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Factors influencing consumers' attitude towards online shopping in Rangpur City

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ABSTRACT

Nowadays Bangladesh is called a "DIGITAL BANGLADESH". The propensity of online shopping and businesses is increasing these days. The digital environment spreads out not only in the country but also in Rangpur City. Over the last few years, online shopping has improved and the number of people who have access to the web has increased. A positive attitude towards online shopping and selling is being observed in Bangladesh. The young generation is much more involved in space marketing or shopping than in a place. The main aim of this research is to investigate the consumers' attitudes toward online shopping and the factors influencing consumers towards online shopping. To meet the study objectives a quantitative survey method was employed. Researchers select 150 respondents by the technique of non-probability convenience sampling. The questionnaire of the study was developed from the previous literature. The research result shows that 60% of the respondents are male, and the rest are female between the 16-59 age groups, with a Secondary school certificate to postgraduate educational level. Most of them spend 2-4 hours on the Internet daily. The result also revealed that convenience, time-saving, website design, perceived enjoyment, and people engagement and their review rating have a significant positive relationship with consumer attitudes toward online shopping.

Keywords: Consumer attitude, Online shopping, Rangpur city, Time saving, Product quality, Security

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INTRODUCTION

In today's technologically evolved world, online shopping has developed into a burgeoning industry (Eni, 2021). Bangladesh has tremendous potential in this sector. Recently, this potential sector of e-commerce has been experiencing a very good deal of changes. This change began in the 1990s worldwide, when the idea of e-commerce emerged and transformed the whole retail business operation (Chen & Chang, 2003). The revolution of the internet has transformed the consumer's buying behavior. Consumers not only log in to the internet marketplace for shopping, but also, to acquire product knowledge which may facilitate future purchase decisions. Gehrt *et al.* (2002) also expressed their reasonable opinion of how well internet shopping met their client's requirements and desires. According to Brown *et al.* (2003), online marketplace provides shoppers with easy access to information on a brand's product quality, availability, specifications and prices along with the comparison with another brand. Also, customers are more likely to have greater

flexibility by purchasing their daily necessities, such as food, and their most personal items online rather than physically going to crowded stores (Monsuwé *et al.*, 2004).

The recent growth of the online market has demonstrably shown that online commerce is rapidly replacing conventional marketing retailing (Rezaei *et al.*, 2014). By enabling higher time savings, online retail businesses make shopping for customers' considerably more comfortable (Szymanski & Hise, 2000). However, consumers may not prefer online shopping for the lack of adequate trust (Lee & Turban, 2001). The likelihood of credit card fraud, the lack of in-person interaction, the unpredictability of product quality, and the mistrust of retailers are the most frequently cited factors in consumers' pessimism about online shopping (Bhatnagar & Ghose, 2004). In his research, Karim (2013) revealed that the shortcomings of the delivery system, inadequate security of online payment systems, a lack of personal privacy, and poor customer service were the main barriers to online purchasing. On the other

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hand, the encouraging elements for online purchasing were its uninterrupted availability of 24 hours a week, ease of use, less stress and time saving. Generally, online shopping has the option of payment using various bank cards. Internet buying activities were divided into two categories by Ahn *et al.* (2004): online activities (system, information, and service quality) and offline activities (product delivery). The cost of product delivery in the case of online shopping is relatively more than the delivery cost in the case of traditional shopping (Liang & Huang, 2002). However, the time and charge of online store product delivery should be less (Grewal *et al.*, 2002). Moreover, efficient product delivery, logistics and customer service should have been one of the most important factors of online shopping (Grewal *et al.*, 2002; Gurau *et al.*, 2007). Although many people like to buy or are ready to purchase through the online platform in the 21st century, there are still many people who aren't using it. This study is being undertaken to determine what factors led people to modify their attitudes toward online buying. It will be able to indicate areas that can be focused on via online shopping websites to make the transition easier, more convenient and safer for the customers. To examine the Consumer attitude and changes in online buying determined by the following nine factors: Convenience, Time saving, Website Design, Security, Sales Service, Perceived Enjoyment, Online Shopping Experience, and Product Quality. These factors are taken from Moon and Kim (2001), Gefen *et al.* (2003), Seock (2003) and Datta and Acharjee (2018) literature. Nowadays people's engagement and their review ratings also determine consumers' attitudes towards online shopping so researchers use it as a factor in this research and find it as a gap from previous studies.

Proposed Research Framework and Hypotheses

A conceptual research framework and hypotheses has been developed to show the association between online shopping influencing factors and consumer attitude towards online shopping according to previous literature (Figure 1).

