A STUDY ON THE PREFERENCES OF ONLINE SHOPPING AMONG ARTS AND SCIENCE STUDENTS IN AIDED COLLEGE - WITH SPECIAL REFERENCE TO NAGERCOIL TOWN

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Abstract

Analysing consumer behaviour is a main part in the success of E- Business. E-Commerce is the buying and selling of the goods and services online, internet is the best source to use this tool. Today the amount of trade that is conducted electronically using e-commerce has increased with a wide spread usage of internet and technology. E- Commerce includes transferring of funds online, supply chain management, marketing over internet etc. Electronic commerce becomes one of the essential characteristics in the internet area. According to UCLA Centre for communication policy (2001), online shopping has become the third most popular internet activity, immediately following e-mail Using/instant messaging and web browsing. It is even more popular than seeking out entertainment information and news, two commonly thought of activities when considering what internet users do when online. Of internet users, 48.9 per cent made online purchase in 2001, with three-quarters of purchases indicating that they make 1-110 purchase per year. Hence this study made to know the customer preference towards online shopping in College students in nagercoil town of kanniyakumari District with sample respondents of 120.This research also aims to find out the key factors that influence online buying behaviour of consumers and to identify the determinants of online purchase intention among customers.

Key words: E-commerce, perceived ease of use, perceived usefulness. Online Shopping, Customer preferences, Time saving, Security and Privacy.

INTRODUCTION

Online shopping is one of the important way of selling and buying goods and services through the internet. The technology improvement provides good opportunities to the seller and the buyer to communicate each other in much faster and easier way. Online shopping is emerging very fast and in recent years. Now a day the internet holds the attention of retail market. In this contemporary world customer's loyalty depends upon the consistent ability to deliver quality, value and satisfaction. The focus of the study is on the Students preference to

shop on internet. However, online shopping is easier for the people and less price than the offline shopping. While making any purchase decision students should know the medium to purchase whether online or offline shopping. The internet shopping is the third best and most popular activity over internet activity over internet after online shopping next comes the e-mail using, instant messaging and web browsing. Online shopping also consist the same five steps which is related to traditional shopping. When online shopping consumer need some product or service they go through the internet and browse or search things they need and gather their information. But rather than searching actively, many a times potential consumers are attracted by the information about the product they want. They see many products online and choose the best one which suits him/her. Then they purchase the product and finally the transaction takes place and post sales service provided by online sales. Many studies have focused that the high touch products that the consumer feels when they need to touch, smell or try the product. It requires the offline shopping at the purchasing stage because it cannot be done in the online shopping. Even with the increase in the online shopping and the recognition that online shopping is more likely to impose the pressure on offline shopping or traditional shopping. The research is very limited in this area or field. Online or e-shopping is a kind of electronic shopping which allow the consumer to purchase goods over the internet directly from the seller using a web browser. There are some alternative names of online shopping those are as follow e-web store, e-shop, e-store, internet shop, web-shop, web-store, online stores, online storefront and virtual store. Mobile commerce or m-commerce is described as purchasing from the online retailer by the mobile optimized online sites or application.

 REVIEW OF LITERATURE:

  Bhatnagar et al. (2000) Suggest that shopping online is perceived to be quite risky. Perceived risk includes fear of technology use and information overload, feeling of uncertainty and confusion, feeling of insecurity when engaging in online transactions (e.g. credit card fraud). Because technology for secure transactions (e.g. online payment) is not yet mature, security and privacy are major issues that should be addressed satisfactorily in this medium.

 Song and Zahedi (2001) classify website quality elements into five categories according to their purpose: for promotion, service, informational influence, self-efficacy, and resources facilitation. These investigators find that each of the five significantly and positively reinforces the consumers. Perceptions in these factors, which in turn positively influence consumer online shopping attitudes and behavior.

Guruvinder S.Sheri & Zhaobin (2005) has conducted a study on web based shopping. The study revealed that website security/ privacy, website design, website reliability, fulfilment and website customer service are the four dominant factors, which influence consumer perceptions of their online purchasing experiences. Online buyers had different perceptions of these four factors. Website reliability, fulfilment had the highest rating score, followed by the website customer service. Website design ranked third, and the lowest was website security/privacy.

Nik Kamariah Nik Mat (2005) studied that the higher website trust will create higher intention for online shopping. The study provides the consumers do not trust the website during online shopping. Maybe another factor are very important that trust like types of products. The result however is in contradiction with the result depicted in other research shows trust level may affect consumer willingness to purchase and propensity to return to the site.

