Perceived Trust and Risk associated with Online Buying: A study on engineering students of Berhampur, Odisha

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ABSTRACT

India is one of the fastest growing retail e-commerce markets in recent years, growing at the rate of 129.5 per cent Y-o-Y to 2015. The growing number of Internet users in the country helped web merchants in steadily whittling away consumers' skepticism about buying goods and services online. Generally speaking internet users avert online shopping because of credit-card fraud, lack of privacy, non-delivery risk, lack of guarantee of quality of goods and services. Concerned authorities are devising policies to minimize the risk involved in e-business. In Liao and Cheung (2000) words:"Fraud- free electronic shopping" was introduced by UK in the early 1995 and after two years Europe and Singapore introduced secured electronic transaction (SET). On the other hand E- commerce has been grown very fast because of many advantages associated with buying on internet because of lower transaction and search cost as compared to other types of shopping. Therefore Marketers have carefully analyzed the consumers' attitude and behavior towards the online shopping and spend billions of rupees to facilitate all the demographics of online shoppers. Protecting the privacy rights of individuals requires a re-conceptualization on both personal as well as professional grounds keeping in mind human privacy in the context of Information and Communication Technologies (ICTs) including online business.
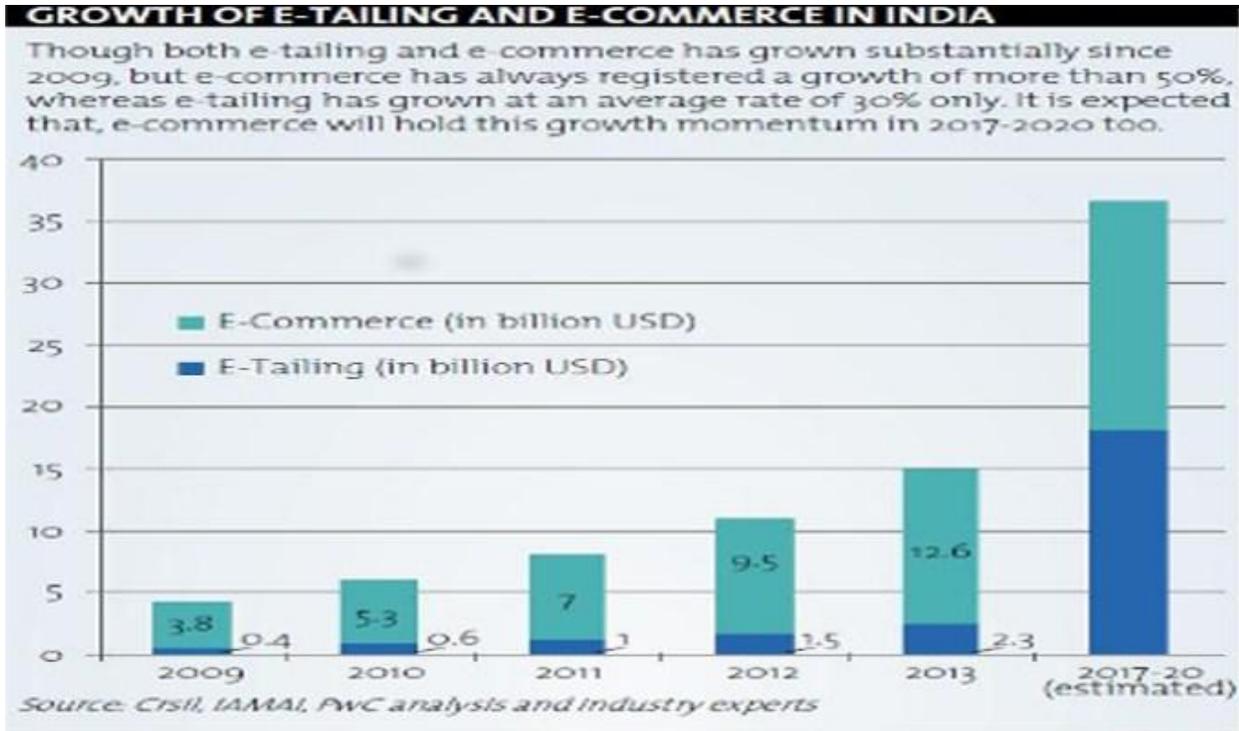
Key words: Risk in e-business, buying on internet, human privacy, online business
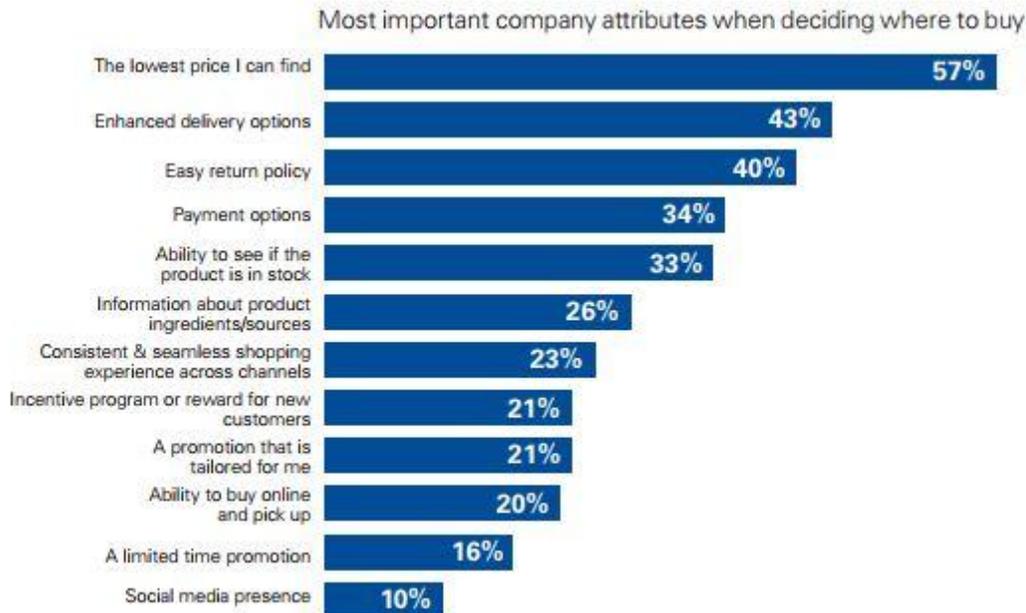
INTRODUCTION

