

Consumers Attitude towards Online Shopping: Factors Influencing Young Consumers to Shop Online in Dhaka, Bangladesh

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ABSTRACT

Dhaka, the capital city of Bangladesh is one of the most populated cities around the world and is progressing towards digital explosion that creates high importance on the evaluation of the current acceptance level of online shopping by the young people. Thus, understanding the overall condition of consumer's attitude towards online shopping is important for Bangladesh. This paper has focused on identifying the different factors that influence young consumers' attitude towards online shopping in Dhaka. This study collects data through a structured questionnaire using convenience sampling where the study cases are Dhaka University students. To measure the impact, a multiple regression model has been considered. Result shows that, all eight factors have a positive impact on young consumer's attitude towards online shopping: security (beta value: 0.160), after sales service (0.062), time savings (0.191), return policy (0.170), website design (0.183), product quality (.053), previous experience (.084) and reputation of the online vendor (.197). Analysis of Variance shows that, six major socio-demographic factors: gender, family income, personal income, educational level, member of the current residence and daily use of internet has statistically significant association (p value < 0.05) with consumer's attitude towards online shopping. T-test shows that, in terms of convenience and existence of return policy, consumers prefer shopping through online. But when it comes to fun, bargaining and roaming traditional shopping is still preferable. For the betterment of this scenario, this paper recommends to build trust among consumers, providing security, return policy, creating awareness and promoting this new form of business.

Keywords: Online shopping, Traditional shopping, Digital explosion, E-Commerce.

INTRODUCTION:

The modern time of human civilization is experiencing its true phenomenon through the heavy explosion of ICT which turns McLuhan's Global Village into a reality. From 2000 to 2017, the growth rate of internet user is around 976.4% (Internet World Stats, 2017). Within the last five years, number of internet users rises from 2,405 million (June, 2012) to 3,885 million (June, 2017) that accounts for 51.7% of the world population (Internet World Stats, 2017). Technological progress, infrastructure development and falling prices of mobile phones are among the most important factors that have contributed to this unexpected growth (ICT Facts and Figure, ITU, 2015).

Combining the opportunity of this massive usage of internet and the exponential growth of business, e-commerce has become a new rewarding form of business. With the first sale of Sting album, 'Ten Summoner's Tales' in 1994, internet started to be a new place for business. After that, Amazon, in 1995, has expanded this platform for both Business to Business (B2B) and Business to Consumer (B2C) online shopping (Parker-Hall,

2009). At present, online shopping is said to be the third most popular activity on the internet after email using and web browsing (UCLA communication policy, 2001).

In 2016, global online shopping was of \$1.9 trillion and projection has shown a growth of up to \$4.06 trillion by 2020 (statista). According to the United Nations Conference on Trade and Development, online consumers will grow to 1.623 billion in 2018 from 1.079 billion in 2013. Other than the expansion of internet, the rise in smart phone penetration rate, mobile phone internet, trust, easier payment system (Neilson, 2017) all has contributed to this growth.

However, though online shopping behavior has become a common trend of shopping among developed countries (Particularly European and North American countries), developing world is still lacking behind. UNCTAD has found that in 2013, digital buyers represented less than 15 percent of the population in Asia and Oceania, as compared with 60 percent in North America and 49 percent in Western Europe. However, this scenario is expected to change by near future. In 2017, China has achieved the highest online shopping penetration rate (statista).

Nevertheless, Bangladesh is also progressing towards having a digitally connected nation which ultimately helps nationals to become more prone to internet usage. Google research paper titled “Research Insights: Emerging Trends as Bangladesh Goes Digital” found that people spend Tk 7,594.10 annually for online shopping (Azad, 2017). According to e-cab, more than 700 e-commerce websites are selling their products on their website or on Facebook page and this number continues to grow (expo.gov, 2017). But only 23% of the internet users which is only 2% of the total population shop online (B2C UNCTAD eCommerce Index-2016). Besides, contribution of eCommerce to real GDP is less than 1 percent. However, with the internet penetration 38.5% in (BTRC, 2016), the market for online shopping grew by 15% to 20% in 2014 (Jahangir Shah, Prothom Alo, 2014). Thus, with proper influence internet users can be turned into potential online shoppers.