SriramThirumalai & Kingshuk K. Sinha (2005) focuses on the proverbial 'last smile' of the retail supply chain -i,e delivering products to the end-customer and highlights the need for recognizing product type differences in configuring order fulfilment processes in electronic business to customer transactions. The empirical analysis for this study is based on data collected on dimensions of customer satisfaction with order fulfilment from a sample of 256 firms engaged in electronic B2C transactions. Firms also included in our study sample that their products can be classified into only one of three products types: convenience, shopping or specially goods. The results of the empirical analysis indicate that, on average, customers tend to have higher satisfaction levels with order fulfilment process of specially goods.

OBJECTIVES OF THE STUDY

- To evaluate the expectation and perception about online shopping habit of the students.
- To assess the reason for which the online shopping is been used.
- To know how the online shopping attracts the college students.
- To ascertain the difficulties faced by the college students.

STATEMENT OF THE PROBLEM

Today, the online shopping has turned into one of the most aggravated topics of the disputes among the modern society. The main factor promoting the friction around this issue is the globalization of the economic activities. The purpose of this study is, to assess the reasons for preferring online shopping by the college students. While making online shopping the college students will face lot of problems.

SCOPE OF THE STUDY

The Scope of the study is for the preference of online shopping among arts and science college students. This study will include reasons and difficulties of college students while making online shopping. The Arts and science college students are only taken by the researcher. Students of Nagercoil area are alone cover under this study.

RESEARCH METHODOLOGY

The research methodology means the research objectives of the study and a suitable methodology to achieve those objectives. This chapter clearly explain the research methodology for the present study. The objectives of this study were to identify and explore the preferences of the arts and science college students while making online shopping. In this

study, the questionnaire was used for collection of data. This chapter describes the participants of the study, instrumentation done for the study, data collection, and data analysis procedure of the entire study.

RESEARCH DESIGN

The Exploratory and Descriptive research design was adopted due to the nature of the study. Exploratory research design provides insights into and comprehension of an issue or situation. Exploratory research helps to determine the best research design, data collection method and selection of subjects. While descriptive research, also known as statistical research describes data and characteristics about the population or phenomenon being studied. Thus on the basis of the above, the two research designs were appropriate for the present study as it was important to the preferences and difficulties of college students while online shopping.

INSTRUMENTATION

The effective and flawless data collection questionnaire was used. Questionnaire is the most extensively used technique for data collection. In order to efficiently use the survey method a structured questionnaire was developed.

SAMPLING TECHNIQUE

The study aimed at the preferences of online shopping by the arts and science college students. Stratified random sampling method was used to select the respondents from the total population. Stratified sampling is a Probability sampling. For the data collection Six Government aided colleges were situated in Nagercoil town and from each ach college 20 respondents were selected randomly.

The sampling procedure used Stratified Random Sampling. Samples have been taken into consideration on the basis of criteria which includes that respondent should be an online shopper or at least aware about internet shopping.

SAMPLE SIZE

Sample sizes of 120 respondents were selected from 6 colleges situated in Nagercoil town. All the respondents were administered structured questionnaire
.

PRIMARY DATA AND SECONDARY DATA

* The primary data were collected through well-structured questionnaire.
* The secondary data were collected from newspapers, journals.

TOOLS USED FOR ANALYSIS

The researcher has thoroughly verified the data after having collected from the respondents. Tables were prepared. Such as, Percentages, Chi-square, Friedman test used to analyse the data.

LIMITATIONS OF THE STUDY

Certain difficulties were faced by the researcher. The limitations of the study are;
* The data is confined to Nagercoil aided colleges only.

- Due to limited period of time the coverage of area has been limited.

Commodity Purchasing

The following table reveals that what type of commodity the respondents purchase while doing online shopping.

Table No. 1

Table regarding commodity purchasing

Commodities	Mean value	Rank
Books	3.60	VII
Airlines / Reservation	3.75	VI
Railway ticket booking	2.90	IX
Electronic goods	2.95	VIII
Share trading	5.00	V
Music	6.80	II
Apparels	8.85	I
Gift / Greetings	5.25	IV
Banking	6.55	III

Source: Primary Data

The table 1 shows that purchase apparels and music occupies the first and second rank respectively and the last two ranks are occupied by electronic goods and railway ticket booking.

Problem faced by the respondents

While online shopping the respondents faced many problems. The following table reveals that the problem faced by the respondents.

Table No 2

Table regarding problems faced by the college students

Problems	Mean value	Rank
Quality issues	2.65	V
Lack of personalized service	3.65	I
Wrong product delivery	2.85	IV
Difficulties in e-payments	2.90	III
Poor packing	2.95	II

Source: Primary data

The table 2 shows that lack of personalized service and poor packing occupies the first and second rank respectively and the last two ranks are occupied by wrong product delivery and quality issues.

