Original Research Article

Factors Influencing on Consumer Attitude towards Online Shopping: An Assessment of Research

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Abstract

With the development of internet, people became rapidly familiar with the e-commerce concepts and tended to shop online rather than personally visit stores. Online shopping refers to electronic commerce which allows consumers to directly buy goods or services from a seller over the internet using a web browser. Even though internet usage in Sri Lanka is very high, online shopping is not much accepted in Sri Lanka yet. Therefore, the purpose of this study is to investigate the relationship between the factors which may influence online shopping and consumers' attitude on online shopping. The quantitative survey method was conducted by distributing the questionnaires to western province people of Sri Lanka as the population. 500 people were selected to distribute the questionnaire from the districts of Gampaha, Colombo, and Kalutara to collect the data. 350 questionnaires were collected. Close-ended questions with 5 point Likert Scale was used throughout the study. The data was interpreted using analytical tool SPSS. The Multiple Regression Model was used as the key analysis tool. The study found that the consumer life style and vendor/service product characteristics significantly affecting to consumer attitude on online shopping and those two predictors showed negative relationship towards the consumer attitude on online shopping. The other two predictors (previous online shopping experience and website quality) showed positive but insignificant relationship towards consumer attitude on online shopping in western province of Sri Lanka. Hence, policy makers should pay attention to those factors and should try to minimize the negative attitude regarding online shopping in Sri Lanka. In this study, the impact to the attitude regarding online shopping by using four independent factors was found out. Therefore, future researcher can increase the research scope by adding factors such as online shopping intention and consumer online shopping behavior additionally to the four dimensions.
Keywords: Online Shopping, , Website Quality, Consumer Life style, Previous Online Shopping Experience, Vendor/Service Product Characteristics, Consumer Attitudes.

INTRODUCTION

The world population has been increasing 7,634,758,428 in numbers and the people using the internet has grown 4,208,571,287 rapidly (as comparing with 2000-2018 growth, it shows an increase of 1066%) and also it stated 49.5% as the world internet penetration rate up to the month of June, 2018 [1]. The development of the internet has increased the number of online shopping activities [2]. The internet has been adopted as an important shopping medium with an increasing amount of online sales every year [3]. According to Kearney [4], retail e-commerce has grown nearly to US $ 840 billion in 2014, surpassing the sales of US $ 695 billion in year 2013, and it was estimated to increase to US$ 1506 billion in 2018. Accordingly, the people became rapidly familiar with e-commerce concepts and to shop online rather than personally visiting a store.

Online shopping refers to 'electronic commerce which allows consumers to directly buy goods or services from a seller over the internet using a web browser and online shopping has become the third most popular internet activity, immediately following e-mail using/ instant messaging and web browsing (Communication Policy 2001) [5]. The continouous sales such as Alibaba, Tenecent, Amazon and Groupon etc. have set as an example for corporates to shift the model of their business from brick-and-mortar to brick-and-click [6].

According to Delafroozl [7] attitudes towards online shopping are defined as a consumer's positive or negative feelings related to accomplishing the purchasing behavior on the internet [8]. The consumers' attitude towards online shopping is known as the main factor that affects e-shopping potential [9]. Attitudinal

issues are also thought to play a significant role in e-commerce adoption. That means, through motivation and perception, attitudes are formed and consumers make decisions. Thus, attitudes directly influence decision making [7]. A person's shopping choices are influenced by four major psychological factors; motivation, perception, learning and beliefs and attitude [10]. That means, through motivation and perception, attitudes are formed and consumers make decisions. Attitudes serve as the bridge between consumers' background characteristics and the consumption that satisfied their needs.

The purpose of this study is to find out what kind of factors will influence the attitude of Sri Lankan consumers regarding online shopping. According to the literature, there are only few studies conducted on online shopping behavior of consumers in Sri Lanka and a related study assent the authors that understanding towards online shopping in Sri Lanka is still lacking. By identifying the factors and knowing how those factors influence to the consumer attitude will make opportunities to online sellers in Sri Lanka to grow the sales in future with knowing the nature of consumer intention.