Thus, as Bangladesh is economically progressing and emphasizing more on digital connectivity, it indicates a great potentiality in this form of business. In order to gain competitive edge in the market, marketers need to know the consumer behavior in the field of online shopping. So it has become crucial to analyze and identify the factors which influence consumers to shop online in order to capture their demand. The benefits of this research work are manifold. First, this study investigates different factors that influence young consumers’ attitude towards online shopping in Dhaka. Second, examine whether demographic profiles of young consumers influence their attitude towards online shopping in the central part of Bangladesh. Last and importantly, this work find out the preference level of the young consumers when it comes to ‘traditional shopping’ and ‘online shopping’.

LITERATURE REVIEW:

Electronic commerce is the sharing of business information, maintaining business relationships, and conducting business transactions by means of telecommunications networks. (Mostaghel, 2006). Among the two categories of ecommerce, business to business e-commerce, identified by Gröblinghoff (2002), is electronic system through which companies are doing transactions and sharing information before and the service after transactions, with their customers and it is offering many number of applications for creating and achieving easier connections with distributors, resellers, suppliers and etc. Khiabani (2006) defines business to business as something that includes flow of goods from seller to manufacturers and retailers. B2B communication symbolizes the larger segment of entire business activity.

On the other hand, business to consumer e-commerce, according to Khiabani (2006) relates to any business which is offering goods and services to public, in this case consumers, over the internet for their personal usage. Based on his study simplified definition of B2C e-commerce is the transmission of goods or services from the seller to the end consumer.

In both the cases, internet users can be internet shoppers or internet browsers (Forsythe and Shi, 2003). Internet shoppers are the people who shop online whereas internet browsers are the people who just browse the internet other than shopping purpose. As Forsythe and Shi explain “Internet shopping has become the fastest growing use of the Internet; most online consumers, however, use information gathered online to make purchases off-line”. This finding, thus, encourages understanding consumers’ attitude that influence them to make final purchasing behavior on virtual platform.

An attitude, according to Solomon (2009), *is defined as a general evaluation of a product or service formed over time*. Consumer attitude is composed of beliefs about, feelings about and behavioral intentions toward some object – within the context of marketing, usually a brand or retail store (USC Marshall). In an alignment, Solomon (2009) accentuated a relationship between knowing, feeling and doing, largely known as ABC (affect,

behavior and cognition) model of attitude. As with this model, an individual's emotion or opinion regarding an object (affect) together with beliefs, thoughts and attributes associated with it (cognition) may result into a particular response (behavior).

However, many theories have been developed regarding consumers' attitude and buying behavior. Among them, the classic consumer purchasing decision-making theory can be characterized as a continuum extending from routine problem-solving behaviors, through to limited problem-solving behaviors and then towards extensive problem-solving behaviors (Schiffman et al., 2001). The traditional framework to analyze the buyer's decision process is a five-step model (Kotler, 2012). Given the model, the consumer progresses firstly from a state of felt deprivation (problem recognition), to the search for information on problem solutions. The information gathered provides the basis for the evaluation of alternatives. The development and comparison of purchasing evaluation criteria result in the actual decision to buy. Finally, post-purchase behavior is critical in the marketing perspective, as it eventually affects consumers' perception of satisfaction or dissatisfaction with the product or service. This classic five stage model comprises the essence of consumer behavior under most contexts (Shergill and Chen, 2005). Thus, consumers' attitude towards online shopping is an important factor affecting actual buying behavior of the internet user.

Jarvenpaa and Todd (1997) proposed a model of attitudes and shopping intention towards Internet shopping in general. The model included several indicators, belonging to four major categories; the value of the product, the shopping experience, the quality of service offered by the website and the risk perceptions of Internet retail shopping. Later on in 2000, Jarvenpaa et al. tested a model of consumer attitude towards specific web base stores, in which perceptions of the store's reputation and size were assumed to affect consumer trust of the retailer. On the same time, Vellido et al. (2000) found risk perception of users to be the main discriminator between people buying online and people not buying online. Brynjolfsson and Smith (2000) also pointed out that branding and trust remain important sources of heterogeneity among Internet retailers.

Besides risk perception, Robinson, Riley, Rettie and Wilson (2007), Bhatnagar and Ghose (2004), Swaminathan (2004), Morganosky and Cude's (2000), Darian (1987) claim that the major motivation for online purchasing is convince in terms of shop at any time, having bundles of items delivered at door step, less time consuming, flexible, very less physical effort is needed.

Although Corbett (2001) found online shopping time consuming, Rohm and Swaminathan's (2004) and Morganosky and Cude (2000) found it to eliminate traveling time and hassels required to go to the traditional store.

