ATTITUDE OF RURAL CONSUMERS OF DHARMAPURI DISTRICT WHILE PURCHASING ONLINE

[1]Kalpana. M

[1]Ph.D Scholar, Department of Business Administration, Annamalai University. Chidambaram, Cuddalore, Tamil Nadu, India.

[2]Dr.R. Anand

Associate Professor, Department of Business Administration, Annamalai University. Chidambaram, Cuddalore, Tamil Nadu India.

ABSTRACT

To ensure the success of online business, it is important for the retailers to understand their targeted customers. The research deals with the attitude of rural consumers with special reference to Dharmapuri district. The aim of the study is to examine the factors that influence the attitude of rural consumers in online shopping. In this study 100 consumers were taken as a sample through structured questionnaire for getting the information related to the attitude. The study belongs to descriptive research design and snowball sampling method was used. The study adopted the following Statistical tools like correlation, regression and ANOVA used for the analysis and interpretation purpose.

Keywords: Online, Shopping, Consumer Attitude.

INTRODUCTION

Internet shopping has become a popular way for buyers. Internet shopping is the process of buying goods and services from merchants who sells online. Online shopping allows buyers to buy sooner, more choices and can order products and services with comparative reasonable price (Cuneyt & Gautam, 2004). E-commerce is a tool for reducing administrative costs and cycle time, streaming business process, and improving relationships with business partners and customers (Charles, 1998). This new advanced pattern of shopping not only brings a wide range of products to consumers; it also provides a huge market and several business opportunities. In the past twenty years, the rapid growth of the Internet and the geometric development of the Internet users. Although the number of Asian Internet users is maximum in the world, the Internet penetration rate of Asia was lower than elsewhere. The penetration rate of Internet users in Asia was just higher than Africa, as on 30 June 2010, according to the Internet World

Statistics (2010). The highest was North America with a penetration rate of 77.4%. Online shopping has extended changes in the attitude and behavior of people all over the world. The tremendous change that was brought by the World Wide Web, which has entered every corner of the world. Due to this blessing, online shopping has emerged which influenced the lives of normal citizens. Online shopping has also started in Dharmapuri, but many users are not much habituated yet to go for online shopping commonly. Thus, the purpose of this study is to investigate the relationship between independent variables such as search engines, product quality, price, convenience, website design, time saving, brand, refund, security, after sales service, online shopping experience with the consumer's attitude towards online shopping. This study is undertaken to understand the behavior of online shoppers through a structured questionnaire of 100 respondents from Dharmapuri which is situated in Tamil Nadu state.

Consumers' Attitude

Consumer attitudes consist of a combination of cognitive information and beliefs, emotional, and behavioral intention regarding a consumer product or service. It is what you believe about a product or service, how you feel about it, and what are your intentions towards it

Definition of online shopping

Online shopping is defined as the process in which a customer purchases a service or product on the internet. In other words, a consumer according to their own comfort at his or her own leisure may buy products from their home from an online store. This concept was first demonstrated before the World Wide Web (WWW) was in use with real time transaction processed from a domestic television. The technology used was called Videotext and was first demonstrated in 1979 by M. Aldrick who designed and installed systems in the United Kingdom. By 1990 T. Berners-Lee created the first WWW server and browser and by 1995, Amazon expanded its online shopping experiences (Parker-Hall, 2009).

Pattern of Online Buying

According to the study which was done by Master Card Worldwide Insights (2008), the product and services most frequently bought online among Asia/Pacific online shopper are books and art (41%), home appliances and electronic products (39%), CDs/DVDs/UCDs (38%) and ladies clothing/accessories (38%). Opportunistic buying as a whole does not seem to be a major

factor for many online shoppers because: 41% bought on impulse just a couple of times, while 34% hardly ever bought on impulse. Similar to the types of products frequently purchased online, items most likely to result in opportunistic buying were ladies clothing and accessories, home appliances and electronic products and CDs/DVDs/VCDs.

Consumers' previous experiences with online purchases can be a significant influence of levels of risk perception by consumers and their purchasing decisions (Dillon, 2004). Negative experiences increase levels of risk perception with online purchasing and hamper not only a business likelihood of retaining customers but can make it more difficult for other online businesses to gain initial customers (Boyer, 2005). According to Leggatt (2010), a quarter of U.S. adults have increased the amount of time they spend online shopping (24%) and reading product reviews (25%), found in Harris Interactive's online survey. Younger adults, aged 18-34, have increased their time spent doing both of these activities more than older adults, leading to speculation that this trend will continue. Americans are spending more time researching purchases and shopping online, according to Harris Poll findings, and many are feeling the social consequences of life in front of a monitor.

