

Influence of Components of Marketing Factor on Attitude of Online Shopping Consumers

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Abstract: The online shopping in India is witnessing rapid growth in India. Since the concept is nascent stage and majority of the population have not able access the online shopping, analyzing the reason for that especially in the dimensions of various components of marketing factor is the predominant one. In this analysis, the researcher has analyzed the components of marketing factors such as Product, price, Promotion and place and its impact on attitude of the consumers of online shopping. For this study the post graduate students of colleges situated in Tamil Nadu, have been selected for the study as they are the people who prefers to buy more predicts through online.

Key words: Product • Price • Promotion • Online shopping • Price • Attitude

INTRODUCTION

Online Shopping has become an emerging research area because of its nature of dynamism and the online retailers also have realized that ensuring the sustainable growth in the highly competitive market is possible by understanding the behavioural aspects of consumers in an elaborate and comprehensive manner. Hence, in order to study it, the dimensions of behavioural aspects of consumers such as perception, attitude, intention and satisfaction were measured through demographic, socioeconomic, internet usage, shopping experience, consumer, marketing and technological factors. The relationship between these factors also was established to grasp the knowledge of influence among them.

Online Shopping refers to buying of products or services through web [1]. It is also defined as the way of communication through electronics mode in order to execute business transactions by creating relationship among organizations or individual. It is the process of exchanging the products through internet enabled environment [2]. The Online Shopping is one of the components of E-Commerce as it belongs to the category of Business to Consumer (B2C). Ducoffe [3] indicates in his article, that e-commerce is a comprehensive term that includes all processes and other internal activities.

Business-to-Business (B2B) Consumer to Consumer (C2C) and Consumer to Business (C2B) are the different models of E-Commerce.

The first World Wide Web server was formulated by Tim Berners-Lee in 1990. This innovation had been used for commercial purpose from the year 1991. The “Pizza” had opened an online shop in the year 1994 and this was followed by other companies such as Netscape, Amazon etc. The online shopping had evolved from a very humble beginning as the companies initially had performed fund transfer through internet based technology. The success of electronic fund transfer is an encouragement for the banks to further initiate a technological process of dispensing money through Automated Teller Machines.

Frequent use of this technology [4] has forced the stakeholders and industries to spread it in other areas like Enterprise Resource Planning (ERP), Data mining and Data Warehousing. Though, this internet based technology has occupied every industry in a predominant manner, the issues also arose in the form of security, [5] and trust So, the experts in the field were forced to design various security protocols in order to prevent misuse of data and other aspects. The security protocols designing activities were excellently executed thus leading to the formation of reliable and highly complicated security mechanism that enhanced confidence among general

public on using internet for Online Shopping. From the year 2000, the companies in the developed world like United States and European Union have been using internet technology for commercial activities.

Factors of Consumer Behaviour:

Table 1.1: Factors of consumer behaviour

FACTORS	VARIABLES
Marketing Factors	Product, Price, Promotions and Consumer Service.

Marketing Factor: Perhaps factors like price sensitivity, brand sensitivity have also contributed to determine the online consumer behaviour [6]. Regarding the negative aspects, doubts about offered products and processes, honesty and dependability of the online seller or the ease of usage and economic benefits of the purchase creates a correlation between cost and benefit perceived by online shoppers [7].

Michelle *et al.* [8] and Sohn [9] have discussed the product type as one of the important factors to decide the attitude towards online shopping and price [10]. In the case of products, [11] expressed opinion on products that CDs, books or canned food are frequently bought by the consumers [12] discussed about brand and reputation which affects the attitude of consumers. The service quality is also a factor which determines the attitude of consumers

Issues other than the same said are like difficulties and costs of delivery, inadequate and lack of purchase related information, post purchase problems such as delivery or refund problems, security fear and perceived risks were discussed in the study carried out by Teo *et al.* [13] has taken into consideration three variables. They are the information related to the product, service extended to the consumer and technology factor. The impact of the same was found on the online shopping behaviour. Further, it got support in the Qualitative Report, 2016 in which the authors comprehensively explained the information about the product, service to the customer and website quality.

The product is related to anything that can be offered to a market that can satisfy the customers' needs and wants which include services [14]. Product consists of two characteristics such as tangible such as computer, two-wheeler, home appliances and intangible ones like insurance, medical services and others [14]. The consumers always look for better product with better price and better packaging. The online channel offers this in an effective way [15].

