online consumer when considering and making a purchase over the internet?
- What kind of segments can be found within the identified consumers when purchasing electronic goods?
- What is the connection with the identified factors and consumer segment groups?

#### HYPOTHESIS

##### NULL HYPOTHESIS

*Consumers responses towards online shopping of electronic goods of Bhopal city are same as consumer's responses of Jabalpur city.*

##### ALTERNATIVE HYPOTHESIS

*Consumers responses towards online shopping of electronic goods of Bhopal city are not same as consumer's responses of Jabalpur city.*

## **RESEARCH METHODOLOGY**

The main purpose of study was to study the consumer behavior that purchases electronic goods in Bhopal and Jabalpur city with the help of internet. Online consumer behavior is influenced by many factors when making online purchase. In order to provide good piece of work and build understanding in this subject we conducted initial research in literature on consumer behavior and e-commerce. We have reviewed those theories and related studies that had similar areas to focus and give particular attention to their consequences.

For this research it is decided to use questionnaire approach that would be filled by people in Bhopal and Jabalpur city especially those people who are in my circle and from the general public and encourage them to respond on this questionnaire in order to increase the response rate, the questionnaire is limited to two sheet of A4 paper.

This study is based on exploratory study but developed through exploratory study that's why research starts out with gaining knowledge regarding consumer behavior and then move towards online consumer behavior. With the help of this knowledge and theories it will identify those factors that are of importance when online consumer is making purchasing especially in Bhopal and Jabalpur city. Then this data used in order to find relationships, means between these variables.

## **SAMPLE**

The factor that intended to examine can be applied to and investigated in Bhopal and Jabalpur city population that uses the internet and buys electronic goods. Since there is time and resource constraint that is why specific population had been approached in order to generalize the results includes 40 respondents. The questionnaire was mainly distributed in two cities but the major reliance was on the distribution through personal contacts So 40 Respondents are studied for analysis and research.

## **NON PROBABILITY AND CONVENIENCE SAMPLING**

Sample techniques can be divided into two broad categories of probabilities and non-probability sample. Probability sample (also commonly called random samples) are distinguished by the fact that each population element has a known, non-zero chance of being included in the sample. It is not necessary that the probabilities of selection be equal, only that one can specify the probability with each element of the population will be included in the sample. With non-probability samples, in contrast, there is no way of estimating the probability that any population element will be included in the sample, and thus there is no way of ensuring that the sample is representative of the population. All non-probability samples rely on personal judgment in the process. In this study, we employed non-probability sample technique since it seemed to be suitable as the questionnaire would take place in Bhopal and Jabalpur city. Also, as sampling frame is unknown, in other words, we do not have a complete list of the population who has online shopping electronic products experience. Hence, probability sampling cannot be applied to the study.

## **DATA COLLECTION**

Data can be collected in different ways depending on if it is primary or secondary data it is to be collected. Primary data is collected especially to answer the purpose and research questions of the current study. This data must be gathered by the researcher of the study at hand and can be done by questionnaires. Secondary data is data that has been collected earlier, to fulfill the purpose of some other study. How primary and secondary data was collected to this study will be described in the two following sections.

## **PRIMARY DATA COLLECTION**

Primary data can be collected through observation, interviews and questionnaires. For this data collection the decision was to use an interview questionnaire, meaning that face-to-face, personal contact with respondents should be involved. The questions are asked which are read out from the questionnaire, and recorded the responses by ticking appropriate boxes. We can encourage respondents to answer as fully as possible and check, as appropriate, that the question is correctly understood. However, collecting primary data is time consuming. It takes us several days from the start-point of initial plan to the end-point in order to get results. So it is much longer than the time it takes to acquire secondary data. The other drawback of collecting primary data is the difficult to reach every target group. For us, it is impossible to find all the people to

be involved in this research. In the first section of questionnaire demographic questions are used which are based on gender, age, income, education, etc.

In the second section of questionnaire **Likert scales** generally are used to assess attitudes. It also can be used to measure the extent to which participants agree or disagree with a particular statement, and are useful for questions where there may be no clear responses, such as “yes” or “no”. The scale could offer a five-item or seven-item scale to make the respondents to tick the appropriate point on the scale that matches most closely their feelings or attitudes. In this questionnaire, question 11 is Likert scales. However, Likert scale has its possible shortage. For example, scores on 5-point Likert scales are affected by some dogmatic respondents. Those people tend to choose extreme values or their favorable responses, such as ‘strongly agree’ and ‘neutral’. 5 point Likert scale is used for taking responses. The rating is based on

**1 = strongly agree 2 = agree 3 = Neither Agree nor Disagree 4 = Disagree 5 = Strongly Disagree**

## SECONDARY DATA COLLECTION

For many research questions and objectives the main advantage of using secondary data is the enormous saving in resources, in particular time and money. Secondary data also provide me more time to think about theoretical aims and substantive issues. When searching for secondary data, we usually adopt several sources. For example, before we started writing the theoretical framework, we want to have a deeper understanding of the research problem and research background. In order to form the conceptual framework of this study, Several Marketing and Management Journals, for example, Journal of Business and Industrial Marketing, books and e-books, newspaper articles, internet websites, and standard thesis were also searched. These data bases supplied us with a great amount of secondary sources, which later developed into the foundation of our literature review.