Research Problem
At present, five million Sri Lankans have online access [11]. When considering Sri Lanka's internet penetration rate, it is remarkable comparing with the other Asian countries. To be more precise with statistics, it is recorded that there are 6,710,160 internet users with a penetration rate of 32.0% by the end of June 2018, where during the same period the overall Asian region recorded 2,062,197,366 internet users with an internet penetration rate of 49.0% [1], In December 2014, Internet World Stat reported a total of 5689800 internet users in Sri Lanka. This is only a 7% growth within 18 months.

Today most people prefer to shop online; convenience may be the reason for that, as online shoppers can buy many kinds of products from their homes, sitting in front of the computer. However in Sri Lanka, online shopping is still emerging whereas in other foreign countries online shopping has already become quite prominent. In online shopping there always is a considerable risk. Accordingly, most of the time people had faced unexpected situations such as non-delivery of goods even after paying online, credit card frauds, the lack of quality of goods and so on. As these situations occur, consumers have limited their shopping only with trusted online sellers and they tend to make the online purchases carefully. Therefore some people prefer to shop physically visiting a store, they may prefer to purchase products by touching the products, try on clothing and likewise [12].

When shoping online, they may not get the opportunity to touch the products and try on clothing etc… and all they can do is look at the products and move it to purchase, so some people do not like that idea and they believe they need to personally go to buy those products. Additionally, there are some people who fear making online payments when shopping online. Because they think that their credit card information may be discovered by third parties or they may lose their money by paying for unknown online sellers and further, buyers may be unsure about the quality of the product when it is delivered to home. Therefore, these kind of consumer attitudes regarding online shopping can be a reason for online shopping to not grow much faster in Sri Lanka. According to the literature about online shopping, attitudes of each and every consumer will not be the same. Usually consumer attitude is very diverse in nature from one to another, whether it is online shopping or traditional shopping, it does not matter. Therefore, in this study the researcher tries to identify "What factors influence on consumer attitude towards online shopping in Sri Lanka"?

Research Questions
- What kind of influence does website quality have on consumer attitude on online shopping?
- What influence does consumer life style have on consumer attitude on online shopping?
- What influence does previous online shopping experience have on consumer attitude on online shopping?
- What influence does vendor/service product characteristics have on consumer attitude on online shopping?

Research Objectives
Main Objective
To examine the factors influencing consumer attitude towards online shopping in Sri Lanka.

Specific Objectives
- To examine the relationship between the factors which influence consumers online shopping and consumer attitude regarding online shopping.
- To understand the nature of online shopping perspective in Sri Lanka.

Consumer Attitude on Online Shopping
Electronic commerce has become one of the most essential characteristics in the Internet era. The development of the internet has increased the number of online shopping activities [2]. In spite of this, online shopping is continuing to grow as online enterprises become more sophisticated [13], which results in the dramatic change of how consumers buy products and services [2]. According to Jarvenpaa and Todd [14], information technology provides online consumers with tremendous access to information about products and services from anywhere in the world and from different sources other than solely from the product seller. The consumers' attitude towards online shopping vs known as the main factors that affects e-shopping potential [9].

Attitudinal issues are also thought to play a significant role in e-commerce adoption. That means, through motivation and perception, attitudes are formed and consumers make decisions [7].

Bellman *et al.*, [15] has investigated several predictors for whether an individual will buy online. These authors concluded that demographic variables such as income, education and age have a modest impact on the decision of whether to buy online. They found that the most important determinant of buying on the web was previous behavior such as earlier online purchases.

The shopping experience can range from delightful to terrible, based on a variety of factors including how the customer is treated, convenience, the type of goods being purchased and mood. The more experienced consumers are with online shopping and the more satisfied they are with past online transaction experience, the higher their purchase amounts and the more likely they are to be repeated purchases [16] and the lower likelihood of them aborting an intended online transaction [8]. The increased user experience has positive effect on user's attitudes towards technology and the mastering of that technology [17]. Machado [18] found that the prior online shopping experiences have a direct impact on internet shopping intention.