Promotion is a strategic tool to inform, disclose the details of products or services to create response among consumers [13]. Promotion is often used by consumers for searching information about products or services and also to some extent provides enjoyment to them [12]. Sales promotion is an assortment of motivating tools, typically conceptualized for short term to kindle the consumers towards purchasing of particular products or services [14]. Attractive promotions always motivate consumers to buy product from online shopping companies [15]. The online retailers also adopt innovative promotion strategies like providing deep discount, news paper advertisements and other means of promotions [12, 13]

Online shopping companies have to establish effective delivery service as the consumers always prefer to get faster delivery of goods [9]. The separation of consumer with company is the factor which motivates consumers to seek better return policy. If the product failed, the online shopping company has to take effective measures to take back the product sold; even a slight delay happens in this aspect, the consumer may get dissatisfied to a larger extent [10]. Obviously, the online shopping companies face a lot of return as even slightly damaged product might prompt the consumer to return back the product [3]. The consumer may be delighted by providing better after sales service, prompt delivery of goods and effective return policy of online shopping companies [5]. Similarly Klassen and Gylmn [4] mentioned in his article that the consumers who seek better service also opt for online shopping. The service is the important quality factor of a website. If the online shopping companies do not provide enough service, the consumer may think that they are hiding something from them. This leads to reduction of satisfaction level among consumers.

Sampling Method: As per the information obtained from the Websites of Bharatiyar and Anna University, it is found that the approximately 13,500 students are undergoing their Post Graduate Programme in Arts, Science and Engineering colleges situated in and around Coimbatore. Among the entire population 7182 students are selected through the purposive sampling method. The purposive sampling method was adopted to select the students who are doing online shopping at least two times in a month.

Simple random sampling is the basic sampling technique where a sample is selected for study from a population. Each individual is chosen entirely by chance and each member of the population has an equal chance of being included in the sample. From the selected samples of 7182 students, 10.47% of the students are selected through Simple Random Sampling.

Analysis

Frequency and Attitude Towards Shopping Online:

H₀₁: There is no significant difference in the frequency of online shopping between the respondents based on the factors influencing the attitude.

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Table 1: Descriptive of Frequency and Attitude towards shopping online

Factors	Frequency	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
						Lower Bound	Upper Bound
Marketing Factor	Very Often	193	74.42	8.022	.577	73.29	75.56
	Mostly	414	74.28	8.557	.421	73.45	75.10
	Rarely	145	72.37	8.934	.742	70.90	73.83
	Total	752	73.95	8.522	.311	73.34	74.56
Factors	Groups	Sum of Squares		df	Mean Square	F	Sig.
Marketing Factor	Between Groups	452.029		2	226.014	3.130	.044
	Within Groups	54089.844		749	72.216		
	Total	54541.872		751			

It is observed from the Table 2 that the testing of variance between the frequency of online shopping with regard to factors influencing the attitude towards online shopping among the PG students and their shopping behaviour revealed the level of significant difference between the frequency of online shopping and the influence of factors on attitude towards online shopping ie. Marketing Factor $F(2,749)=3.130$, Sig.0.044, It is inferred that the frequency of shopping online deciding the shopping behaviour of the PG students and their attitude based on the marketing factor was found to be significantly varied and the null hypothesis is rejected.

Further, to understand the most appropriate result based on the specific difference, Tukey's HSD (Honesty Significant Difference) is used to present the difference in the frequency of online shopping between the respondents based on the factors influencing attitude are presented as follows:

Table 3: Frequency of shopping and Attitude based on Marketing Factor

Frequency of Online shopping	N	Subset for alpha = .05	
		1	2
Rarely	145	72.37	
Mostly	414	74.28	74.28
Very Often	193		74.42
Sig.		.058	.983

Tukey's post-hoc comparison with respect to frequency of shopping online among PG students in Coimbatore differed significantly across the three categories when compared with the attitude based on marketing factor and the result is significant $F(2,749)=3.130$, Sig.0.044 at 5% level. Tukey's post hoc compares all the three factors and the result based on the frequency of online shopping was found to be high with respect to respondents shopping very often ($M=74.42$, 95% CI[73.29, 75.56]) which shows the significant level of difference in the frequency of online shopping between the respondents based on the marketing factor influencing the attitude of respondents.

Therefore, it is concluded that the respondents who shop very frequently were found to have higher attitude based on the marketing factor leading to online shopping.

