

A Study on Preference towards Online Shopping Among College Students with Reference to Perundurai Region

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Abstract – E-shopping (electronic shopping) is nothing but buying of purchasing goods or service online by giving online or offline payments. The specialty of E-shopping is that with a single click of computer mouse, you can order anything from the vast range of products and service. Trustworthiness of e-commerce websites makes these e-retailers more successful. Online shopping portal can attract more customers if it provides vast varieties of products, clear information, good feedback, secure online transactions, and privacy policy. Unlimited choices are made available to the customers by number of e-shops available online. E shopping made the people capable of purchasing anything through the internet. Now - a - days, not only the people who are reluctant to go to the market but also almost all people willing to buy goods and service online. Internet has made available all the things which are even not available in local market. And this is the specialty of e-commerce. There are more benefits of E-shopping rather than barriers. Because of such advantages for consumer the popularity of 'online shopping' is increasing day by day. And this is also main reason behind rapidly spreading online market.

Index Terms – Online shopping, Awareness.

1. INTRODUCTION

Ever since the launch of Amazon and E-bay, e-commerce activities have had gained momentum among all cross sectional users of the internet. Internet has changed the way how consumers would buy and sell products. India has an average internet user base of about 250 million as of June 2015. India's e-commerce business has leaped by more than 80 percent in 2015 and the drive is likely to in the coming years, with projections to reach \$50-70 billion by 2020 . Tough the size of India's e-commerce market in 2015 was around \$13 billion, it accounts to only a small percentage of total sales happening in the country. Globally, total online sales reached \$1.22 trillion in 2015 and China accounted for more than \$200 billion. India is a prospective and lucrative market for e-commerce players. India is also anticipated to be the third major e-commerce marketplace in the world following the US and China. Internet has become an important tool, which usage has increased and beside usage its importance has also increased. Humans'

everyday life has influenced by information and communication technologies (ICT) considerably. People use more ICT's in their daily lives. The use more cell phone, more computer and also use more Internet. Generally ICT, especially Internet simplifies information related work. In early days of information age, number of web sites and Information on web sites are limited and static. Sometimes web site content had not been updated yearlong. Increasing web usage and new internet technologies lead to end user can update web content and lead to increase web usage. Recently internet has spread quickly and has become crucial tool all over the world.

2. OBJECTIVES OF THE STUDY

- To understand the respondents adaption to the internet.
- To study the factors influencing to purchase online.
- To study the issues faced in online.

RESEARCH METHODOLOGY

Business research is a systematic inquiry that provides information to guide business decisions and aimed to solve managerial problems. Research methodology is a way to solve the systematically solve the research problems. It may be understood a science of studying how research is done scientifically. It includes the overall research design, the sample procedure, data collection method and analysis procedure.

RESEARCH DESIGN

The research design is primarily descriptive in nature. Sample selection was convenience in nature, as to collect data from college students in Perundurai region.

DATA COLLECTION

The survey was conducted using a self-completion and Google form questionnaire method, whereby questionnaires are handed out to respondents for self-completion and whereby Google form are shared out to respondents and returned to the

researcher immediately. The data used for the purpose this study are

Primary Data (Primary data for the study was collected by the questionnaire method. The structured question was administrated to the respondents (consumers)). Secondary Data (data for the study was collected by the internet and magazines)

SAMPLING TECHNIQUES

Non – Probability Sampling – Convenience Sampling

STATISTICAL TOOLS USED

Ranking Method

Chi-Square Test.

PERCENTAGE ANALYSIS

Percentage refers to a Special kind of ratio, percentages are used in making comparison between two more serious of data percentages are used to describe relationships. Percentages also used to compare the relative terms, the distribution of two or more series of data

RANKING ANALYSIS

This technique was used to evaluate the problems faced by the respondents due to online shopping. In this method of the respondents were asked to asked the given problem. To the orders of merit given by the respondents were conducted into ranks.

CHI-SQUARE TEST

A chi-square test, also referred to as χ^2 test is any statistical hypothesis test in which the sampling distribution of the test statistic is a chi-square distribution when the null hypothesis is true. Chi-squared tests are often constructed from a sum of squared errors, or through the sample variance. Test statistics that follow a chi-squared distribution arise from an assumption of independent normally distributed data, which is valid in many cases due to the central limit theorem. A chi-squared test can then be used to reject the hypothesis that the data are independent.

CHI-SQUARE ANALYSIS

H₀: There is no significant relationship between family income and amount spent in last one year.

H₁: There is significant relationship between family income and amount spent in last one year.

