

Consumer Attitude Toward Online Shopping in Lalitpur Valley

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Abstract

The study focuses on consumer attitudes towards online shopping inside Lalitpur Valley. The study used 150 sample sizes through convenience and random sampling methods. The objectives of the study have to examine the factors affecting on consumer attitudes towards online shopping as well as to identify the effect of comfort, cost and security on dependent variables of consumer attitudes toward online shopping. The conceptual framework has used independent variables i.e., comfort, cost, security and dependent variables consumer attitudes toward online shopping. The finding of the study has expressed that cost has the highest mean among three variables whereas inferential statistical tools i.e., correlation regression has expressed that comfort, cost and security have positively correlated with dependent variables.

Keywords: Consumers, Online, Media, Credit cards, Cost and security, Internet

1. Introduction

Consumers are those who buy goods for personal use. Online shopping types of electronic marketing where consumer purchase goods from the Internet. Aldrich (2011) is the man who invented online shopping in 1980, this online marketing makes the world as global village. Online shopping is associated with electronic media through the Internet along websites. The psychological state of consumers while purchasing products over the internet is defined as consumers towards online shopping. Consumer attitude is defined as feeling towards a product while purchasing products through the internet. Online shopping is defined as computer and internet use for better marketing performance. Online has increased rapidly after the COVID pandemic in the context of Nepal. Credit cards, and ATM cards play a significant role in online shopping. With increasing internet literacy in Nepal, the future prospect of online marketing is increasing day by day. Based on recent trends, many e-commerce organizations have been growing as mushroom in major cities of Nepal. Besides that, many more banking sectors have also introduced electronic payment gateway which has helped in online business and transactions. This online shopping is facilitated by fast speed. 3G and 4G internet technology play a role in online marketing. Consumers purchase mobile phones, motor vehicles, computers, accessories and laptops through online platforms. Muncha.com. (www.shop.muncha.com), Bhatbateni online (www.bhatbatenionline.com),

Thamel.com (gyps.thamel.com), Giftmandu (www.giftmandu.com) are some of the popular online shopping. Now there are many ritual Nepal stores on the web.

Pihlstrom et al did a study in 2008, early adopter is mainly motivated by curiosity and personal innovativeness. Online shopping is easy and comfortable solution in the busy life. Online shopping connects as multichannel throughout world. Gunasekaran et.al (2002) expressed that trade and commerce have been diversified in 21st century through online shopping. Online shopping defines as electronic commerce to purchase products directly from sellers with help of Internet. Online shopping has unique features. Hujeynov and Yildirim (2014) argued that lack of face-to-face communication is the main obstruction problem on online shopping as well as less privacy and security are also issuing online shopping.

Statement of Problem: The main purpose of this study is to identify and examine the factors affecting consumer attitudes towards online shopping in Lalitpur valley, Nepal. However, following are the questions for the study. What are the factors that effect on consumer attitude while purchasing goods through online shopping? and what is the impact of comfort, cost and security on consumer attitude towards online shopping?

The objective of the study: The main objective of this study is to examine the factors affecting on consumer attitude towards online shopping in Lalitpur valley, Nepal and identify the effect of comfort, cost and security on consumer attitude towards online shopping.

Research Hypothesis:

The following hypothesis has been formed:

H1: Comfort has a positive effect on consumer attitude towards online shopping.

H2: Cost has a positive effect on consumer attitude towards online shopping.

H3: Security has a positive effect on consumer attitude towards online shopping.

Rationale of the study: This study is important to understand consumer attitudes towards online shopping. This study helps the marketer to recognize the factors that influence on consumer attitude towards online shopping. This study helps the marketer to create marketing strategies.

2. Literature review

Bashir (2013) explained that online consumers have given more priority to new products and give importance to price, consumers have taken a time as factor while online shopping. Rahman et al (2018) revealed that consumers of Dhaka city have-not familiar with online shopping but consumer shave motivated online in terms of time-saving and available varieties of products, consumer favor home delivery facilities but unfavored of lacking physical touch. Adrita (2020) explained that saving time, convenience, information about product as well as prices are taken as factors influencing consumers towards online shopping. This research

has used percentage, frequency and chi-square test as statistics tools with random sampling for data analysis.

