

STUDENT CONSUMERS (ARTS AND SCIENCE COLLEGE) ATTITUDE AND SATISFACTION TOWARDS ONLINE SHOPPING IN PALAKKAD

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ABSTRACT

Online shopping or online retailing is the new and emerging modality of shopping/buying products from the suppliers directly using the web based portal that is accessible over the internet, and employs the utilization of a web browser. This electronic commerce has various alternative names with which it is referred to: “e-shop, virtual store, e-store, Internet shop, online store, web-shop and web-store”. Youth, especially students contribute to a vast proportion of the population in our country. Combining the two factors, the buying power of students and the new modality of shopping, we want to explore as to what are the factors that strike a chord with the students and influence their buying behaviour. What parameters must be fine-tuned in order for the companies develop a positive outlook towards the firms, with the student population comprising of a huge proportion of their buyers. **The objective is to** study the association between awareness, attitude and satisfaction in online shopping. The study proposes to ascertain the attitudes and the levels of satisfaction of college student customers towards the new and emerging shopping modality, the online shopping. Palakkad was selected by the purpose of this study by the researcher. The study is a primary study and is solely dependent on the primary data collected for study purpose. Using the convenience sampling technique, the researcher collected the responses or primary data from about 190 respondents in the study area, for the purpose of this study. The population for the study is deciding considering five colleges involved in teaching courses related only to arts and science subjects. The student consumers were asked to fill the questionnaire and the information they provided were the data that was consolidated for further analysis, and the applied statistical tools are Descriptive statistics, Weighted Average, Garrett ranking method and Regression Analysis. Results shows coefficients from the explanatory variables (Awareness and attitude) are partially significant represents positive direction signifies, awareness and satisfaction of shopping online are positive insignificant and attitude and satisfaction is having positive significant relationship with satisfaction to support and reject the null hypothesis (H_{01a} and H_{01b}) respectively. Online shopping concept led to the possibilities of fraud and privacy conflicts. Through privacy and security policies, website designers are doing their best to put an end to this unethical practice. By doing so, society will continue to depend upon online shopping, which will allow it to remain a tremendous success in the future.

Keywords: Electronic Commerce, Virtual Store, E-Store, Buying Behaviour

1. INTRODUCTION

Online shopping or online retailing is the new and emerging modality of shopping/buying products from the suppliers directly using the web based portal that is accessible over the internet, and employs the utilization of a web browser. This electronic commerce has various alternative names with which it is referred to: “e-shop, virtual store, e-store, Internet shop, online store, web-shop and web-store”.

E-commerce was not even close to a fictional idea, in the 20th century,, but it has emerged and evolved a great deal, since its inception in the 21st century, and it is currently ruling a great deal of the economy since the past decade. Such an exponential evolution has definitely been contributed to by the focus and the research work of several investigators around the world, and practitioners are continuously working on this area, to make it even better. As with any market, the consumer is the king, and there is sufficient research focus on how the customers are behaving in the e-commerce field, and can there we derive greater insights into their cyberspace behaviour, thereby capturing a greater deal of the market share, considering the potential e-commerce has to offer. There are explanations available regarding the attitude of the online retail customers, and many a perspective have begun to emerge too, thereby providing a certain level of predictability and confidence in these research findings.

The online shopping is a start contrast to the traditional shopping. Customers need not wait in any line, need not travel to any specific place, there is no constraint on the opening or the closing time, and there is no crowding, absolutely no disturbance and zero restriction. They can do their shopping virtually any time of the day or the week, from any place of their choice, and place order for any specific service or product. This online shopping, and even the usage of internet, is a very new and a fast evolving medium, which has become a part of the individual's everyday life today. Additionally, there is only a growing trend in the number of internet users as days go by, and this also means, that the number of people with purchasing power online will increase in parallel, and rapidly too.