Atchariyachanvanich and Okada [19] found that typical online customers have wired lifestyles and have been on the internet for years, not just for few months. They have a tendency toward a net-oriented lifestyle. Net-oriented people are interested in, and make use of internet applications [15]. They use the internet not only to improve their productivity at work but also for most of their other activities such as reading the news. They naturally turn to buy products and services online because doing so saves time [15]. Song

and Zahedi [20] classify website quality elements into five categories according to their purpose for promotion, service, informational influence, self-efficacy and resources facilitation. Zhang and Von Dran [21] studies show that website design features can be regarded as hygiene and motivator factors that contribute to user dissatisfaction and satisfaction with a website. Li and Zhang [22] found that a variety of factors related to website quality have been demonstrated to significantly influence consumers' online shopping attitude and behavior. Further they mentioned that the better website quality can guide the consumers' complete transactions smoothly and attract them to revisit this internet store. In contrast, worse quality would hinder their online shopping moves.

A consumer's trust in an internet store can be thought as the consumers' trust directly in the store. Among product features that impact customers' online shopping behavior are variety of goods, product quality/ performance/ product uncertainty, product availability, price, social presence requirement. Product presence requirement, dependability of product, possibility of customized product and brand [23-25]. Convenience is the most prominent factor that motivates consumers to shop through the internet. Besides that case of search, good price/deal, good selection/availability, fun, impulse, customer service and wider selection of retailers are additional reasons why people shop online [7, 26]. As mentioned by Sam and Sharma [27], explores the factors affecting consumers' decision to shop online, and how the decision can be affected by product type. The results showed that an important factor influencing the consumer's decision to buy online is an availability of product information on websites. It was also found that products such as movies, music and video games are more acceptable items for online shopping.
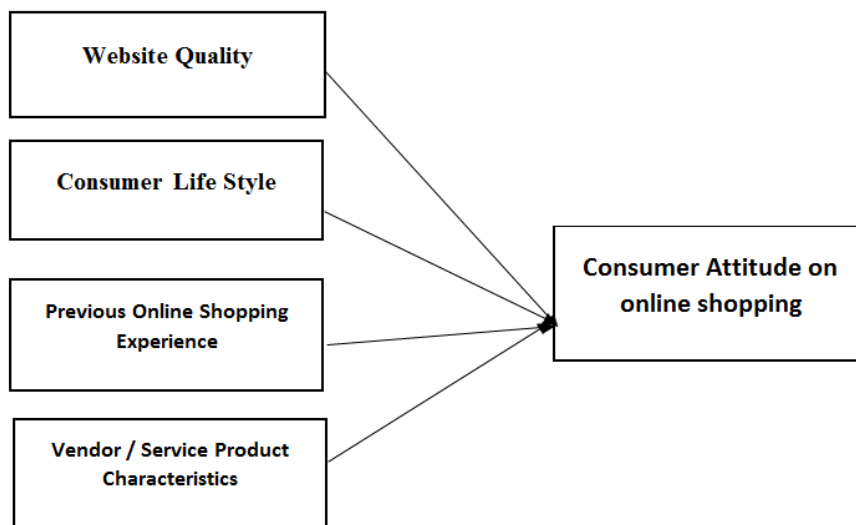
Conceptual Framework

Fig-1: Research Model
Source: Constructed by the researcher

Above model depicts the relationship between the dependent variable and four independent variables. Website Quality, Consumer Life Style, Previous Online shopping Experience and Vendor/Service Product Characteristics were taken as the predictors which may influence consumers shop online.

Hypothesis

- H1- Website Quality positively influences on the Consumer Attitude on Online Shopping.
- H2- Consumer Life Style positively influences on the Consumer Attitudes on Online Shopping.
- H3- Previous Online Shopping Experience positively influences on the Consumer Attitude on Online Shopping.
- H4- Vender/Service Product Characteristics positively influences on the Consumer Attitude on Online Shopping.