About 95 million people, or one-third of the total Internet population, buy goods online to be shipped to them over the course of a quarter. Of those, about one-third make 1 transaction and half make 4-8 transactions. About a quarter make 4-6 purchases, and the other quarter make 6 or more. Mobile and tablet e-commerce has exploded in the past year. At the end of 2014-2015, mobile e-commerce was 3% of total e-commerce. Just a year later, mobile e-commerce was 21% of e-commerce. Retailers must move quickly to adopt these new platforms to meet the evolving expectations of savvy consumers as mentioned in Table -1.

Through electronic marketing and internet communication business firms are coordinating different marketing activities such as market research, product development, inform customers about product features, promotion, customer services, customer feedback and so on. Online shopping is used as a medium for communication and electronic commerce, it is to increase or improve in value, quality and attractiveness of delivering customer benefits and better satisfaction, that is why online shopping is more convenience and day by day increasing its popularity. Not only benefits but also risk is associated with online shopping. In Liao and Cheung (2000) words:"Fraud- free electronic shopping" was introduced by UK in the early 1995 and after two years Europe and Singapore introduced secured electronic transaction (SET). On the other hand E-commerce has been grown very fast because of many advantages associated with buying on internet because of lower transaction and search cost as compared to other types of shopping. Through online shopping consumers can buy faster, more alternatives and can order product and services with comparative lowest price. (Cuneyt and Goutam 2004). Therefore Marketers have carefully analyzed the consumers' attitude and behavior towards the online shopping and spend billions of rupees to facilitate all the demographics of online shoppers as mentioned in the Table-2 Table-1

GROWTH OF E-TAILING AND E-COMMERCE IN INDIA

Though both e-tailing and e-commerce has grown substantially since 2009, but e-commerce has always registered a growth of more than 50%, whereas e-tailing has grown at an average rate of 30% only. It is expected that, e-commerce will hold this growth momentum in 2017-2020 too.

Source: Crisil, IAMAI, PwC analysis and industry experts

Table 2

Most important company attributes when deciding where to buy

Attribute	Percentage
The lowest price I can find	57%
Enhanced delivery options	43%
Easy return policy	40%
Payment options	34%
Ability to see if the product is in stock	33%
Information about product ingredients/sources	26%
Consistent & seamless shopping experience across channels	23%
Incentive program or reward for new customers	21%
A promotion that is tailored for me	21%
Ability to buy online and pick up	20%
A limited time promotion	16%
Social media presence	10%

2017 Global Online Consumer Report

Why Privacy and trust In Online shopping?

Everyone, be it an individual or an organisation has a right to protect and preserve their personal, sensitive and commercial data and information. India at the moment needs a dedicated law protecting the data and personal privacy of an individual. A national privacy policy is still missing in India

Internet Privacy Laws in India

There is no specific legislation on Internet Privacy and data protection in India. However, the Information Technology Act, 2000 contains specific provisions intended to protect electronic data (including non-electronic records or information that

have been, are currently or are intended to be processed electronically). Section 43 and Section 43A of the Act lay down provisions for damaging, stealing, illegally accessing, misusing etc. ones data, computer or computer system etc. Section 72 of the Act also discusses punishment for a person breaching confidentiality by sharing data without consent to which he has secured access. Section 66E talks about individual's privacy and punishment for violating the same in any electronic form such as transmitting a photo of one's private part without consent or anything which would violate his privacy.

Objective of the study and Questionnaires

This article is to study the customer's perception on reliability & trust while buying online. To identify the safety perception of customer while buying online. The questionnaire is constructed in a way that it does not alienate the respondent, as sensitive questions in nature such as income and age are asked at the later part of the questionnaire so to avoid from the risk that respondent can terminate the survey. Security is another dominant factor which affects consumers to shop online. However many internet users avoid online shopping because of credit card fraud, privacy factors, non delivery risk, post purchase service and so on. But transaction security on the online shopping has received attention. Safe and secured transaction of money and credit card information increases trust and decreases transaction risk. In 1995, UK has introduced Fraud free electronic shopping and later on Europe and Singapore introduced secured electronic transaction (SET). According to Bhatnagar and Ghosh (2004) Security is one of the attribute 14 which limits buying on the web as they claim that there is a large segment of internet shoppers who don't like to buy online because of their thinking about the security of their sensitive information. Cuneyt and Gautam (2004) claims trust in the internet shopping with advanced technology, and frequent online shopping to the internet being secured as a trustworthy shopping channel.