Time Spent and Attitude Towards Shopping Online:

H₀₂: There is no significant difference in the time spent for online shopping between the respondents based on the factors influencing the attitude

H₂: There is significant difference in the time spent for online shopping between the respondents based on the factors influencing the attitude

Table 4: Descriptive of Time spent and Attitude towards shopping online

Factors	Frequency	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
						Lower Bound	Upper Bound
Marketing Factor	Less than 2 hours	193	73.06	8.571	.617	71.85	74.28
	2 to 4 hours	280	74.49	8.340	.498	73.51	75.47
	More than 4 hours	279	74.01	8.649	.518	72.99	75.03
	Total	752	73.95	8.522	.311	73.34	74.56

Table 5: Analysis of Variance of Time spent and Attitude towards shopping online

Factors	Criteria	Sum of Squares	df	Mean Square	F	Sig.
Marketing Factor	Between Groups	234.708	2	117.354	1.619	.199
	Within Groups	54307.164	749	72.506		
	Total	54541.872	751			

To test the variance with regard to factors influenced the attitude towards online shopping among the PG students and their shopping behaviour based on the time spent for shopping online revealed the level of significant difference between the two categories and the attitude is determined based on the three categories and their level of significance is computed ie. followed by Marketing Factor $F(2,749)=1.619$, Sig.0.199.

It is inferred that the time spent for shopping online deciding the shopping behaviour of the PG students and their attitude based marketing factor is not significant.

Further, to understand the one most appropriate result based on the specific difference, Tukey's HSD (Honesty Significant Difference) is used to present the difference in the time spent between the respondents based on the factors influencing the attitude towards shopping online are presented in the Table 6 below.

Table 6: Descriptive of Product often purchased and Attitude towards shopping online

Factor	Frequency	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
						Lower Bound	Upper Bound
Marketing Factor	Clothing / Accessories / Shoes	330	73.79	8.773	.483	72.84	74.74
	Books / DVD / CD	64	72.48	7.262	.908	70.67	74.30
	Computer / Electronics / Softwares	278	73.65	8.539	.512	72.64	74.66
	Kitchen items / Gardening / Hobby items	54	77.59	7.054	.960	75.67	79.52
	Others	26	75.19	9.252	1.814	71.46	78.93
	Total	752	73.95	8.522	.311	73.34	74.56

Product Often Purchased and Attitude Towards Shopping Online:

H₀₃: There is no significant difference in the product often purchased during online shopping based on the factors influencing the attitude.

H₃: There is significant difference in the product often purchased during online shopping based on the factors influencing the attitude.

Table 7: Analysis of difference of Product often purchased and Attitude towards shopping online

Factors	Criteria	Sum of Squares	df	Mean Square	F	Sig.
Marketing Factor	Between Groups	928.208	4	232.052	3.233	.012
	Within Groups	53613.665	747	71.772		
	Total	54541.872	751			

To test the variance with regard to factors influenced the attitude towards online shopping among the PG students and their shopping behaviour based on the products often purchased during online shopping revealed the level of significant difference between the two categories and the attitude is determined based on the three categories and their

level of significance is computed ie. Marketing Factor $F(4,747)=3.233$, Sig.0.012 It is inferred that the products often purchased during shopping decide their shopping attitude based marketing factor and or were found to be significantly varied.

Further, to understand the most appropriate result based on the specific difference, Tukey's HSD (Honestly Significant Difference) is used to present the difference in the products often purchased during online shopping based on the attitude are presented in the Table 8.

Table 8: Products often purchased and Attitude based on Marketing Factor

		Subset for alpha = .05	
Product often purchased online	N	1	2
Kitchen items / Gardening / Hobby items	54	72.48	
Computer / Electronics / Softwares	278	73.65	73.65
Clothing / Accessories / Shoes	330	73.79	73.79
Others	26	75.19	75.19
Books / DVD / CD	64		77.59
Sig.		.377	.069

Tukey's post-hoc comparison with respect to products often purchased during shopping online among PG students in Coimbatore differed significantly across the three categories when compared with the attitude based on marketing factor and the result is significant $F(4,747)=3.233$, Sig.0.012, at 5% level. Tukey's post hoc compares all the three factors and the result based on the time spend for online shopping was found to be high with respect to respondents buying Books / DVDs / CDs during shopping ($M=77.59$, 95% CI[75.67, 79.52]) which shows the significant level of difference in the between the products often purchased between the respondents based on and marketing factor influencing the attitude than the other two categories.

Therefore, it is concluded that the respondents buying Books / DVDs / CDs during shopping were found to have higher attitude based on the marketing factor leading to online shopping.

Money Spent and Attitude Towards Shopping Online:

H_{04} : There is no significant difference in the money spent during online shopping between the respondents based on the factors influencing the attitude

H_4 : There is significant difference in the money spent during online shopping between the respondents based on the factors influencing the attitude.

