

College Student's Tendency towards Online Shopping in Surat City

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Abstract

This paper attempts to identify the factors that influence online and traditional buyers when deciding whether to shop online or not. The Internet has altered the global business structure. Online shopping is a recent aspect in the field of e-business. The use of the Internet among India's youth is increasing unexpectedly, and it is providing numerous benefits to the market. The customers of this modern age are techno-geeks with an innovative mindset. So here, the Internet is a main factor for marketing and selling. This paper examines the factors influencing the decision to shop online using a sample of 200 SURAT college students. The result of a study revealed how the students shop online, which website or application they frequently use, what type of product they would like to purchase online, which payment condition they generally prefer for online shopping, etc.

Keywords: Online shopping, Internet, college students, payment option

1. Introduction

Internet marketing is a most important key Factor of Electronic Commerce. Internet marketing and Electronic Commerce became popular with a growth of internet Users. Among the Internet user's one third persons are reportedly used to online purchase World-wide. Online shopping is the process of buying goods and services through Internet. In this Digital world of Internet Merchants and Retailers are also prepared for sell their product online. They make on entire era for the customers who spend their time on Internet. They visit Online Store or Application or Website through their online Equipment. Here they get huge variety of products which they want to buy. Especially they have more selection option then a retail shop of a traditional market. The world of the internet is an endless market. Customers can be found anywhere in the world and can establish a fair relationship with a trader operating in another country. In the process of an online shopping, the customer can purchase a product with a few clicks from home or work. This thing saves us a lot of time, especially for women. Online shopping reduces the distance and energy of customers from the unlimited market offered by the internet. The Internet can also facilitate the shopping of consumers with reduced mobility. The customer does not need to enter the premises to shop, and there are no set hours of operation, so they can place an order at any time. More options for goods they have, as well as traditional delivery options, the better they perform not only at home but also at work.

As a result, online shopping represents a new challenge for traditional retailers as well as the greatest opportunity for them to grow their businesses through the internet.

2. Literature Review

Description of a literature related to a particular topic is called literature review.

Sita Mishra (2007) in their study on "*Consumer towards Online shopping for clothing*" Analyzed about the association between demographic characteristics of online consumers and their attitude towards online shopping behavior for clothing. This study is based on a sample of 200 internet users in NRC DELHI. The finding shows that consumers have positive attitude towards online shopping but low attitude towards the online purchase of clothes.

Amin. P.D and Amin.B.(2010) ^[1] made an attempt to summarize the key finding from various research studies relating to gender based differences in case of online shopping activities. The stronger influence of perceived ease of purchasing on both attitudes and online shopping intentions for female compared to males indicated that online shopping intentions and attitudes are sensitive to female perception, given a higher demand for the physical environment or a strong desire for the sensory pleasures associated with touching a Product. Finally, the nature of gender conventional buying emerge clearly-woman prefer emotional and psychological involvement in the online and offline shopping process; whereas men focus on efficiency and convenience in obtaining shopping outcomes from actual products.

Banerjee, Dutta and Dasgupta. (2010) ^[2] conducted a study on "*customer's attitude towards online shopping*". The study revealed that among the 202 respondent who shopped online, 89.1% were satisfied and 96.1% Satisfied customer also intended to indulge in online shopping in the future. It could be concluded that the availability of extensive and current information was the most important factor which influenced Indian customers to shop online. The researcher also revealed

that there was a significant association between online shopping and monthly family income, frequency of internet usage, and time spent per session on Internet usage.

Miao Zhao, Ruby Roy, Dholakiya (2009) [7]. Purpose of this paper is to address the following questions in the context of a transactional web site. How do web site attributes influence customer satisfaction? Will an increase in the performance of a specific attribute lead to increased satisfaction? The paper identifies several relationships between interactive web site attributes and customer satisfaction. At this stage of web development, no attribute emerges as a “must-be” attribute; one-dimensional or linear attributes are common but the only category of interactive attributes. In additional, mixed and attractive attributes were also found. The paper confirms that Kano categories shift over time and wish usage experience. Different web site design strategies should be used depending on users' online experience and various relationships between interactive web site attributes and customer satisfaction. No previous research has yet examined interactivity at the attribute level. Web site designers and managers have to make decisions regarding each attribute.