Calculation of Chi-Square Test

(O)	(E)	(O – E)	(O – E) ²	$\frac{(O - E)^2}{E}$
9	4	5	25	6.25

7	4	3	9	2.25
10	4	6	36	9
4	4	0	0	0
2	4	-2	4	1
4	4	0	0	0
10	4	6	36	9
8	4	4	16	4
5	4	1	1	0.25
3	4	-1	1	0.25
6	4	2	4	1
10	4	6	36	9
4	4	0	0	0
4	4	0	0	0
3	4	-1	1	0.25
7	4	3	9	2.25
9	4	5	25	6.25
7	4	3	9	2.25
6	4	2	4	1
2	4	-2	4	1
3	4	-1	1	0.25
4	4	0	0	0
5	4	1	1	0.25
8	4	4	16	4
10	4	6	36	9
100				68.5

Degrees of Freedom

$$= (r-1) (c-1)$$

$$= (5-1) (5-1)$$

$$= 16$$

Interpretation

As calculated value (68.5) is greater than the tabulated value (26.296) **H₁** is accepted and **H₀** is rejected.

Result

It is clear from the above table that H_1 is accepted and it is concluded that there is significant difference between family income and amount spent in last one year.

3. PROBLEMS FACED BY THE RESPONDENTS DUE TO ONLINE

S.NO	PROBLEMS	MEAN SCORE	TOTAL SCORE	RANK
1	Delivery Was Delayed	550	2750	6
2	Out Of Stock	562	1686	8
3	Payment Issue	548	3836	4
4	Website Was Slow	564	564	10
5	Poor Customer Service	536	4824	2
6	Damaged Products	529	5290	1
7	Receive Wrong Goods	541	4328	3
8	Package Was Incomplete	558	2232	7
9	Online Tracking	549	3294	5
10	Ability To Create An Account	563	1126	9

4. INTERPERTATION

It is revealed that “Damaged Products” is ranked as No.1 with a total score of 5290. “Poor Customer Service” is ranked as No.2 with a total score of 4824. “Receive goods wrong” is ranked as No.3 with a total score of 4328. “Payment issue” is ranked as No.4 with a total score of 3836, “Online Tracking” is ranked as No. 5 with total score of 3294, and “Delivery was delayed” and “Package was incomplete” and “out of stock” and “Ability to create an account” and “website was slow” was ranked as No. 6,7,8,9 and 10 problem’s.

5. FINDINGS

- 44.7% of respondents belong to the age group of 21 – 23 years.
- 40.7% of respondents are having family of two earning members in Perundurai region.
- 46% of an respondents are having family income of Rs20000 to 30000 per month.
- 52.7% of respondents are doing post graduation in Perundurai region.
- 68.7% of the respondents having computer/laptop at home.
- 38.7% of the respondents having broadband connections.

- 28.7% of the respondents are actively using internet about 2 -3 years in Perundurai region.
- 31.3% of the respondents are using internet for more than 4 hours a day in their daily routine life.
- 64% of the respondents are visiting offline store before purchase through online.
- 38.7% of the respondents are getting the idea of buying through online by their family/friends.
- 42% of the respondents are buying the products through online when they need the products in Perundurai region.
- 23.3 % of respondents are home needs and 3.3 % of respondents are using other products have less number of respondents Product do you intend to buy in online.

6. SUGGESTIONS

- In India still the penetration of internet has not happened the way it should have been which hampers online shopping. Ecommerce revolution can be brought about by providing more broadband connections at affordable prices.
- Convenience and time saving are the main reason to shop online. Therefore Business Model sites should be designed in such a way that consumers spend less time in finding information they are looking for as delay in searching or loading a web page might turn the consumers to others sites which have faster download and display times.
- By improving the after sales services, providing more secured payment options, timely delivery of the goods with better packaging can further boost the demand of various products and services through web stores.
- The market segments like toys and house wares must be targeted by the marketers on through online shopping penetration.

7. CONCLUSION

The growth potential of the online retail fragment in India is attracting many leading international market players to invest in India. For instance, Amazon has made a whopping investment of \$2 million and more players are set to enter the lucrative Indian market. The entry of international players has increased the competition in the segment. The findings regarding motivators and barriers to online purchase among college students are clearly indicate that lower price and convenience can act as strong motivators while refund policy and security and privacy concerns were the biggest barriers to online shopping. The fact that an average online user, especially the youth, is spending more time online gives various market players the opportunity to draw more users to

their websites through innovative marketing strategies. Portals should gain competitive by focusing on both psychological and infrastructural needs, as to deliver efficient and effective service, thereby help build sustainable development of e-commerce in India. We can able to see a positive response from Perundurai region engineer students towards online shopping. The young adults have purchased many products and expressed a welcome note for the future.

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