2. LITERATURE REVIEW

Torben Hansen (2008), classified the Swedish respondents of his study, into three broad categories, based on their using the online shopping and grocery purchase online, from the data obtained utilizing a self-administered questionnaire survey method. His categories were as follows: Category 1: Never did online shopping- These people never had used the online shopping mode, Category 2: Online shoppers, but those who never bought groceries online, Category 3: Online shoppers, who have also bought groceries online, apart from various other online products. The study indicated that the personal attitudes held by the consumers affect their online shopping behaviour, and their previous experiences with buying grocery had a say on this matter too.

Leva Andersone (2009), analyzed the buying behaviours of Latvian customers, and compared their online shopping behaviour versus their traditional shopping behaviours. It was found that social contacts with equals in the society, information available about the products, the volume of things procured, and the availability of time are the factors that are influencing the traditional mode of shopping. On the other hand, the opportunity to save money, time, the convenience of shopping from one's comfort at home, and the feature to shop around the clock, are the factors that are in favour of online shopping behaviour, in these Latvian costumers. Interestingly, it was revealed through the study that the bulk of purchases happen in the traditional mode, and the size of the average purchase is comparably much larger than the internet shopping modality. The study also documented that information obtained from friends and families influenced shopping. The author is also confident that the internet shopping will soon become main stream, because of its availability 24 x 7, and the convenience it offers to the consumers.

3. STATEMENT OF THE PROBLEM

The process of globalization has resulted in the disappearance of several barriers for trade between the various organizations and their target customers across the globe; thereby the organizations now can service the customers too across the globe. This definitely increases the market base for the organizations and increases their scale of business a great deal, and thereby provides sufficient scope for excess incoming revenues. This global availability is one of the great advantage e-commerce offers in comparison to the businesses done traditionally, in the past.

Youth, especially students contribute to a vast proportion of the population in our country. Combining the two factors, the buying power of students and the new modality of shopping, we want to explore as to what are the factors that strike a chord with the students and influence their buying behaviour. What parameters must be fine-tuned in order for the companies develop a positive outlook towards the firms, with the student population comprising of a huge proportion of their buyers.

4. OBJECTIVES OF THE STUDY

- i. To study the association between awareness, attitude and satisfaction in online shopping

5. RESEARCH METHODOLOGY

The study proposes to ascertain the attitudes and the levels of satisfaction of college student customers towards the new and emerging shopping modality, the online shopping. Palakkad was selected by the purpose of this study by the researcher. The study is a primary study and is solely dependent on the primary data collected for study purpose, thereby making this work original. For the collection of primary data, the methodology that was implemented was the Questionnaire approached. This designed questionnaire was prepared and distributed amongst the college students, the respondents for the study. Those students who have purchased products/services through online alone constitute the study sample, and only that data has been used for analysis and interpretation. Using the convenience sampling technique, the researcher collected the responses or primary data from about 190 respondents in the study area, for the purpose of this study. The population for the study is deciding considering five colleges involved in teaching courses related only to arts and science subjects. The student consumers were asked to fill the questionnaire and the information they provided were the data that was consolidated for further analysis, and the applied statistical tools are Descriptive statistics, Weighted Average, Garrett ranking method and Regression Analysis

6. ANALYSIS AND RESULTS

6.1. DESCRIPTIVE STATISTICS

Table 1: Average Awareness of online shoppers

Awareness	Least Aware	Somewhat Aware	Moderately Aware	Aware	Highly Aware	Wtd. Mean	Rank
Product pricing	62	76	1	25	26	2.353	9
	0.326	0.800	0.016	0.526	0.684		
Quality aspects	48	84	4	28	26	2.474	10
	0.253	0.884	0.063	0.589	0.684		
User friendly website	54	84	5	25	22	2.353	8
	0.284	0.884	0.079	0.526	0.579		
Discount features	76	74	6	12	22	2.105	2
	0.400	0.779	0.095	0.253	0.579		
After Sales Service	54	88	10	18	20	2.274	4
	0.284	0.926	0.158	0.379	0.526		
Wide range of options	42	99	11	19	19	2.337	6
	0.221	1.042	0.174	0.400	0.500		
Attractive discount	45	80	34	17	14	2.342	5
	0.237	0.842	0.537	0.358	0.368		
User ratings and testimonials	70	55	36	19	10	2.179	7
	0.368	0.579	0.568	0.400	0.263		
Latest items	73	46	45	10	16	2.211	1

available	0.384	0.484	0.711	0.211	0.421		
Non-availability of items in the retail market Product pricing	42	46	53	33	16	2.658	3
	0.221	0.484	0.837	0.695	0.421		