METHODOLOGY

In this study, researcher used the quantitative method as the research technique. The researcher attempts to measure the relationship between the factors which influence Sri Lankan consumers who shop online and the attitude of Sri Lankan consumers regarding online shopping. Primary data collection method was used as the data collection method and it was a questionnaire survey conducted by both online and in-person. Researcher collected 350 questionnaires out of 500 distributed questionnaires from the districts of Gampaha, Colombo and Kalutara. The questionnaire has six sections and all the questions in sections formed as Likert type questions ranging from; 1 (Strongly Disagree), 2 (Disagree), 3 (Moderate), 4(Agree) and 5(Strongly Agree).

Limitations of the Study

The participants of this study are only the people in Western Province in Sri Lanka. The attitude of those people regarding online shopping may be different and unique to each other than the people in other rural areas in Sri Lanka. The geographical location is limited to Western Province in Sri Lanka because the research should be done within a limited time period. So researcher may not be able to reach to other provinces in Sri Lanka. Even though, Sri Lankan people spend more time with internet, less people shop online. Therefore the researcher was unable to select much samples from the Western Province. In the current model, researcher only considered about four independent variables and one dependent variable and there were not only moderators, mediators considered. Therefore, researcher proposes to future researchers to add moderators, mediators and additional independent variables if appropriate.

Data Analysis
Correlation analysis

According to the current study, in order to measure the relationship between independent and dependent variables, researcher carried out a correlation analysis. Pearson's Product Movement Correlation with two-tailed test of significance is used for the analysis. Website Quality, Consumer Life Style, Previous Online Shopping Experience, Vendor/Service Product characteristics act as the independent variables in the following Table.

Table-1: The Relationship between the Independent Factors and consumer Attitude on Online shopping (CAOS)

Independent Variables	CAOS Pearson's Correlation (r)	Significant Level
Website Quality	.513**	.000
Consumer Life Style	.593**	.000
Previous Online Shopping Experience	.642**	.000
Vendor/Service Product Characteristics	.744**	.000

Source: Research Data
** Correlation is significant at the 0.01 level (2-tailed).

As Table-1 depicts, according to the results of Pearson's Correlation, a strong positive significant correlation can be experienced between Website Quality, Consumer Life Style, Previous Online Shopping experience and Vendor/Service Product Characteristics.

Multiple Regression Analysis

In current study, as there are 4 independent variables and one dependent variable existing in the model, researcher deciders to conduct a multiple regression analysis. According to below regression statistics, researcher consider only about the R value, R^2 value and the F value. R value means the multiple correlation between the dependent variable and predictors in the model. It means the degree of linear association between the dependent and predictors in the model. The term R^2, explains the explanatory power of the model. Finally the F value, explains about the overall model fit.

Table-2: Regression Statistics between the Independent Variables and Consumer Attitude on Online Shopping (CAOS)

Regression Statistics	
R Value	.796*
R Square	.634
Adjusted R Square	.618
Standard Error	.39041
Sum of Squares (Total)	39.526
F Value	41.087
Sig-F value	.000
Observations	350

Source: Research Data

*Predictors (Constant), Website Quality, Consumer Life Style, Previous Online Shopping Experience, Vendor/Service Product Characteristics.

According to Table-2 regression statistics, R value is at .796 (79.6%) and it says there is a strong linear association between the dependent and four independent variables in the model. After observing the R^2 value .634 (63.4%), it considered 63.4 of Consumer Attitude on Online Shopping is explained by the predictors. (Website Quality, Consumer Life style, Previous Online Shopping Experience, Vendor/service Product Characteristics jointly in the current model.

As F value stands at 41.087 and the overall model is significant under 5% level of significance (The sig. value of .000 depicts the overall model is significant). Therefore, it says the predictors in the model can significantly explain 63.4% of variations in the consumer attitude on online shopping.

Impact of Independent Variables on Consumer Attitude on Online Shopping (CAOS)

In this section, researcher has considered to discuss about the regression coefficients of predictors in the model. It shows the predicted change of dependent variable in relation to an each independent variable in the current study. The t-test also discussed in here whether that predicted change on the dependent variable is significant or not.

