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A study on preference towards online shopping among college students with reference to erode

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\$13 billion, it accounts to only a small percentage of total sales happening in the country.

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.

I.INTRODUCTION OF THE STUDY

1.1.INFLUENCE OF INTERNET IN SHOPPING

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% in 2015 and the drive is likely to in the coming years, with projections to reach \$50-70 billion by 2020. Though the size of India's e-commerce market in 2015 was around

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.

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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.

And this is also main reason behind rapidly spreading online market.

Now - a - days the people are becoming really very busy in their day-to-day work and in earning money. They cannot reserve the time for

going to market, for finding the required products. Such peoples like to purchase the things online.

One another main reason of E-shopping is the unavailability of require product in local market. In such cases, people like to buy the products online. And we think this is the main reason behind the rapid increase of online market. Some products are available mostly online like software, e-books, newsletters, etc.

Following are some benefits of online shopping:

- Potentially cheaper retail prices
- Greater product variety and information about that variety
- Time saving and convenient
- Provision of hard to find goods

II.OBJECTIVES OF THE STUDY

- To analyze the respondents adaption to the internet.

2.1.LITERATURE REVIEW

The strategies that marketers are using have not adequately addressed the changing demands of the consumer to ensure customer satisfaction (Day & Landon, 1977). The marketing function limits the scope of marketing strategies in operating successfully online. New electronic communication marketing variables have exploded the alternatives available to customers globally. These changes have redefined many of the old views of marketing, trade and power. Furthermore, many researchers recognize and accept that customer satisfaction is a logical measurement of success in market exchanges (Dubrovski, 2001).

AdritaGoswami et.al (2013). Studied “Customer Satisfaction towards Online Shopping with Special Reference to Teenage Group of Jorhat Town” study concludes that online customers are atisfied. This research explicitly indicates that online marketer should give more importance on

price factor and after sale factor. In this competition era all the online marketers should have to concentrate on the customer’s satisfaction to retain the existing customers and have to offer new

scheme day by day to attract the new customers.

III.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.

3.1RESEARCH DESIGN

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

3.2DATA 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

Primary data

- Survey

Secondary data

- Internet
- Magazines

3.3 SAMPLING TECHNIQUES

Non – Probability Sampling –
Convenience Sampling

3.4 STATISTICAL TOOLS USED

- Simple Percentage Analysis Method
- Chi- square test

3.5 PERCENTAGE ANALYSIS

Percentage refers to a Special kind of ratio, percentages are used in making comparison between two more series 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

No. of respondents

_____ X100

Total respondents

3.6 CHI - SQUARE TEST

Chi-square techniques at different places are made on the basis of data available and requirements of analysis chi-square test at 5% level of significant.

Chi-square value has been obtained by applying the following formula.

$$X^2 = \frac{(O-E)^2}{E}$$

E

Where,

O = observed frequency.

E = expected frequency.

Expected frequency is calculated

as follows:

$$E = \frac{\text{row total} \times \text{column total}}{\text{Net total}}$$

Net total

$$\text{Degree of freedom} = (R-1) \times (C-1)$$

1) Where,

R = number of rows.

C = number of column.

Case Processing Summary

	Cases			
	Valid		Total	
	N	Percent	N	Percent
age of the respondents * internet connection of the respondents	300	100.0 %	300	100.0 %
education qualification of the respondents * internet connection of the respondents	300	100.0 %	300	100.0 %

Age of the respondents * internet connection of the respondents

		internet connection of the respondents		Total
		Broadband and	Mobile Internet	
Age of the respondents	18-20	61	18	79
	21-23	129	53	182

24-26	27	12	39
Total	217	83	300

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.321 ^a	2	.517
Likelihood Ratio	1.353	2	.508
Linear-by-Linear Association	1.135	1	.287
N of Valid Cases	300		

INTERPRETATION

From the above calculated value is less than table value so, Null Hypothesis is accepted.

There is no significant relationship associated b/w Age of the respondents * internet connection of the respondents.

Education qualification of the respondents * internet connection of the respondents

Crosstabs

		internet connection of the respondents		Total
		Broad band	Mobile Internet	
education qualification of the respondents	UG	105	47	152
	PG	103	35	138
	Doctorate	9	1	10

Total	217	83	300
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Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.730 ^a	2	.255
Likelihood Ratio	3.057	2	.217
Linear-by-Linear Association	2.368	1	.124
N of Valid Cases	300		

INTERPRETATION

From the above calculated value is more than table value so, Alternative Hypothesis is accepted.

There is a significant relationship associated b/w Education qualification of the respondents * internet connection of the respondents.

FINDINGS

- .There is no significant relationship associated b/w Age of the respondents * internet connection of the respondents.
- There is a significant relationship associated b/w Education qualification of the respondents * internet connection of the respondents.

SUGGESTIONS

- The above interpretation state age is not factor on consumer's online purchasing behaviour and education qualification can have chances to affect the consumers behaviour.

CONCLUSION

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

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