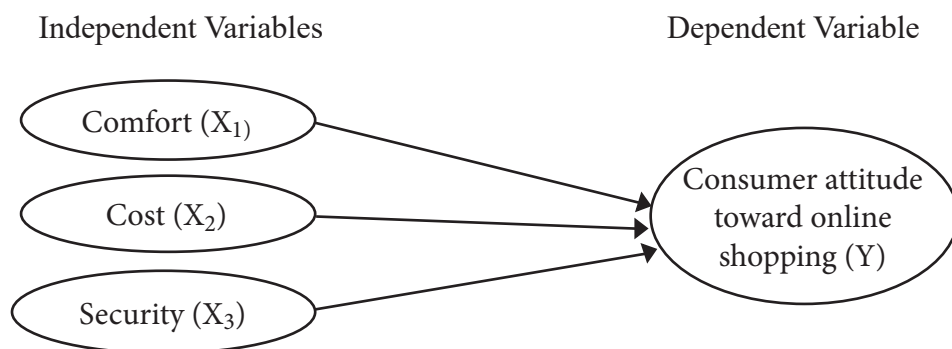
According to Bauboniene and Guleviciute (2015) objective of this research is to explain factors like security, fast delivery, comparable price, convenience cheaper price and wider choice on consumers towards online shopping decisions by analyzing data through survey. This study argued that convenience and price are the main factors affect consumer attitudes toward online shopping.

Limbu (2011) revealed that consumers of southwestern. USA desired website support for financial security as well as personal information and delivering accurate products as in the image.

Gaudel (2019) expressed that consumer behavior toward online shopping in Kathmandu Valley have influenced by convenience, security and time saving respectively.

Noor et al. (2023) expressed consumer perception towards website factors for online shopping and its effect on buying behavior in Peshawar. This study explained that Peshawar Pakistani consumers have positive evaluations towards website design, and website reliability but negative evaluation towards website security and privacy in online marketing.

Conceptual framework



3. Research Methodology

Design: The purpose of this study is to test the hypothesis to identify factors affecting online shopping. 5 Likert scale have used in questionnaires for scores on scale items varying from strongly disagree to strongly agree.

Data: This study has collected primary data by questionnaire method. Questionnaires has distributed to 150 respondents through mail and direct contact.

Sample: This study has used 150 sample sizes through convenience and random sampling methods.

Analysis of data: Descriptive analysis has been used for the analysis of collected data. Under descriptive analysis. Mean and standard deviation have been used. Besides this, multiple regression has used to correlate dependent and independent variables.

$$Y = B_0 + B_1 X_1 + B_2 X_2 + B_3 X_3 + e$$

Where,

Y= consumer attitude on online shopping

B₀=intercept of the regression

B₁= coefficient of regression

X₁= Comfort

X₂= Cost

X₃= Security

e= error term

4. Results: Descriptive Analysis

Table 1 (Mean and standard deviation)

Variables	N	Mean	Standard deviation
Comfort	150	2.65	1.232
Cost	150	2.73	1.12
Security	150	2.64	1.362

The descriptive finding has shown that Cost has the highest mean ie 2.73 among the three variables and lowest variables was security 2.64.

Table 2

Correlation between dependent and independent variables

	Consumer	Comfort	Cost	Security
Consumer	1			
Comfort	0.635	1		
Cost	0.77	0.776	1	
Security	0.589	0.851	0.785	1

The carl persons correlation coefficient between the independent variable Comfort, Cost, Security and dependent variable consumer attitude toward online shopping are 0.635, 0.770, 0.589 respectively which means these independent variables are positively correlated to dependent variables.

5. Conclusion

The main objectives of this study were to examine the factors that affect consumer attitude towards online shopping and identify the effect of Comfort, Cost and security on consumer attitude towards online shopping of Lalitpur valley. The conceptual framework has

developed by using independent variables (Comfort, Cost and Security) and dependent variables (Consumer attitudes toward online shopping)

This study has used random and convenience sampling methods with 150 sample sizes of Lalitpur valley. The questionnaire with 5 ratings Likert scale has used to collect data from respondents.

The descriptive finding has shown that cost has the highest mean i.e. 2.73 among the three variables and the lowest variable was security 2.64. All the independent variables have positively correlated related with the dependent variables.

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