A study by Kamariah and Salwani (2005) shows higher website quality influence consumers to have a positive attitude towards online shopping. Website design, website reliability or fulfillment, website customer service and website security or privacy are the most attractive features which influence the perception of the consumer of online buying (Shergill & Chen, 2005, Liang and Lai, 2000, Reibstein, 2001, Zhang, Dran, Small, and Barcellos 1999).

In terms of demographic features, studies have shown that online shoppers mainly consist of people with higher education and income and working in middle to senior management or professionals (Kehoe et al., 1998; Hoffman et al., 1996). In another study it was found that cyberspace is the domain of young people Bhatnagar and Ghose (2004). Sim and Koi, (2002) states as main discriminating factors appeared to be gender, income and educational level.

Online Shopping in Bangladesh:

After prolonged sufferings, Bangladesh is observing phenomenal growths in e-commerce and related activities on commercial fronts as with the changing mind sets and advent of technologies (Payza, 2015). They have also added that government in recent past have initiated many policies and schemes to establish modern IT infrastructure and internet framework along with technological advancement in telecommunication including 2G or 3G network for smart handled devices. Among many initiatives, in 2009, the Bangladesh Bank began permitting online transactions and it also permitted the purchase and sale of goods and services online using international credit cards in 2013 (export.gov, 2017). With this enormous effort from government and many non-government institutions, the current volume of online shopping has become more than Tk. 3.5 billion as of 2014, according to E-commerce industry experts. This figure rises further during festivals such as Eid- ul Fitir, while Facebook based commercial activities alone account for more than 60% of all online shopping during Eid.

Many studies have been conducted to understand whether Bangladeshis have accepted this new form of business or traditional shopping is still their first preference. This study, thus, tries to find out the underlying factors that

have contributed to the growth of online shopping in Bangladesh and also the causes that makes them skeptic to buy from virtual market.

METHODOLOGY:

Database:

This study is exploratory by nature. It has used quantitative approach for gathering data. Field survey was the main technique. A structured questionnaire was developed and used for the survey. However, young generation of a country is more inclined to the modern technology, capturing only the Gen Y's attitude towards online shopping makes this study more specific and definite. Thus, students from University of Dhaka, the largest public university in Bangladesh, are used as the sampling elements. In this study, non-probability sampling that is convenience sampling is used for collecting the information from the respondents. As in previous studies on online shopping, sample size of 100 to 500 has been determined (Umar and Nasir, 2011; Jusoh and Ling, 2012; Suhan, 2015), a sample size of 166 is selected.

Variables, statistical techniques and study framework:

Multiple regression analysis is conducted on one dependent variable which is consumer attitude towards online shopping and eight independent variables are used (Figure 1). These eight factors are: reputation of the online vendor, perceived security, after sale service, convenience (in term of comparison, 24/7 availability, information availability), time saving, website design, ICT usage (in terms of expenses for internet per month, usages of application, hours spent on internet everyday), online shopping experience and product quality (Table 1). Analysis of Variance (ANOVA) (except Gender for which Pearson Correlation test) is done on dependent variable young consumers' attitude towards online shopping and six demographic factors of this group such as: gender, family income, personal income, education level, member of present residence and internet usage (Figure 1). To examine the preference level of consumers between online and traditional shopping, five determinants of shopping are used. Based on these determinants, consumers' preferences will be tested through one sample t-test. These five determinants are: convenience, fun, return policy of the product, existence of bargaining power and the options to roam around while shopping.