OBJECTIVE

1. To know the personal factor of rural online consumer in Dharmapuri district.

2. To infer relationship of demographic factor with attitude of rural online consumers in Dharmapuri district.

Purpose of the study

The prime purpose of the research is to identify and analyze the factors influencing the rural consumers to shop online. Besides the factors influencing, another purpose of the study is to analyze who are online shoppers in terms of demography. The findings of this research will help Dharmapuri marketers to formulate their marketing strategies for online shoppers but will also increase the knowledge and research in field of online shopping.

LITERATURE REVIEW

Sabitha M (2020) the purpose of this study is to explore the influences of online shopping perceived benefits namely Convenience, Pricing and Wider Selection towards Online Customer Satisfaction and Word of Mouth. Samples for each population were being selected as per

convenience sampling method. Sample size calculated for study was 150 consumers. Primary Information was collected with the help of well-structured Questionnaire along with personal interview. Though internet has grown wide spread throughout India the researcher suggests to the online companies that improvement of internet in rural areas is one of the key drivers for further development of online shopping. The study it is found out that among the different types of companies the Flip kart and Amazon play a special place in the minds of consumers because of its easy transactions, security features, quick delivery, product information and more payment option.

Dibas Gaudel (2019) the current study investigates possible factors that influence consumer attitudes towards online shopping behavior in Nepal., the sample size selected for this research is 200 and researcher have used convenient sampling method. The finding of the study indicated that among the four factors selected for this research that influence the most online shoppers is attractiveness, following security the second most influencing and thirdly time saving. Results have also showed that website design/features are of important concern among online shoppers.

Ephrem Habtemichael Redda (2019) this paper aims to investigate consumer attitudes towards online shopping in an emerging economy, South Africa. This study followed a descriptive and quantitative research method. Primary data was collected from a sample of 215 consumers. Correlation analysis and structural equation modeling (SEM) were used to analyze the data. The results of the study indicate that trustworthiness, privacy and security concerns determining the consumer attitude toward online shopping, which in turn, influences online shopping behavior. Furthermore, the study found that normative beliefs are the immediate antecedent of subjective norms, which in turn, influence online shopping behavior.

Anamika Datta and Mithun Kumar Acharjee (2018) consumers Attitude towards Online Shopping: Factors Influencing Young Consumers to Shop Online. A researcher conducted a study for the consumer's attitude towards online shopping is important in Bangladesh, Dhaka. The paper has mainly focused on identifying the different factors that influence young consumers' attitude towards online shopping. In this study, non-probability sampling, a convenience sampling method is used for collecting the information from the respondents. A structured questionnaire was developed and used for the survey. A sample size of 166 is selected.

Suggestion of the study is maximization of the quality, innovation and customer relationship has to be ensured to build trust among young consumers. The Result shows that 1 unit increases in security, consumer's attitude towards online shopping increases 0.160 times.

Barkathunisa. A (2018) the aim of the study is to analyze the customers perception, attitude, satisfaction and post purchase behavior towards online shopping in Chennai. Sample size was of 100 online customers of various products. Descriptive and inferential analysis is carried out. Correlation and Multiple Regression Analysis are used to test the hypothesis. The study also finds that the Customers' Perception, Attitude and Satisfaction influence the Post Purchase Behavior towards online shopping products. The study used Questionnaire and Personal Interview to gather information from the online consumer. In this study the researcher used probability of the random sampling.

khulan Munkhjargal,et al. (2018) the studies examined in term of their effect on consumers' online attitude and identified four categories: risks or product risk, financial, convenience and non-delivery risks. Survey was collected from 294 social network users. The findings show that product risk, financial risk, non-delivery risk, convenience risk have negative impact on the online shopping attitude. We assume that Mongolian consumers give more importance for all perceived risks. The e-commerce shoppers' attitude was significant and had positive impacts on the online purchasing behavior. Consumer perceived risk of online shopping has direct impacts on user's attitude and the attitude significantly influences the purchasing behavior.