Several key words were used independently when searching for articles. Those are listed below:

- Online shopping
- Internet shopping
- Attitude
- Intention
- Trust
- Shopping experience
- Service experience
- Product quality

## DATA ANALYSIS

In this chapter presents all the empirical findings from this study. It mainly includes the findings from primary data which was collected by conducting in a quantitative method of a questionnaire among 40 respondents of two cities. The chapter is divided according to the research questions, meanwhile it also make the findings according with the research model of online shopping behavior for electronic product. The first section illustrates the demographic of respondents which provide the general information about the respondents including their gender, age and monthly income. The second section presents the findings for the questions “how customers’ attitude towards online shopping electronic products does influences their intention of starting/continue to buy electronic product online”. The last section is a summary about the comparison between the theoretical studies with the findings.

## DEMOGRAPHY OF RESPONDENTS

The questionnaire involves two major divisions, one part is general information of respondents, and the other part is specific questions regarding customers’ attitude, intention and different influencing factors of online shopping electronic product. There are four questions in the general information part, which separately are city type, gender, age, monthly income and major. All of these demographics information need to be offered by the respondents and the aim is to give a clear picture to the readers about the respondents’ general information.

Table 1: Number of Customers of two different cities

City	Frequency	Percentage
Bhopal	23	57.5%
Jabalpur	17	42.5
<b>Grand Total</b>	<b>40</b>	<b>100%</b>

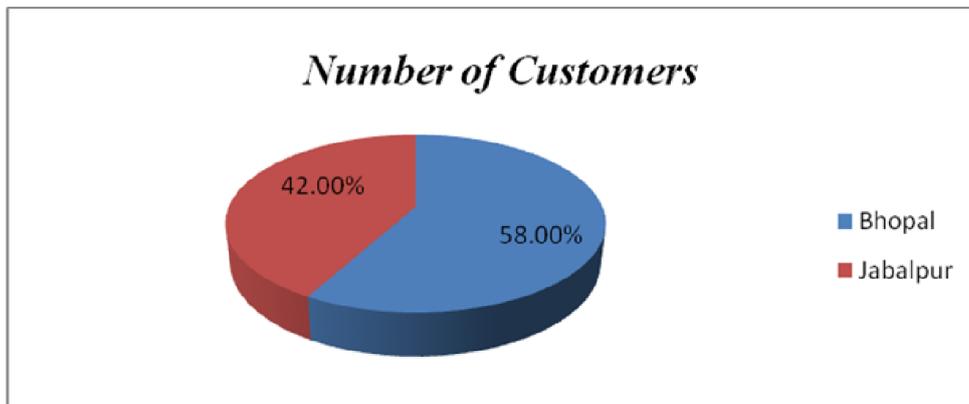


Figure 1: Number of customers in two different cities

The following figure shows that 58% customers belong to Bhopal city and 42% customers are from Jabalpur city.

Table 2: Gender Analysis

Gender	Frequency	Percentage
Female	18	45%
Male	22	55%
<b>Grand Total</b>	<b>40</b>	<b>100%</b>

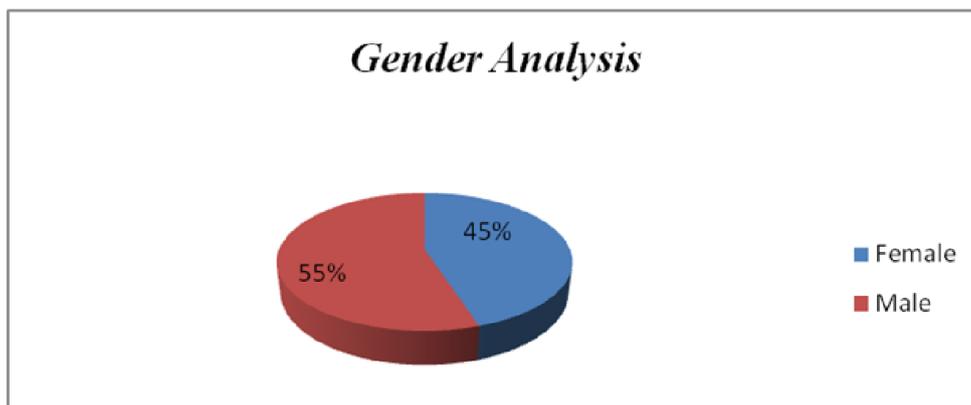
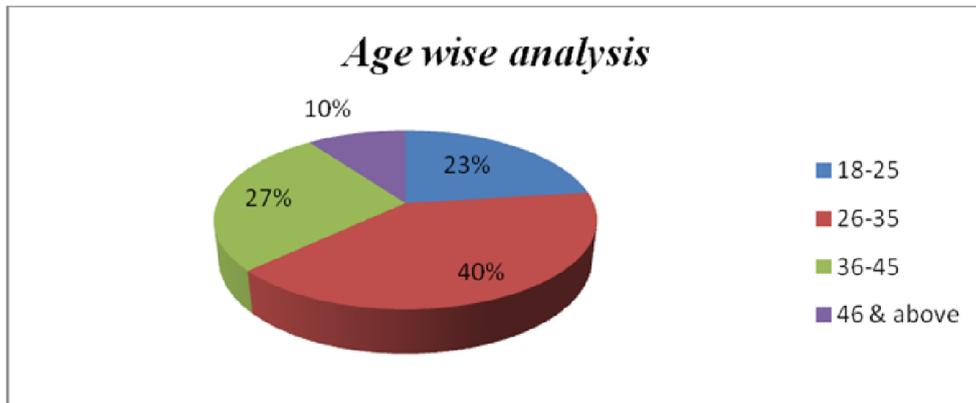