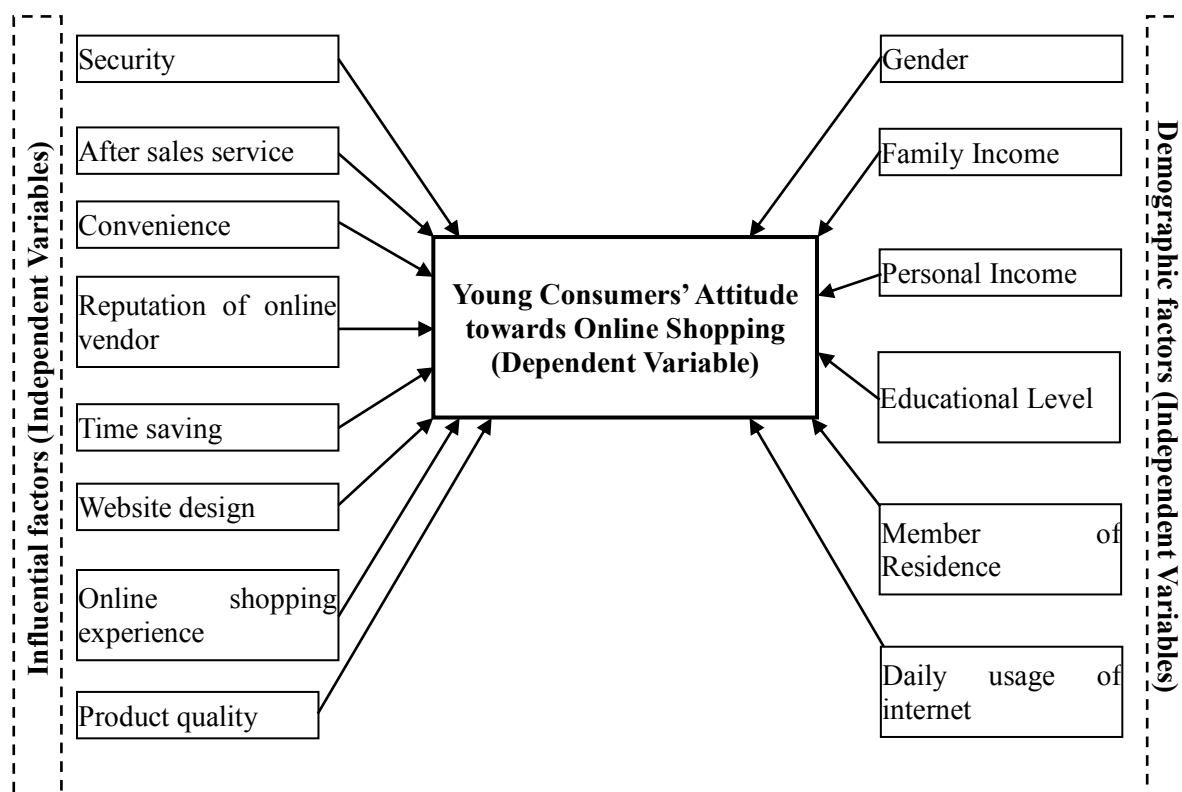


Figure 1: Attitude toward Online Shopping Model

Table 1: Measurement Indicators of the Selected Independent Variables

Independent Variables	Measurement Indicators
Security	Credit card fraud Exposure of sensitive information Non delivery risk
After sale service	Guarantee or warranty Returns or replacement Assistance in maintenance or installation
Convenience	Availability of the detailed information Available for 24/7 Easy to make comparison
Reputation of online vendor	Positive review of experienced customer Positive comments from known reviewer
Time saving	Less time to purchase No wastage of time
Website design	Easier to search Safety and ease of navigation and order Layout helps to choose the right product Existence of quality information
Online shopping experience	Previous experience meets the expectation
Product quality	Images of product are same in reality in terms of color, size and design. Materials are used as identified and expected

For evaluating the relationship of specified ten variables on consumers' attitude towards online shopping, each factor is tested based on 5 point Likert scale ranging from 1 (strongly disagree), 3 (Uncertain or not applicable) to 5 (strongly agree). After that, multiple regression analysis is conducted for investigating the most influential factor. For assessing the characteristics of young online shoppers, one way ANOVA (except Gender for which Pearson Correlation test) is conducted for each identified factors. Finally, one-sample t-test is conducted to judge the preference of shopping of young consumers between online and traditional. Each of these methods has previously been used by many authors for assessing the relationship among variables and judging consumers' preferences which shows the generalizability and acceptability these methods.

HYPOTHESIS:

This study tests the following hypothesis:

H1= There is a statistically significant relationship between gender and attitude of online shopping.

H2= There is a statistically significant relationship between family income and attitude of online shopping.

H3= There is a statistically significant relationship between personal income and attitude of online shopping.

H4= There is a statistically significant relationship between educational level and attitude of online shopping.

H5= There is a statistically significant relationship between place of residence and attitude of online shopping.

H6= There is a statistically significant relationship between daily internet usage and attitude of online shopping.