Suvita Jha (2018) factors Influencing Consumers Attitude towards Online Shopping in Koteshwor, Nepal. The study revealed that price, convenience, time saving, website design and security were used for analysis. A researcher conducted the interview gathering information from the respondents and using the primary data source in the research. In the research it was found that there were relationships between the price, convenience, time saving, website design, security and consumers' attitude to adopting online shopping. In the analysis SPSS software was used for the descriptive analysis and correlation analysis. The sample size for the study was 50. Finding of the research has shown that the entire independent variables price, time saving, convenience, web design and security studied was positively correlated with the dependent factor for online shopping decision.

Jemila Dani.N (2017) therefore we have also decided to study consumer's attitudes towards online shopping and specifically studying the factors influencing consumers to shop online. The population selected for the research is Kanyakumari District of Tamil Nadu, the sample size of the research is 100 and we have used convenient sampling method. The statistical tool Correlation is used for the purpose of analysis. The main objective of the study is to indicate that among the four factors selected for this research the most attractive and influencing factor is Website Design/Features, following convenience the second most influencing and thirdly time saving. The results have also exposed that security is one of the important concern among online shoppers in India. The research has also found some other factors which influence online shoppers including, less price, discount, feedback from previous customers and quality of product.

Suresh Kumar. R (2017) this paper discusses the rural people attitude & behavior towards online shopping, it also discusses why they prefer online shopping and why not. E-shopping is a form of electronic commerce which allows consumers to directly buy the goods or services from a seller. A sample of 100 respondents was taken into consideration from rural areas. An exhaustive questionnaire was structured to gather as much primary information. Convenience sampling method is used. The study found that it is a challenge for E-marketers to convert low frequency online buyers into regular buyers through successful website design and by addressing concerns about reliable performance.

Mubashir Majid Baba and Dr.Mushtaq Ahmad Siddiqi (2016) the main objective of the present study is to identify key factors that influence online purchasing behavior of consumers in India and more specifically in Kashmir region. Both the primary and secondary sources will be used. The Primary data will be collected through a Structured Questionnaire. This research is descriptive cum empirical in nature. Convenience sampling technique was used in the study. The total sample for the study was 100. The Statistical Package for the Social Science (SPSS) VERSION 16.0 was used to analyze the data. Results have also showed that time saving is of important concern among online shoppers. The study also revealed that demographic factors don't influence the attitude of consumers towards online shopping.

Shariful Islam MD (2015) the purpose of this study is to analyze factors affecting on online shopping behavior of consumers that might be one of the most important issues of e-commerce and marketing field. This goal has been followed by using a model examining the impact of perceived risks, infrastructural variables and return policy on attitude toward online shopping behavior and subjective norms, perceived behavioral control, domain specific innovativeness and attitude on online shopping behavior as the hypothesis of study. Rural consumers have very limited knowledge about online shopping because it is a complicated socio-technical phenomenon and involves too many factors. To investigate these hypothesis 200 questionnaires were dispersed among online stores of Iran. Finally regression analysis was used on data in order to test hypothesizes of study. The results of the study also indicated that domain specific innovativeness and subjective norms positively affect online shopping behavior.

Saad Akbar and Paul TJ James (2014) the research examines the consumer attitude towards online shopping and specifically studying the factors influencing consumers to shop online. In this study, the multiple regression analysis was employed to measure the relationship between independent variables and online shopping. Among the 9 factors, the strongest influencers from highest to lowest were Price, Refund, Convenience, Auction websites, Security, Brand, Search engines, Promotion and Online shopping malls. The researcher used personal interview of survey method to collect data. The researcher used stratified random sampling method to design questionnaire to study 240 current employees of "crazy domains" located in Nonthaburi, Thailand. The findings of this study indicated that the 9 critical factors on B2C e-commerce can lead internet users to accept online shopping. The researcher suggests that e-retailers practice these 9 factors on their online business in order to attract more Internet user to become online shoppers.

METHODOLOGY

Sampling Method

The research was carried out by snowball sampling method**.** The researcher used the descriptive research for this study. To make the samples representative, as far as possible, various steps have been taken into consideration. Samples have been selected areas of the Dharmapuri District.

Sample size

Dharmapuri district is in 24th place in terms of the highest population in the state. In this district the density of population recorded is 335 persons per square km. The district has recorded the literacy rate of 68.5% lower than other districts and 82.68% of the people are living rural area only and to know their attitude the researcher selected this district. The sample size was taken for the study was 100 respondents.

