

A study on Online Shopping Behavior among the Loyola students

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Abstract

Web based shopping is a procedure of purchasing and selling of items and administrations through the Internet. Web based shopping has turned into the quickest developing industry and Internet clients have revealed that web based shopping is one of their essential employments of Internet. With the assistance of web based shopping, the buyers can buy apparel, shoes, books, carrier and occasions tickets, nourishments, PCs equipment, etc. In the present investigation an endeavor have been made to break down the impression of the youngsters towards on the web shopping in Punjab. For the investigation of information enlightening insights have been applied. Dominant part of the respondents expected that exchange security, individual protection, item value, item quality, accommodation, openness, advancements and notice, conveyance time, quality correlation and notoriety of the organization are the significant factors in web based shopping. With the development of internet shopping, there are different chances and difficulties to online business retailers and buyers. In the event that the online business retailers need to develop, at that point they need to think about every one of these variables.

Keywords: Online-Shopping, Market Penetration, Trends, Consumer Behavior

1.Introduction

As of now the retail business in India is quickening. India is eager to develop to be a most significant player in the retail showcase. The E-Commerce market is flourishing and balanced for strong development in Asia. The web based business showcase in India has delighted in wonderful development of practically half over the most recent five years. In spite of the fact that the pattern of web based business has been making rounds in India for a long time, the proper biological system has now begun to fall set up. Then again the obtaining of item from conventional market is proceeding since years. Numerous clients go for obtaining disconnected in order to analyze the item and hold the ownership of the item soon after the installment for the item. With the expansion of E-Commerce, the portable producers have advanced by presenting Mobile shopping by propelling applications. The applications get progressively helpful as it's convenient or compact and can be gotten to from anyplace and whenever gave the web association.

II. Objectives Of The Study:

The following are the objectives of the study:

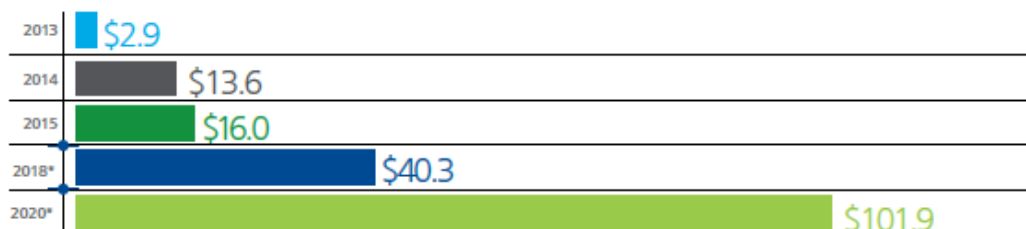
- To find out the behavior of the student and factors influencing while they buy the product
- To draw down the findings
- To give suggestions accordingly

III. E-Commerce: Scaling Heights

From an investment perspective, considerable funding in the e-Commerce ecosystem has led to emergence of new business models across B2B, B2C, Logistics Service Providers, Payment Wallets, Digital Advertising and Analytics. These investments have enabled the e-Commerce companies to leverage leading technology and related practices to reach out to millions of new online customers by delivering services more effectively and efficiently. In the last 18 months, the Government of India has announced several flagship programs namely, Digital India, Make in India, Start-up India, Skill India and Innovation Fund. The timely and effective implementation of these programs will support the e-Commerce eco-system to overcome the challenges related to ineffective rural internet penetration and lack of skilled manpower. For India Post, the government is keen to develop its distribution channel and other e-Commerce related services as a major revenue model going ahead,

especially when India Post transacted business worth 280 crore INR in the cash-on-delivery (CoD) segment for firms such as Flipkart, Snapdeal and Amazon. Both these projects will have significant impact on increasing the reach of e-commerce players to generally non-serviceable areas, thereby boosting growth.

Total e-Commerce size (\$ Billion)



Source: IMAI, Deloitte Analysis, *Estimated Numbers

The size of the total e-Commerce business is expected to rise by \$101.9 bn by 2020 according to the source of IMAI, Deloitte Analysis.