FINDINGS AND DISCUSSION:

Table 2: Frequency distribution of the respondents and their socio-demographic characteristics

Variables	Category	Frequency	Percentage
Gender	Male	84	50.6
	Female	82	49.4
Family Income	Less than tk 15000	26	15.7
	tk 15000 to tk 25000	47	28.3
	tk 25000 to tk 40000	36	21.7
	More than tk 40000	57	34.3

Variables	Category	Frequency	Percentage
Personal Income	Less than tk 3000	73	44
	tk 3000 to tk 6000	46	27.7
	tk 6000 to tk 10000	32	19.3
	More than tk 10000	15	9
Educational Level	Undergraduate	74	44.6
	Graduate	60	36.1
	Postgraduate	32	19.3
Member of the current residence	With family	83	50
	With relatives	8	4.8
	With friends or alike	45	27.1
	Others	30	18.1
Daily usage of internet	1 hour or below	42	25.3
	1 to 3 hour	58	34.9
	3 to 5 hour	37	22.3
	5 to 7 hour	11	6.6
	More than 7 hour	18	10.8

Table 2 shows that among the 166 young respondents 50.6 percent of them are male whereas 49.4 percent of them are female. 15.7 percent of the respondents' family income is less than tk.15000. But most (34.4 percent) respondent's family income is more than tk. 40000. 47 and 36 of the consumers fall in the second and third category respectively. Moreover, in terms of personal income, 44 percent of the respondents fall in the category of 'less than tk 3000'. That indicates 73 respondents earn less than tk 3000. Whereas, 27.7 percent of them earn tk 3000 to tk 6000 and 19.3 percent earns t 6000 to tk 10000. But only 9 percent of them earn more than tk 10000. Most of the respondents (44.6 percent) are the undergraduate students. Whereas 36.1 percent are graduate and 19.3 percent are postgraduate. Besides, among the respondents most of them live with their family (50 percent) whereas only 8 percent of them live with their relatives. As data is collected solely from Dhaka University, it was asked whether they live with friends or alike i.e. whether they are residing in any hall. 27.1 percent respondents fall in this category. Lastly, most respondents (34.9 percent) use internet 1 to 3 hours whereas 25.3 percent use internet less than 1 hour daily. Whereas, 22.3 percent of them fall in the 3 to 5 category, 6.6 percent use internet 5 to 7 hours and 10.8 percent use it for more than 7 hours.

Table 3: Frequency distribution of the selected variables to measure consumers' attitude towards online shopping

Variables	Measurement indicators	Category	Frequency	Percentage
Security	Credit card fault	Strongly agree	43	25.9
		Agree	76	45.8
		Uncertain or not applicable	21	12.7
		Disagree	18	10.8
		Strongly Disagree	8	4.8
	Exposure of sensitive information	Strongly agree	74	44.6
		Agree	70	42.2
		Uncertain or not applicable	4	2.4
		Disagree	15	9.0
		Strongly Disagree	3	1.8
	Non delivery risk	Strongly agree	29	17.5
		Agree	51	30.7
		Uncertain or not applicable	19	11.4
		Disagree	60	36.1
		Strongly Disagree	7	4.2

Variables	Measurement indicators	Category	Frequency	Percentage
After sales service	Guarantee	Strongly agree	6	3.6
		Agree	44	26.5
		Uncertain or not applicable	36	21.7
		Disagree	57	34.3
		Strongly Disagree	23	13.9
	Returns or replacement	Strongly agree	15	9.0
		Agree	38	22.9
		Uncertain or not applicable	18	10.8
		Disagree	78	47.0
		Strongly Disagree	17	10.2
	Assistance in maintenance or installation	Strongly agree	17	10.2
		Agree	43	25.9
		Uncertain or not applicable	31	18.7
		Disagree	62	37.3
		Strongly Disagree	13	7.8
Convenience	Availability of detailed information	Strongly agree	25	15.1
		Agree	59	35.5
		Uncertain or not applicable	21	12.7
		Disagree	51	30.7
		Strongly Disagree	10	6.0
	Available for 24/7	Strongly agree	44	26.5
		Agree	78	47.0
		Uncertain or not applicable	11	6.6
		Disagree	23	13.9
		Strongly Disagree	10	6.0
	Easy to make comparison	Strongly agree	50	30.1
		Agree	84	50.6
		Uncertain or not applicable	13	7.8
		Disagree	11	6.6
		Strongly Disagree	8	4.8
Reputation of online vendor	Positive review of experienced customer	Strongly agree	60	36.1
		Agree	81	48.8
		Uncertain or not applicable	11	6.6
		Disagree	13	7.8
		Strongly Disagree	1	0.6
	Positive comments from known reviewer	Strongly agree	63	38.0
		Agree	82	49.4
		Uncertain or not applicable	14	8.4
		Disagree	4	2.4
		Strongly Disagree	3	1.8
Time saving	Less time to purchase	Strongly agree	44	26.5
		Agree	91	54.8
		Uncertain or not applicable	18	10.8
		Disagree	10	6.0
		Strongly Disagree	3	1.8
	No wastage of time	Strongly agree	52	31.3
		Agree	75	45.2
		Uncertain or not applicable	14	8.4
		Disagree	19	11.4
		Strongly Disagree	6	3.6