Data source

Primary data has been collected directly from the online rural consumer by using a questionnaire. The relevant secondary data is has been collected from different source such as journals, article, newspapers, magazines, internet, periodicals, books, reports, publications of associations related.

Study location

Respondents were selected from Dharmapuri district, TamilNadu. This location is selected by the researcher because it is convenient for the researcher and the accessibility and coverage is broad enough.

Instruments

The main instrument for this study was a well- devised interview to gather information about respondent attitude towards online shopping.

Statistical tools used for the study

ANOVA- used for the purpose of difference between demographic factor and attitude of rural online consumer.

Correlation – used to know the relationship between independent factors and attitude of rural online consumer.

Regression – to know the independent variable factor influence attitude of rural online consumer

Data Collection and Data Analysis

The study is based on both primary and secondary data. The primary data were collected directly from the sample of consumers through a well-devised interview schedule. Those who are the online purchaser are taken as samples for the purpose of the study. For data collection the

researcher visited the respondents at their residents more than once, according to their leisure conveniences. The secondary data relating to the study were collected from books, journals, research articles, magazines, and websites.

Reliability: Attitude of rural consumer factor

Reliability	
Items	**Cronbach's Alpha**
Search Engines	0.832
Convenience	0.706
Product Quality	0.862
Price	0.875
Brand	0.766
Refund	0.869
Time Saving	0.834
Security	0.803
After Sales Service	0.766
Previous Experience	0.836
Website Design	0.841
Attitude of Rural Consumer	0.822

Analysis and Discussion

Introduction

The analysis discusses the results of the statistical tools applied in this study. In this study the researcher presents the profile of the online consumers, attitude of rural consumer for online shopping. Factors influencing and attitude of rural consumer's towards the study variables based on their demographic profile.

Table: 1 Analysis of frequency

	Personal Factors	Frequency	Percent
Gender	Male	66	66.0
	Female	34	34.0
	Total	100	100
Age group	Below 20	16	16.0
	21 – 30	32	32.0
	31 – 40	36	36.0
	41 – 50	10	10.0
	Above 51	6	6.0
	Total	100	100
Educational Qualification	Below SSLC	7	07.0
	HSC	20	20.0
	DIPLOMA	22	22.0
	Undergraduate	35	35.0
	Postgraduate	16	16.0
	Total	100	100
Income	Below 10,000	19	19.0
	10,001 – 20,000	14	14.0
	20,001 – 30,000	18	18.0
	31,001 – 40,000	30	30.0
	Above 40,001	19	19.0
	Total	100	100
Occupation	Student	38	38.0
	Employee	14	14.0
	Business	18	18.0
	Profession	10	10.0
	House wife	20	20.0
	Total	100	100

Interpretation: The above table depicts the online rural consumer demographic profile. Consumers are in the different gender, age groups, educational qualification, monthly income and their occupation. This demographic profile reflects the attitude of rural consumer while purchasing online.

The profile of the consumer displayed gender is classified into male and female students. Here, 66 percent of the respondents are male and 34 percent of the respondents are female. It shows the majority of the male respondents are purchasing through online.

In the age group, this is classified into less than 20 years, 21-30years, 31-40years, 41-50years and above 51 years age. Here, 36 percent consumers were 31 to 40 years age group followed by 21 to 30 years age group (32%) and below 20 years age group (16%) and 41 to 50 years age group (10%) and 51 years and above age group (6%). It showed that majority of the consumer were in the 31 to 40 years age group.

With regard to education, 35 percent consumers are having under graduation level education followed by 22 percent consumers are having diploma level of education, 20 percent conumers are having higher secondary level of education, 16 percent consumers are having post graduate level of education, 07 percent consumers are having below SSLC level of education. It showed majority of the consumers have under graduate.

For monthly income level,30 percent consumers are having monthly income of Rs. 31,000 to 40,000 followed by 19 percent consumers are having monthly income above Rs.40,001 and below Rs.10,000, 18 percent of the consumers are having the monthly income Rs 20,001 to 30,000, 14 percent consumers are having monthly income Rs.10,001 to 20,000. It showed majority of the consumers are having the monthly income Rs.30, 001 to 40,000.