IV. Research Methodology

The study is a descriptive one. The main aim behind the study was to identify the factors influencing the students. The research was carried out questionnaire method. The total respondents were 100 in size.

I. SOURCE OF DATA:

Primary Data: Primary data are those data, which are being collected by the researcher for the first time. They are the information received directly from general public, to whom the study was conducted. In this study, primary data was collected with the help of questionnaire given to students.

Secondary Data: The secondary data is collected through published sources like magazines, journals, articles etc.

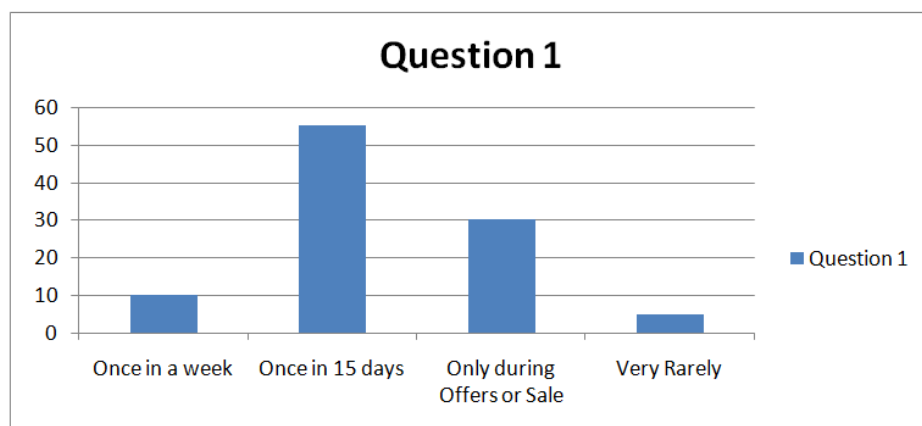
II. SAMPLING PROCEDURE:

The sampling procedure used for the study is simple random sampling. Simple Random sampling is a type of probability sampling. There are no groups divided as such among the no of population. The size of the same is 100.

The following are the questions which are analyzed and interpreted accordingly.

1. How often do you do online shopping?

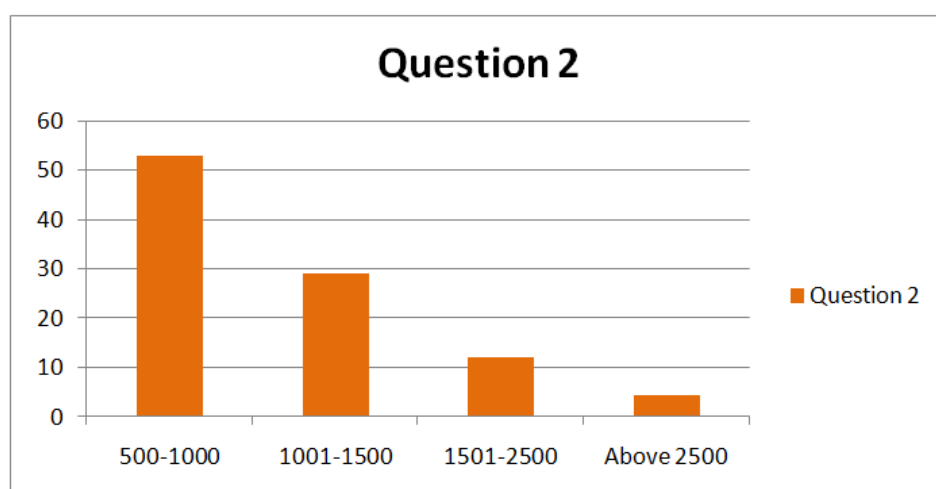
Options	Respondents
Once in week	10
Once in 15 days	55
Only during offers or sale	30
Very rarely	5
Total	100



Interpretation: Of the 100 students questioned, 55 responded they shop once in 15 months, while 30 nodded for shopping during Offers and sales and 10 students said they shop once in a week with 5 others stating, they shop online very rarely.