Figure 2: Gender analysis

From the above table and figure, we can easily analyze that majority of the respondents are male in the survey as compared to females, we have 55% of males and 45% percentage of females have participated in this survey.

**Table 3: Age Analysis**

<b>Age Distribution</b>	<b>Frequency</b>	<b>Percentage</b>
18-25	9	22.5%
26-35	16	40.0%
36-45	11	27.5%
46 & above	4	10%
<b>Grand Total</b>	<b>40</b>	<b>100%</b>

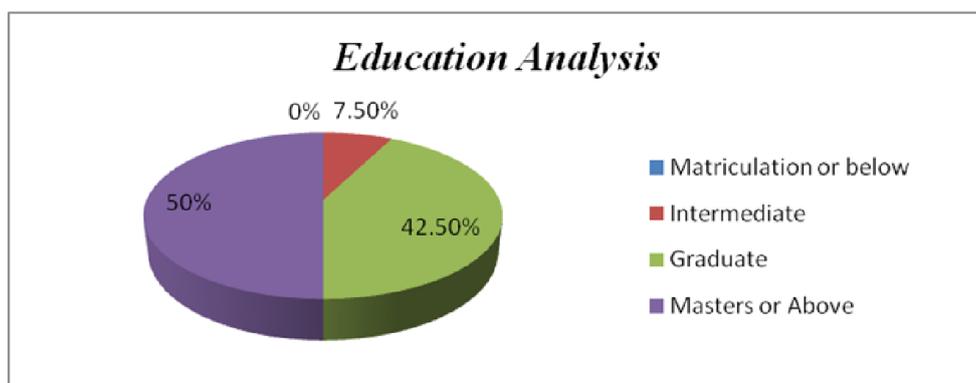


**Figure 3: Age wise Analysis**

From the figure named as age wise analysis, it is clear that in this survey we have 16 frequencies in the age of 26-35 with percentage 40% which is the highest percentage among other age distribution. In age distribution of 36-45 we have 27% and 23% fall in 18-25 age and rest 10% fall in more than 46 years old respondents. The questionnaire responses mainly show the young generation which is actively part of the research.

**Table 4: Education Analysis**

<b>Education Background</b>	<b>Frequency</b>	<b>Percentage</b>
Matriculation or below	0	0%
Intermediate	3	7.5%
Bachelors	17	42.5%
Masters or Above	20	50%
<b>Grand Total</b>	<b>40</b>	<b>100%</b>

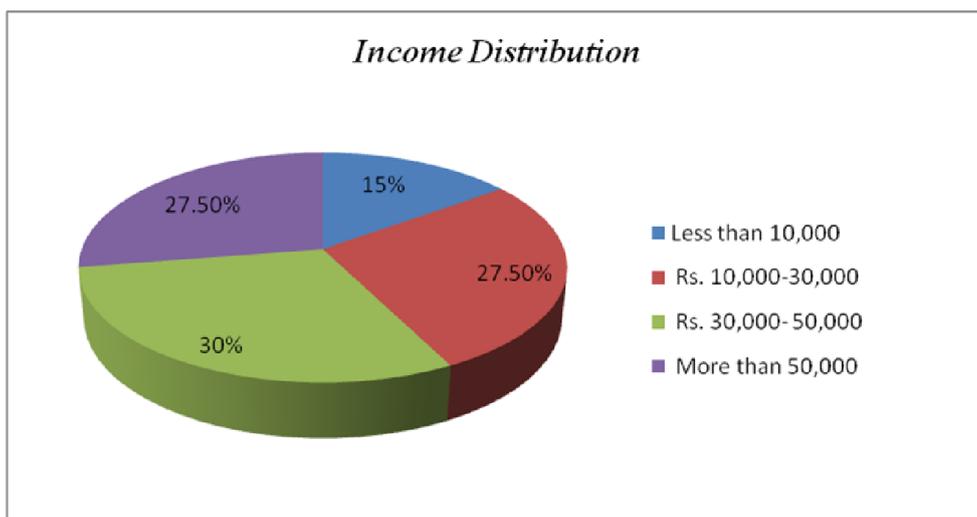


**Figure 4: Educational Background of respondents**

The highest frequency 50 % among the respondents falls under the category of Master’s or above level of studies followed by the 42.5% who has the Bachelor’s degree. A very nominal percentage of almost 7.5 % categorized in the intermediate level of studies.