3. Research Objectives

- To study the Online Shopping behavior of College Students
- To find out which Equipment of Online shopping they would like to use.
- To examine which type of online products they buy the most.
- To analyze which type of payment method they normally use.
- To study which type of Circumstances they face during Online Shopping.

4. Research Methodology

Research methodology is process to solving research problem systematically. Different statistical techniques are adopted for study the problem.

4.1. Research Design

The qualitative method was used for this research paper by collecting primary data according to objectives of the study and following methodology was applied: Based on literature review.

4.2. Need and Relevahnce of Study

With a growth of internet generation the scope of online business also increasing. This mew trend of online market or E-business will make new challenges for retail business. This modern style of business made sufficient impact on our traditional markets. The main focus of the study is to provide information that would help the retailers about customer's preferences towards about online products, why they buy online products other than traditional and from this how the retailers will have to change their business policy. From this paper we would like to pay their attention about growth of online customers. Specially the attraction of a youth towards online shopping.

5.2. Common Table of Respondents

Table 2: Purchase behavior of online buyers

Variables & Categories	Respondents	Percentage
Online Shoppers	222	100

4.3. Questionnaire Design

After collecting primary data from college students about their online shopping behavior. The main focus was on the objective of the study during preparing questionnaire. The questionnaire consist two parts 1.

1. Demographic profile
2. General questions. All the demographic questions asked about age, gender, stream, education and income.

In general questions about online purchase behavior of college students.

4.4. Data Sampling

The data for study was collected by Google form questionnaire. Drawing the data of 200 college students with age group 17 to 25 of selected colleges from SURAT Gujarat. The data collection described in a table for analysis.

Data Source: Based on primary data only

Data and Framework Analysis: The primary data was discovered and analyzed by using percentage analysis and descriptive statistics.

5. Data Analysis and Result Discussion

The study results are as follows, first section is about personal information of college students and second section explore the purchase behavior of online shoppers.

Table 1: Demographic profile

Respondents	Total	Percentage
Age 18-25	222	100
Gender		
Male	081	36.2
Female	141	63.8
Education		
Graduation	155	70.0
Post-graduation	067	30.0
Stream		
Arts	041	18.3
Science	049	22.3
Commerce	132	59.4

5.1. Explanation of Table 1

Table 1 Describe the demographic profile of all the students who are the part of this sample from the sample of 225 college students 222 are successfully responded. It can be observed that all the 100% students are between 17 to 25 age group. The female respondents (63.8%) are more than male respondents (36.2%). In total number of sample maximum are from commerce (59.4%), and so on from science (22.3%) and arts (18.3%). As expected graduation students (70%) are more than Post graduation (30%).

Yes	158	71.3
No	064	28.7
Online Shopping Equipments		
Smart phone	205	93.3
Others	017	07.7
Searching Option		
Applications	89	39.9
Google search	51	23.2
Website	42	19.0
Social media	40	17.9
Online Products Buy the Most		
Food	025	11.4
Electronic	049	22.0
Fashion	128	57.7
Accessories	020	08.9
Online Shopping Frequency		
Once in a month	017	07.8
Once in a week	001	00.6
Once in a few day	013	06.0
As needed	190	85.6
Online Shopping Safe or not		
Safe	069	31.1
Unsafe	005	02.4
Depends upon online store	148	66.5
Range for One Online Purchase		
250-1000	128	57.5
1001-2000	066	29.9
Above 2000	028	12.6
Payment Option		
Credit card	09	04.0
Debit card	017	07.8
Net banking	003	01.4
Cash on delivery	193	86.8
Most Favorable Factor about Online Shopping		
Cheaper prices	48	21.7
Choices	61	27.7
Availability	23	10.2
Save time	60	27.2
Convenience	30	13.2
Satisfaction from Online Shopping		
High	047	21.1
Moderate	163	73.5
Low	005	02.4
Not satisfied	007	03.0
Delivery Facility		
Normal	198	89.2
Express	024	10.8
Satisfaction about Return Policy		
Yes	138	87.5
No	020	12.5
Satisfaction about Packaging of Online Products		
Yes	192	86.3
No	030	13.7
Time Period for Online Shopping		
During festival	034	15.5

During offer	082	36.9
Any time	106	47.6
Which on is Best		
Traditional	110	49.7
Online	112	50.3

