

Online Shopping Habits among College Students in Nagercoil Town

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Abstract - This paper entitled “Online shopping habits among college students” clearly states that how the college students prefer shopping through online. The main objective of this study is to analyse the reason behind the habits of shopping through online and also wants to know the level of satisfaction through online shopping. For this reason structured questionnaire has been framed and has been surveyed with the help of student customers on the basis of convenience sampling. The information from the questionnaire has been analyzed and interpreted with the help of the suitable statistical tools. On the basis of analysis the researcher constructed findings, suggestions and conclusions which are consider being the part of the research paper.

Keywords: Electronic marketing, online shopping, E-mail.

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INTRODUCTION

Online shopping has become a popular way for customers to buy the products through internet. It offers the customer a wide range of products and services wherein they are able to compare the price quoted by different suppliers and choose the best deal from it. Internet is an important facilitator for human and human use this medium almost every phase. As a shopping medium, internet attract human so attract researcher. Internet marketing is conceptually different from other marketing channels and internet promotes a one to one communication between the seller and the end user with round the clock customer service. A customer before buying any product online, he will check the authenticity of the online shopping website as how much the site is trustworthy and reliable as in online shopping the customer or buyer is not able to see the seller and cannot check the product until it has been delivered to him. In addition, the internet can also facilitate the shopping of consumers with reduced mobility.

College students spend more money online than any other demographic group. Students are particularly active and heavy internet users and that technology and the media have

become a significant part of this young consumer group's lifestyle. Therefore it is important for retailers to better understand college students' online shopping behavior.

STATEMENT OF THE PROBLEM

In the internet shopping market since there is no face-to-face contact. Therefore analysing and identifying factors that influence the consumer is vital moreover, online purchasing of goods, both expensive and cheap, is prevalent to a much larger extend in recent years due to convenience, speedy transactions, saving time, attractive sales promotional offers. Despite these motivational factors, there are various transactional and non- transactional issues involved such as internet users being uncomfortable while giving their credit card number, personal information which act as deterrents. To enhance and attract online customer it is very important to know about their behavior and understand what they require and need. Since online shopping is the new medium of shopping with new demands of consumers. Younger people can adopt newer technologies so they can adopt internet as shopping tool. Students groups are the biggest spenders online and makes some recommendations for how marketers should be reaching them. It also shows how shopping choices are significantly related to their searches for product information. The Student Room plays a big part in that research and decision making process, especially for higher value products and services. Therefore, this study also aims to examine the habits of online shopping among college students.

OBJECTIVES OF THE STUDY

The overall objectives of the study are to know about the shopping through online among college students. The specific objectives are

- To analyse the demographic profile of the online shopping customers.
- To identify the awareness level of online customers.
- To analyse customers attitude when making online purchase of different product from different sites.
- To ascertain the difficulties faced by the respondents.

METHODOLOGY

This study is based on primary data. Primary data were collected from fifty respondents by way of structured questionnaire. These data have collected from the respondents by way of convenience sampling method. The collected data were analysed on the basis of objective of the study. The tools used in the study were percentage analysis, chi-square test. The required secondary data have collected through books, journals, magazines and newspaper.

DATA AND DISCUSSIONS

In order to fulfil this study properly it is necessary to analyse the answers from the received questionnaire. This section deals with analysis and interpretation of online shopping habits among college students.

Table -1

Demographic factors influenced by the respondents

Demographic Profile		No. of Respondents	
		Frequency	Percentage
Gender	Male	22	44
	Female	28	56
Age group	18-20yr	29	58
	21-23yr	21	42

Source: Primary data

Table 1 states that 56 percentage of the respondents are female and remaining 44 percentage are male respondents. It is further revealed that 58 percentage of the respondents belong to the 18-20 year age group, and 42 percentage of the respondents are coming under 21-23 year age group.

Table – 2

Place of browsing during E-shopping

Place of browsing	No. of Respondents	
	Frequency	Percentage
Home	25	50
College	10	20
Travelling	15	30
Total	50	100

Source: Primary data

Table 2 shows that 30 percentage of the college students shop online by travelling, 50 percentage of respondents shop online from home because home is the convenient place to do work easily and the network connection has got properly.

Table – 3

Purpose of browsing through online shopping

Purpose of browsing through online shopping	No. of respondents	Percentage
Time Pass	10	20
Actual shopping	11	22
See Trends	13	26
Product information	16	32
Total	50	100

Source: Primary data

This table – 3 says that 26 percentage of respondents used internet for the purpose of seeing the new trends in online, and 32 percentage of respondents used internet to know the particular product information.