Time spend by the respondent making online shopping

While purchasing product from online we could spend time more. The following table reveals that time spend by the respondent to make online shopping.

Table No 3

Table regarding time spend by the respondent in online shopping

Time	Mean value	Rank
Below 1 hour	2.90	IV
Below 2 hour	3.00	III
Below 3 hour	2.60	V
Below 4 hour	3.20	II
Above hours	3.30	I

Source: Primary Data

The table 3 shows that above 4 hours and below 4 hours are occupied first and second rank respectively and the last two ranks are occupied by below 1 hour and below 3 hours.

Reasons for choosing shop online

Respondents have more reason for choosing online. This table reveals that the reasons for choosing online shopping.

Table No 4

Table regarding the reasons for shop online

Reasons	Mean value	Rank
Convenience	3.15	V
Time saving	2.70	VIII
Better price	3.30	IV
Discreet sale	2.85	VII
24/7access to shopping	6.57	I
Product variety	6.37	II
Good quality	3.07	VI
Others	6.31	III

Source: Primary Data

The table 4 shows that the main reasons for online shopping is 24/7 access to shopping. Another reason is variety of products. Better prices, convenience, time saving also the reasons for online shopping. The first rank goes to 24/7 access to shopping.

Payment mode

In Online shopping the payment mode has the important factor. This table reveals that the different payment mode.

Table No 5

Table regarding payment mode of online shopping

Payment mode	Mean value	Rank
Credit card	2.67	V
Debit card	3.37	I
Demand draft	2.87	IV
Net banking	3.11	II
Cash	3.00	III

Source: Primary data

The table 5 reveals that the payment mode of the respondent while making online shopping. The first rank goes to debit card. Most of the online payment made through debit card. The last rank goes to demand draft.

Important factors for keeping you from shopping on the internet

The following table shows the factors motivating online purchasing of the respondents**.**

Table No 6
Table regarding the importance of the factors for online shopping

Particulars	Mean value	Rank
Waiting to receive the product	5.80	6
Risk of credit card	7.80	4
Risk of identity theft	6.58	5
Difficulty in returning products	4.45	8
Risk for not getting what i paid for	4.23	9
Risk of loss of privacy	8.54	1
Not skill full with internet	3.83	10

Lack of trust worthiness	5.67	7
Complex compared to traditional shopping	3.00	11
Not being able to touch	7.82	3
More expensive	8.30	2

Table 6 reveals that, the importance factors for keeping you from online shopping. The first two ranks goes to risk of loss of privacy and more expensive respectively. The last rank two ranks goes to not skill full in internet and complex compared to traditional shopping.

Important Reasons and problems for doing online shopping:

The following table shows the problems and reasons of online purchasing of the respondents**.**

Table No 7

Table regarding the importance of reasons and problems

Particulars	Mean value	Rank
I have under gone bad experience	3.23	14
Saves time	8.31	6
Able to shop at anytime	7.09	10
More difficult to shop on internet	5.84	13
Prefer traditional/ conventional shopping	6.23	12
Shopping online is risky	8.49	4
Believe online shopping	6.63	11
Low Prices	7.59	8
Delivery of product	7.56	9
Broad goods	9.23	2
Accurate	9.19	3
Sufficient information	9.40	1
Hesitate to give credit card	7.76	7
Monetary cost	8.47	5

Source: Calculated data

Table 7 reveals that important of reasons and problems of online shopping. The first to ranks goes to sufficient information and Broad goods respectively. The last two ranks goes to I have under gone bad experience and More difficult to shop on internet.

Gender of the respondents and other reasons for shopping.

The following table reveals that the relationship between the gender of the respondents and other reasons for shopping.

Ho: There is no significant relationship between gender and other reason for shopping.
H1: There is significant relationship between gender and other reason for shopping.

Table No 8

Gender of the respondents and Reasons for shopping

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.321[a]	4	.858
Likelihood Ratio	1.362	4	.851
Linear-by-Linear Association	.312	1	.576
N of Valid Cases	120		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.15.			

Source: Calculated Data

Table 8 depicts that the relationship between the gender of the respondents and other reason for shopping. It is clear from the table that the P. Value is .858 which is greater than the 0.05. It is clear that at 5 per cent level of significance the null hypothesis is accepted and alternative hypothesis is rejected. That there is no relationship between gender of the respondents and other reasons for online shopping.