2. How much do you usually spend on online shopping?

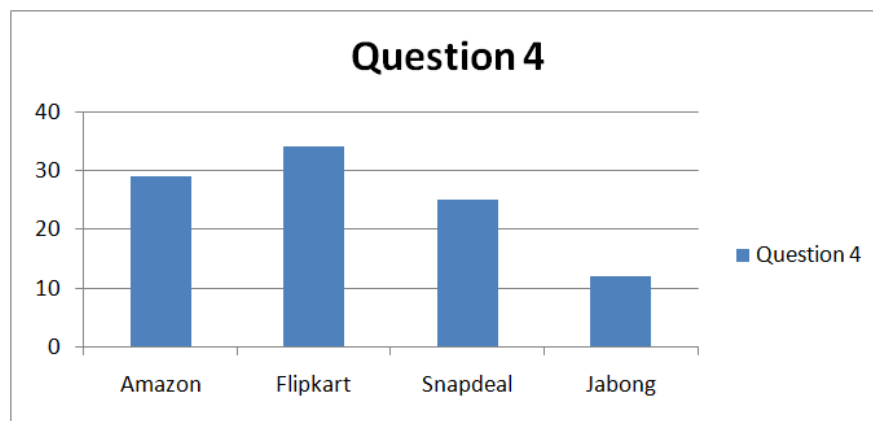
Options (in Rs)	Respondents
500-1000	53
1001-1500	29
1501-2500	12
Above 2500	6



Interpretation: Being respondents the hostel-students, spending is always a vital part for them. The above chart shows that 53% of students shop in a range of 500-1000 rupees, followed by 29% in a range of 1001-1500 rupees, followed by 12 students and 6 students for the range of 1501-2500 and Above 2500 rupees respectively.

3. Which website do you prefer the most among this?

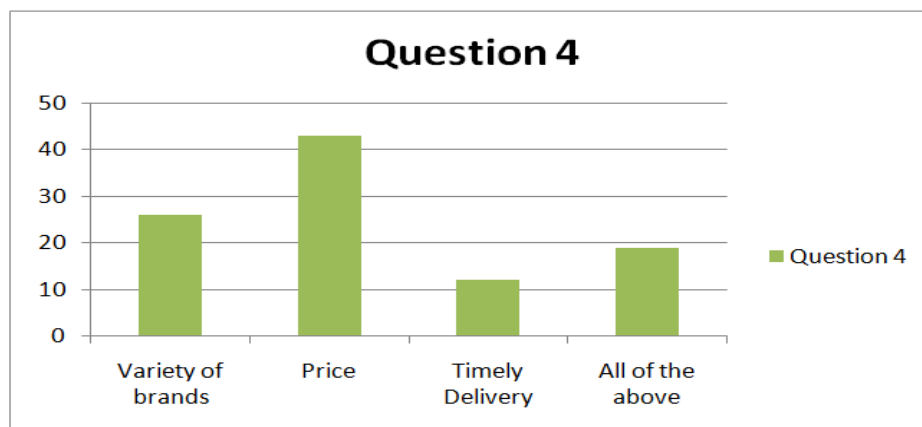
Options	Respondents
Amazon	29
Flipkart	34
Snapdeal	25
Jabong	12



Interpretation: Out of the leading e-commerce websites, Flipkart ranks first taking 34% of respondents, followed by international rival Amazon with 29% and Snapdeal with 25%. Jabong settles with 12% of the total respondents.