- H1: A significant and positive relationship exists between convenience and Consumer attitude towards online shopping.
- H2: A significant and positive relationship exists between saving time and Consumer attitude towards online shopping.
- H3: A significant and positive relationship exists between website design and Consumer attitude towards online shopping.
- H4: A significant and positive relationship exists between security and Consumer attitude towards online shopping.
- H5: A significant and positive relationship exists between after sales service and Consumer attitude towards online shopping.
- H6: A significant and positive relationship exists between perceived enjoyment and Consumer attitude towards online shopping.
- H7: A significant and positive relationship exists between online shopping experience and Consumer attitude towards online shopping.
- H8: A significant and positive relationship exists between product quality and Consumer attitude towards online shopping.
- H9: A significant and positive relationship exists between people engagement & review rating and Consumer attitude towards online shopping.

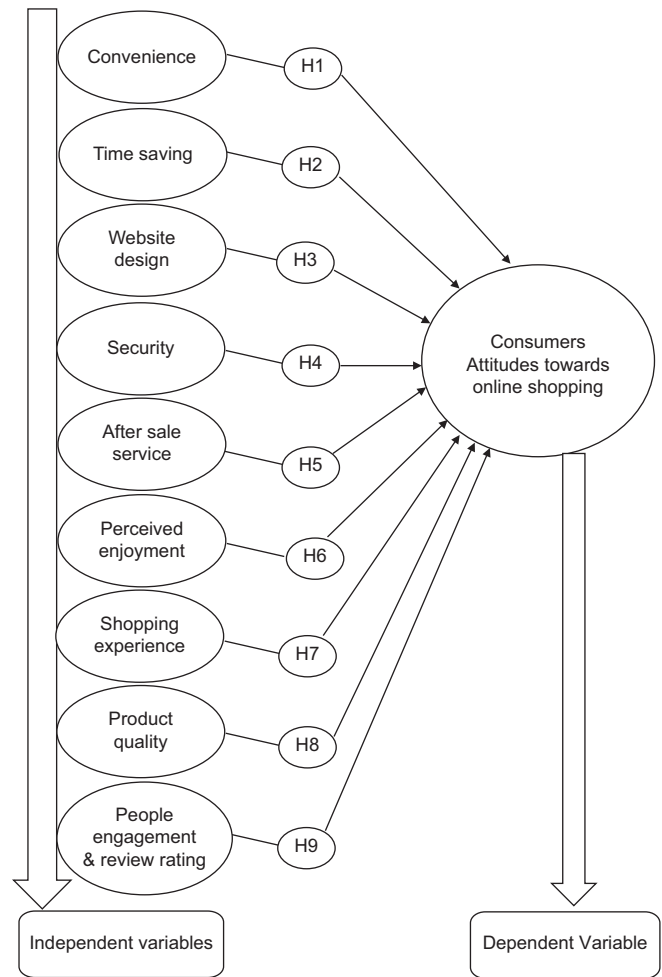


Figure 1: Conceptual Research Framework and Hypothesized Relationship between Independent and Dependent Factors

- product quality and Consumer attitude towards online shopping.
- H9: A significant and positive relationship exists between people engagement and rating and Consumer attitude towards online shopping.

METHODOLOGY

The purpose of this study is to gain some initial understanding of the present status and trends of online shopping in Bangladesh, to analyze the various factors that influence consumer online shopping and to know the consumers' attitude towards online shopping. To meet the study objectives a quantitative survey method was employed. Researchers select 150 respondents by the techniques of non-probability convenience sampling. Researchers developed the research questionnaire for this study. The questions of the questionnaire were collected from previous research work and brainstorming of the researchers. There have been a total of 38 items and 11 dimensions. The eleven dimensions were: Demographic information, Internet using trend, Convenience, Time saving, Website design, Security, after sales service, Reputation of an online vendor, Online shopping experience, product quality and people engagement & review