5.3. Explanation of Table 2

Table 2 consist the buying behavior of online shoppers. In total respondents 71.3% are online buyers and 28.7% are traditional buyers. In online buyers 92.3% are using smart phone as an online shopping device. Among online buyers most of all search their product on application (39.5%) while others can search it on Google search (23.2%), website (19.0%) and social media (17.9%) respectively. Maximum number of online customers are buyers of clothing (57.7%) and electronic items (22.0%) and their frequency for shopping online is as needed (85.6%). 66.5% online customers are believe that safety of online shopping depends particular online stores while 31.1% are believe that online shopping is a safe. The range of one online purchase is about 250-1000 is 57.5% other than range of 29.9% customers is 1001-2000. Maximum online buyers selected cash on delivery (86.8%) option as their payment Method. From the online shopping respondents selected key factor of online shopping as cheaper price (21.7%), more choices (27.7%) and save time (27.2%). With their shopping experience 73.5% customers got medium satisfaction from online shopping facilities while 21.1% persons got highly satisfied with a term. Those who are online shoppers prefers normal delivery facility (89.2%) other than express delivery and 87.5% online buyers are satisfied with return policy of online stores. Also 86.3% Online customers are satisfied with delivery packaging of online product. 47.6% buyers are like to shopping online during on their daily time while 36.9% shopping during offer time. At last 50.3% respondents believed that now days online shopping is better than offline shopping.

Table 3: Gender wise online product Preference chart

Gender	Fashion	Food	Electronic	Accessories
Female	68	10	13	09
Male	60	15	36	11

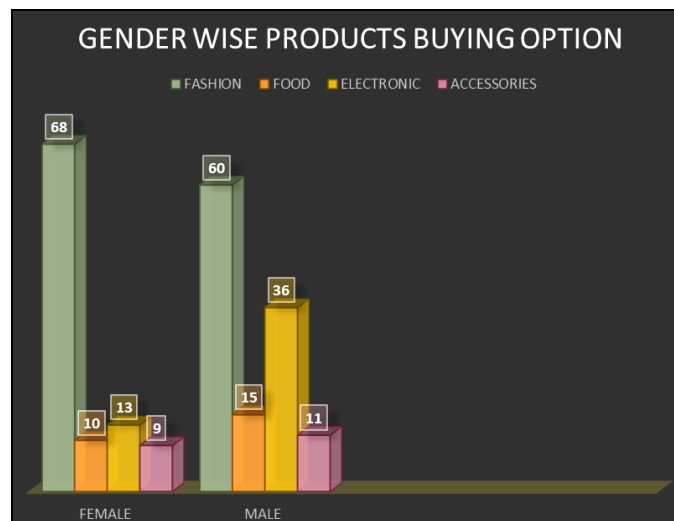


Chart 1: Gender wise products buying option.

Table 4: Gender wise Online shopping equipment chart

Gender	Laptops	Personal computer	Smart phone	Tablet
Female	10	12	97	14
Male	05	15	59	10

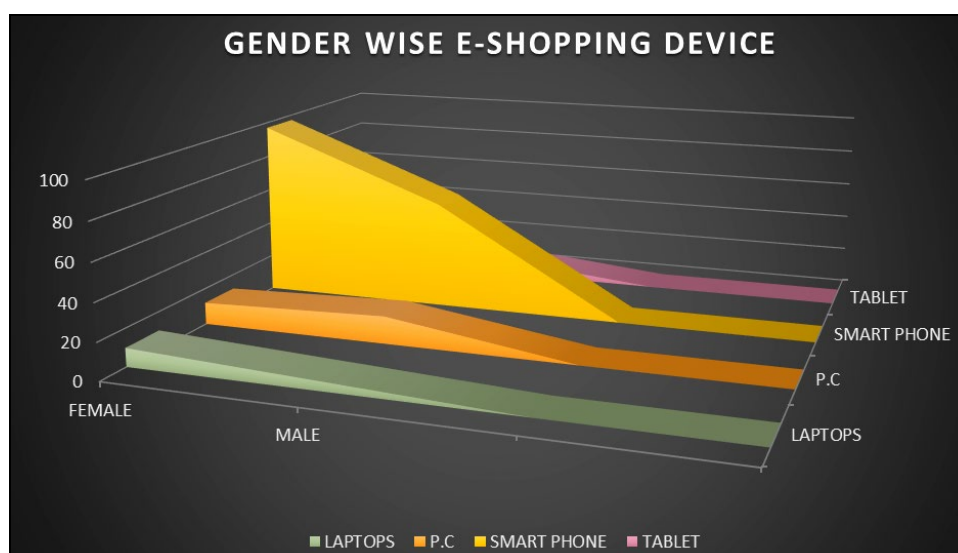


Chart 2: Gender wise e-shopping device

Table 5: Gender wise Online buyers and none buyers chart

Gender	Online	Traditional	Total
Female	095(60%)	046(73%)	141(64%)
Male	064(40%)	017(27%)	081(36%)
Total	159(100%)	063(100%)	222(100%)

