

Usage of Online Shopping Among College Students with Special Reference to Coimbatore City

Dr. S. Nirmala¹, A. Harisevitha²

¹Principal, Department of Business Administration, PSGR Krishnammal College for Women, Coimbatore

²M.Phil - Research Scholar, Department of Business Administration, PSGR Krishnammal College for Women, Coimbatore

Abstract: *This study tries to find out the penetration of online shopping and the preferences of online shopping website among students with special references to Coimbatore district. The online shopping websites like “Flip kart, Amazon, Jabong”, and others were taken to understand which website is the most preferred by the students. Descriptive study was conducted by using questioner method with a sample size of 100 respondents. An appropriate statistical tool like frequency analysis, crosstab, independent t-test, chi square and anova was done to arrive at the result. The conclusive result shows that female students prefer online shopping more compared to male students and it was also revealed that the Flip kart is the leading website among students compared to the other online shopping websites.*

Keywords: online shopping, buying behaviour, preferences of website

1. Introduction

Online shopping has been a growing trend in all four corners of the world, in exacting amongst countries possessing highly developed infrastructure available for marketing performance through the internet. According to Internet World Stats, India has the third largest number of internet users in the world after China and the USA despite having a low internet penetration rate of just 8.5 percent. India's count of internet users has been increasing at a CAGR of 35 percent from 2007. From 100 million users in 2010, the number will touch 237 million users by 2015 as per Boston Consulting Group 2010 report. The five dominant factors which influence consumer perceptions of online shopping are information are to use satisfactions, safety/confidentiality, and proper exploitation. Therefore, understanding consumer attitude towards online shopping helps marketing managers to predict the online shopping rate and estimate the future growth of online commerce.

2. Statement of the Problem

Thus this study has been carried out on the title “A study on online shopping among college students and its difficulties in Coimbatore District” This study will help us to understand the students preference towards the usage of internet for shopping and the difficulties faced by them in the process.

3. Objectives of Study

1. To ascertain the usage of internet for online shopping by different categories of college students in terms of education qualification, age and gender.
2. To assess the reasons for which the online shopping is being used.
3. To assess the benefits enjoyed during online shopping.

4. To ascertain the difficulties faced by the college students.
5. To analyze the taste and preference of the college students.

4. Limitation

There have been a number of limitations because of which the survey may not be indicative of the views of the target population. A few of these have been mentioned below.

- The Sample size used for the research is less.
- The Sample consisted of primarily students.
- The Target Area was limited to College.
- The Questionnaire was not extensive and more issues could have been addressed.
- The responses obtained might be inaccurate or biased, inadvertently or deliberately.
- The sample of the respondents chosen for the study might not be representative.
- Analysis of the proposed aspects might differ depending on the tools and techniques used.

5. Research Design

- Primary data collection was done through survey method using a well structure questioner. The sample size of 100 respondents in Coimbatore city was chosen through conveniences sample method.
- Research work was only carried for 3 weeks.
- The sample size taken here is accounting to a population of 100 respondents.
- The research design taken up by us is descriptive study which gives the characteristics associated with the people prefer online shopping.
- To discover the association among different variables

6. Sample Size and Technique

The sample size chosen for the study is 100 samples. Population is the aggregate of all units with specific characteristics on which the samples are drawn. The samples were taken on the basis of convenient sampling. And for the purpose of present study a related sample of population was selected on the basis of convenience.

7. Data Collection

- The data, which is collected for the purpose of study **Primary Source.**
- The primary data comprises information on “survey of study on student’s preference towards online shopping with special reference to colleges in Coimbatore.”
- The data has been collected directly from respondent with the help of structured questionnaires.
- The data is gathered from one region of people and used for analysis which helped sorting, tabulating and analyzing our objectives.

8. Statistical Tools Used

- ANOVA
- Chi square
- Cross tabs

Frequency of Gender in the Population

To find the frequency of gender in the population the frequencies method is used

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	28	28.0	28.0	28.0
Female	72	72.0	72.0	100.0
Total	100	100.0	100.0	

Inference

From the above frequency table it known that 75% of our respondents prefer online shopping and 25% of people prefer direct purchasing.

Rank the Preference of Website Fried Man Test

Table No 4

Inference

From the frequency table, it is inferred that 28% of the respondents are male and 72% of the respondents are female. We are able to know that the population with the gender female is the major users of online shopping when compared with the male population.

Frequency of Education Qualification in the Population

Table No 2
Educational qualification

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid B.Com	11	11.0	11.0	11.0
B.B.A	16	16.0	16.0	27.0
B.SC	9	9.0	9.0	36.0
B.A	3	3.0	3.0	39.0
M.Com	4	4.0	4.0	43.0
M.B.A	22	22.0	22.0	65.0
B.C.A	3	3.0	3.0	68.0
M.Sc	10	10.0	10.0	78.0
M.A	5	5.0	5.0	83.0
M.C.A	4	4.0	4.0	87.0
B.E	8	8.0	8.0	95.0
M.E	5	5.0	5.0	100.0
Total	100	100.0	100.0	

Inference:

From the frequency table it is clear to understand that mostly 22% of MBA graduates are highly prefer online shopping out of 100 respondents and 3% of B.A and B.C.A. graduates are less number of people prefer to use online shopping.