Table 1: Variables used of the study

Variables	Measurement indicator	Source
Demographic information	1. Gender 2. Age 3. Educational qualifications 4. Employment status 5. Monthly family income	
Internet using trend	1. Daily time spent on internet 2. Sources of internet 3. Device usage 4. Reason for internet usage	
Convenience	1. Availability of the detailed information 2. Available for 24/7 3. Easy to make comparison	Datta & Acharjee, 2018
Time saving	1. Less time to purchase 2. No wastage of time 3. Using internet to acquire a product would allow me to do my shopping more quickly.	Datta & Acharjee, 2018; Gefen <i>et al.</i> , 2003
Website design	1. Easier to search 2. Safety and ease of navigation and order 3. Layout helps to choose the right product 4. Existence of quality information	Datta & Acharjee, 2018
Security	1. Credit card fraud 2. Exposure of sensitive information 3. Non delivery risk	Datta & Acharjee, 2018
After sale service	1. Guarantee or warranty 2. Returns or replacement 3. Assistance in maintenance or 4. Installation	
Perceived Enjoyment	1. I shall have fun when purchasing products over internet. 2. Using the internet to purchase a product would provide me a lot of enjoyment. 3. I think that purchasing products from internet shall be interesting. 4. Using the internet to purchase a 5. Product would provide me a lot of excitement.	Moon & Kim, 2001
Online shopping experience	1. I intend to purchase products using internet to get experience about online shopping. 2. If I could, I would like to continue 3. Purchasing products using internet in the future. 4. Previous experience meets the Expectation	Moon & Kim, 2001; Datta & Acharjee, 2018
Product quality	1. Images of product are same in reality in terms of color, size and design. 2. Materials are used as identified and expected 3. I find high quality products through e-retailer	Datta & Acharjee, 2018; Seock, 2003
People engagement and their review rating on product	1. A social media page, group or website with more people engage gives better products 2. The higher the review rating, the better the product 3. If the products reviews are good, I am encouraged to buy	

rating. Demographic information has 5 items, Internet using trend has 4 items, in convenience, there have been 3 items, website design has 4 items, time saving has 3 items, security has 3 items, after sales service has 3 items, Perceived enjoyment has 4 items, Online shopping experience has 3 items, Product quality has 3 items, People engagement and their review rating has 3 items (Table 1). Non-comparative scaling technique is used in this study and the Likert scale is used for measuring data. Each item on the Likert scale is a 5-point scale that ranges from 1 (strongly disagree) to 5 (strongly agree). Likert point scales have been used for each assertion the place 5 denoted strongly agree, 4 denoted agree, 3 denoted Uncertain, 2 denoted Disagree and 1 denoted strongly disagree. Self-administered printed questionnaires were provided to the participants and said to them carefully read and complete the questionnaire. Students, adults (various professionals), and young people from the Rangpur city region of various ages made up the sample population. While selecting the sample the researchers

considered the respondents' gender, educational qualification, Internet access and online shopping possibilities. Data were analyzed using the Statistical Program for the Social Sciences (SPSS) version 22.0. Frequency Distribution (Descriptive statistics), Reliability analysis, Regression analysis: Model Summary, ANOVA, and Coefficients were used as statistical analysis.

RESULT

Demographic Information of the Participants

In this study, the total number of participants was 150. More than half, 90 (60%) of the participants were male, and the other 60 (40%) were female. The finding shows that the participants age 16 to 59 years (Table 2). The majority of 60 (44%) of the respondents' age were 27 to 37 years, 40 (26.67%) were 16 to 26 years. The other 30 (20%) were 38 to 48 years, and 14 (9.3%) were 49 to 59 year. Among 150 customers, 57 (38%) have completed post-Graduation, 40 (26.67%) were undergraduate-

Table 2: Demographic information of the participants'

Demographic information	Characteristics	Frequency	Percentage
Gender	Male	90	60
	Female	60	40
Age	16-26 Years	40	26.67
	27-37 Years	66	44
	38-48 Years	30	20
	49-59 Years	14	9.3
	Educational Qualifications	Secondary School Certificate	5
Educational Qualifications	Higher Secondary	13	8.67
	Undergraduate	40	26.67
	Graduate	35	23.33
	Post-Graduate	57	38
Employment Status	Student	45	30
	Job-holder	67	44.67
	Business	32	21.33
	Others	6	4
Monthly Family Income	>10000	5	3.33
	10000-20000	13	8.67
	21000-30000	25	16.67
	31000-40000	60	40
	<40000	47	31.33

level students, 35 (23.33%) have completed graduation, 13 (8.67%) are higher secondary-level students or complete, and 5 (3.33%) have completed Secondary School Certificate. As per employment status, 67 (44.67%) participants are job-holders, 45 (30%) are students, 32 (21.33%) are businessmen and 6 (4%) are involved in other professions. In terms of income, 5 (3.33 %) customers' monthly income is less than 10,000, 13 (8.67 %) customers' monthly income is 10,000-20,000 TK, 25 (16.67 %) customers have monthly income of 21,000-30,000 TK, and 60 (40%) customers' monthly income is 31,000-40,000 and 47(31.33%) respondents monthly income is above 40,000 TK.