Table 9: Descriptive of Money Spent and Attitude towards shopping online

						95% Confidence Interval for Mean	
Factor	Frequency	N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound
Marketing Factor	Less than Rs.500	402	74.06	8.467	.422	73.23	74.89
	Rs.500 to 1000	134	72.40	8.581	.741	70.94	73.87
	More than Rs.1000	216	74.70	8.505	.579	73.56	75.84
	Total	752	73.95	8.522	.311	73.34	74.56

Table 10: Analysis of Variance between Money Spent and Attitude towards shopping online

Factors	Criteria	Sum of Squares	df	Mean Square	F	Sig.
Marketing Factor	Between Groups	446.510	2	223.255	3.091	.046
	Within Groups	54095.363	749	72.223		
	Total	54541.872	751			

To test the variance with regard to factors influenced the attitude towards online shopping among the PG students and their shopping behaviour in Coimbatore based on the money spent during online shopping revealed the level of significant difference between the two categories and the attitude is determined based on the three factors and their level of significance is computed viz. Marketing Factor $F(2,749)=3.091$, Sig.0.046, It is inferred that the money spent during

shopping online deciding the shopping behaviour of the PG students and their attitude based on the consumer factor, marketing factor and Technology factor were found to be significantly varied. Further, to understand the most appropriate result based on the specific difference, Tukey's HSD (Honesty Significant Difference) is used to present the difference in the money spent by the respondents during online shopping based on the factors influencing the attitude towards shopping online based on Consumer Factor is presented in the Table 11.

Table 11: Money spent and Attitude based on Marketing Factor

		Subset for alpha = .05	
Average amount spent for shopping online	N	1	2
Less than Rs.500	134	72.40	
Rs.500 to 1000	402	74.06	74.06
More than Rs.1000	216		74.70
Sig.		0.119	0.724

Tukey's post-hoc comparison with respect to money spent during shopping online among PG students in Coimbatore differed significantly across the three categories when compared with the attitude based on marketing factor. The result is significant $F(2,749)=3.091$, Sig.0.046, at 5% level. Tukey's post hoc compares all the three factors and the result based on the money spent for online shopping was found to be high with respect to respondents spending more than Rs.1000 during shopping ($M=74.70$, 95% CI[73.56, 75.84]) which shows the significant level of difference in the money spent between the respondents based on the marketing factor influencing the attitude than the other two categories.

Mode of Payment Preferred and Attitude Towards Shopping Online:

H_{05} : There is no significant variance in the mode of payment preferred during online shopping between the respondents based on the factors influencing the attitude.

H_5 : There is significant variance in the mode of payment preferred during online shopping between the respondents based on the factors influencing the attitude.

Table 12: Descriptive of mode of payment preferred and Attitude towards shopping online

						95% Confidence Interval for Mean	
Factor	Frequency	N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound
Marketing Factor	Cash on Delivery	341	73.98	8.566	.464	73.06	74.89
	Internet Banking	133	73.41	8.583	.744	71.93	74.88
	Debit / Credit Card	278	74.17	8.459	.507	73.17	75.17
	Total	752	73.95	8.522	.311	73.34	74.56

Table 13: Analysis of variance between mode of payment preferred and Attitude towards shopping online

Factors	Criteria	Sum of Squares	df	Mean Square	F	Sig.
MarketingFactor	Between Groups	52.931	2	26.465	.364	.695
	Within Groups	54488.941	749	72.749		
	Total	54541.872	751			

To test the variance with regard to factors influenced the attitude towards online shopping among the PG students and their shopping behaviour based on the mode of payment preferred during online shopping revealed the level of significant difference between the two categories and the attitude is determined based on the three factors and their level of significance is computed ie. Marketing Factor $F(2,749)=0.364$, Sig.0.695

and finally, It is inferred that the mode of payment preferred during shopping online deciding the shopping behaviour of the PG students and their attitude based on the consumer factor and Technology factor were found to be significantly varied.

Further, to understand the one most appropriate result based on the specific difference, Tukey's HSD (Honesty Significant Difference) is used to present the

difference in the mode of payment preferred during online shopping between the respondents based on the factors influencing the attitude are presented in the Table 13.

RESULTS

The respondents who shop very frequently were found to have higher attitude based on the marketing factor leading to online shopping the products often purchased during shopping decide their shopping attitude based on the marketing factor and was found to be significantly varied. Buying Books / DVDs/ CDs during shopping were found to have higher attitude based on the marketing factor leading to online shopping. The money spent during shopping online deciding the shopping behaviour of the PG students and their attitude based on the marketing factor and was found to be significantly varied. The significant level of difference in the money spent between the respondents depends on the marketing factor influencing the attitude than the other two categories. The respondents spending more than Rs.1,000 during shopping were found to have higher attitude based on the marketing and leading to online shopping.

CONCLUSION

The marketing factors like Product, Price, Promotion and Place have significant impact on the attitude of the consumers. The customer requirement of wide variety of products with affordable price is the order of the day as they need more discount. Apart from that consumers are willing to spend money on shopping online but with the attitude of discount in price promotion and place as they expect the online shopping companies to keep on announcing the new schemes and the delivery of items from the nearby centres in the fastest way.

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