Data Analysis and Interpretation

The questionnaire is carefully designed to meet the requirements of the research. The questions are taken from previous literature on Consumer's attitudes towards online shopping with a view to validate the research more and some of the questions are self structured to cover the diversity of research problems. Our study studies deal with part of the questionnaire that covers one of our research questions that is who are online shoppers in terms of privacy and security. If there is any difference in relation to factors that influence Berhampur Engineering students on these two subjects. The colleges selected are 1. KIT, Berhampur, 2. RIT, Berhampur, 3. SMIT, Berhampur, 4. NIST, Berhampur. All the students are using online mode of purchases since at least 1 yr. The questionnaires were designed to get responses about the trustworthiness and risks associated with online purchase based on their previous experience.

Writer's research questions were to prove the validity of research. Validity is if the statements that are designed in real terms measure what is actually meant to measure (Fisher 2007). As most of the research questions are being extracted from previous literature done in the area of Consumer attitude towards online shopping which proves the validity.

In accordance with the objectives of the study, the research scholar attempted to gather opinions of different categories online shopping users of Internet shopping among the engineering students of Berhampur, Odisha, through a structured questionnaire. As a whole 800 questionnaire are distributed among online shopping users i.e., students. Out of 800 distributed questionnaires 745 were returned, out of which 55 were incomplete hence a total of 637 questionnaires were taken for analysis. Concurrently, out of which 91.98 % respondents were responded to this endeavor without hesitation. The data thus collected through questionnaires from different level of respondents were scrutinized, tabulated and analyzed with immaculate interpretations that are presented in this chapter.

To justify the responses from the samples, each demographic factor have been selected covering different age groups, gender, and the various level of respondents which have been considered strategically. Statements covered in this section are basically designed to assess the perception of different level of respondents under 5 point scale (5=strongly agree, 4=agree, 3=neither agree nor disagree, 2=disagree, and 1=strongly disagree). Further, one score card is developed to assess the Online shopping index as revealed from the shopping behaviour of different respondents under study.

Keeping in mind the nature of data required for the study, multi stage random sampling technique has been used. Respondents are selected by second order of random sampling to perceive their opinion with regard the specific objectives of the study. The present study attempted to explore the dimensions of online shopping and usage of Internet among Indian consumers.

Hypothesis: To understand the question's relevance let us put the hypothesis as: There **is no significant relationship between website security and different types of buyer's activity.**

In this study considering the nature of the data non parametric tests i.e. ANOVA, are suitably used along with descriptive statistics i.e. Percentage, Mean, and Median etc. To assess the perception of different level of respondents on specific research objectives simple scaling technique are also used. Further, one score card is developed to assess the online shopping index as revealed from the shopping behaviour of the different respondents under study.

There are 8 items which determine the variables include as variables of Internet security and privacy, given in detail, and rated by the respondents on Likert's' 5 scales.

1	2	3	4	5
Strongly Agree	Agree	Undecided	Disagree	Strongly disagree

Table 3 Rate of responses of respondents

Sample Data	KIT Berhampur	RIT Berhampur	SMIT Berhampur	NIST Berhampur
Actual distributed	200	200	200	200
Not returned(55)	09	22	13	11
Balance	191	178	187	189
Incomplete(108)	28	34	15	31
Response %	81.5	72	86	79
TOTAL=637	163	144	172	158

Dimensions of the study

Table 4

| Sl. No	Dimension	Codification of Questions
1	Perceived Trust in online shopping	PTOS 1.1 Trustworthy PTOS1.2 Reliable PTOS 1.3 Unreliable
2	Perceived Risk	PR 2.1 Personal information is not safe PR 2.2 Risk in monetary transactions PR2.3 Risk of Internet Hackers PR 2.4 Money deducted without completion of the process PR2.5 Wastage of money using online services

Online shopping portals are trustworthy

Table 5

Sl.No	Rating	Frequency	Percent	Cumulative Percent
1	Strongly Agree	276	39.7	43.3
2	Agree	198	28.5	74.4
3	Un decided	21	3.0	77.7
4	Disagree	36	5.2	83.4
5	Strongly Disagree	106	15.3	100.0
	Total	637	91.7	100.0