Internet Using Trend of the Participants

The Table 3 shows the respondents' internet use trend. It depicts that 73(48.67%) respondents daily spend 2-4 hours on the Internet. 31(20.67%) stated that they spend 4-6 hours, 23 (15.33%) use the internet 6-8 hours, 16 (10.67%) more than 8 hours, and 7 (4.67%) of the participants spend less than 2 hours. There are several internet sources, majority 79 (52.67%) of the respondents mentioned that their internet sources were both mobile operators and a broadband connection, on the other side 51 (34%) of the respondents said that they use the internet by mobile operator besides 20 (13.33%) of the respondents stated that they only use broad internet connection as internet using source. The finding shows that 72 (48%) of the respondents said that they use smartphones for Internet access, and 75 (50%) said they use both smartphones and laptops for Internet access. Only three participants said they use the laptop for using the internet. There are various reasons why respondents use the Internet. The Table 3 depicts the respondents' responses. The results show that 64 (42.67%) of the respondents said that they use the internet for all reasons. Next 34 (22.67%) of the respondents mention that they use the internet to get information only. Others said they use the internet to use social media, to see information about products, and to buy products online.

Table 3: Internet using trend

Variable	Characteristics	Frequency	Percentage
Daily Time spent	Less than 2 Hours	7	4.67
	2-4 Hours	73	48.67
	4-6 Hours	31	20.67
	6-8 Hours	23	15.33
Sources of Internet	More than 8 Hours	16	10.67
	Mobile operator	51	34
	Broad band	20	13.33
Device usage	Both	79	52.67
	Smartphone	72	48
	Laptop	3	2
Reason for internet	Both	75	50
	To get information	34	22.67
Usage	To use social media	21	14
	To see the information about product in online	12	8
	To buy product in online	19	12.67
	All	64	42.67

Consumers' Attitude Towards Online Shopping

Table 4 shows that for the Convenience issues, 45.3 percent of them strongly agree that they are Availability of detailed information. Whereas, 43.3 percent of them agree regarding this issue. On the other hand, around 2.7 percent of the consumers disagree and strongly disagree that they are not Availability of detailed information. However, 8.7 percent of them are neutral on this issue. Moreover, around 78.7 percent of them agree or strongly agree that online shopping may be Available 24/7. Only around 8.7 percent of the respondents disagree and strongly disagree regarding this matter. In the case of Easy to make the comparison, 78.7 percent of the consumers agree or strongly agree that online shopping help to make comparisons. But only 8.7 percent of respondents disagree and strongly disagree regarding this matter. Only 12.7 percent of them remain neutral on this issue. Another selected variable, Time saving, 50 percent of people agree that they have less time to purchase. Whereas, 20.0 percent of people strongly agree regarding this issue. On the other hand, around 20 percent of the consumers both disagree and strongly disagree that they have no less time to purchase. However, 10 percent of them are neutral on this issue. Moreover, around 61.3 percent of them agree or strongly agree that online shopping may be No wastage of time. Around 19.3 percent of the respondents disagree and strongly disagree regarding this matter. In 19.3 respondents don't comment. In the case of Using internet to acquire a product would allow me to do my shopping more quickly, 70.6 percent of the consumers agree or strongly agree that online shopping help to get product quickly. But only 10.6 percent of respondents disagree and strongly disagree regarding this matter. Only 18.7 percent of them remain neutral on this issue. For the third variable, Website design, 80 percent respondents believe that Easy to find out product and information online shops website. Whereas, 9.3 percent of them disagree with it. In the case of Safety and ease of navigation, 42.7 percent response in affirmative. In 26 percent refuse its. On the other hand, 31.3 percent of them don't comment. In the case of Existence of quality information, 55.3 of the respondents agree that they can get quality information about products online whereas, 37.3 of them agree. Whereas,

Table 4: Frequency distribution of the selected variables to measure consumers' attitude towards online shopping