Regarding occupation of the respondents 38 percent consumers are students, followed by 20 percent of consumers are housewife, 18 percent consumers are business 14 percent of the consumers are business people, 10 percent of the consumers are profession. It showed majority of the consumers are students.

The table depicts that the online rural consumer age groups. Consumers are in the different age groups. In this table used ANOVA for the purpose of to know the difference between age group and attitude of rural consumers while purchasing online.

Table: 2 Difference between age group and attitude

Age group	N	Mean	Std. Deviation	F	Sig.
below 20 years	16	23.250	5.483		
21 – 30	32	24.656	4.337		
31 - 40	36	24.027	4.538		
41 - 50	10	29.000	0.000	3.599	0.009
above 51	6	27.000	0.000		
Total	100	24.780	4.518		

Interpretation: From the mean value table of respondents age it reveals that, age group between 41-50 years have the highest mean value (29.00) with standard deviation (0.00). Followed by above 51 years age group have the mean value (27.00), and the age groups 21-30, 31- 40, and below 20 years age group have the mean value 24.65, 24.02 and 23.25 respectively. It shows that majority of the consumer's lies in the age group of 41 – 50years.

H_0 = There is no significant difference between age group and attitude of rural consumer. Hence, rejected the null hypothesis and accepted the alternative hypothesis.

The table depicts that the online rural consumer occupation. Consumers are in the different occupation like employee, business, student and etc. In this table used ANOVA for the purpose of to know the difference between occupation and attitude of rural consumers while purchasing online.

Table: 3 Distinguish between Occupation and attitude

Occupation	N	Mean	Std. Deviation	F	Sig.
Student	38	22.3158	5.93708		
Employee	14	25.1429	2.56776		
Business	18	25.2222	2.55655	7.558	0.000
Profession	10	29.0000	0.00000		
Housewife	20	26.7000	1.30182		
Total	100	24.7800	4.51838		

Interpretation: From the mean value table of respondents occupation depicts that, profession have the highest mean value (29.00) with standard deviation (0.00). Followed by housewife have the mean value (26.70), business respondents have the mean value (25.22), employee respondents have the mean value (25.14), and student respondents have the mean value (22.31). It shows that majority of the consumers are from professional group.

H_0 = There is no significant difference between occupation and attitude of rural consumer. Hence, accepted the alternative hypothesis and rejected the null hypothesis.

The table depicts that the online rural consumer monthly income. Consumers are getting different level of income compare than one person to another, like below 10,000, 20,000 and above 40,000 respectively. In this table used ANOVA for the purpose of to know the difference level of income and attitude of rural consumers while purchasing online.

Table: 4 Difference between Monthly income and attitude

Monthly Income	N	Mean	Std. Deviation	F	Sig.
Below 10000	19	22.7895	5.53352		
10001-20000	14	25.8571	2.62699		
20001-30000	18	24.1111	4.71405	1.688	0.159
30001-40000	30	25.1333	5.26362		

| Above 40001 | 19 | 26.0526 | 1.89952 | | |
| Total | 100 | 24.7800 | 4.51838 | | |

Interpretation: To above the mean value table expose that above 40,001 income level having highest mean value (26.05) with standard deviation (1.89), followed by the 10,001–20,000 income level having the mean value (25.85), 30,001–40,000 income level having the mean value (25.13), 20,001-30,000 income level having the mean value (24.11) and below 10,000 income level having the mean value (22.78). It shows that majority of consumers having the income level is above 40,001.

H_1 = There is a significant difference between monthly income and attitude of rural consumer. Hence, accepted the null hypothesis and rejected the alternative hypothesis.

The table depicts the online rural consumer educational qualification. Consumers are getting skill & knowledge based on their education and its different compared to person to person, like few of people have studied below SSLC, HSC, UG and PG respectively. In this table used ANOVA for the purpose of to know the consumers education level and their attitude while purchasing online.

Table: 5 Difference between educational qualification and attitude

Educational Qualification	N	Mean	Std. Deviation	F	Sig.
below SSLC	7	25.8571	2.73426		
HSC	20	24.6500	4.49883		
Diploma	22	26.2273	2.46754	1.002	0.410
Under graduate	35	24.1429	5.07672		
Post graduate	16	23.8750	5.80661		
Total	100	24.7800	4.51838		

Interpretation: From the mean value table of respondent's education, it's exposed that, diploma highest mean value (26.22) with standard deviation (2.73). Followed by below SSLC consumers are have mean value (25.85), higher secondary consumers are have the mean value (24.65),

under graduate consumers are have the mean value (24.14) and post graduation consumers are have the mean value (23.87). It showed majority of the consumers are diploma.