From the above table 5.32 it is observed that of the respondents that is 5.2% disagreed in response to online shopping portals are trustworthy where as strongly disagree at 15.3% and undecided respondents showing 3.0% and agree 28.5 %

strongly agree at 39.7%. It can be reveled from the table that online shopping users strongly agree in online shopping portals are trust worthy in online shopping. A large chunk of the respondents were agreed that online shopping portals are trustworthy for online shopping purpose, which is depicted in Fig. 1:
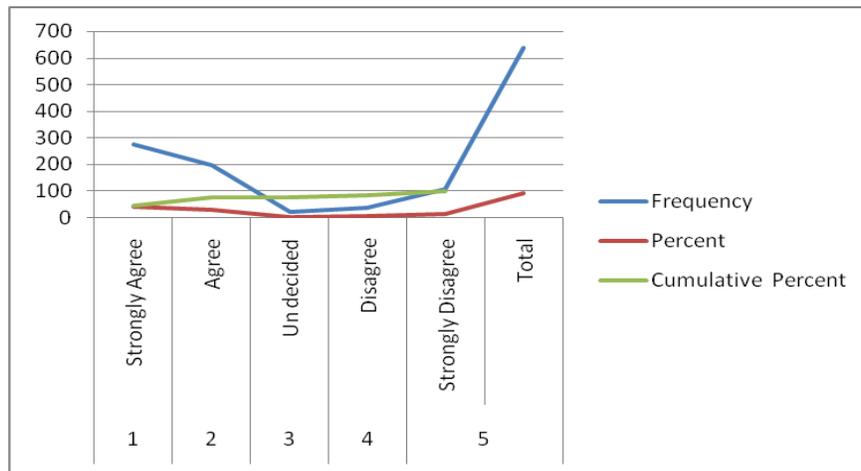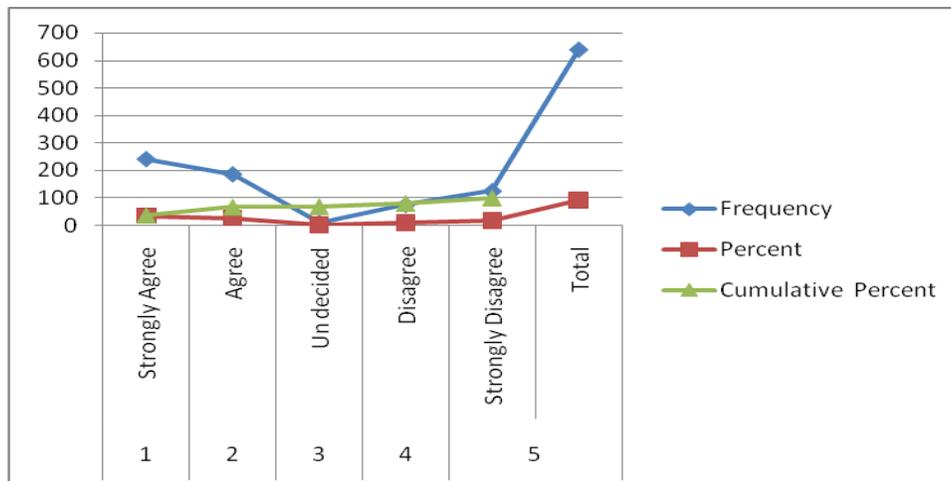

Fig 1 Online shopping portals are trustworthy

Table-6: Online shopping portals are reliable

Sl.No	Rating	Frequency	Percent	Cumulative Percent
1	Strongly Agree	241	34.7	37.8
2	Agree	186	26.8	67.0
3	Un decided	10	1.4	68.6
4	Disagree	75	10.8	80.4
5	Strongly Disagree	125	18.0	100.0
	Total	637	91.7	100.0

From the above table 5.33 it is observed that of the respondents that is 10.8 % disagreed in response to online shopping portals are reliable where as strongly disagree at 18.0 % and undecided respondents showing 1.4 % and agree 26.8 % strongly agree at 34.7 %. It can be inferred from the table that online shopping users strongly agree in Online shopping portals are reliable in online shopping. A large chunk of the respondents were also agreed that online shopping portals are reliable for online shopping purpose. This is shown in Fig.3
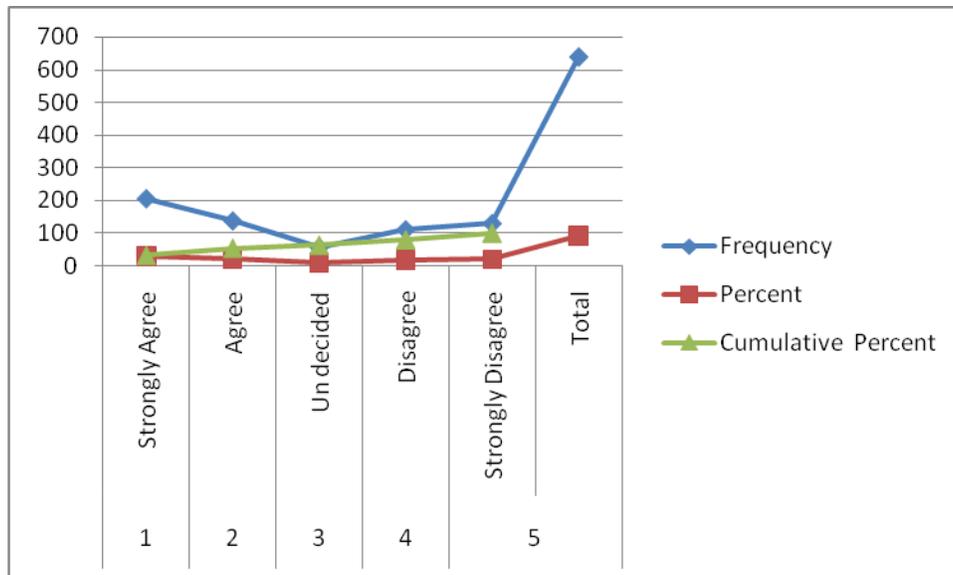

