"ONLINE SHOPPING: CONSUMERS AND ETHICS"

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ABSTRACT

"Consumers are the king of market"

In present marketing scenario the study of consumer behaviour has become essential.. Without consumers no business organization can run. All the activities of the business end with consumer and consumer satisfaction. Consumer behaviour studies based on Consumer buying behaviour, with the customer playing the three distinct roles of user, payer and buyer. Online shopping first started by pizza hut in 1994. in resent years the online shopping undergoes extensive growth and with that the consumers concern regarding online shopping. The vast majority of the earlier research on this area is conceptual in nature and limited in scope by focusing on consumer's privacy issues. Schubert and Selz (1999) examine the quality factors of electronic commerce sites in term of information, agreement and settlement phases. Online shopping holds a great potential for youth marketers. The objective of the paper is to know the factor affecting the perception regarding the ethics of Indian online buyers and satisfaction level among the people towards online shopping. The study is based on primary data. The result is further derived from the analysis of the data so collected by the simple random sampling.

Key words: Online shopping, consumer attitude, consumer behavior, ethics, Privacy issue.

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INTRODUCTION

Online shopping or e-shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet using a web browser. An online shopping evokes the physical analogy of buying products or services at a bricks-and-motor retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. In the case where the business buys from another business, the business is called business-to-business. With the growth of online shopping, comes a wealth of new market footprint coverage opportunities for stores that can appropriately cater to offshore market demands and service requirements. The growth of interest in the internet as a shopping and purchasing medium is fascinating for practitioners and researchers alike. Some researchers have proposed that the consumer's own characteristics play an important role in his or her propensity to engage in internet transactions (Sheth and Parvatiya 1995, Jarvenpaa and Traxtinsky 1999). Brynjolfsson and Smith (2000) pointed out that branding and trust remain important sources of hetrogeneiety among internet retailers. This paper hopes to help relevant enterprises to develop internet marketing, effective analyze of consumer behaviour, and design targeted marketing programmers. And gives academia field another thought for the research of online Shopping research.

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LITERATURE REVIEW

- ### Personal characteristics

It can be defined as a group of specific customer features that may influence their online shopping attitudes and behavior, such as their internet knowledge, need specificity and cultural environment.

Li and colleagues (1999) found that customers who purchase from internet stores more frequently are more convenience-oriented and less experience oriented. These consumers regard convenience during shopping as the most important factor in purchase decisions, because they are time-constrained and do not mind buying products without touching or feeling them if they can save time in this way, perceived risk can be reduced by knowledge, skill and experience on the internet, computer and online shopping (Ratchford et al. 2001;Swnecal 2000; Sukpanich and Chen 1999; Ha et al.2001). In another study, Bellman and colleagues (1999) propose that people living wired life style patronize e-stores spontaneously. These consumers use the internet as a routine tool to receive and send e-mails, to do their work, to read news, to search in formations, or for recreational purposes.

- ### Website Quality

Twenty studies investigate the relationship between website quality and consumers online shopping attitudes and behavior from different point of view. For example, Gefen and Straub (2000) investigate the impact of perceived ease of use (PEOU) and perceived usefulness (PU) on e-commerce adoption using 202 MBA students as subjects. They report that while PU affects intended use when a web site is used for a purchasing task, PEOU only has an indirect influence on online shopping behavior by directly influencing PU. Lee et al. (2001) obtain the similar findings in affecting their recent study of design factor affecting consumer loyalty. In one study, Song and Zahedi (2001) classify web quality elements into five categories according to their purpose: for promotion, service, information influence, self-efficacy, and resources facilitation. These investigators find that each of the five significantly and positively reinforces those consumers, perceptions in these factors, which in turn positively influence consumer online shopping attitude and behavior.

- ### Attitudes towards online shopping

Consumers' attitudes towards online shopping have gained a great deal of attention in the empirical literature, (e.g., fishbein and Ajzen 1975), it is believed that consumers attitudes will affect intension to shop online and eventually whether a transaction is made. This is multidimensional construct. First it refers to the consumer's acceptance of the internet asa shopping channel (Jahng et al.2001). Secondly, it refers to the consumers attitude towards a specific internet stores (i.e., to what extant consumers think that shopping at this store is appealing) these first two dimensions are negatively associate with the third, customers perceived risk emerge in the process of online shopping.

- ### Online shopping decision making

Online shopping decision making includes information seeking, comparison of alternatives, and choice making. The results bearing on this factor directly influence consumers purchasing behavior. In addition, there appears to be an impact on users satisfaction. According to Haubl and Trifts (2000), potential consumers appear to use a two-stage process in reaching purchase decisions.

- ### Online purchasing

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Online purchasing is reported to be strongly associated with the factors of personal characteristics, vendor/service/product characteristics, web quality, attitudes towards online shopping, intention to shop online, and decision making (Andrade 2000; Bellman et al. 1999; Bhatnagar et al. 2000; Cho et al. 2001; Grandon and Ranganathan 2001; Jarvenpaa et al. 2000; Lee et al. 2000; Sukpanich and Chen 1999).