Variables	Measurement indicators	Category	Frequency	Percentage
Website design	Easier to research	Strongly agree	28	16.9
		Agree	89	53.6
		Uncertain or not applicable	13	7.8
		Disagree	33	19.9
		Strongly Disagree	3	1.8
	Safety and ease of navigation	Strongly agree	58	34.9
		Agree	71	42.8
		Uncertain or not applicable	14	8.4
		Disagree	21	12.7
		Strongly Disagree	2	1.2
	Layout helps to choose the right product	Strongly agree	20	12.0
		Agree	85	51.2
		Uncertain or not applicable	18	10.8
		Disagree	38	22.9
		Strongly Disagree	5	3.0
	Existence of quality information	Strongly agree	57	34.3
		Agree	73	44.0
		Uncertain or not applicable	10	6.0
		Disagree	20	12.0
		Strongly Disagree	6	3.6
Online shopping experience	Previous experience meets the expectation	Strongly agree	57	34.3
		Agree	82	49.4
		Uncertain or not applicable	14	8.4
		Disagree	11	6.6
		Strongly Disagree	2	1.2
Product quality	Images of product are same in reality	Strongly agree	7	4.2
		Agree	27	16.3
		Uncertain or not applicable	20	12.0
		Disagree	86	51.8
		Strongly Disagree	26	15.7
	Materials are used as identified and expected	Strongly agree	3	1.8
		Agree	31	18.7
		Uncertain or not applicable	20	12.0
		Disagree	81	48.8
		Strongly Disagree	31	18.7

Table 3 shows that for the security issues, 45.8 percent of them agree that they are scared of the chances of the credit card fault. Whereas, 25.9 percent of them ‘strongly agree’ regarding this issue. On the other hand, around 15 percent of the consumers disagree or strongly disagree that they are not scared of the credit card default. However, 12.7 percent of them are neutral on this issue. Moreover, around 87 percent of them agree or strongly agree that online shopping may expose their sensitive information. Only around 10 percent of the respondents disagree and strongly disagree regarding this matter. In case of delivery risk, 36.1 percent of the consumers believe that online shopping has this risk. But around 48 percent of them agree and strongly agree that this exists. Only 11.4 percent of them remain neutral on this issue.

Another selected variable, after sales service, around 34.3 percent of the respondents believe that online shopping provide any guarantee or warranty. Around 48 percent of them disagree or strongly disagree on this matter whereas 30 percent of them agree or strongly agree that online shopping provide guarantee and warranty. They may have previous experience or have seen or heard that online shopping provide guarantee and warranty. In case of return or replacement, most of the respondents (47 percent) disagree that online shopping provide any return or replacement policy. But 31 percent of them have a reverse opinion. In case of maintenance and install after sales, 37.3 percent disagree of whether they provide any of these services. Whereas, 25.9 percent believe that they do. For the third variable, convenience, 35.5 percent believe that detailed information is avail in the online shop’s website. Whereas, 30.7 percent of them disagree with it. Whether online shopping is available for

24/7, 47 percent response in affirmative, 26.5 percent strongly agree on this. On the other hand, 20 percent of them refuse its anytime availability. In case of comparison, 50.6 of the respondents agree that they can easily compare products online whereas, 30.1 of them agree with it strongly. Whereas, around 10 percent of them response in negative.

Besides, for the variable of reputation of the online vendor, 48.8 percent of them agree that positive review of the previous customers' influence them to purchase and 36.1 of the customers agree strongly on it. Whereas around 8 percent disagree or strongly agree on experienced customers review matters in anyway. However, 49.4 percent of the respondents agree that positive comments from known reviewer matters whereas 38 percent strongly believe it. However, only around 4 percent of the customers disagree or strongly disagree with this matter. In case of saving time, 54.8 percent of them agree that online shopping take less time to purchase and 26.5 percent strongly agree on it. Whereas, 11.4 percent disagree on this issue. 53.6 percent of the respondents agree that it is easier to search products online whereas 19.9 percent of them disagree on it. 42.8 percent of the respondents agree that it is safe and easy to navigate but only 12.7 percent disagree with it. 51.2 percent says online shops website's layout helps them to choose the right product but 22.9 percent disagree with it. 44 percent of the respondents agree that quality information of the online shops website is necessary but 12.0 percent of them disagree. In case of whether consumers believe that their previous purchasing experience from online influence them, 49.4 percent and 34.3 percent agree and strongly agree with it. Whereas, among the respondents only 6.6 percent of them disagree with it. In case of product quality, only around 21 percent of the respondents agree and strongly agree that products are as expected but around 67 percent of the respondents remains disagree and strongly disagree on this matter. Whereas in case of materials, responses are almost alike. Around 67 percent believe materials of the products are not what it is said before purchasing but 20 percent of them agree and strongly agree on this.