Table 1 shows that awareness of student online shoppers computed with weighted average and first rank towards “Latest items available M=2.211”, “Discount features M=2.105”, “Non-availability of items in the retail market Product pricing M=2.658”, After Sales Service M=2.274”, “Attractive discount M=2.342”, Wide range of options M=2.337”, User ratings and testimonials M=2.179”, “ User friendly website M=2.353”, “Product pricing M=2.353” and finally, Quality aspects M=2.474”.

Table 2: Average Attitude

Security	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Wtd. Mean	Rank
Privacy	5	4	22	110	49	4.021	I
	0.026	0.042	0.347	2.316	1.289		
Security	9	16	36	83	46	3.742	II
	0.047	0.168	0.568	1.747	1.211		
Time Saving	16	13	37	79	45	3.653	III
	0.084	0.137	0.584	1.663	1.184		
Convenience	20	18	36	102	14	3.379	IV
	0.105	0.189	0.568	2.147	0.368		

Table 2 show that attitude of the respondents towards privacy aspects shows first rank based on Attitude (M:4.021) followed by the ranks of the statements and its weighted scores “Security, (M:3.742)”, “Time Saving, (M:3.653)” and finally, “Convenience, (M:3.379)”.

Table 3: Features influenced online shopping

Features	Rank-1	Rank-2	Rank-3	Rank-4	Rank-5	Rank-6
Wide range of options	18	27	75	15	16	39
Product pricing	9	8	29	95	35	14
Website Quality and security aspects	19	20	25	30	44	52
User friendly website	50	48	8	7	48	29
Discount features	88	64	15	4	15	4
After Sales Service	6	23	38	39	32	52

Source: Primary data

Table 3 reveals rating of the students towards features influencing online shopping based on the attributes such as wide range of option to shop online, product pricing, website quality and security aspects, user friendly website, discount features and after sales service. Ranking based Garrett method was computed and shown in Table No.4.

Table 4: Garrett Ranking Influence of Features

Features	Garrett Score	Garrett Mean	Garrett Rank
Wide range of options	9316	49.03	3
Product pricing	8750	46.05	4
Website Quality and security aspects	8277	43.56	5
User friendly website	10071	53.01	2
Discount features	12449	65.52	1
After Sales Service	8137	42.83	6

Table 4 details the Garrett ranking based on features influencing online shopping based on the ranks in the order of the Garrett Mean with the first rank for Discount features, followed by Rank-2 to Rank-6 viz. user friendly website, wide range of options, product pricing, website quality and security aspects and finally, after sales service with the respective Garrett Mean of 65.52, 53.01, 49.03, 46.05, 43.56 and 42.83.

Table 5: Average Level of Satisfaction

Satisfaction	Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied	Wtd. Mean	Rank
Reliability of product information	3	7	49	55	76	4.021	I
	0.016	0.074	0.774	1.158	2.000		
Assuring product quality	62	15	77	9	27	2.600	VII
	0.326	0.158	1.216	0.189	0.711		
Affordable price of product	15	13	54	34	74	3.732	IV
	0.079	0.137	0.853	0.716	1.947		
Availability of products with more brands	6	19	12	148	5	3.668	V
	0.032	0.200	0.189	3.116	0.132		
Display of products images with specifications	11	19	31	25	104	4.011	II
	0.058	0.200	0.489	0.526	2.737		
Prompt delivery and simple transaction process	8	8	47	48	79	3.958	III
	0.042	0.084	0.742	1.011	2.079		
Security in payment process and care with individual attention	19	21	44	33	73	3.632	VI
	0.100	0.221	0.695	0.695	1.921		

Table 5 exhibits average level of satisfaction towards online shopping based on the rank order of the weighted average from 1 to 7 that are “Reliability of product information (M: 4.021)”, “Display of products images with specifications (M: 4.011)”, “Prompt delivery and simple transaction process (M: 3.958)”, “Affordable price of product (M: 3.732)”, “Availability of products with more brands (M: 3.668)”, “Security in payment process and care with individual attention (M: 3.668)” and finally, “Assuring product quality (M: 2.600)”.