Variables	Measurement Indicators	Category	Frequency	Percent
Convenience	Availability of detailed information	Strongly Disagree	1	0.7
		Disagree	3	2.0
		Neutral	13	8.7
		Agree	65	43.3
		Strongly agree	68	45.3
	Available for 24/7	Strongly Disagree	4	2.7
		Disagree	9	6.0
		Neutral	19	12.7
		Agree	66	44
		Strongly agree	52	34.7
	Easy to make comparison	Strongly Disagree	3	2.0
		Disagree	10	6.7
		Neutral	19	12.7
		Agree	75	50.0
		Strongly agree	43	28.7
Time Saving	Less time to purchase	Strongly Disagree	17	11.3
		Disagree	13	8.7
		Neutral	15	10.0
		Agree	75	50.0
		Strongly agree	30	20.0
	No wastage of time	Strongly Disagree	12	8.0
		Disagree	17	11.3
		Neutral	29	19.3
		Agree	62	41.3
		Strongly agree	30	20.0
	Using internet to acquire a product would allow me to do my shopping more quickly	Strongly Disagree	5	3.3
		Disagree	11	7.3
		Neutral	28	18.7
		Agree	71	47.3
		Strongly agree	35	23.3
Website Design	Easy to find out product and information	Strongly Disagree	5	3.3
		Disagree	9	6.0
		Neutral	16	10.7
		Agree	74	49.3
		Strongly agree	46	30.7
	Safety and ease of navigation	Strongly Disagree	10	6.7
		Disagree	29	19.3
		Neutral	47	31.3
		Agree	45	30.0
		Strongly agree	19	12.7
	Layout helps to choose the right product	Strongly Disagree	11	7.3
		Disagree	12	8.0
		Neutral	40	26.7
		Agree	59	39.3
		Strongly agree	28	18.7
Existence of quality information	Strongly Disagree	9	6.0	
	Disagree	23	15.3	
	Neutral	35	23.3	
	Agree	56	37.3	
	Strongly agree	27	18.0	
Security	Credit card fault	Strongly Disagree	13	8.7
		Disagree	24	16.0
		Neutral	60	40.0
		Agree	42	28.0
		Strongly agree	11	7.3
	Exposure of sensitive information	Strongly Disagree	6	4.0
		Disagree	27	18.0
		Neutral	56	37.3
		Agree	46	30.7
		Strongly agree	15	10.0
	Non delivery risk	Strongly Disagree	18	12.0
		Disagree	55	36.7
		Neutral	30	20.0
		Agree	38	25.3
		Strongly agree	9	6.0

(Contd...)

Table 4: (Continued)

Variables	Measurement Indicators	Category	Frequency	Percent	
After sales service	Returns or replacement	Strongly Disagree	30	20.0	
		Disagree	51	34.0	
		Neutral	30	20.0	
		Agree	30	20.0	
		Strongly agree	9	6.0	
	Assistance in maintenance or installation	Strongly Disagree	12	8.0	
		Disagree	49	32.7	
		Neutral	34	22.7	
		Agree	46	30.7	
		Strongly agree	9	6.0	
	Guarantee or warranty	Strongly Disagree	28	18.7	
		Disagree	44	29.3	
		Neutral	32	21.3	
		Agree	34	22.7	
		Strongly agree	12	8.0	
Perceived Enjoyment	I shall have fun when purchasing products over internet	Strongly Disagree	9	6.0	
		Disagree	18	12.0	
		Neutral	31	20.7	
		Agree	59	39.3	
		Strongly agree	33	22.0	
	Using the internet to purchase a product would provide me a lot of enjoyment	Strongly Disagree	7	4.7	
		Disagree	10	6.7	
		Neutral	24	16.0	
		Agree	55	36.7	
		Strongly agree	54	36.0	
	I think that purchasing products from internet shall be interesting	Strongly Disagree	2	1.3	
		Disagree	8	5.3	
		Neutral	16	10.7	
		Agree	65	43.3	
		Strongly agree	59	39.3	
	Using the internet to purchase a product would provide me a lot of excitement	Strongly Disagree	2	1.3	
		Disagree	11	7.3	
		Neutral	17	11.3	
Agree		57	38.0		
Strongly agree		63	42.0		
Online shopping experience	I intend to purchase products using internet to get experience about online shopping	Strongly Disagree	3	2.0	
		Disagree	8	5.3	
		Neutral	23	15.3	
		Agree	81	54.0	
		Strongly agree	35	23.3	
	If I could, I would like to continue purchasing products using internet in the future	Strongly Disagree	5	3.3	
		Disagree	6	4.0	
		Neutral	18	12.0	
		Agree	93	62.0	
		Strongly agree	28	18.7	
		Previous experience meets the expectation	Strongly Disagree	6	4.0
			Disagree	16	10.7
			Neutral	55	36.7
			Agree	55	36.7
			Strongly agree	18	12.0
Product quality	Images of product are same in reality in terms of color, size and design	Strongly Disagree	24	16.0	
		Disagree	52	34.7	
		Neutral	34	22.7	
		Agree	28	18.7	
		Strongly agree	12	8.0	
	Materials are used as identified and expected	Strongly Disagree	12	8.0	
		Disagree	45	30.0	
		Neutral	47	31.3	
		Agree	32	21.3	
		Strongly agree	14	9.3	
	I find high quality products through e-retailer	Strongly Disagree	45	30.0	
		Disagree	33	22.0	
		Neutral	29	19.3	
		Agree	27	18.0	
		Strongly agree	16	10.7	

(Contd...)