Consumers' attitude towards online shopping in Dhaka by socio-demographic variables:

Table 4: ANOVA table for consumers' attitude towards online shopping with respondent's family income

	Sum of Squares	df	Mean Square	F	P Value
Between Groups	1.911	3	.637	1.964	.012
Within Groups	52.545	162	.324		
Total	54.456	165		

Table 4 shows that P value is less than 0.05 which suggests that significant relationship exists between consumers' attitude towards online shopping and respondent's family income. Here, null hypothesis is rejected.

Table 5: ANOVA table for consumers' attitude towards online shopping with respondent's personal income

	Sum of Squares	Df	Mean Square	F	P Value
Between Groups	.192	3	0.064	1.91	.002
Within Groups	54.264	162	.335		
Total	54.456	165		

Table 5 depicts the presence of significant statistical relationship between consumers' attitude towards online shopping and personal income, i.e. null hypothesis is rejected.

Table 6: ANOVA table for consumers' attitude towards online shopping with respondent's educational level

	Sum of Squares	Df	Mean Square	F	P Value
Between Groups	.439	2	0.220	.663	.045
Within Groups	54.017	163	.331		
Total	54.456	165		

Table 6 shows that the above null hypothesis is rejected i.e. there exists significant relationship between educational level and consumers' attitude towards online shopping.

Table 7: ANOVA table for consumers' attitude towards online shopping with respondent's place of residence

	Sum of Squares	Df	Mean Square	F	P Value
Between Groups	5.936	3	1.979	6.606	.000
Within Groups	48.520	162	.300		
Total	54.456	165		

From Table 7 it is clear that p value is less than 5 percent level of significance which shows null hypothesis is rejected, that is, there exists a significant relationship between these two variables.

Table 8: ANOVA table for consumers' attitude towards online shopping with respondent's daily usage of internet

	Sum of Squares	Df	Mean Square	F	P Value
Between Groups	1.096	4	.274	.826	.005
Within Groups	53.361	161	.331		
Total	54.456	165		

Table 8 shows the existence of relationship between these variables as p value is lower than level of significance rejecting null hypothesis.

Preference between Traditional Shopping and Online Shopping:

Based on 5 percent level of significance, consumers' preference between traditional and online shopping is analyzed using five variables such as: convenient, fun, return policy, bargaining and roaming. Consumers have been asked to express their preferences in terms of these five variables. As the dependent variable is a continuous variable and is approximately normally distributed, one sample t test shows the following result:

Table 9: One Sample t Test

	Test Value = 3					
	T	Degrees of freedom	P value	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Convenient	-6.112	165	.000	-.52410	-.6934	-.3548
Fun	-2.474	165	.014	-.50602	-.9098	-.1022
Return Policy	-14.429	165	.000	-.95783	-1.0889	-.8268
Bargaining	-4.796	165	.000	-.40361	-.5698	-.2375
Roaming	-5.305	165	.000	-.49398	-.6778	-.3101

Table 9 shows that all the p value is lower than 5 percent level of significance. It indicates that in terms of convenient, consumers prefer to shop online. That they have a firm believe that online shopping is available anywhere at any time. On the other hand, when they have been asked whether they find traditional shopping more fun than online shopping, their responses generates lower p value than 0.05 which indicates consumers still prefer traditional shopping as may be they can spend time with their closest one while shopping, can spend some time happily or may check the product physically.

However, in terms of return policy, most of the consumers believe they may choose online shopping if they have this option available. In real, very few online shops in Bangladesh provide return policy which means people will not be able to return or replace a product if they cannot like it after getting it in real. This is one of the reason for which many consumers would like to shop online if it becomes available as the p value which is lower than 0.05 indicates.

However, when it comes to bargaining, p value again is lower than 0.05 which indicates that consumers do not like online shopping as they cannot bargain. Almost every online shop does not have the option for bargaining, as a result, people may become skeptical regarding the prices and do not buy from online at all.