Figure-2: Online shopping portals are reliable

Table- 7: Online shopping portals are unreliable

Sl.No	Rating	Frequency	Percent	Cumulative Percent
1	Strongly Agree	205	29.5	32.2
2	Agree	137	19.7	53.7
3	Un decided	56	8.1	62.5
4	Disagree	110	15.8	79.7
5	Strongly Disagree	129	18.6	100.0
	Total	637	91.7	100.0

From the above table 5.34, it is seen that of the respondents that is 15.8% disagreed in response to online shopping portals are unreliable whereas strongly disagree at 18.6% and undecided respondents showing 8.1 % and agree 19.7 % strongly agree at 29.5 %. It can be concluded from the table that online shopping users strongly agree that online shopping portals are unreliable in online shopping. A large chunk of the respondents were agreed that online shopping portals are unreliable for online shopping purpose, which is pictured in Fig. 4

Table 8 In online shopping personal information is not safe

Sl.No	Rating	Frequency	Percent	Cumulative Percent
1	Strongly Agree	205	29.5	32.2
2	Agree	175	25.2	59.7
3	Un decided	78	11.2	71.9
4	Disagree	78	11.2	84.1
5	Strongly Disagree	101	14.5	100.0
	Total	637	91.7	100.0

From the above table 5.42 it is observed that of the respondent that is 11.2% disagreed in response to in online shopping personal information is not safe where as strongly disagree at 14.5% and undecided respondents showing 11.2 % and agree 25.2 % strongly agree at 29.5 %. It can be inferred from the table that online shopping personal information is not safe in online shopping. A large chunk of the respondents were agreed that in online shopping personal information is not safe for online shopping purpose, which is shown in Fig 4
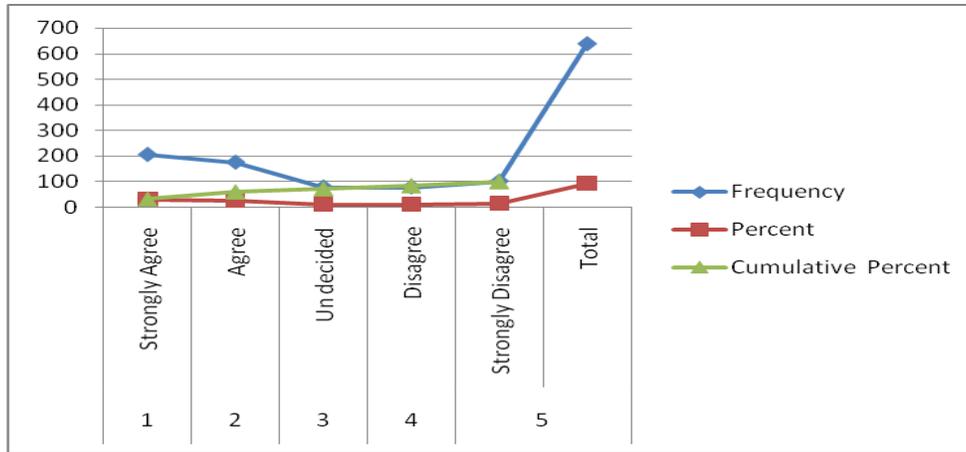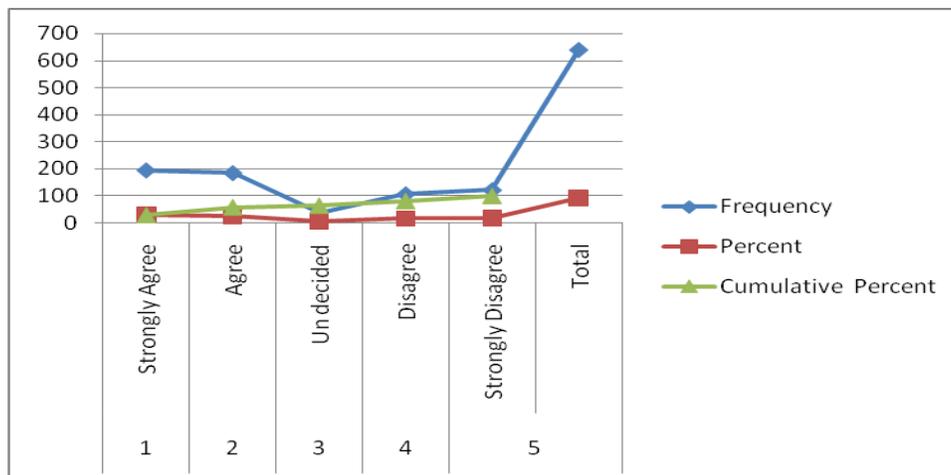

Figure-4: In online shopping personal information is not safe

Table:9   In online shopping risk in monetary transactions

Sl.No	Rating	Frequency	Percent	Cumulative Percent
1	Strongly Agree	193	27.8	30.3
2	Agree	183	26.3	59.0
3	Un decided	36	5.2	64.7
4	Disagree	105	15.1	81.2
5	Strongly Disagree	120	17.3	100.0
	Total	637	91.7	100.0