**Table 5: Income Distribution among respondents**

<b>Income Distribution</b>	<b>Frequency</b>	<b>Percentage</b>
Less than Rs10,000	6	15%
Rs10,000-30,000	11	27.5%
Rs30,000- 50,000	12	30%
More than Rs50,000	11	27.5%
<b>Grand Total</b>	<b>40</b>	<b>100%</b>



**Figure 5: Income Distribution Among respondents**

From the survey it was analyzed that the highest frequency 30% in income distribution falls under 30,000-50,000pm and 27.5% fall under 10,000-30,000 and more than 50,000pm smallest frequency 15% falls under less than 10,000.

**Table 6: Frequently shop online**

<b>How frequently do you shop online?</b>	<b>Frequency</b>	<b>Percentage</b>
Never	0	0%
at least once a week	3	7.5%
at least once a month e	8	20%
at least once in six month	13	32.5%
at least once a year	16	40%
<b>Grand Total</b>	<b>40</b>	<b>100%</b>

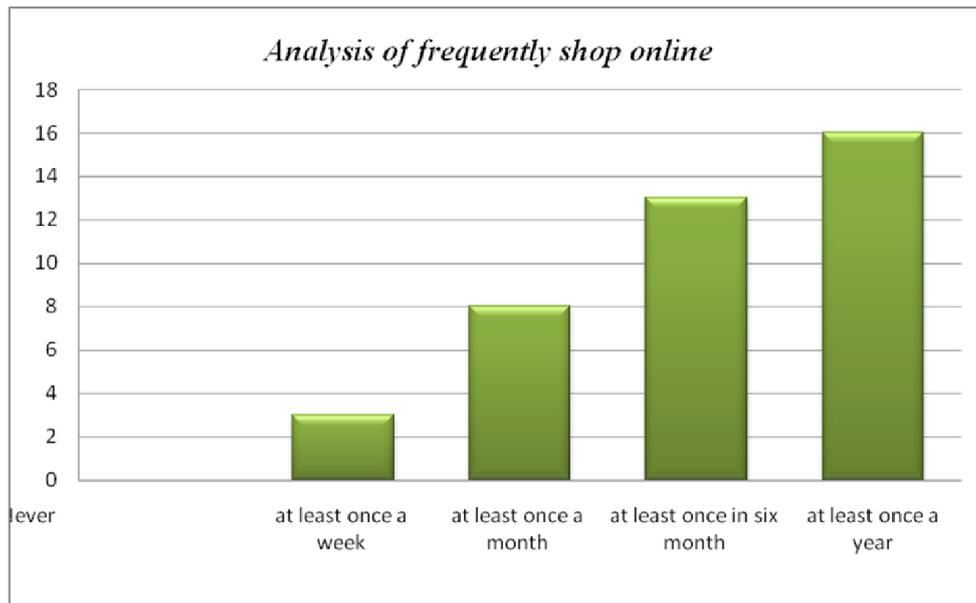


Figure 6: Analysis of frequently shop online

Majority of the 40% of respondents have bought online at least once a year, 32.5% of respondents have bought things online once in six month, 20% respondents bought online things once in a month and 7.5 percentage lies under the category of respondents who buy at least once a week. It is clear from the data that majority of the people in Bhopal and Jabalpur are buying things online at least once a year.

Table 7: Buy online products segmentations

Products segmentations	Frequency	Percentage
Books	9	22.5%
Electronics Product	14	35%
Clothes	10	25%
Music, Software	7	17.5%
<b>Grand Total</b>	<b>40</b>	<b>100%</b>