FINDINGS

- Purchase apparels and music occupies the first and second rank respectively and the last two ranks are occupied by electronic goods and railway ticket booking. So that the respondents are purchase apparels and music in large amount.

- Lack of personalized service and poor packing occupies the first and second rank respectively and the last two ranks are occupied by wrong product delivery and quality issues. Lack of personalized service and poor packing is the main problem of online shopping.

- Many of the respondents are spend above 4 hours to shop online.

- The important reason for online shopping is 24/7 access to shopping. Variety of products, better price, convenience, time saving are the important reasons for shop online.

- The first to ranks goes to sufficient information and Broad goods respectively. The last two ranks goes to I have under gone bad experience and More difficult to shop on internet.

- Most of the online payments are made through debit card, and net banking.

Chi-Square Analysis

- There is no significant relationship between age of the respondents and 24/7 access to shopping.

- There is a significant relationship between gender of the respondent and convenience of the respondents.

- There is a relationship between gender of the respondents and better price of the respondents.

- There is no relationship between gender of the respondents and discreet sales.

- There is no relationship between gender of the respondents and 24/7 access to shopping

- There is no relationship between gender of the respondents and other reasons for online shopping.

SUGGESTIONS

These suggestions are as follows

- As there are no proper laws for online purchases, they have to be implemented to prevent the anonymous intruders. This will help to maintain security and private information properly concerning the respondents. So the website developers and service providers should take necessary steps to overcome this problem.
- Web based technologies upgrades creative conceptualization that would improve the response from technology savvy consumers. So the firms have to invest in such new technologies.
- One of the major drawbacks that the respondents have felt is no proper returning policy to the product. After getting opinion from the respondent if the above said problem occurs, then they should be guided in proper way to return

the product. This will create a good website reputation and repurchasing power of the respondents.

- The corporate vendors and other types of online vendors should start service centres in all major cities. This could help to rectify the consumer problem within a short span of time. This will create consumer confidence on online vendors and service providers.

- Due to the technological development the service providers should implement new innovation ideas to display information about the product. Now-a-days 360-degree method is mostly helpful to know about all the position of the product. This method will help to create confidence about the product. So all the service providers should implement these kinds of innovative methods.

- Website design and quality creates are educated they are not interested to purchase products through online because of infrastructure shortage they do not know how to order the product online and they have lack of confidence on payments. So the vendor companies and online service providers have to create awareness to consumers as how to order the product online.

- The respondents face major problems on theft and credit card information, and lack of security on online payments. Implementing precautionary steps to solve these problems shall create consumer confidence on online shopping.

- The reliability and responsiveness of the delivery system is the key success factor for any online business and this will attract the consumers repurchase intention.

- Even though the college students have a basic knowledge about online shopping, they are unable to implement it because the language become barrier. Developing regional language oriented websites would help new comers to enhance their knowledge and also to increase the online purchasers.

- Most of the college students are traditional buyers with long term usage behaviour. But most of the buyers of online shopping products are in nature of short term product users. Hence, it is suggested that the vendor can offering more of durable products with guarantee.

CONCLUSION

Online shopping is a modern experience and has greatly affected in its short time and expected to grow constantly in years to come with advancements in technology. Online shopping has made consumers more effective and efficient in their shopping behaviour and has driven businesses to a new level, forcing many to make the necessary adjustments and changes to reach the new market of knowledgeable consumers. Rapid growth of e-commerce has resulted in a E-transformation in the global legal infrastructure. Internet has emerged as accost effective means of doing business. Secured online payments, better to Electronic stores, return policies and

exciting discounts could help the Perceptions of Shopping Benefits. Considering the demographic profiles to online users; gender, age and education have significant association to web shopping in the current Indian scenario. Online users are aware of the serviceable and pleasure-seeking benefits of online shopping; they are reluctant to actually utilize internet for shopping purpose.

The general outcomes demonstrate that the respondents have seen online shopping in a positive manner.The organizations needs the customer verifiable and express prerequisites in online shopping condition. The results can also be used by various organizations to identify their target customer segments. The results of the study can be utilized by practitioners in relooking or revamping their strategies for online shopping. With advance in innovation, more business open doors will be found by organizations. Electronic trade will turn into a significant piece of the business in organizations. Better understandings of buyer web based shopping conduct will help organizations in getting progressively online customers and expanding their e-business incomes. Simultaneously,as realized the benefits from E-commerce, consumers are more willing to make purchase online. With the popularity of internet, the number of internet users will proceed to develop and more internet users will become online consumers, even regular online purchasers. However, the evolvement of E-commerce will bring new issues. The changes in business operation, business environment and economic condition etc., will affect consumer online shopping behaviour.

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