4. What is the best thing you like about shopping online?

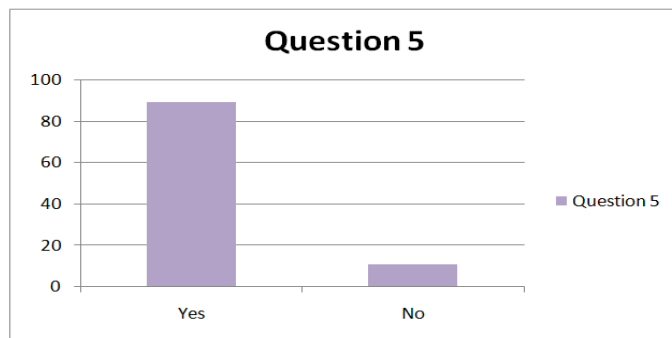
Options	Respondents
Variety of brands	26
Price	43
Timely Delivery	12
All of the above	19



Interpretation: The above chart clearly mentions that price (43%) is the first stimuli that influence them while buying the product online. Second is the Variety of brand (26%), while Timely Delivery (12%) takes 3rd Place. 12% of the respondents feel all the three act as stimuli for them.

5. Do you wait for festive seasons for shopping?

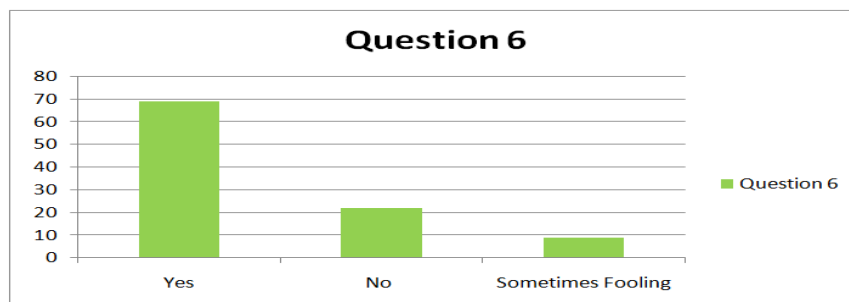
Options	Respondents
Yes	89
No	11



Interpretation: 89% of the respondent saying that yes they do wait for festive seasons as it brings lots of offer. For e.g. Flipkart has Big Billion Day Offers. 11 % respondent said they don't wait for such seasons for shopping.

6. Are the products same as it is shown in the app or website?

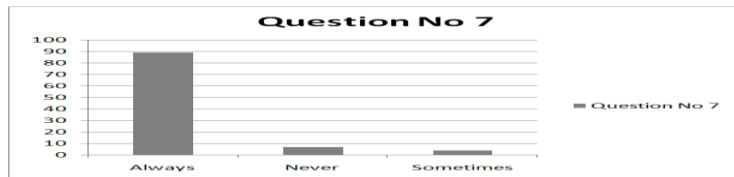
Options	Respondents
Yes	69
No	22
Sometimes Fooling	09



Interpretation: The above charts shows that 69% of the following respondents said the product were the same as shown in website. 22% said they were delivered fake products. 9% said they experienced sometimes foolishness.

7. Do you compare prices with other shopping apps or sites before buying?

Options	Respondents
Always	89
Sometimes	7
Never	4

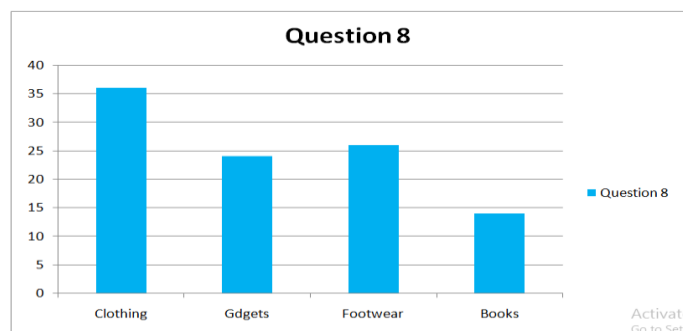


Options	Respondents
Always	89
Never	7
Sometimes	4

Interpretation: It comes as a surprise that out of all the 100 respondents, majority of the respondents (89%) said they do check and compare prices with other online mobile apps. 7% said they don't compare prices while 4% said they do but sometimes.

8. What do you buy the most among these following items?

Options	Respondents
Clothing	36
Gadgets	24
Footwear	26
Books	14



Interpretation: 36% of the students said that they shop clothing, 24% said they buy gadget (Computer, peripherals, Mobile and Accessories). 26% said they shop footwear the most, while 14% prefer buying books the more.