6.2. RELATIONSHIP BETWEEN AWARENESS, ATTITUDE AND SATISFACTION

HYPOTHESES

H₀₁: There is no significant relationship between Awareness, Attitude and Satisfaction

H_{01a}: Relationship between Awareness and Satisfaction

H_{01b}: Relationship between Attitude and Satisfaction

Table 6: Model measuring Awareness, Attitude and Satisfaction

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.362 ^a	.131	.121	3.25898

a. Predictors: (Constant), Attitude, Awareness

Table 6 shows regression analysis to find association between awareness and satisfaction as well as attitude and satisfaction among student shoppers involved in online purchase which reveals the model registered statistically significant and strong correlation ($r=0.362$, Sig.0.000) between independent (awareness, attitude) variables and dependent variables (satisfaction). The R^2 value is 0.131, which is 13% (approx.) signifies variance of satisfaction of student shoppers through online is explained by the predictors viz. awareness and attitude. The adjusted R^2 (0.121) of the model shows value close to R^2 (0.131) with the standard error (3.25) which is smaller indicates statistically significant fit model.

Table 7: Anova measuring Awareness, Attitude and Satisfaction

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	298.594	2	149.297	14.057	.000 ^a
	Residual	1986.121	187	10.621		
	Total	2284.716	189			

a. Predictors: (Constant), Attitude, Awareness

b. Dependent Variable: Satisfaction

The prediction reliability of the model is justified with statistical significance between awareness, attitude and satisfaction which is achieved through ANOVA presented in the Table 7 shows $F(14.057, P<0.001)$.

Table 8: Model coefficients measuring Awareness, Constructs of Attitude and Satisfaction

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	18.553	1.696		10.938	.000
	Awareness	.012	.033	.026	.378	.706
	Attitude	.430	.082	.359	5.254	.000

a. Dependent Variable: Satisfaction

Table 8 shows coefficient analysis represented with standardized beta coefficient with the respective order of weightage shows.

Attitude and Satisfaction ($B=0.430$, $t=5.254$, Sig.0.000) and

Awareness ($B=0.012$, $t=0.378$, Sig.0.706)

The coefficients of both the explanatory variables (Awareness and attitude) are not found significant however, represent positive direction which means, awareness and satisfaction of shopping online are positive whereas insignificant and the attitude and satisfaction is positive also significantly related with satisfaction to reject the null hypothesis (H_01a and H_01b).

7. SUMMARY OF RESULTS

7.1. FINDINGS

- The coefficients from the explanatory variables (Awareness and attitude) are partially significant represents positive direction signifies, awareness and satisfaction of shopping online are positive insignificant and attitude and satisfaction is having positive significant relationship with satisfaction to support and reject the null hypothesis (H_01a and H_01b) respectively.

7.2. SUGGESTIONS

- Contact between buyer and seller should be made easy, because most of the customer face problem in contacting the sellers in online shopping.
- Some customers feel that online shopping process is very complex process, so the vendor has to design a user friendly and simple cart.
- Security in online shopping site should be enhanced to stop the hackers, hacking the personal information of the customers.

7.3. CONCLUSION

The internet has become a major resource in the modern business, thus online shopping has gained significance not only from the entrepreneurs but also from the customers' point of view. Variety, quick service, attractive offers and reduced prices were four significant ways in which online shopping influenced people from all over the world. However, this concept of Online shopping concept led to the possibilities of fraud and privacy conflicts. Through privacy and security policies, website designers are doing their best to put an end to this unethical practice. By doing so, society will continue to depend upon online shopping, which will allow it to remain a tremendous success in the future.

8. REFERENCES

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