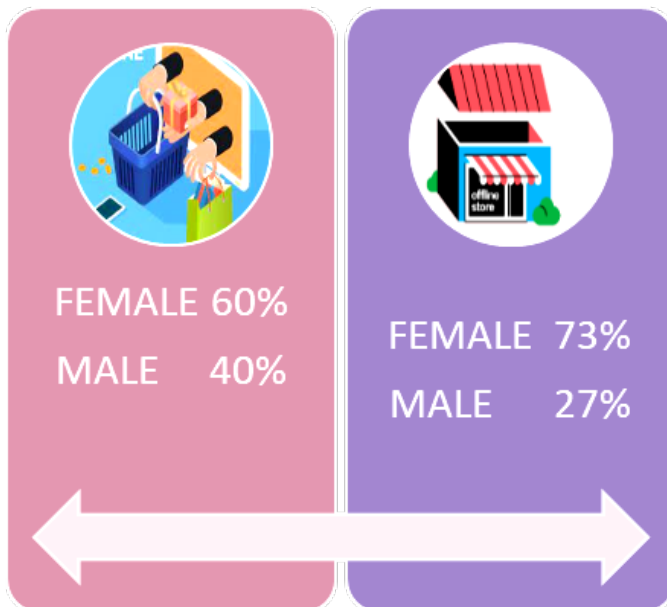


Chart 3: Gender wise Online buyers and none buyers chart

Table 6: Gender wise payment option in online shopping.

Gender	Credit card	Debit card	Net-banking	Cash on delivery
Female	4	8	01	94
Male	4	9	02	99

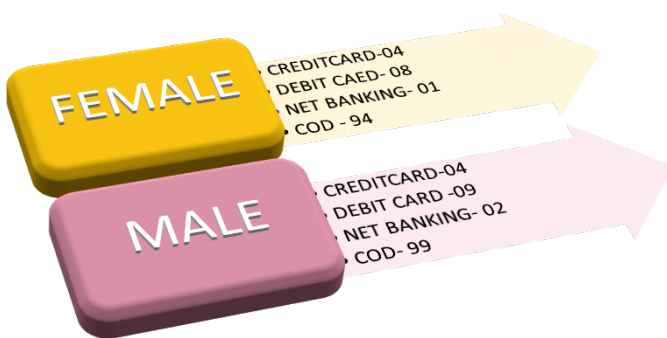


Chart 4: Gender wise payment option in online shopping

5.4. Chi-Square Test

Table 7: Test statistics

H0: There is no Significant Different between gender and Online Shopping

Chi-square	Degree of freedom	Significant level	Significant value	Result
3.4273	1	0.05	3.841	Accepted
3.4273	1	0.01	6.635	Accepted

Conclusion

From the whole study of 100% online buyers the conclusion obtain 50.3% are believe that online shopping is the best while 49.7% are believe traditional shopping is the best. So here some-how the proportion of both online and traditional shoppers are supposed to be equal. From this we noticed that Online Shopping is increasing in youth with a Growth of internet. All most half of respondent are believed that online shopping is easier than traditional shopping. They search the product through the applications and Google search engine. They thought that now days online shopping is safe. They have a strong positive perception towards online shopping and

they spend very low amount for online shopping. The result of this research explore that the perceived marketing mix and perceived reputation could make an impact on attitude of customer for purchase product online. Through this research paper retailer could understand the customer's desire. By understanding the needs of youth online retailers could make their e-marketing strategy better towards online shopping. Maximum number of online customers prefer cash on delivery option for their payment so we can say that youth have no knowledge about use of debit card, credit card and net banking facilities or they believe that cashless payment options are risky. Some of respondents buy products online because it save the time of person for visiting physical market. They generally believe that online store has more choices and cheaper prices then retail market. So the most effective factor for online shopping is convenience. Online store should give low price, discount, better quality, free shipping or free delivery, gift vouchers etc. for attract their customers.

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