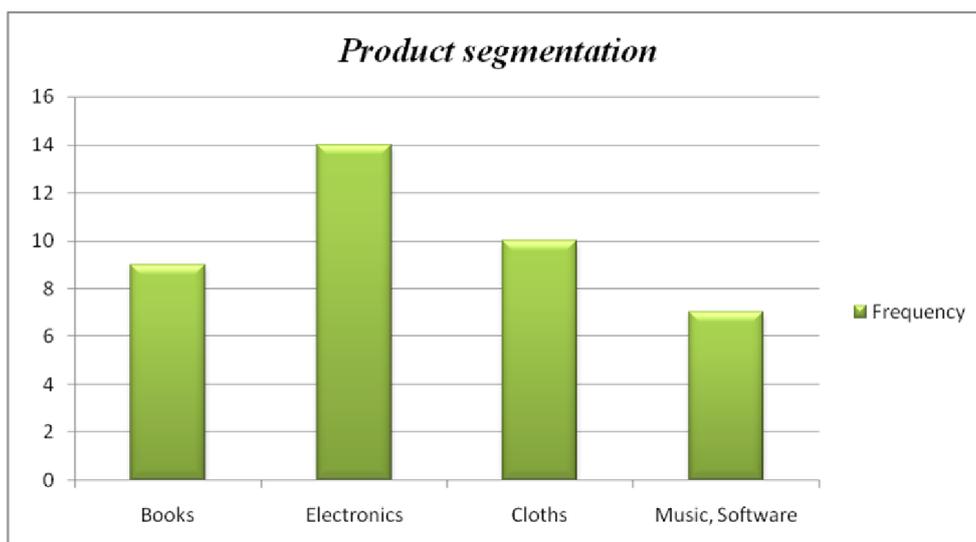
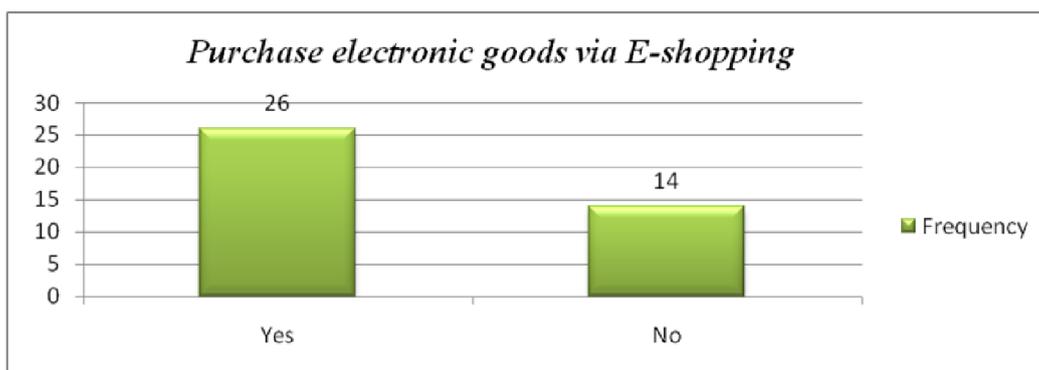


Figure 7: Product Segmentation

From the above chart, total 40 respondents who had made online purchasing out of which 14 respondents bought electronic products. It is the highest frequency of 35% followed by clothes products of 25%. Books are bought by 22.5%. Music and software are bought by 17.5% of consumers who are buying online.

**Table 8: Do you like to purchase electronic goods via E-Shopping?**

<i>Do you like to purchase electronic goods via E-Shopping?</i>	<i>Frequency</i>	<i>Percentage</i>
Yes	26	65%
No	14	35%
<b>Grand Total</b>	<b>40</b>	<b>100%</b>

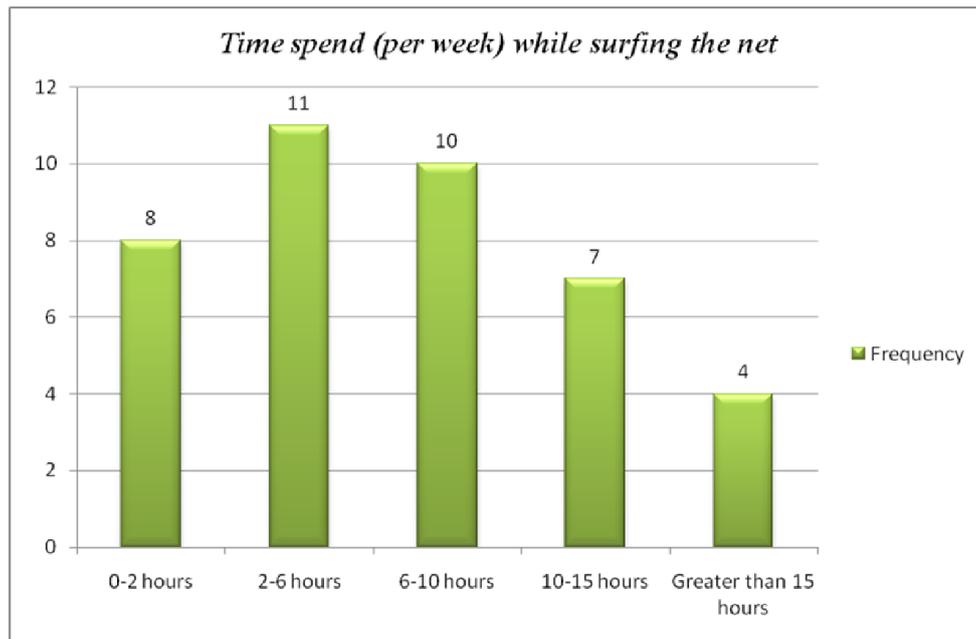


**Figure 8: Purchase electronic goods via E-shopping**

This question was asked to judge whether consumer like to purchase electronic goods via e-shopping or not. It is analyzed that 65 % of respondents like to purchase goods via e-shopping while 35 % of them don't like to purchase goods online.