Table-3: Impact of Independent Variables on Consumer Attitude on Online Shopping (CAOS)

Dependent Variable	Consumer Attitudes on Online Shopping (CAOS)		
Independent variable	β	t	Significance
Intercept	.593	2.593	.001
Website Quality	.144	1.619	.109
Consumer Life Style	.153	2.675	.009
Previous Online Shopping Experience	.077	.985	.327
Vender/Service Product Characteristics	.430	5.758	.000

Source: Research Data

As Table-3 depicts, the intercept is at .593 and it indicates when all independent variables are at zero, there is a .593 average value on Consumer Attitude on Online Shopping (CAOS). The Beta values of all four independent variable are positive and it means when there is a change in an independent variable, it results positively to Consumer Attitude on Online Shopping. But among those four independent variables Consumer Life Style (.009) and Vendor/Service Product Characteristics (.000) are statistically significant at 5% level, when remaining two variables (Website Quality and Previous Online Shopping experience) are significant.

Hypothesis Summary

Table-4: Hypothesis Testing

Hypothesis	P Value	Decision
H1	.109	H Rejected
H2	.009	H Accepted
H3	.327	H Rejected
H4	.000	H Accepted

Source: Research Data

According to hypothesis 01, the sig. value of Website Quality is .109 and it is above from .05 (at 5% level of significance). Therefore, researcher rejected H1 and concluded that Website Quality positively influences on the Consumer Attitude on Online Shopping.

According to hypothesis 02, the sig. value of Consumer Life Style is .009 and it is below from .05 (at 5% level of significance). Therefore, researcher accepted H2 and concluded that Consumer Life Style negatively influences on the Consumer Attitude on Online Shopping.

According to hypothesis 03, the sig. value of Previous Online Shopping Experience is .327 and it is above .05 (at 5% level of significance). Therefore researcher rejected H3 and concluded that Previous Online Shopping Experience positively influences on the Consumer Attitude on Online Shopping.

According to Hypothesis 04, the sig. value of Vendor/ Service Product Characteristics is .000 and it is below from .05 (at 5% level of significance). Therefore, researcher accepted H4 and concluded that Vendor/Service Product Characteristics negatively influences on the Consumer Attitude on Online Shopping.

DISCUSSION AND CONCLUSION

The researcher found Consumer Life Style negatively influence to the Consumer Attitudes on Online Shopping and that the impact is significant to the model under Sri Lankan context. Therefore it indicated that although people in Sri Lanka, spend a lot of time on the internet, they tend to shop less online. According to previous researchers, it was been concluded that there is a positive relationship between these two variables, but the current research find out there is a negative and significant relationship. Atchariyachanvanich and Okada [19] found, 'Net-oriented people are interested in and make use of internet applications. The more experience online consumers have with the internet, the more money they are likely to spend shopping online'. As consumers become more innovative, their perception of risk toward internet shopping may decrease but their compatibility in internet shopping may increase [19].

In this study, the researcher attempted to measure the relationship which exists between Website Quality and Consumer Attitudes on Online Shopping. After analyzing the data and obtaining the outcomes, researcher has come to the conclusion that even though Website Quality positively influences to the dependent variable, it is not a significant factor when considering the impact it has on Consumer Attitude on Online Shopping under Sri Lankan context. Li and Zhang [22] concluded that better website quality can guide the consumer to complete transactions smoothly and attract them to revisit this internet store.

Researcher has found a positive and significant relationship between previous Online Shopping Experience and Consumer Attitude on Online Shopping under Sri Lankan context. Zhou, Dai and Zhang [16], found that experience with online shopping is found to correlate positively with consumer's likelihood to shop online. The more experienced consumers are with online shopping and the more satisfied they are with past online transaction experience, the higher their purchases amounts and the more likely they are to be repeated purchases. Machdo [18], found that prior online shopping experiences have a direct impact on internet shopping intention.

There is a negative and significant relationship between Vendor/Service Product Characteristics and Consumer Attitude on Online Shopping under Sri Lankan context. Sri Lankans have a negative feeling of trustworthiness in online vendors/services and it affects significantly to the attitude regarding online shopping. As stated by the previous researchers [28]; Belanger, Hiller and Smith [29]; Koyuncy and Bhattacharya [30] concluded that there is a low trust in online vendor/service and it leads to a negative attitude regarding online shopping. It also confirmed the findings of the current study under Sri Lankan context.

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