Lastly, in terms of roaming, young consumers like to visit the shopping complex and purchase rather than sitting in front of the computer. That is why p value for this variable is lower than 0.05. As in the case of two complementary variables, fun and roaming, results shows than same i.e. young consumers prefer traditional shopping than online shopping.

As the above result shows young consumers in Dhaka city still prefer traditional shopping in terms of fun, bargaining and roaming. But when it comes to convenience and existence of return policy they like to go for online shopping.

Factors influencing young consumers to shop online:

As the dependent variable, i.e. consumers' attitude towards online shopping is continuous variable and different selected independent variables their relationship needs to be tested with the dependent variables that are why, multiple regression models has been chosen. Using eight independent variables and a continuous dependent variable, the multiple regression equation is as follow:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_8 X_8$$

Where, Y is the consumers' attitude towards online shopping, β_0 is the constant or Intercept, β_1 to β_6 is the regression coefficients, X_1 is security, X_2 is after sales service, X_3 is convenience, X_4 indicates reputation of the online vendor, X_5 is denoted as time saving, X_6 indicates website design, X_7 is online shopping experience and X_8 represents product quality.

Table 10: Variables in the multiple regression model

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.259	.127		-2.044	.043
Security	.160	.025	.240	6.487	.000
After sales Services	.062	.021	.110	2.899	.004
Convenience	.170	.023	.294	7.281	.000
Reputation	.197	.033	.248	6.031	.000
Time saving	.191	.026	.278	7.229	.000
Website Design	.183	.026	.284	7.103	.000
Product quality	.053	.026	.077	2.061	.041
Previous experience	.084	.023	.130	3.566	.000

Table 10 begets the following equation:

$$Y = -0.259 + 0.160 (\text{security}) + 0.062 (\text{after sales service}) + 0.170 (\text{convenience}) + 0.197 (\text{reputation}) + 0.191 (\text{time saving}) + 0.183 (\text{website design}) + 0.053 (\text{product quality}) + 0.084 (\text{previous experience}).$$

Here, p values of all the independent variable are lower than 0.05 which suggests that all the independent variables are statistically significant. That is, all the variables have significant impact on consumer's attitude towards online shopping.

However, the β coefficient suggests, when 1 unit increase in security, consumers' attitude towards online shopping increases 0.160 times. When 'after sales service' increases by 1 unit, attitude towards online shopping increases 0.062 times. 1 unit increase in convenience, consumers' attitude will increase 0.170 times. This attitude of the consumers will be increased by 0.197 times with 1 unit change in reputation. Similarly, consumers' attitude towards online shopping will be increased 0.191 if website design is increased by 1 unit. Not only that the last two independent variables, product quality and previous experience significantly influence consumers' attitude in a way where 1 unit change in their value, attitude increase 0.053 and 0.084 respectively.

CONCLUSION:

As the economy of Bangladesh grows, new forms of business can raise customer retention rate. Online shopping provides consumers a virtual platform where buyers and sellers can interact at anytime regardless of

the place. This study thus tries to focus on if people are accepting online shopping in Bangladesh as a new form of business and underlying factors that shape their attitude to shop online. Study finds out that six socio-demographic factors: gender, family income, personal income, educational level, place of residence and daily internet usage are significantly correlated or have influence on young consumers' attitude towards online shopping in Dhaka. Moreover, each of the eight variables has a significant correlation with consumers' attitude towards online shopping. Result shows that 1 unit increases in security, consumers' attitude towards online shopping increases 0.160 times. When 'after sales service' increases by 1 unit, attitude towards online shopping increases 0.062 times. 1 unit increase in convenience, consumers' attitude will increase 0.170 times. This attitude of the consumers will be increased by 0.197 times with 1 unit change in reputation. Similarly, consumers' attitude towards online shopping will be increased 0.191 if website design is increased by 1 unit. Not only that the last two independent variables, product quality and previous experience significantly influence consumers' attitude in a way where 1 unit change in their value, attitude increase 0.053 and 0.084 respectively. However, in case of convenience and existence of return policy consumers prefer online shopping. But in case of fun, bargaining and roaming consumers prefer to go for shopping complex. Young consumers in Dhaka city still refer traditional shopping than online shopping. Bangladesh is an emerging developing nation. Like many other developing nations, online shopping has been on its hike here. And if the business manager provide the chances for bargaining, return policy, make this shopping more fun and go for 'click and mortar', then this preference level may become more positive towards online shopping in near future. Finally, maximization of the quality, innovation and customer relationship has to be ensured to build trust among young consumers.

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