STUDENTS' PERCEPTION TOWARDS ONLINE SHOPPING:A CASE STUDY WITH REFERENCE TO BELTHANGADY THALUK IN KARNATAKA

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ABSTRACT:

Online market are becoming more extensive with wide ranging different product, a training innovations in designing their purchase . But this changes needed unification in correspondence with consumer behavior . Thus it has become imperative to study online shopping . Thus the research paper preference on online shopping and study impact of various democratic factors like. Age,Gender Occupation Income and Education on the decision. It is more environmental friendly marketing approach study reports finding survey of consumers of online products with reference to Government First Grade College Belthangady . The questioners was administered 50 consumers online products. The analysis of finding based on relevant statistical tool . Thus, null hypothesis has to be rejected. It is inferred that these is significant different among student perception and Economic development through varies components of online shopping. Analysis of variance (ANOVA) shows that there is a significant difference (p<0.001,HS) in perception among the various components of Online shopping.

Key words, Demonetization, online marketing, Demographic, Environmental approach

INTRODUCTION:

Online shopping is a recent origin, which allows the customer to by goods directly through the Online or through the web browsers. It gives various benefits like, low price, door to door delivery, better quality product, easy payment, etc. There is no need to go to the seller place to select the product or services, which is possible through Internet browsing, which is commonly called as Internet marketing. It also contribute for Cashless economy, and Degital India project, launched by Government of India under the leadership of Narendra modhi. It also help curb Parallel economy, as well as to form Tax collection. In case of online shopping there is no need of middle mans.

OBJECTIVES:

a) To understand students awareness about the online shopping

b) To know the expectations of the students towards online shopping

c) To understand perception towards online shopping

Review of Literature:

In order to identify relevant studies, an electronic search was conducted and a number of index databases of academic journals are searched. Then the titles and abstract of the studies are looked over identified more proper and relevant studies in the field. The databases included ABI/INFORM Complete,Ebacohost, and Emerald. The keywords and phrases used in the literature review were online shopping, internet shopping, online consumer, online purchasing behavior, online buying behavior, E consumer behavior. E-commerce is a tool for reducing administrative costs and cycle time, streaming business processes, and improving relationships with both business partners and customers (Charles, 1998). The Internet and electronic commerce were the two most significant development of information during 1990s. There has been a marked increase in the number of consumers who purchase over the Internet, as well as an increase in sales worldwide conducted via electronic commerce. Innovation and electronic commerce relationships have resulted in tremendous changes in market competition among various industries (Blosch, 2000; Hamid & Kassim, 2004). Customer purchasing decisions are influenced by perception, motivation, learning, attitudes and beliefs. The perception is reflected to on how the customers select, organize, and interpret information to form knowledge. The motivation is reflected to the customer's desire to meet their own needs. Learning is reflected to the customers' behavior experience arising. Attitudes are reflected to customers' steadily favorable or unfavorable assessments, feelings, and inclinations towards object or idea. Finally, Beliefs is reflected to customers' thoughts about a product or service (Kotler & Armstrong, 1997).

Research Methodology:

This study was descriptive and analytical in nature. The study mainly depends upon the primary data to develop this article. However, same secondary source of data were consulted for the purpose of gathering background information supporting the study. Relevant primary data were collected using the combination quantitative (sample survey) and qualitative (interview) methods. Primary data were collected through questionnaire method. A questionnaire was administered to 50 students of the Online shopping in the study area. Appropriate and relevant statistical tools and techniques will be used such as Descriptive Statistics (Mean and S.D) and Analysis of Variance (ANOVA).Tools used for the study is shown in the Table-1

Table-1 Criteria used for the Research Study

Class	0-25	25-50	50-75	75-100
Perception of student	Strongly disagree	Disagree	Agree	Strongly agree

ANALYSIS AND FINDINGS:

EXHIBITS STUDENTS PERCEPTION ABOUT 10 COMPONENTS OF ONLINESHOPPING

Component	Strongly agree	Agree	Disagree	Strongly disagree	Mean & SD	Percentage mean
Respondent opines that Online shopping is good	5(10)	38(76)	6(12)	1(2)	2.94±.544995	73.50
Respondent opines that Online shopping effects psychological aspects of the consumer	9(18)	23(46)	16(32)	2(4)	2.78±.78999	69.50

Respondent opines that Online shopping is give more economical to consumer	7(14)	29(58)	14(28)	0	2.86+/-.63920	71.50
Respondent opines that Online shopping supports Digital India	19(38)	22(44)	5(10)	4(8)	3.12±.89534	78.00
Respondent opines that online shopping contribute for economic development	5(10)	37(74)	8(16)	0	2.94±.5115	73.50
Respondent opines that the product are qualitative in Online shopping	2(4)	15(30)	31(62)	2(4)	2.34±.62629	58.50
Respondent opines that Online shopping better than other shopping	3(6)	16(32)	28(56)	3(6)	2.38±.69664	59.50
Respondent opines that Online shopping contribute for cash less society	10(20)	29(58)	9(18)	2(4)	2.94±.73983	73.50
Respondent opines that online shopping is more productive after Demonetization	6(12)	27(54)	15(30)	2(4)	2.74±.72309	68.50
Respondent opines that find difficulties in Online payment	5(10)	32(64)	11(22)	2(4)	2.8±.67006	70.00

Respondent opines that online shopping is good:10% respondents strongly agree, 76% of respondents agree, 12% are respondents disagree and 4% of them strongly disagree. Respondent opines that online shopping is good. The percentage of Mean is 73%. Mean & SD is 2.92±54995. Students feel online shopping is rise in the category of 75% to 100%.

Respondent opines that online shopping affects psychological aspects of the consumer: 18% respondents strongly agree, 46% of respondents agree, 32% of respondents disagree and 4% of them strongly disagree. Respondent opines that online shopping is effects psychological aspects of the consumer aregood. The percentage of Mean is 69.50%. Mean & SD is 2.7±_.78999. Students feel online shopping is fall in the category of 50% to 75%.

Respondent opines that Online shopping is giving more economical to consumer: 14% respondents strongly agree, 58% of respondents agree, 28% of respondents disagree and 0% of them strongly disagree. Respondent opines that online shopping is giving more economical to consumer. The percentage of Mean is 71.50%. Mean & SD is 2.86±.63920. Students feel online shopping is fall in the category of 50% to 75%.

Respondent opines that online shopping supports Digital India:38% respondents strongly agree, 44% of respondents agree, 10% of respondents disagree and 8% of them strongly disagree. Respondent opines that onlineshopping supports Digital India. The percentage of Mean is 78.%. Mean & SD is 3.12±.89534. Students feel online shopping is rise in the category of 75% to 100%.

Respondent opines that online shopping contribute for economic development: 10% respondents strongly agree, 74% of respondents agree, 16% of respondents disagree and 0% of them strongly disagree. Respondent opines that Online shopping contribute for economic development. The percentage of Mean is 73.50. %. Mean & SD is 2.94±.5115. Students feel online shopping is fall in the category of 50% to 75%.

Respondent opines that the product are qualitative in Online shopping :4% respondents strongly agree, 30% of respondents agree, 62% of respondents disagree and 4% of them strongly disagree. Respondent opines that Online shopping the product are qualitative. The percentage of Mean is 58.50. %. Mean & SD is 2.34±.62629. Students feel online shopping is fall in the category of 50% to 75%.

Respondent opines that online shopping better than other shopping:6% respondents strongly agree, 32% of respondents agree, 56% of respondents disagree and 6% of them strongly disagree. Respondent opines that online shopping better than other shopping. The percentage of Mean is 59.50. %. Mean & SD is 2.38±.73983. Students feel online shopping is fall in the category of 50% to 75%.