H0 = There is a significant difference between education and attitude of rural consumer. Hence, rejected the null hypothesis and accepted the alternative hypothesis.

Regression: Table: 6 factors influencing of attitude of rural consumer.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.993[a]	.985	.983	.58389
a. Dependent Variable: Attitude of rural consumer.				
b. Predictors: (Constant), website design, timesaving, Brand, Price, Convenience, Refund, Product Quality, previous experience, After sales service, Search Engines, Security				

Coefficients [a]						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-7.441	1.092		-6.816	0.000
	Search Engines	.712	.051	.616	13.903	0.000
	Convenience	-.446	.056	-.422	-7.908	0.000
	Product Quality	-.041	.033	-.022	-1.245	0.216
	Price	-.495	.057	-.426	-8.729	0.000
	Brand	-.049	.023	-.046	-2.130	0.036
	Refund	.117	.021	.116	5.530	0.000
	timesaving	-.007	.018	-.006	-.403	0.688
	Security	.498	.054	.472	9.279	0.000
	After sales service	.453	.052	.453	8.700	0.000
	Previous experience	.464	.081	.267	5.725	0.000
	Website design	.093	.053	.053	1.745	.084
a. Dependent Variable: attitude of rural consumer						

The table depicts factors influencing the attitude of rural consumers. The factors are search engine, convenience, refund, brand, price, product quality, previous experience, security, after sales service and website design respectively. In this table used regression for the purpose of to know the factor most influencing of consumer's attitude while purchasing online.

Interpretation: From above table it shows the factors influencing the attitude of rural consumer. The factors are Product quality (0.216) and time saving (0.688) and website design (0.084) values are more than significant value (0.05). Rest of independents factors are search engines (0.00), convenience (0.00), price (0.00), brand (0.036), refund (0.00), security (0.00), after sales service (0.00), previous experience (0.00) the values are less than the significant value. It shows majority of the factors are influencing the rural consumer attitude.

$H_1 =$ There is a significant difference between product quality, time saving, website design and attitude of rural consumer while shopping online. So, accept the alternative hypothesis.
$H_0 =$ There is no significant relationship between search engines, convenience, price, brand, refund, security, after sales service and previous experience respectively and attitude of rural consumers in online shopping. So, reject the null hypothesis.

The table depicts the factors relationship between consumers attitude. The factors are search engine, convenience, refund, brand, price, product quality, previous experience, security, after sales service and website design respectively. In this table correlation is used to know the factors that are having good relationship with rural consumer's attitude while purchasing online.

Correlation: To identify the relationship between factors and attitude of rural consumer in Dharmapuri district.

Attitude of rural consumer factor	Pearson Correlation	Sig. (2 tailed)	N
Search Engines	0.952	0.000	100
Convenience	-0.013	0.899	100
Product Quality	0.244	0.014	100

Price	0.300	0.002	100
Brand	0.218	0.029	100
Refund	0.444	0.000	100
Time Saving	-0.008	0.937	100
Security	0.263	0.008	100
After Sales Service	0.169	0.093	100
Previous Experience	0.907	0.000	100
Website Design	0.813	0.000	100

Interpretation: To above the table shows that relationship between independent factor and attitude of rural consumer. The convenience (0.899), time saving (0.937), after sales service (0.093) variable values are more than significant value (0.05). Rest of the variable values is less than significant value (0.00), (0.01), (0.02), (0.02), (0.00), (0.00), (0.00), (0.00) respectively. Majority of the factors have the relationship between rural consumer attitudes.

$H_1 =$ There is a significant relationship between convenience, time saving, after sales service and attitude of rural consumer. Hence, accepted the alternative hypothesis.

$H_0 =$ There is no significant relationship between search engines, product quality, price, brand, refund, security, previous experience and website design. Hence, rejected the null hypothesis.

SUGGESTIONS

The company can make its own delivery options to identify the consumers at the remote places as some online companies' do not facilitate product delivery at specific places. Frequent advertisements can be given during offers and discounts so that awareness of the offers can be availed.