From the above table 5.43 it is observed that of the respondents that is 15.1% disagreed in response to accesses in online shopping risk in monetary transactions where as strongly disagree at 17.3% and undecided respondents showing 5.2 % and agree 26.3 % strongly agree at 27.8 %. It can be concluded from the table that online shopping risk in monetary transactions in online shopping. A large chunk of the respondents were agreed that in online shopping risk in monetary transactions for online shopping purpose. This is shown in Fig.5.40.
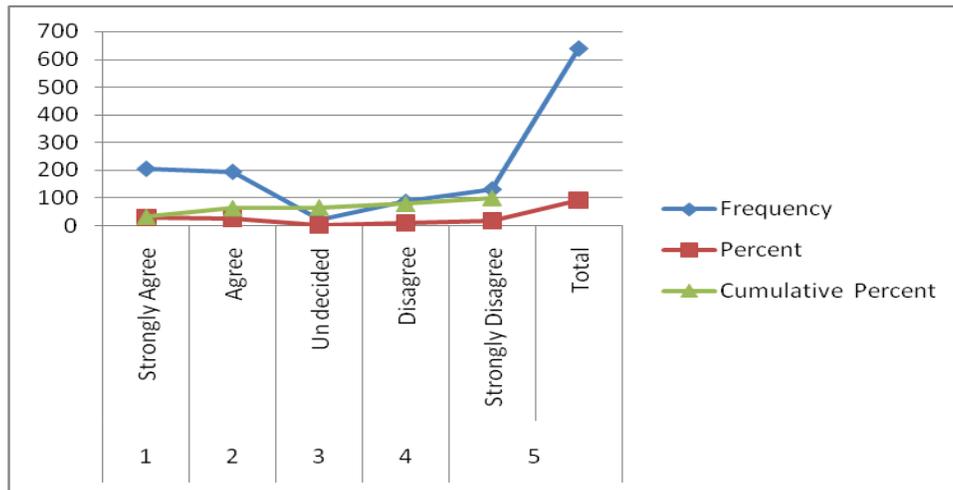

Figure-5 In online shopping risk in monetary transactions

Table-10 In online shopping risk of internet hackers

Sl.No	Rating	Frequency	Percent	Cumulative Percent
1	Strongly Agree	205	29.5	32.2
2	Agree	194	27.9	62.6
3	Un decided	21	3.0	65.9
4	Disagree	86	12.4	79.4
5	Strongly Disagree	131	18.8	100.0
	Total	637	91.7	100.0

From the above table 5.44 it is observed that of the respondents that is 12.4% disagreed in response to online shopping risk of internet hackers where as strongly disagree at 18.8% and undecided respondents showing 3.0 % and agree 27.9 % strongly agree at 29.5 %. It can be observed from the table that online shopping users agreed that in online shopping risk of internet hackers in online shopping. A large chunk of the respondents were agreed in using online shopping risk of internet hackers for online shopping purpose. This is shown in Fig.
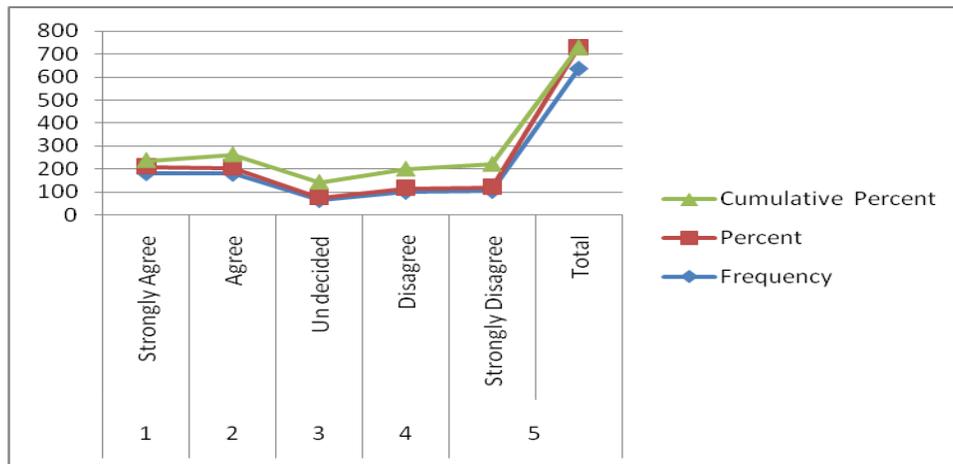

Figure-6: In online shopping risk of internet hackers

Table-11: In online shopping Money deducted without ticket booking while doing internet booking

S.No	Rating	Frequency	Percent	Cumulative Percent
1	Strongly Agree	183	26.3	28.7
2	Agree	180	25.9	57.0
3	Un decided	66	9.5	67.3
4	Disagree	102	14.7	83.4
5	Strongly Disagree	106	15.3	100.0
	Total	637	91.7	100.0

From the above table 5.45 it is observed that of the respondents that is 14.7% disagreed in response to In online shopping money deducted without ticket booking while doing internet booking where as strongly disagree at 15.3% and undecided respondents showing 9.5 % and agree 25.9 % strongly agree at 26.3 %. It can be observed from the table that online

shopping users agree in shopping money deducted without ticket booking while doing internet booking in online shopping. A large chunk of the respondents were agreed in shopping money deducted without ticket booking while doing internet booking for online shopping purpose. This is shown if Fig.