Table- 4

Frequency of shopping habits and Motivating factors

Variables and Categories		No. of Respondents	
		Frequency	Percentage
Frequency of shopping habits	Very often	9	18
	Often	13	26
	Sometimes	18	36
	Rarely	10	20
Motivating factors	Wide variety of product	19	38
	Shop at any time of the day	17	34
	No need to travel to the shop	14	28

Source: Primary Data

Table 4 shows that 18 percentage of the respondents shop online very often because they want more product clarification and 36 percentage of the respondents used internet for buying product through online sometimes only. The second category table shows that wide variety of products from online motivated the most respondents to buy online products.

Table – 5**Problems faced by the respondents**

Problems faced by respondents	No. of respondents	Percentage
Poor Quality	14	28
Delay in shipment	20	40
Necessity of having bank a/c or credit card create difficulty	10	20
Risk of losing privacy	6	12

Source : Primary Data

This table-5 shows that 40 percentage of the respondents stated that delay in shipment is the leading problem. 28 percentage of the respondents stated that poor quality is the second category of problem.

Preferences of the Category and the level of satisfaction

Chi - square test is conducted to extent the relationship between category of products and the level of satisfaction.

H_0 : There is no association between the preference of products purchased by the customers and the level of satisfaction.

Table – 6**Preferences of the Category and the level of satisfaction**

Category	Level of Satisfaction			
	Satisfied	Neutral	Dissatisfied	Total
Food and Grocery	4	6	5	15
Clothes	5	4	9	18
Electronic products	12	3	2	17
Total	21	13	16	50

Source: Primary data

$$\chi^2 = 10.70$$

Degree of freedom $\{V\} = 4$

The table value of χ^2 for 4 degree of freedom at 5% significance level is 9.488

The above table shows that the calculated value is higher than the table value. So null hypothesis is rejected. Hence, there is an association between the preference of product purchased by the customers and the level of satisfaction.

SUMMARY OF FINDINGS

- ❖ 58 percentage of the respondents belong to the 18-20 year age group.
- ❖ 56 percentage of the respondents are female and remaining 44 percentage are male respondents.
- ❖ 50 percentage of respondents shop online from home because home is the convenient place to do work easily and the network connection has got properly.
- ❖ 32 percentage of respondents used internet to know the particular product information.
- ❖ 36 percentage of the respondents used internet for buying product through online sometimes only
- ❖ Wide variety of products from online motivated the most respondents to buy online products.
- ❖ The web based shopping habits are increasing snappy market and are developing each year on account of the expanding Internet utilization of individuals and accessibility of Internet facilities at much affordable rates.
- ❖ It has made comparisons among the products really easy which gives the consumer a good idea about the product specifications and price before buying it online.
- ❖ The ordered product through online take more time to deliver the product.
- ❖ Some customers feel that the pricing of the products are too high compared to off-line shopping.

SUGGESTIONS

- The government should compel the online shopping sites to detail their privacy for conflict resolution
- Online security is found to be major issue influencing the future diffusion of online shopping. The fear of purchasing online by using a credit would be reduced if the companies and different banks collaborate, and the banks maintain online accounts directly.

- Online marketers should use innovative and reachable sales promotion strategies to attract customers towards online shopping
- Sellers should use techniques such as money back guarantee, better after sales service, replacement of damaged products, 24*7 customer complaint receiving cell etc. to boost confidence in the mind of consumers.
- Service providers must take care of complete process from maintenance of website to delivery of product
- They have to focus on creating faith among users that online transactions are completely reliable. It helps to achieve less cash society which is the main objective of RBI's current monetary policy.
- Once ordered the product through online the delivery time should not more than one week.

CONCLUSION

Online shopping is becoming increasingly popular for a variety of reasons. The study brought to therefore that online shoppers are young, highly educated, active, intensive, and are expert users of the internet; they have a strong positive perception towards online shopping and generally spend a very low amount on online shopping. The findings of this research have confirmed that the perceived marketing mix and perceived reputation could impact on the consumers' attitude of adopting online shopping. Through the findings of this research, online retailers could better realize online consumers' expectations and the determinants of consumers' behavior.

By understanding the key drivers that could impact on online consumers' attitude towards online shopping, online retailers would be able to formulate and implement their e-business strategy efficiently and effectively and possess stronger competitive advantage. The largest driving factor for online shopping is convenience. For example, online vendors should pay more attention to applying the marketing mix of high product quality, lower price, discount, free delivery fee, or free gift and do their best to build, enhance, and maintain their good reputation. In totality, this research has attempted to discover some relationships between the demographic constraints and online shopping habits along with understanding the reasons for the preference of shopping online and the risks in the psyches of the people related to the same.

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