- **Consumer satisfaction**
  Consumer satisfaction is the focus of the investigation. It can be defined as the extent to which consumer's perception to which consumers perceptions of online shopping experience confirm their expectations. Most consumers form expectations of the product, vendor, service, and quality of the web site that they patronize before engaging in online shopping activies. These expectations influence their attitudes and intensions to shop at a certain internet stores, and consequently their decision making processes and purchasing behavior. If expectations are met, customers achieve a high degree of satisfaction (Ho and Wu 1999; Jahng Et al. 2001; Kim et al. 2001).

RATIONALE OF THE STUDY

1. It is essential for a student to acquire practical knowledge. This report is prepared for depicting the organizational structure of online shopping in site.
2. The present study helps in determining the needs and significance of online/internet marketing.
3. The present study helps in focusing the importance of ethics and privacy issues of online shopping.

There are certain general statements/questions ever asked to the respondents which in terns help in inculcating the productive results.

OBJECTIVES OF THE STUDY

The objective of this paper is to synthesize the representative existing literature on consumer online shopping attitudes and behavior based on an analytical literature review. In doing so, this study attempts to provide a comprehensive picture of the status of this subfield and point out limitations and areas for future research.

1. To know the factors affecting the perception of Indian online buyers.
2. To study the satisfaction level among the people.

HYPOTHESIS OF THE STUDY

Before working on any topic, a researcher has many hypothetical facts in his/her mind which may either come true or may be false. On the basis of review of literature the following hypothesis has been set. This can be vigilised after the competition of research work. Hypothesis of this research paper interpretate under following.

1. There is no significant relationship between overall website quality and online shopping.
2. There is no significant relationship between customer service and online shopping.
3. There is no significant relationship between website security and online shopping.

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RESEARCH METHODOLOGY

- **Research design**

  The research design specifies the method and the procedure for acquiring the information needed. It is overall frame work of the paper that stipulates what information is to be collected.

- **Research design**

  Nature of research- descriptive and explorative research

- **Data collection**

  This study is based mostly on restoring the primary data as well as on secondary data collected through the method of simple random sampling.
  - o **Primary data**- Information is collected through Self-structured Questionnaire.
  - o **Secondary data**- It is collected from text book, journals and magazines, and internet websites.

- **Sample Size**

  Sample Size- 100 Respondents
  Sample Unit- Students and professionals
  Sample Location- Indore and Mhow
  Sample Type- Simple random sampling

- **Questionnaire Design**

  Degree of customer satisfaction level is measured on 5 point Likert scale measured from Strongly Agree (1) to Strongly Disagree (5).

STATISTICAL TOOL INTERPRETATION

The analysis which is done according to the data collected through the sampling shows that the Chi-square value of $p<0.05$ is significant respective degree of freedom, showing that there is significant difference between expected and observed frequencies. As such we reject all the above three hypothesis and it shows that there is significant relationship between overall website quality and online shopping, customer service and online shopping, website security and online shopping.

FINDING AND SUGGESTIONS

- **Findings**

  1. As per my study people do not prefer online shopping because they are not able to check or enquire the product personally as per their satisfaction which prevents them from online shopping option.
  2. Sometimes it happens that due to any circumstances the owner of the product is not available to collect the product which again gives a call for the problem.
  3. Some companies ask for a large amount of shipping charges which discourages a online shopping.
  4. Websites do not provide complete and satisfactory information about the product given.
  5. Quality dissatisfaction is the biggest complaint by a large number of people.

- **Suggestions**

  1. Before purchasing any product from the website one must check the certificate of the website whether the site is legalized or not for the product.

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2. Do not buy the product from any websites until and unless you are not satisfied by the authentication and the products or service provided by the site.

3. One can always compare the price of the given product on the other sites or internet also before purchasing.

4. Before filling any personal information asked as per the website, please double cross the information filled.

CONCLUSION

Online shopping is a different experience and one can make the shopping creative over the internet as one gets use to it. Now-a-days people are busier so they do not get time to go to the market and purchase the items so they prefer online shopping so it saves the time, fuel and energy of the consumer. Online shopping is preferred more as it allows consumer to compare the prices of the products available also there is 24/7 availability of the items. Due to lack of time, consumer hates standing in a long que which is not at all an issue while online shopping. In traditional shopping often the customers are not satisfied by the service provided by the shopkeepers on their satisfactorily chosen product which is eradicated in online shopping. Despite of a great number of advantages on online shopping there are only 60% of people who use it and still 40% people prefer traditional shopping. Youth and professional group of people are the one who take the benefits of the online shopping to a great number when compared to older or middle aged falling group of people. Online shopping becomes more enjoyable and easier than traditional shopping.

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