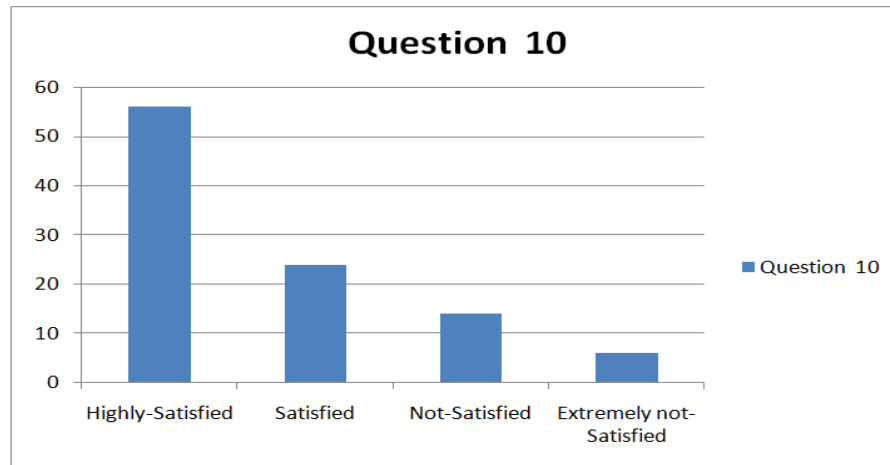
9. Have you ever experienced any fraud while paying online?

Options	Respondents
Once	10
Twice	8
More than Twice	5
Never	77

Interpretation: Majority with 77% said they never experienced any fraud, while 10 said they experienced it once. 8% said they had twice the experiences. While with 5% respondents, the fraud has

10. Are you satisfied with the after sale service of the e-tailers?

Highly Satisfied	56
Satisfied	24
Not-Satisfied	14



Interpretation: E-tailers do promise of many after sale services like guarantee, warranty, easy EMI, Easy return policy etc. The above chart shows that 56% respondents are high satisfied with the after sale service. While 24% said they were satisfied, 14% said they were not-satisfied and 6% said extremely not satisfied.

V. Findings & Recommendation:

1. 55% of the respondents shop atleast once in 15 days. This makes a tremendous base of client for e-posteriors by and by just as for the coming future.
2. The vast majority of the understudies burn through 500-1000 rupees in a solitary shot shopping. There is an extraordinary interest for the items in this range is prudent just as subjective to them.
3. Indian e-rear Flipkart has been a hit since its appearance. Indeed, even the study demonstrates it. Be that as it may, the global opponent Amazon is additionally not route behind.
4. Value assumes a significant job. Offers, limits just as Festive seasons are a success which has most extreme footfalls.
5. Dress and array are the most noteworthy purchasing items on the web.
6. The respondents face serious issues on burglary of Mastercard data, and absence of security on the web installments. Actualizing preparatory strides to take care of these issues will make customer certainty on web based shopping.
7. An exceptional arrangement of shopping can be made in perspective on understudies by giving offers, limits, and so forth.

VI. Conclusion

All in all, approaching web based shopping has genuinely upset and impacted our general public as a entirety. Factor investigation results uncover that Experimental Uniqueness, Customer Service and Convenience will in general be three critical measurements with respect to why clients incline toward

web shopping. Today there is radical change in the whole situation. Everything in this day and age is E prefixed like Electronic Data Interchange, E-Mail, E-Business and E-Commerce. A key result of the innovation upheaval in India has been availability, which has fuelled phenomenal access to data. This utilization of innovation has opened new entryways and openings that empower for an increasingly helpful way of life today. Web based shopping is a huge developing innovation. On the off chance that it is appropriately used with guaranteed wellbeing and security for the exchanges, it will flourish into a profoundly aggressive and dynamic condition. Consequently, a purchaser being the lord of the market needs a treatment like ruler. Despite the fact that the web is frequently alluded to as a borderless market, there are still a few hindrances to survive.

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