

ONLINE SHOPPING BEHAVIOUR: A CASE STUDY OF THE STUDENTS IN GUJARAT STATE

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ABSTRACT: The present research paper is an attempt that has been made to study the consumer behaviour towards online shopping in the Gujarat state. In this study an attempt has been made consumer behaviour on online shoppers has been playing a vital role in these scenarios day to day activities in the mind of consumers. The questionnaire was prepared through the inputs taken from the past researches and also from the feedbacks of the pilot study. Thus, the validated finally questionnaire was used to collect data from 200 respondents. The researchers have convenient sampling technique to gathering the data. The data are analyzed using the simple percentage analysis. The study identified that there are transaction security and multiple payment options, personal privacy and security, product price and quality, the speed of access and after sales service were few major factors that affect the student's behaviour towards online shopping.

KEYWORDS: E-Commerce, Online Shopping, Consumer behaviour, Products, Consumer.

INTRODUCTION

Electronic commerce, generally known as e-commerce, is trading in goods or services using several computer networks, such as the Internet. Electronic commerce ties on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and computerized data collection systems. **“Online Shopping is the process whereby customers directly buy products or services from a seller in real-time, without an intermediary service, over the Internet.”** Online Shopping is a major part of the overall electronic commerce, or e-commerce, business which comprises of all the buying and selling of products and services over electronic systems such as the internet and other computer networks by businesses and other agencies. With the range of the internet, the amount or trade that is conducted electronically has been extraordinary growth; and has led to innovations and development in areas such as electronic funds transfer, electronic data interchange and internet marketing. Consumer Behaviour involves the thoughts and feelings people experience and the actions they perform in consumption processes. It also comprises all the things in the environment that influence these thoughts, feelings, and actions. These comprise comments from other consumers, advertisements, price information, packaging, product appearance, and many others. It is important to recognize from this definition that consumer behaviour is dynamic, involves interactions, and involves exchanges.

ONLINE SHOPPING

“Online shopping is a big part of e-commerce where customers buy products directly from the retailer over the Internet using a website or application. Online shopping has become very popular, because of time convenience and often very lower prices. In the festival time, online shopping saves an individual times and the hassle free searching several stores and then waiting in long queues to buy a particular products in the market.”

CONSUMER BEHAVIOUR

Consumer behaviour is the study of how, why and what people do when they buy products or avail of some services. It attempts to understand the buyer decision making process, both individually and in groups.

REVIEW OF LITERATURE

Ahuja B. (2018) described that Customer Perception towards Online Buying Behaviour of Electronic Products from Flipkart and Amazon. The main objective of the study is to understand the perception of the customer while choosing between Flipkart & Amazon shopping application giant. Comparison has been done based on the experience of the customer with these e-commerce giants in terms of their shopping experience; value added services, offers, customer satisfaction. The researcher has collected data through structured questionnaire from 100 respondents by using convenient sampling technique but a selection of sample was based on Random sampling technique. The researcher has used Simple percentage analysis and Correlations. Researcher has shown that the study consisted with all the aspects of major e-commerce players in India, Flipkart and Amazon. Customers prefer electronics products with good quality and modified features with reasonable price. Flipkart is trying very hard to reach the top position but Amazon India is giving very tough competition. Both Flipkart and Amazon India advertising were very innovative and attractive.

Debbarma S. and Debbarma S. (2018) have observed that Consumer's Behavior towards Online Shopping in Northeast India. The objective of researchers is to find out that consumers' preferences, self-efficacy, online retailer services, perceived usefulness, perceived simplicity of use, perceived suitability, and intention to use. In this research Quantitative approach is used. The researchers have used smart PLS 2.0M3 for the data and structural path analysis. The result concluded that perceived suitability and perceived ease of use are significantly influencing the intention to use online shopping, whereas perceived usefulness has no significant effect on it. **Jukariya T. and Singhvi R. (2018)** have analyzed A Study of Factors Affecting Online Buying Behavior of Students. The objective of the study is to analyze key factors which affect buying motives of students. Using structured questionnaire the researchers have collected the data from 100 Post Graduation students. The Random sampling technique is used for this research. The study was conducted in Udaipur city in India. The researchers have used Simple percentage analysis and concluded that student's online shopping behavior affected by transaction security and multiple payment options; personal privacy and security, product price and quality, the speed of access and after-sales service.

Pullokaran L. (2018) analyzed Consumer's Attitude towards Online Shopping of Smartphone. The objective of the study is to know the attitude of consumer's concerning online shopping of Smartphone and highlighting the behaviour of consumers. The data has been collected from structured questionnaire from 60 respondents

whose are user of internet shopping. The questionnaire was prepared after analyzing the various aspects of the research problem like Price, convenience and time saving which influence the consumer behavior for online shopping. The researcher has used Percentage method for the testing of hypothesis and concluded that majority of respondents prefer online shopping.

RESEARCH METHODOLOGY

The research is based upon primary and secondary data both. The primary data was collected through a questionnaire designed exclusively for the study. Secondary data was taken from research paper, journals, books, magazines and websites.

OBJECTIVES OF THE STUDY

The main objective of the study is to understand the Behaviour of students towards online shopping.