Figure- 7: In online shopping Money deducted without ticket booking while doing internet booking

Table-12: In online shopping Wastage of money using online services

S.No	Rating	Frequency	Percent	Cumulative Percent
1	Strongly Agree	145	20.9	22.8
2	Agree	178	25.6	50.7
3	Un decided	46	6.6	57.9
4	Disagree	145	20.9	80.7
5	Strongly Disagree	123	17.7	100.0
	Total	637	91.7	100.0

From the above table 5, it is observed that of the respondents that is 20.9% disagreed in response to online shopping wastage of money using online services whereas strongly disagree at 17.7% and undecided respondents showing 6.6 % and agree 25.6 % strongly agree at 20.9 %. It can be inferred from the table that online shopping users agree in using online shopping Wastage of money using online services. A large chunk of the respondents were agreed online shopping Wastage of money using online services for online shopping purpose shown below.
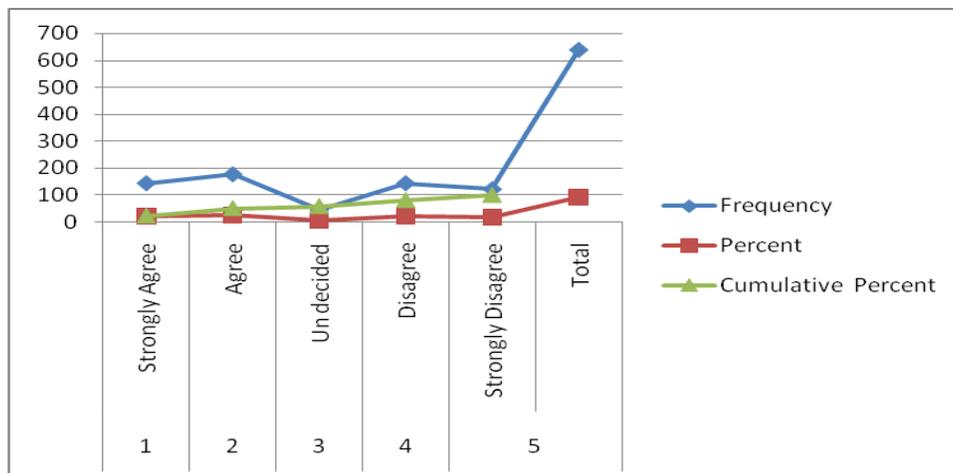
Fig 8; In online shopping Wastage of money using online services

Rate of responses of respondents

From the above table it is observed that the total number of questionnaires distributed 800 among KIT students 81.50%, RIT students 72%, SMIT students 86%, NIST students 79% with a total of 637 questionnaires were taken for analysis with percentage of response 79.62%. Relationship between attitudes towards online shopping with payment security is tested with ANOVA.

Test of Hypothesis

The hypothesis is tested with ANNOVA test of the factors of online shopping to find out the significant relationship between website security and different online shopping buying activity,

	Cluster		Error			
	Mean Square	Df	Mean Square	df	F	Sig.
Trustworthy	872.059	1	.778	635	1120.216	.000
Reliable	1212.500	1	.516	635	2348.749	.000
Un Reliable	1262.778	1	.425	635	2180.726	.015*
Buying a product through internet is enjoyable	908.200	1	.805	635	1127.845	.000
Personal information is not safe	1041.082	1	.457	635	3490.544	.023*
Risk in monetary transactions	1232.767	1	.360	635	3426.393	.021*
Risk of internet hackers	1320.284	1	.316	635	2174.497	.010*
Money deducted without completion while doing internet booking	1076.931	1	.436	635	2472.586	.001*

It is found from the analysis that respondents felt secure in their shopping transactions with 32.1% and 42.4 % felt reliable in doing online shopping. Where as it is found insignificant in relation with website security and different online shopping buying activity. Hence, there is no significant relationship between factors driving online shopping and different types of buyers with specific to website security, and **the hypothesis is accepted** as mentioned in the table above.

Perceived Trust in online shopping

It is observed that of the respondents that is 19.3% disagreed in response to buying a ticket online through internet is enjoyable where as strongly disagree at 21.9 % and undecided respondents showing 17.8 % and agree 10.8 % strongly agree at 21.9 %. It can be inferred from the analysis that online shopping users disagree in buying a ticket online through internet is enjoyable in online shopping. A large chunk of the respondents were disagreed in buying a ticket online through internet is enjoyable for online shopping purpose.

It is observed that of the respondents that are 22.7% disagreed in response to online shopping is interesting where as strongly disagree at 16.7% and undecided respondents showing 21.0 % and agree 13.8 % strongly agree at 17.4 %. It can be inferred from the analysis that online shopping users disagree in Online shopping is interesting in online shopping. A large chunk of the respondents were disagreed in online shopping is interesting for online shopping purpose.

It is observed that of the respondents that are 22.9% disagreed in response to buying a ticket online through internet is enjoyable activity where as strongly disagree at 17.4% and undecided respondents showing 21.2 % and agree 10.6 % strongly agree at 19.6 %. It can be concluded from the analysis that online shopping users disagree in buying a ticket online through internet is enjoyable activity in online shopping. A large chunk of the respondents were disagreed in buying a ticket online through internet is enjoyable activity for online shopping purpose.