**Table 9: On an average, how much time (per week) do you spend while surfing the Net?**

<i>How much time (per week) do you spend while surfing the Net?</i>	<i>Frequency</i>	<i>Percentage</i>
0-2 hours	8	20%
2-6 hours	11	27.5%
6-10 hours	10	25%
10-15 hours	7	17.5%
Greater than 15 hours	4	10%
<b>Grand Total</b>	<b>40</b>	<b>100%</b>



**Figure 9: How much time (per week) do you spend while surfing the Net?**

It was asked in survey questionnaire that how much time (per week) you spend while surfing the net. As per response, 27.5% people say that they spend 2-6 hours per week on net surfing and 25% of respondents say they spend 6-10 hours per week while 20% respondents spend 0-2 hours and 10% greater than 15 hours, It can be easily analyzed from sample of data that majority of the people spend 2-6 hours (per week) on net surfing.

**Table 10: What is the average amount that you spend per purchase while shopping online?**

<b>Average amount that spend on per purchase while shopping online?</b>	<b>Frequency</b>	<b>Percentage</b>
Less than Rs 1000	2	6%
Rs 1000- Rs.5000	7	17.5%
Rs 5000-Rs 10,000	12	30%
Rs 10,000-Rs 15,000	13	32.5%
More than Rs 15,000	6	15%
<b>Grand Total</b>	<b>40</b>	<b>100%</b>

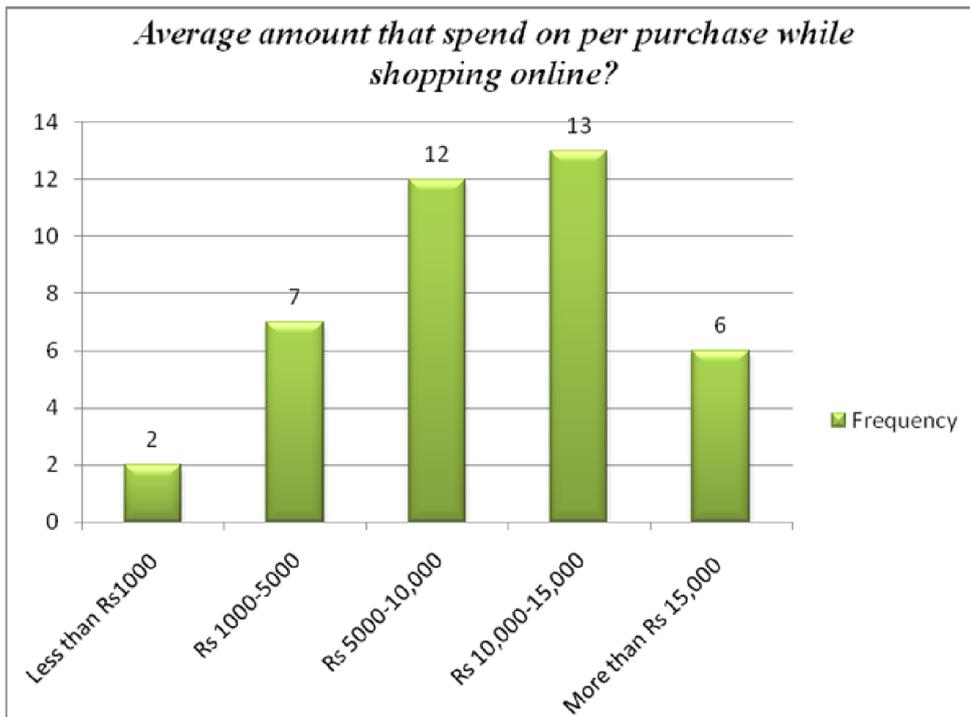


Figure 10: Average amount that spend on per purchase while shopping online?

From the above chart, total 40 respondents who had made online purchasing out of which 32.5% respondents spend Rs10,000-15,000 on per purchase. It is the highest frequency followed by Rs5000-10,000 spend by 30% of respondents. 17.5% respondents spend Rs1000-5000, 15% and 6% respondents spend more than Rs15,000 and less than Rs1000 respectively.

#### ONLINE SHOPPING ATTITUDE

**H0:** Consumers responses towards online shopping of electronic goods of Bhopal city are same as consumer's responses of Jabalpur city.

**H1:** Consumers responses towards online shopping of electronic goods of Bhopal city are not same as consumer's responses of Jabalpur city.

**Table 11: Recall your earlier online buying/shopping experience and please indicate your degree of agreement with the following statements:**

**1 = strongly agree, 2 = agree, 3 = Neither Agree nor Disagree, 4 = Disagree, 5 = Strongly Disagree**

Questions	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
I prefer making a purchase from internet than using local malls or stores	12	9	8	4	7
I can get the latest information from the Internet regarding different products/services that is not available in the market	22	8	5	2	2
I have sufficient internet accessibility to shop online	20	11	7	1	1
Online shopping is more convenient than in-store shopping.	19	6	6	3	6
Online shopping saves time over in-store shopping.	24	5	7	2	2
Online shopping allows me to shop anywhere and at anytime.	27	7	4	1	1
Online shopping provides me with the opportunity to get the products delivered on specific date and time anywhere as required.	30	4	4	0	2
Products purchased through the Internet are with guaranteed quality.	22	6	4	3	4
Internet provides regular discounts and promotional offers to me.	27	5	3	1	4
Cash on Delivery is a better way to pay while shopping on the Internet.	30	7	3	0	0
I trust the delivery process of the shopping websites.	16	6	5	4	9