Table 4: (Continued)

Variables	Measurement Indicators	Category	Frequency	Percent
People Engagement and their review rating	A social media page, group or website with more people engage gives better products	Strongly Disagree	15	10.0
		Disagree	21	14.0
		Neutral	16	10.7
		Agree	58	38.67
		Strongly agree	51	34.0
	The higher the review rating, the better the product	Strongly Disagree	9	6.0
		Disagree	12	8.0
		Neutral	27	18.0
		Agree	69	46.0
		Strongly agree	33	22.0
	If the products reviews are good, I am encouraged to buy	Strongly Disagree	11	7.33
		Disagree	15	10.0
		Neutral	46	30.67
		Agree	59	39.33
		Strongly agree	19	12.67

around 21.3 percent of them response in negative. Don't any comment around 23.3 percent of them. In case of security issues, 35.3 percent of them agree that they are scared of the chances of the credit card fault. Whereas, 40.0 percent of them were neutral regarding this issue. On the other hand, around 24.7 percent of the consumers disagree or strongly disagree that they are not scared of the credit card default. Moreover, around 40.7 percent of them agree or strongly agree that online shopping may expose their sensitive information. Only around 22 percent of the respondents disagree and strongly disagree regarding this matter. In case of delivery risk, 48.7 percent of the consumers believe that online shopping has this risk. But around 31.3 percent of them agree and strongly agree that this exists. Only 20 percent of them remain neutral on this issue.

Another selected variable, after sales service, In the case of maintenance and installation after sales, 40.7 percent disagree with whether they provide any of these services. Whereas, 36.7 percent believe that they do. In the case of return or replacement, most of the respondents (54 percent) disagree that online shopping provides any return or replacement policy. But 26 percent of them have a reverse opinion. Around 30.7 percent of the respondents believe that online shopping provides any guarantee or warranty. Around 48 percent of them disagree or strongly disagree on this matter whereas 30.7 percent of them agree or strongly agree that online shopping provides a guarantee and warranty. They may have previous experience or have seen or heard that online shopping provides a guarantee and warranty. In the case of the Perceived Enjoyment variable, 51.3 percent respondents make that I shall have fun when purchasing products over internet online shops website. Whereas, 9.3 percent of them disagree with it. In case of Safety and ease of navigation, 42.7 percent response in affirmative. In 26 percent refuse its. On the other hand, 31.3 percent of them don't comment. In the case of Existence of quality information, 55.3 of the respondents agree that they can get quality information about products online whereas, 37.3 of them agree. Whereas, around 21.3 percent of them response in negative. Don't any comment around 23.3 percent of them. In online shopping experience, in the case of I intend to purchase products using internet to get experience about online shopping whereas 77.3 percent of them agree and also strongly agree with it. Only 7.3 disagreement with this

statement. In the case of if I could, I would like to continue purchasing products using internet in the future, 80.7 percent response in affirmative that's means they will purchase online in future. Only 7.3 percent refuse its. On the other hand, 12 percent of them don't comment. Whether consumers believe that their previous purchasing experience from online influence them, 36.7 percent and 12.0 percent agree and strongly agree with it Whereas, among the respondents only 14.7 percent of them disagree with it. In case of product quality, only around 30.6 percent of the respondents agree and strongly agree that products are as expected but around 69 percent of the respondents remains disagree and strongly disagree and neutral on this matter. In the case of Images of product are same in reality in terms of color, size and design, most of the respondents (50.7 percent) disagree and strongly disagree that online shopping is not same Images of product are same in reality. But 26.7 percent of them have a reverse opinion. Around only 28.7 percent of the respondents believe that online shopping help respondents to find high quality products through e-retailer. Around 52 percent of them disagree or strongly disagree on this matter whereas 28.7 percent of them agree or strongly agree that online shopping. 19.3 percent of them don't any comment. Another selected variable, people engagement and their review rating, In the case of a social media page, group or website with more people engage gives better products 58 (38.67%) of the respondents agree with the statement and 51 (34%) strong agree. In case of the higher the review rating, the better the product 69 (46 percent) participants agree whereas 9 and 12 are strongly disagree and disagree respectively. Almost 40 percent respondents are agree with the statement if the products reviews are good, I am encouraged to buy.

Reliability Analysis

The Alpha's value is .754. This value, being above 70% or 0.7, show that the questionnaire was reliable in gathering the information, and that it accumulated the information it was designed for consistently over time and across people (Table 5).

