

Chapter 78

Components of Consumer Factor and Its Influence on Attitude of the Student Online Shopping Community: Consumer Factor and Its Influence on Attitude

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ABSTRACT

This research article analyzed the impact of Consumer factors like privacy, security, time saving and convenience and its impact on the attitude of consumers of online shopping. Further, the difference between the variables such as frequency of online shopping, time spent for shopping online, products often purchased during online shopping, value of money spent during shopping, mode of payment preferred and the consumer factors were also identified to ascertain the actual relationship. The research has focused on the student's community as the data set and their views on online shopping were collected through Questionnaire.

1. INTRODUCTION

Consumer behaviour is a branch of management which gives an idea about how an individual and groups of consumers are involved in the purchasing decisions of goods or services. According to Engel et al. (1995), it is a process that include actions and decision processes executed at the time of buying goods and services for personal consumption. According to Lauden et al. (2009), it is a process in which an individual is engaging in various activities which leads to decision making related to purchasing of goods and services.

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The study of behavioural aspects of consumers is centered on the process which the consumers adopt in the aspects of components of consumer factor when they make purchases. The consumers plays many roles while involving in the purchase process thus making the prediction of behavioural aspects of consumers' as difficult one. The consumer factors such as Privacy, Security, Time Saving and Convenience can be studied through consumer needs, ways to satisfy their needs, the decision related to repeated buying, information analysis, understanding of information, and formulation of plans and implementation of these plans.

The successful entry into market is based on analysis of behavioural aspects of consumer evolution and framing the marketing strategies according to it. Indian consumers are more complex than their counterparts in the other parts of world. They offer so much of hope and generates so much deception. The complication involved in the analysis of behavioural aspects of Indian consumers lies firstly in their nature which is different from the consumers of other countries. The consumers of different countries have unique characteristics in terms of history, manners, customs, culture, and mentality of its consumers.

The market codes have transformed, especially among the youth, the traditional values such as simplicity and temperance have been changed into the habit of winning, glory and heroism. These habits, which have entered the Indian way of life, shape their way of thinking, behaving and define the new criteria of the market. The understanding of behaviour of consumers in this market is very essential for the online shopping companies

2. OBJECTIVES

- To study the impact of Consumer factors on the Attitude of online shopping consumers (Table 1).
- To examine the variance between the consumer factors and various dependent variables related to online shopping.

Table 1. Factors of consumer behavior

FACTORS	VARIABLES
Consumer Factors	Privacy, Security, Time Saving and Convenience.

3. LITERATURE REVIEW

3.1. Consumer Factor

The consumer factor was suggested as important to online shopping and factors included were privacy, security, time saving, ease of use, convenience, enjoyment, previous experience, company reputation and tactility (Godwin et al., 2001). Becker (1965) indicated that the right and efficient utilization of time is an important factor for the young consumers for they do not wish to spend more time on purchasing. Further, (Alreck et al., 2002; Bellman et al., 1999; Then et al., 1999) have found from their survey, that modern day consumers consider time as a crucial factor. Apart from that, modern day consumer does not like to spend more time in brick and mortar stores (Bhatnagar et al., 2000; Alreck et al., 2002). The

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