#### DESCRIPTIVES

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
I prefer making a purchase from internet than using local malls or stores (malls or store)	1	24	2.46	1.250	.255	1.93	2.99	1	5
	2	17	3.12	1.691	.410	2.25	3.99	1	5
	Total	41	2.73	1.467	.229	2.27	3.19	1	5
I can get the latest information from the Internet regarding different products/services that is not available in the market (Latest info)	1	24	1.92	1.316	.269	1.36	2.47	1	5
	2	17	1.71	.849	.206	1.27	2.14	1	3
	Total	41	1.83	1.138	.178	1.47	2.19	1	5
I have sufficient internet accessibility to shop online (accessibility)	1	24	1.63	.970	.198	1.22	2.03	1	5
	2	17	2.00	1.000	.243	1.49	2.51	1	4
	Total	41	1.78	.988	.154	1.47	2.09	1	5
Online shopping is more convenient than in-store shopping. (Convenience)	1	24	2.38	1.610	.329	1.70	3.05	1	5
	2	17	2.06	1.345	.326	1.37	2.75	1	5
	Total	41	2.24	1.496	.234	1.77	2.72	1	5
Online shopping saves time over in-store shopping (Save time)	1	24	1.63	1.096	.224	1.16	2.09	1	5
	2	17	1.94	1.197	.290	1.33	2.56	1	5
	Total	41	1.76	1.135	.177	1.40	2.11	1	5
Online shopping allows me to shop anywhere and at anytime. (Anywhere Anytime)	1	24	1.46	.833	.170	1.11	1.81	1	4
	2	17	1.71	1.105	.268	1.14	2.27	1	5
	Total	41	1.56	.950	.148	1.26	1.86	1	5
Online shopping provides	1	24	1.38	.924	.189	.98	1.77	1	5

me with the opportunity to get the products delivered on specific date and time anywhere as required. (Specific date & time)	2	17	1.65	1.169	.284	1.05	2.25	1	5
	Total	41	1.49	1.028	.160	1.16	1.81	1	5
Products purchased through the Internet are with guaranteed quality. (Guaranteed quality)	1	24	1.71	1.197	.244	1.20	2.21	1	5
	2	17	2.29	1.572	.381	1.49	3.10	1	5
	Total	41	1.95	1.378	.215	1.52	2.39	1	5
Internet provides regular discounts and promotional offers to me. (Discounts)	1	24	1.54	1.179	.241	1.04	2.04	1	5
	2	17	2.00	1.458	.354	1.25	2.75	1	5
	Total	41	1.73	1.304	.204	1.32	2.14	1	5
Cash on Delivery is a better way to pay while shopping on the Internet. (cash on delivery)	1	24	1.67	2.057	.420	.80	2.54	1	11
	2	17	1.41	.712	.173	1.05	1.78	1	3
	Total	41	1.56	1.629	.254	1.05	2.08	1	11
I trust the delivery process of the shopping websites.(Delivery process)	1	24	2.75	1.648	.336	2.05	3.45	1	5
	2	17	2.35	1.579	.383	1.54	3.16	1	5
	Total	41	2.59	1.612	.252	2.08	3.09	1	5

**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
I prefer making a purchase from internet than using local malls or stores (malls or store)	Between Groups	4.326	1	4.326	2.064	.159
	Within Groups	81.723	39	2.095		
	Total	86.049	40			
I can get the latest information from the Internet regarding different products/services that is not available in the market (Latest info)	Between Groups	.442	1	.442	.336	.566
	Within Groups	51.363	39	1.317		
	Total	51.805	40			
I have sufficient internet accessibility to shop online (accessibility)	Between Groups	1.399	1	1.399	1.451	.236
	Within Groups	37.625	39	.965		
	Total	39.024	40			
Online shopping is more convenient than in-store shopping. (Convenience)	Between Groups	.995	1	.995	.438	.512
	Within Groups	88.566	39	2.271		
	Total	89.561	40			
Online shopping saves time over in-store shopping (Save time)	Between Groups	.995	1	.995	.767	.386
	Within Groups	50.566	39	1.297		
	Total	51.561	40			
Online shopping allows me to shop anywhere and at anytime. (Anywhere Anytime)	Between Groups	.610	1	.610	.670	.418
	Within Groups	35.488	39	.910		
	Total	36.098	40			
Online shopping provides me with the opportunity to get the products delivered on specific date and time anywhere as required. (Specific date & time)	Between Groups	.737	1	.737	.692	.411
	Within Groups	41.507	39	1.064		
	Total	42.244	40			
Products purchased through the Internet are with guaranteed quality. (Guaranteed quality)	Between Groups	3.415	1	3.415	1.837	.183
	Within Groups	72.488	39	1.859		
	Total	75.902	40			
Internet provides regular discounts and promotional offers to me. (Discounts)	Between Groups	2.090	1	2.090	1.236	.273
	Within Groups	65.958	39	1.691		
	Total	68.049	40			
Cash on Delivery is a better way to pay while shopping on the Internet. (cash	Between Groups	.647	1	.647	.239	.628
	Within Groups	105.451	39	2.704		

on delivery)	Total	106.098	40			
I trust the delivery process of the shopping websites.(Delivery process)	Between Groups	1.569	1	1.569	.598	.444
	Within Groups	102.382	39	2.625		
	Total	103.951	40			