Regression Analysis

The Model summary Table 6 shows that R, the multiple correlation coefficient using the predictors Convenience,

Time Saving, Website Design, Security, After Sales Service, Perceived Enjoyment, Online Shopping Experience, Product Quality, People Engagement and their Review Rating predictors simultaneously is .930a and R Square is .865, indicating that the variance in Consumer attitude can be easily predicted from the combination of elements Convenience, Time Saving, Website Design, Security, After Sales Service, Perceived Enjoyment, Online Shopping Experience, Product Quality, People Engagement and their Review Rating.

In the Table 7, $F = 112.802$ showing that the predictors or independent factors, namely Convenience, Time Saving, Website Design, Security, After Sales Service, Perceived Enjoyment, Online Shopping Experience, Product Quality, People Engagement and their Review Rating combine together to predict the Consumer Attitude Towards Online Shopping. Also, the value of Significance lies between 0% and 5%, showing that the model is a good fit. As we can see from the table, the value of significance is 0.000b, showing that all the predictor variables combine to predict the Consumer Attitude very well. As the relationship between independent and dependent variables is highly significant, we can say that the model is a good fit.

Table 5: Reliability Statistics

N of Items	Cornbrash's Alpha
38	0.754

Table 6: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.930 ^a	0.865	0.857	0.19524

^aPredictors: (Constant), Product Quality, Convenience, Time Saving, Perceived Enjoyment, Security, Online Shopping Experience, After Sales Service, Website Design, People Engagement and their Review Rating

Table 7: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34.398	8	4.300	112.802	0.000 ^b
	Residual	5.375	141	0.038		
	Total	39.772	149			

^aDependent Variable: Consumer Attitude Towards Online Shopping

^bPredictors: (Constant), Product Quality, Convenience, Time Saving, Perceived Enjoyment, Security, Online Shopping Experience, After Sales Service, Website Design, People Engagement and their Review Rating

Table 8: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.137	0.141		0.969	0.334
2	Convenience	0.250	0.024	0.348	10.324	0.000
3	Time Saving	0.280	0.020	0.490	14.324	0.000
4	Website Design	0.153	0.029	0.228	5.203	0.000
5	Security	-0.030	0.028	-0.043	-1.092	0.276
6	After Sales Service	-0.030	0.021	-0.054	-1.392	0.166
7	Perceived Enjoyment	0.130	0.026	0.193	5.095	0.000
8	Online Shopping Experience	0.232	0.030	0.304	7.804	0.000
9	Product Quality	-0.014	0.021	-0.026	-0.669	0.505
10	People Engagement and their Review Rating	0.298	0.022	0.534	15.423	0.000

a. Dependent Variable: Consumer Attitude

Factors Influencing Consumers attitude towards Online Shopping

Multiple regression model has been used since the dependent variable (DV)—consumers' attitudes towards online shopping—is a continuous variable, and its relationships with the other independent variables (IVs) need to be examined. Table 8 shows that $Y = 0.137 + 0.250$ (Convenience) + 0.280 (Time saving) + 0.153 (Website design) + 0.130 (Perceived Enjoyment) + 0.232 (Online Shopping Experience) + 0.298 (People Engagement and their Review Rating). The p value of these six independent variables is less than 0.05. Which means these variables are statistically significant (Table 8). These variables have significant impact on consumer's attitude towards online shopping.

The coefficient, however, indicates that consumers' attitudes about online purchasing grow 0.250 times for every unit increase in convenience. The attitude toward online buying increase by 0.280 times for every unit of time saving. In the case of website design attitude will grow by 0.153 times for every unit increase. The consumer's attitude toward online shopping will increase by 0.130 times for every unit increase in perceived enjoyment. Similar to this, when online shopping experience increases by one unit, consumer attitudes toward online shopping rise by 0.232 times. Consumer attitudes regarding online purchasing will grow 0.298 times if people's engagement and review ratings go up by 1 unit (Table 8).

Hypothesis Testing

Table 9 shows the results of the hypotheses tests used in the study. The results shows that H1, H2, H3, H6, H7, and H9 are accepted. The rest are rejected.

DISCUSSION

In this study hypothesis 1 (convenience) has significant and positive relationship exists between convenience and Consumer attitude towards online shopping. This finding concurs with the results of previous research work with Dost *et al.* (2015) and Datta and Acharjee (2018). Hypothesis 1 is also accepted in this study which is also accepted in previous research. Hypothesis 2 (time saving) has significant and positive relationship exists between saving time and Consumer attitude towards online shopping.