CONCLUSION

The online shoppers of the Dharmapuri district are satisfied with the online shopping process. They are benefited with facilities like convenience, less procedure, timely delivery, product offers, low cost etc. The product dimensions are identified to be satisfactory and highly

correlated. The understanding of the nature, needs and wants of the consumers in other business is very much vital for the study.

IMPLICATION

It is important to investigate on factors that influence consumer's attitude towards online shopping. From the marketer's perspective, it will be more beneficial to understand the attitude of the consumers towards online shopping as well as the factors influencing consumers to make e-commerce purchases. From the result, they can know that e-commerce experience, product perception and customer service have significant relationship with attitude towards e-commerce purchases through online shopping. On top of that, they can also know that the consumers who purchase online are more likely to buy clothes, books and make travel booking. From the consumer's perspective, they will know that there are many advantages of online shopping such as it will be more convenience shopping on the internet and there is no crowd of people when shopping online. This research can make the consumers aware that e-commerce is becoming an important trend in this modern information technology society. This study is useful for the academicians where current study could serve as a reference and may provide some guides for the future researchers who would like to study about the same topic.

REFERANCE

Anamika Datta & Mithun Kumar Acharjee, Consumers Attitude towards Online Shopping: Factors Influencing Young Consumers to Shop Online in Dhaka, Bangladesh. *International Journal of Management Studies,* Vol.V, Issue (2018), pp: 01-13.

Barkathunisa. A, Analysis of Consumers' Perception, Attitude, Satisfaction and Post Purchase Behaviour towards Online Shopping in Chennai. *International Journal of Pure and Applied Mathematics,* Vol. 118, Issue (2018), pp: 609-622.

DibasGaudel, Consumers' Attitude towards Online Shopping: Factors influencing Nepali Consumers to Shop Online**.** www.researchgate.net. (2019).

Ephrem Habtemichael Redda , Attitudes towards Online Shopping: Application of the Theory of Planned Behaviour. Vol. 15, Issue (2019), pp: 148-159.

Gaudel Diba, Consumers' Attitude towards Online Shopping: Factors influencing Nepali Consumers to Shop Online. SSRN: http://dx.doi.org/10.2139/ssrn.3450062. (2019).

Jemila Dani.N, A study on consumer's attitude towards online shopping. *International journal of Research in Management& Business Studies (IJRMBS)*, Vol.4, Issue (2017), pp: 42-46.

Khulan Munkhjargal, et al, Online Consumer Perceived Risk and Attitude Influences On Online Purchasing Behavior: In Case Of Mongolian Online Shoppers. *International Journal of Management and Applied Science,* Vol.4, Issue (2018), pp: 52-56.

Mubashir Majid Baba and Dr.Mushtaq Ahmad Siddiqi, Attitude of Consumers towards Online Shopping. https://www.researchgate.net/publication/323265436. (2016)

Nahla Khalil**,** Factors affecting the consumer's attitudes on online shopping in Saudi Arabia. *International Journal of Scientific and Research Publications,* Vol.4, Issue (2014), pp: 01-08.

Sureshkumar. R, Rural Consumer Attitude Towards Online Shopping: An Empirical Study of Rural Area.*International Journal of Innovative Research in Management Studies (IJIRMS),* Vol.1, Issue (2017), pp: 1-5.

Saad Akbar & Paul TJ James, Consumers' attitude towards online shopping: Factors influencing employees of crazy domains to shop online.*Journal of Management and Marketing Research.* (2016), pp: 01 – 11.

Sabitha. M, A study on consumers' attitude towards online shopping with special reference to erode town. Vol.68, Issue (2020), pp: 2572-2578.

Suvita Jha, Factors influencing consumers attitude towards online shopping in Koteshwor. Nepal. *International Journal of Engineering and Applied Sciences (IJEAS),* Vol.5, Issue (2018), pp: 125-128.

Vijay Victor et al, Factors Influencing Consumer Behavior and Prospective Purchase Decisions in a Dynamic Pricing Environment-An Exploratory Factor Analysis Approach. *Social sciences,* (2018), pp: 02-14.

Zuroni Md Jusoh & Goh Hai Ling, Factors influencing consumers' attitude towards e-commerce purchases through online shopping. *International Journal of Humanities and Social Science,* Vol. 2 (2012), pp: 223-23.