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## FACTORS INFLUENCING THE CONSUMER ATTITUDE TOWARDS ONLINE SHOPPING IN MADURAI CITY

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### Introduction

Online channels play a key role in connecting consumers with unexplored markets. The journey of online spending that started with an increasing number of buyers of travel and holiday plans in this decade has now extended to an increase in spending on household appliances and luxury products. Apart from segments like apparel and luxury products which have registered unprecedented growth, jewellery, electronic appliances and hardware products have shown an upward trend, which clearly reveals the keen interest in the use of online shopping.

### Objectives of the Study

- i. To study the factors influencing the online consumers in Madurai District
- ii. To offer suitable suggestions based on the findings

### Methodology and Data Collection

The present study is an empirical research based on the survey method. A structured interview schedule was used to collect information from 300 e-shoppers in the each of the online traders namely Flipkart, Amazon, BookMyShow, Zomato, Uber Eats, Ola Cabsthrough a well devised interview schedule. The researcher has adopted the Convenient Sampling Method to identify the sample respondents of Madurai District who are found to have been buying products regularly through online. Due representation is given with regards to socio, economic and educational indicators of the respondents.

## Factors Analysis

The technique adopted to analyze the factors influencing the respondents to prefer online shopping is the factor analysis. There are several methods available for factor analysis. But, Kaisers' Varimax Rotation is mostly used and widely available in the factor analytic computer programmes. One of the final outcomes of the factor is called rotated the factors that have been prepared. The communalities of a factor are common factor variance. The factors whose loading is 1.00 or greater are considered a significant factor. This limit is chosen because it had been judged that factors with less than 100% common variance with the rotated factor pattern are too weak to report.

**Table 1 KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.624
Approx. Chi-Square		3190.414
Bartlett's Test of Sphericity	Degrees of freedom	30
	Sig.	.000

The rotated factors loading received by factors F1, F2, F3, F4 are presented in the following Table 2.

**Table 2 Rotated Component Matrix<sup>a</sup>**

Sl. No.	Variable	Component				
		F1	F2	F3	F4	H <sup>2</sup>
1	Price of the product	<b>4.204</b>				<b>.298</b>
2	Quality of the product	<b>5.861</b>				<b>.903</b>
3	Availability of Sufficient quantity	<b>6.866</b>				<b>.775</b>
4	Easy Understanding of terms and conditions	<b>7.041</b>				<b>.619</b>
5	Different choices of payment methods	<b>6.815</b>				<b>.687</b>
6	Wide range of options	<b>7.133</b>				<b>.750</b>
7	User friendly website	<b>6.305</b>				<b>.575</b>
8	Time saving to search product information	<b>5.611</b>				<b>.534</b>
9	Attractive discounts	<b>4.861</b>				<b>.756</b>
10	User rating and testimonials	<b>5.023</b>				<b>.426</b>
11	Delivery period		<b>6.551</b>			<b>.317</b>
12	Security of payment		<b>3.173</b>			<b>.659</b>
13	Privacy of personal		<b>5.717</b>			<b>.766</b>

	information					
14	Home delivery information		<b>4.750</b>			<b>.675</b>
15	Low transaction cost		<b>5.612</b>			<b>.545</b>
16	Assurance of after sale service			<b>5.401</b>		<b>.371</b>
17	High positive vendors feedback and support			<b>5.767</b>		<b>.530</b>
18	Trust of the store			<b>4.632</b>		<b>.155</b>
19	Information about newer products			<b>6.515</b>		<b>.154</b>
20	Easy to return products			<b>4.343</b>		<b>.199</b>
21	Convenience				<b>3.260</b>	<b>.324</b>
22	Speedy action				<b>4.412</b>	<b>.181</b>
23	Online advertisement				<b>5.158</b>	<b>.090</b>
24	More choice of second handed items				<b>4.545</b>	<b>.314</b>
25	No time limitation				<b>3.073</b>	<b>.011</b>

Table 2 shows the matrix of common factor co-efficient or factor loadings. The number of factors extracted are four namely pre-purchase decision, On purchase decisions, Post purchase decision, Other Factors. The rotation which have the highest loading ( $>1.00$ ) in each factor are grouped, that is, the ratios which are more closely related to a particular group are boxed. The last column in the table is 'communality' ( $H^2$ ) that is, the variance explained by the factor. In the following section, these results have been interpreted by examining the significant loading for ratio clustering on each factor carefully.

## Summary of Findings

### Pre-Purchase Decision - Factor I ( $F^1$ )

The first factor, consists of four variables namely Wide range of options (7.133), Easy Understanding of terms and conditions (7.041), Availability of Sufficient quantity (6.866), Different choices of payment methods (6.815), are highest significant positive loadings. Hence factor 1 is characterized as Wide range of options.

### On Purchase Decisions - Factor II ( $F^2$ )

The second factor consists of four variables, namely, Delivery period (6.551), Privacy of personal information (5.717), Low transaction cost (5.612), Home delivery information (4.750) which have the highest significance in factor II. These variables represent Delivery period.

### Post Purchase Decisions - Factor III (F3)

The third factor consists of the variables, namely, Information about newer products (6.515), High positive vendors' feedback and support (5.767), Assurance of after sale service (5.401), Trust of the store (4.632) which have the highest significant positive loadings Factor III is characterized as Information about newer products.

### Other Factors - Factor IV (F4)

The fourth factor consists of the variables, namely, Online advertisement (5.158), More choice of second handed items (4.545), Speedy action (4.412), Convenience (3.260) which have the highest significant positive loadings Factor IV is characterized as Online advertisement.

### Recommendation and Conclusion

Most of e-consumers are found to have satisfied experience with the quality and services offered by e-retailers. Hence, the study suggests that the e-retailers to focus on the afore-mentioned aspects in order to retain the existing customers and attract new ones. Majority of the users belong to higher income groups are online shoppers In India middle income and low-income groups are very high. Hence, it suggested that the online marketers may plan & execute innovative ideas to extend online business to the middle- and low-income groups. This will be possible only through affordable price fixation of the product to suit this group. As Online shopping follows international market standards it is unaware of the local market standard. So, the online vendors should initiate measures to introduce the products according to the local market standard. Which would positively change the consumers buying pattern which in, would the sales.

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