Table 9: Hypothesis testing

Hypothesis	Results	Achieved
H1: A significant and positive relationship exists Between convenience and Consumer attitude towards online shopping.	($p < 0.05$) Here, $p = 0.000$	Hypothesis H1 is Accepted.
H2: A significant and positive relationship exists between saving time and Consumer attitude towards online shopping.	($p < 0.05$) Here, $p = 0.000$	Hypothesis H2 is Accepted.
H3: A significant and positive relationship exists between website design and Consumer attitude towards online shopping.	($p < 0.05$) Here, $p = 0.000$	Hypothesis H3 is Accepted.
H4: A significant and positive relationship exists between security and Consumer attitude towards online shopping.	($p > 0.05$) Here, $p = 0.276$	Hypothesis H4 is Rejected.
H5: A significant and positive relationship exists between after sales service and Consumer attitude towards online shopping.	($p > 0.05$) Here, $p = 0.166$	Hypothesis H5 is Rejected.
H6: A significant and positive relationship exists between perceived enjoyment and Consumer attitude towards online shopping.	($p < 0.05$) Here, $p = 0.000$	Hypothesis H6 is Accepted.
H7: A significant and positive relationship exists between online shopping experience and Consumer attitude towards online shopping.	($p < 0.05$) Here, $p = 0.000$	Hypothesis H7 is Accepted.
H8: A significant and positive relationship exists between product quality and Consumer attitude towards online shopping.	($p > 0.05$) Here, $p = 0.505$	Hypothesis H8 is Rejected.
H9: A significant and positive relationship exists between people engagement and rating and Consumer attitude towards online shopping.	($p < 0.05$) Here, $p = 0.000$	Hypothesis H9 is Accepted.

This finding concurs with the results of previous research work with Datta and Acharjee (2018). Hypothesis 2 is also accepted my study which is also accepted previous research. But H2 is also rejected previous research with Dost *et al.* (2015). Hypothesis 3 (Website design) has significant and positive relationship exists between website design and Consumer attitude towards online shopping. This finding concurs with the results of previous research work with Datta and Acharjee (2018). H3 is also accepted my study which is also accepted previous research. Hypothesis 4 (security) has significant and positive relationship exists between security and Consumer attitude towards online shopping. This finding concurs with the results of previous research work with Dost *et al.* (2015). Hypothesis 4 is also rejected my study which is also rejected previous research. But H4 is also accepted previous research with Datta and Acharjee (2018). Hypothesis 5 (after sales services) has significant and positive relationship exists between after sales service and Consumer attitude towards online shopping. This finding don't concurs with the results of previous research work with Datta and Acharjee (2018). Because Hypothesis 5 is rejected my study which is also accepted previous research. Hypothesis 6 (perceived enjoyment) has significant and positive relationship exists between perceived enjoyment and Consumer attitude towards online shopping. This finding concurs with the results of previous research work with Cheema *et al.* (2013). Hypothesis 6 is also accepted my study which is also accepted previous research. Hypothesis 7 (online shopping) has significant and positive relationship exists between online shopping experience and Consumer attitude towards online shopping. This finding concurs with the results of previous research work with Datta and Acharjee (2018). Hypothesis 7 is accepted my study which is also accepted previous research. Hypothesis 8 (product quality) significant and positive relationship exists between product quality and Consumer attitude towards online shopping. This finding concurs with the results of previous research work with Dost *et al.* (2015). Hypothesis 8 is rejected my study which is also rejected previous research. But this is accepted in previous research with Datta and Acharjee (2018). Hypothesis 9 is accepted my study

CONCLUSION

New commercial endeavors may increase client retention rates as Bangladesh's economy expands. A virtual marketplace where buyers and sellers can communicate at any time and from any location is made available to customers through online buying. In order to determine whether internet shopping is being accepted as a new form of commerce in Bangladesh and to identify the underlying reasons influencing people's attitudes toward it, this study aims to concentrate on these issues. By doing this research, researchers investigate which factors influencing consumer attitude toward online shopping. Researchers found that convenience, timesaving, website design, perceived enjoyment, online shopping experience, and people's engagement and their review rating have significant positive relationship with the consumer attitude towards online shopping. However, customers prefer Internet shopping when it comes to ease and availability. On the other hand, customers choose to visit shopping centers when it comes to security and product quality. In Rangpur City, young shoppers still favor conventional over online buying. Bangladesh is a newly developing country. Like in many other developing countries, online shopping has potential in this region. If business owners make it possible to bargain, offer a return policy, make shopping more enjoyable, and choose "click and mortar," then this preference level may soon be more favorable towards online shopping. In order to win the trust of young customers, it is crucial to maximizing quality, innovation, and customer relationships.

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CONFLICT OF INTEREST

The authors declare that they have no competing interests.

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