The above table shows that the calculated value of  $F$  is less than the table value of 4.091 at 5% level of significance with d.f. being  $v_1 = 1$  and  $v_2 = 39$ . This analysis not supports the null-hypothesis that there is difference in sample means. I may, therefore, conclude that *the consumers responses towards online shopping of electronic goods of Bhopal city are same as consumer's responses of Jabalpur city is insignificant* and this supports the alternate hypothesis that *the consumer's responses towards online shopping of electronic goods of Bhopal city are not same as consumer's responses of Jabalpur city*. So there is difference between consumer responses.

## FINDINGS

- Customer-oriented factors 'time saving', 'product quality', 'product price', 'convenience', 'accessibility', 'shop anywhere and anytime' are the main specific factors influence customers attitudes toward electronic product online shopping.
- The technology-oriented factors, 'guaranteed quality', 'cash on delivery', and 'discounts and promotions are the main specific factors influence customers attitudes toward electronic product online shopping.
- The attitude towards online shopping is different in Bhopal and Jabalpur city.

## CONCLUSIONS

With the blooming of online shopping activities, the electronic product online market takes a high percent of individuals shopping on it. Understand the customers' online shopping behavior for electronic product field, improving the important specific factors influencing the electronic product online shopping in two different cities will help the online retailers become more competitive. Therefore, this study is to investigate the specific factors affecting customers' online shopping attitude to electronic product in two different cities. I believed that the findings can offer the online electronic product retailers a detailed picture about how to make effective efforts on specific factors to lead the customers to have positive attitudes toward electronic product online shopping and form strong buying intention toward electronic product.

## LIMITATIONS

- This study is mainly focuses on the behavior of the consumers in the process of purchasing from online stores.
- This study is limiting itself on the scenario to identify consumer behavior variables in the buying process of electronic goods.
- This study limits itself only to consumer behavior in online shopping of electronic goods.
- This study was concentrated on online shopping behavior, but narrowed down to a specific electronic product field; however, there is lack for the electronic product online shopping research. Thus, we utilized the limited sources to support our research.

## SUGGESTIONS

- Study in other states of India. So that it explore understanding of consumer behaviour towards online shopping in other regions in India too.
- This study is related to online shopping, but it specified to electronic product field, even if the further research will be focused on other fields, it also can take this study as a basis.
- Study in other countries where online shopping are equally popular and have equal market shares, gives feasible area for a comparative study.
- The further research should take wider places and more general samples.

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## QUESTIONNAIRE

**1. What is your gender?**

- a. Male b. Female

**2. Your age?**

- a. 18-25 b. 26-35  
c. 35-45 d. 46 & above

**3. What is your level of education?**

- a. Matriculation or below b. Intermediate  
c. Bachelors d. Masters or Above

**4. What is your monthly income?**

- a. Less than 10,000 b. Rs. 10,000-30,000  
c. Rs. 30,000- 50,000 d. More than 50,000

**5. How frequently do you shop online?**

- a. Never b. at least once a week  
c. at least once a month d. at least once in six month  
e. at least once a year

**6. While purchasing online, what are the goods and services that you generally buy?**

- a. Books b. Electronics Products  
c. Clothes d. Music, Software

**8. Do you like to purchase electronic goods via E-Shopping?**

- a) Yes b) No

**9. On an average, how much time (per week) do you spend while surfing the Net?**

- a) 0-2 hours b) 2-6 hours  
c) 6-10 hours d) 10-15 hours  
e) Greater than 15 hours

**10. What is the average amount that you spend per purchase while shopping online?**

- a) <Rs 1000 b)Rs 1000- Rs.5000  
c) Rs 5000-Rs 10,000 d) Rs 10,000-Rs 15,000  
e) >Rs 15,000

**11. Recall your earlier online buying/shopping experience and please indicate you degree of agreement with the following statements:**

*1 = strongly agree, 2 = agree, 3 = Neither Agree nor Disagree, 4 = Disagree, 5 = Strongly Disagree.*

Questions	Rating
I prefer making a purchase from internet than using local malls or stores	
I can get the latest information from the Internet regarding different products/services that is not available in the market	
I have sufficient internet accessibility to shop online	
Online shopping is more convenient than in-store shopping.	
Online shopping saves time over in-store shopping.	
Online shopping allows me to shop anywhere and at any time.	
Online shopping provides me with the opportunity to get the products delivered on specific date and time anywhere as required.	
Products purchased through the Internet are with guaranteed quality.	
Internet provides regular discounts and promotional offers to me.	
Cash on Delivery is a better way to pay while shopping on the Internet.	
I trust the delivery process of the shopping websites.	