Respondent opines that online shopping contribute for cash less society:10% respondents strongly agree, 58% of respondents agree, 18% of respondents disagree and 4% of them strongly disagree. Respondent opines that Online shopping contribute for cash less society. The percentage of Mean is 73.50. %. Mean & SD is 2.9±.73983. Students feel online shopping is fall in the category of 50% to 75%.

Respondent opines that online shopping is more productive after Demonitization: 12% respondents strongly agree, 54% of respondents agree, 30% of respondents disagree and 4% of them strongly disagree. Respondent opines that online shopping is more productive afterDemonetization. The percentage of Mean is 68.50%. Mean & SD is 2.74±.72309. Students feel online shopping is fall in the category of 50% to 75%.

Respondent opines that find difficulties in Online payment: 10% respondents strongly agree, 64% of respondents agree, 22% of respondents disagree and 4% of them strongly disagree. Respondent opines that Online shopping find difficulties in Online payment. The percentage of Mean is 70.00%. Mean & SD is 2.8±.67006. Students feel online shopping is fall in the category of 50% to 75%

Exhibits Students Perception About 10 Components Of Online Shopping With ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Respondent opines that Online shopping is good	Between Groups	3.745	2	1.872	7.947	.001
	Within Groups	11.075	47	.236		
	Total	14.820	49			
Respondent opines that Online shopping effects psychological aspects of the consumer	Between Groups	1.094	2	.547	.872	.425
	Within Groups	29.486	47	.627		
	Total	30.580	49			
Respondent opines that Online shopping is give more economical to consumer	Between Groups	1.263	2	.632	1.583	.216
	Within Groups	18.757	47	.399		
	Total	20.020	49			
Respondent opines that Online shopping supports Digital India	Between Groups	5.935	2	2.967	4.182	.021
	Within Groups	33.345	47	.709		
	Total	39.280	49			
Respondent opines that the product are qualitative in Online shopping	Between Groups	2.113	2	1.056	2.902	.065
	Within Groups	17.107	47	.364		
	Total	19.220	49			
Respondent opines that Online shopping better than other shopping	Between Groups	.377	2	.189	.379	.687
	Within Groups	23.403	47	.498		
	Total	23.780	49			
Respondent opines that	Between Groups	4.196	2	2.098	4.358	.018

Online shopping contribute for cash less society	Within Groups	22.624	47	.481		
	Total	26.820	49			
Respondent opines that online shopping is more productive after Demonitization	Between Groups	2.690	2	1.345	2.757	.074
	Within Groups	22.930	47	.488		
	Total	25.620	49			
Respondent opines that find difficulties in Online payment	Between Groups	.024	2	.012	.026	.974
	Within Groups	21.976	47	.468		
	Total	22.000	49			

Analysis of variance (ANOVA) shows that there is a significant different ($p<0.001$,HS,) in perception among the various components of students perception towards Online shopping with special reference to Belthangady with 10 components.The overall percentage Mean 70% denotes good student's perception towards Online shopping with special reference to Belthangady is positive as 70% falls in the category of 50% to 75%.

CONCLUSION:

The analysis of findings showsthat, hence is a significance of among the variouscomponents of Online shopping

- The most preferred product of online buying is travelling tickets and clothing remains the least preferred choice of online shoppers.
- Among the payment options,Payment on delivery through cash in the safest choice of payment, while credit card are next preferred choice, online bank transfer is least preference choice.
- Online shoppers seek for clear information about product and service,time saving, convenience, security and delivery on time are all important factor for online shopping. The offers with punch lines "Attractive offers" do not attract online shoppers.
- Most of the consumers who have experienced online shopping are very satisfied.
  SUGGESTIONS:
- Government should play a pivotal role in encouraging online shopping
- E-marketers must give a thought to secure, time saving, information about product and services factors when they design their online product strategy.
- The study highlights that convenience, accessibility, scope, attraction, reliability, experience and clarity are the important factors considered by the online shopper.
- Usage of internet includes the consumer's purchase of product as well as the consumer intention to secure for product related information while experiencing the new technology.
- Banking should promote Debit card, Credit card facility in online shopping.

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