Frequency of Prefer Shopping in the Population

Table 3
Prefershopping

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Over the internet	75	75.0	75.0	75.0
Over the purchase directly	25	25.0	25.0	100.0
Total	100	100.0	100.0	

Ranks

	Mean Rank
Flipkart	2.49
Jabong	2.88
Junglee	3.11
Amazon	2.89
Others	3.65

Test Statistics

N	100
Chi-Square	29.162
df	4
Asymp. Sig.	.000

a. Friedman Test

Inference

There is a test used for finding out what ranking the customers have given for the satisfaction in website in online shopping. Here as per table own decisions has made Flipkart as the mean rank of 2.49, Jabong as the mean rank of 2.88, Amazon as the mean rank of 2.89, Junglee as the mean rank of 3.11, others as a mean rank of 3.65. We know that our respondents prefer highly Flipkart website of their own decision for their satisfaction of online shopping websites.

Howoftenuseinternet * Gender Crosstabulation

Count		Gender		Total
		Male	Female	
Howoftenuseinternet	Very often	7	10	17
	often	12	23	35
	sometimes	7	22	29
	Rarely	2	17	19
Total		28	72	100

CROSSTABS

Table No 5
Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Howoftenuseinternet * Gender	100	100.0%	0	.0%	100	100.0%

Inference

Among 100 respondents 17 respondents prefer online shopping very often, 35 respondents prefer online shopping often, 29 respondents prefer online shopping sometimes and 19 respondents prefer online shopping rarely. Among 17 respondents prefer online shopping very often as 7 are male members, 10 are female members. Among 35 respondents prefer online shopping often as 12 are male members 23 are female members, Among 29 respondents prefer online shopping sometimes as 7 male members and 22 female members. Among 19 respondents prefer online shopping rarely as 2 are male members and 17 are female members. Hence we know that this table shows majority of respondents prefer online shopping often.

Annova Test: Factors that determines the ANOVA is by satisfaction of respondent and gender

Table-6

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Timedeliveryshoppingonline	Between Groups	.067	1	.067	.051	.822
	Within Groups	129.093	98	1.317		
	Total	129.160	99			
Detailinformation	Between Groups	.076	1	.076	.087	.769
	Within Groups	86.034	98	.878		
	Total	86.110	99			
Buytheproducts24hrsaday	Between Groups	.258	1	.258	.212	.646
	Within Groups	118.982	98	1.214		
	Total	119.240	99			
Websitedesignforsearchingtheproduct	Between Groups	.223	1	.223	.205	.651
	Within Groups	106.367	98	1.085		
	Total	106.590	99			
Websitelayoutinsearchingtherightproduct	Between Groups	6.134	1	6.134	6.105	.015
	Within Groups	98.456	98	1.005		
	Total	104.590	99			
familiarityreducetheriskofshoppingonline	Between Groups	.018	1	.018	.013	.911
	Within Groups	138.982	98	1.418		
	Total	139.000	99			
Takeslesstimetopurchase	Between Groups	.097	1	.097	.099	.753
	Within Groups	95.903	98	.979		
	Total	96.000	99			
Takeslesstimeinevaluatingandselectingtheproduct	Between Groups	.175	1	.175	.171	.680
	Within Groups	100.415	98	1.025		
	Total	100.590	99			
Feelsafeandsecurewhileshopping	Between Groups	.286	1	.286	.240	.625
	Within Groups	116.464	98	1.188		
	Total	116.750	99			
Lookatalargervarietyofproducts	Between Groups	.943	1	.943	.718	.399
	Within Groups	128.617	98	1.312		
	Total	129.560	99			

Lookingatphotosorimage scomparedtopurelytextba sedmessages	Between Groups	.378	1	.378	.422	.517
	Within Groups	87.732	98	.895		
	Total	88.110	99			
Morebrandpricecomparisi ononlinetheninatrationalr etailenvironmen	Between Groups	.140	1	.140	.114	.737
	Within Groups	120.500	98	1.230		
	Total	120.640	99			
Onlyconsiderthepricewhe nselectingaparticularbran d	Between Groups	.288	1	.288	.284	.598
	Within Groups	98.714	98	1.007		
	Total	99.000	99			
Preferredtobuywellknown brandswhenshopping	Between Groups	1.468	1	1.468	1.668	.200
	Within Groups	86.242	98	.880		
	Total	87.710	99			
Onlineshoppingprotectsm ysecurity	Between Groups	.038	1	.038	.036	.850
	Within Groups	104.552	98	1.067		
	Total	104.590	99			
Shoponlinefromatrustwort hy	Between Groups	.035	1	.035	.032	.859
	Within Groups	108.875	98	1.111		
	Total	108.910	99			
Enjoyshoppingonline	Between Groups	.115	1	.115	.117	.733
	Within Groups	98.075	98	.980		
	Total	98.190	99			

Inference

The difference between the gender and website layout searching for right product is less than .05, so it will reject the null hypothesis. The gender and looking at a target variety of product is less than .05, so it will reject the null hypothesis. Here there is no significance difference in mean. So that the customer prefer to use online shopping frequently.

9. Future Work

For our next level of study, we are going to take on Cyber shopping crime. Our research will be based on,

- Trust Management Framework
- Prediction/Prevention Approaches
- Fraud Detection Approaches

10. Conclusion

The research we carried out was very useful and informative. According to our survey we were able to find that the preference of online shopping with special reference to the Coimbatore city. The customers prefer mostly the Flipkart website. We successfully classify the customers, according to the type of website and customer preference towards online shopping. According to our study 72% of female respondents prefer online shopping and 28% of male respondents prefer online shopping from this survey we clearly find that mostly female respondents prefer online shopping.

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