Perceived Risk

It is observed that of the respondents that is 12.4% disagreed in response to online shopping risk of internet hackers where as strongly disagree at 18.8% and undecided respondents showing 3.0 % and agree 27.9 % strongly agree at 29.5 %. It can be observed from the analysis that online shopping users agreed that in online shopping risk of internet hackers in online shopping. A large chunk of the respondents were agreed in using online shopping risk of internet hackers for online shopping purpose.

It is observed that of the respondents that is 15.1% disagreed in response to accesses in online shopping risk in monetary transactions where as strongly disagree at 17.3% and undecided respondents showing 5.2 % and agree 26.3 % strongly agree at 27.8 %. It can be concluded from the analysis that online shopping risk in monetary transactions in online shopping. A large chunk of the respondents were agreed that in online shopping risk in monetary transactions for online shopping purpose.

It is observed that of the respondents that are 8.1% disagreed in response to It is better to buy a item/ticket through internet than going to railway reservation centre where as strongly disagree at 15.3 % and undecided respondents showing 14.2 % and agree 20.9 % strongly agree at 33.2 %. It can be observed from the analysis that online shopping users it is better to buy an item/ticket through internet than going to railway reservation centre in online shopping. A large chunk of the respondents were It is better to buy a item/ticket through internet than going to railway reservation centre for online shopping purpose.

It is observed that of the respondents that is 11.2% disagreed in response to strongly recommend others to use internet where as strongly disagree at 13.8 % and undecided respondents showing 15.7 % and agree 20.9 % strongly agree at 30.1%. It can be inferred from the analysis that online shopping users agree in strongly recommend others to use internet in online shopping. A large chunk of the respondents were agreed in strongly recommend others to use internet for online shopping purpose,

It is observed that of the respondents that is 8.9% disagreed in response to purchase an items/ticket through internet in near future whereas strongly disagree at 11.2% and undecided respondents showing 1.7% and agree 25.8 % strongly agree at 44.0 %. It can be inferred from the analysis that online shopping users agree in purchase an items/ticket through internet in near future in online shopping. A large chunk of the respondents were agreed in purchase a items/ticket through internet in near future for online shopping purpose.

Suggestions:

Based on the findings, the recommendations and suggestions are given below.

Awareness of security indicators

Most consumers identify indicators of online shopping security. To identify safety when shopping online, consumers chiefly look for familiar brands, secure payment certifications through payment gateways. i.e., Pay Pal, Rupay etc. The key warning signs for consumers are bad feedback or ratings, or unfamiliarity with a website. Interestingly, most of those who have not shopped online in the last year find it difficult to recognize any sort of online safety indicators. Also, almost two-thirds concede they cannot recognize any safety indicators of online shopping, or simply do not know. Nevertheless, there is a very apparent lack of understanding of online shopping from the offline cohort.

Indian consumer Protection law

Both consumers and businesses are largely apprehensive about the application of Indian Consumer protection Law to online shopping scenarios. More than half of consumers have misunderstanding of whether or not Indian Consumer protection Law applies to who is responsible for goods damaged in transit, despite the confusion surrounding the application of Law.

Awareness and behaviors relating to online security

Consumers' most comfortable shopping via familiar sites are spontaneous and are well versed in the basic security measures: keeping records, not giving out details and passwords, checking bank statements They claim to look for 'secure payment' options Spontaneous but awareness of https sites as a security feature is relatively low on PayPal is known to be a secure method of payment and is sought out by consumers spontaneous. Among SMBs, there is room for improvement – while most have some security measures in place for online customers they are certainly not covering them all. There is some room for education among both consumers.

What needed to be done?

Technological advancements such as micro cameras and video surveillance has had a profound effect on personal privacy. Everyone, be it an individual or an organisation has a right to protect and preserve their personal, sensitive and commercial data and information. India at the moment needs a dedicated law protecting the data and personal privacy of an individual.

A national privacy policy is still missing in India. A right to privacy bill of India 2011 has been suggested in the year 2011 yet till date we do not have any conclusive draft in this regard that can be introduced in the Parliament of India. In fact, we are still waiting for a public disclosure of final and conclusive proposed draft right to privacy bill 2011 of India that can be discussed in the Parliament. The laws should be made keeping both genders in mind rather than protecting only female rights because in the cyber space both males and females are equal victims. A gender neutral law is as crucial as a technological neutral legislation. Protecting the privacy rights of individuals requires a re-conceptualization on both personal as well as professional grounds keeping in mind human privacy in the context of Information and Communication Technologies (ICTs).

CONCLUSION

Clearly, privacy is an emerging and increasingly important field in India's internet society. As companies collect greater amounts of information from and about online users, and as the government continues to seek greater access and surveillance capabilities, it is critical that India prioritizes privacy and puts in place strong safeguards to protect the privacy of both Indians and foreigners whose data resides temporarily or permanently in India. The first step towards this is the enactment of a comprehensive privacy legislation recognizing privacy as a fundamental right. The Report of the Group of Experts on Privacy and the government considering a draft privacy bill are all steps in the right direction.

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