On the basis of this main objective, following sub objectives were expressed:

- 1) To study the online shopping behaviour.
- 2) To identify the mostly availed benefits of online shopping.
- 3) To identify the factors affecting online shopping Behaviour.
- 4) To analyze the consumers' satisfaction towards online shopping.
- 5) To identify most popular website among the online buyers of Gujarat state.
- 6) To understand the Risk and Problems of online shopping in India
- 7) To assess the attitude of consumers' towards online shopping.
- 8) To study about online shopping experience of consumers.
- 9) To study about the matters which will increasing consumers' confidence.

SAMPLING DESIGN

Researcher distributed 240 questionnaire from that researcher got 200 questionnaire back which is filled completely. The sample size of 200 respondents were selected from five major cities in the state of Gujarat with various geographical areas like – Ahmadabad, Surat, Baroda, Gandhinagar, Rajkot.

SOURCE OF DATA

In the study based on primary and secondary data. For the purpose of collection of data, questionnaire has been prepared and data was collected from the student's behaviour towards online shopping. The secondary sources of data like Internet, Journals Periodicals, Magazines, Books, Ph.D. Theses and Published Reports used for Literature Reviews.

REVIEW PERIOD FOR THE STUDY

The Survey was conducted During December 2019-2020.

TOOLS FOR ANALYSIS

The data collected through questionnaire were analyzed using Simple percentage analysis is used to understand the behaviour of the respondents for online shopping.

DATA ANALYSIS AND INTERPRETATION

Table – 1 Demographic Profile of the Respondents

N = 200

Sr. No.	Particular	Category	Frequency	Percentage (%)
1	Gender	Male	70	35%
		Female	130	65%
2	Age	Below 20 years	35	17.50%
		20 to 25 years	140	70%
		26 to 30 years	25	12.50%
3	Marital Status	Married	20	10%
		Unmarried	180	90%
4	Educational Qualification	Graduation	70	35%
		Post - Graduation	100	50%
		Professional Course	25	12.50%
		Others	05	2.50%
5	Occupation	Students	120	60%
		Govt. Employed	10	05%
		Private Employed	60	30%
		Own Business	08	04%
		Others	02	01%
6	Monthly Family Income	Rs. 20,000 – Rs. 25,000	21	10.50%
		Rs. 25,001 – Rs. 30,000	46	23%
		Rs. 30,001 – Rs. 35,000	73	36.50%

	Rs. 35001 – Rs. 40,000	34	17%
	Above Rs. 40,000	26	13%

Interpretation

Table 1 shows that out of all online buyers 35% were male and rest 65% were female buyers. Talking in context of age, 70% students were falling in the age group ranging between 20-25 years. On the other hand very few respondents 12.50% were belonging in the age group ranging from 25-30 years. Apparently, the largest proportion of respondents i.e. 50% students were pursuing their master's degree while 35% of respondents were studying Graduation programmer and 12.50% of respondents were studying professional course. Largest number of respondents were those whose monthly family income was in the range Rs. 35,001 to Rs. 40,000 (17%). 36.5% of online buyers had family monthly income of Rs. 30,001 to Rs. 35,000. Only 13% of respondents were having family monthly income of Above Rs. 40,000 Respectively. Out of 100 respondents 90% were unmarried rest were married.

Table – 2 Frequency Distribution of the Students Behaviour towards Online Shopping

(SA = Strongly Agree, A = Agree, N = Neutral, DA = Disagree, SDA = Strongly Disagree)

Sr. No.	Particulars	SA	A	N	DA	SDA
	Factors Affecting Online Shopping:					
1.	Transaction Security and Multiple Payment Options	166	34	00	00	00
2.	Personal Privacy and Security	182	10	08	00	00
3.	Product Price and Quality	92	98	10	00	00
4.	Warranty or Guarantee on the Product	38	106	56	00	00
5.	Convenience and Saves time	158	40	02	00	00
6.	All time shopping accessibility	96	28	60	16	00
7.	Easy of Product Price and Quality	112	54	26	08	00
8.	Shorter Delivery Period	18	16	136	20	10
9.	Promotion and Advertisement	50	68	22	60	00
	Important of Online Shopping:					
10.	Convenience	158	40	02	00	00

11.	Money Saving	150	25	20	05	00
12.	Time Saving	158	40	02	00	00
13.	24 Hours Accessibility	96	28	60	16	00
14.	Wide variety of brand choice	98	90	02	10	00
15.	Easy of Comparison	112	54	26	08	00
16.	Product return and Money refund	150	30	15	05	00
17.	Offers/ Discounted Prices	136	58	06	00	00
	Consumer Satisfaction towards Online Shopping					
18.	Reliability of Product Information	78	40	30	20	32
19.	Reliability of Web Advertisement	112	54	26	05	03
20.	Assuring Product Quality	92	98	10	00	00
21.	Affordable Price of Products	92	98	10	00	00
22.	Security in Payment Process	90	80	20	10	00
23.	Safety of the Products	170	10	12	08	00
24.	Display of Product images	38	106	56	00	00
	Problems of Online Shopping					
25.	Difficult to contact seller	32	20	30	40	78
26.	Delivery Conditions changed after transaction	03	05	26	54	112
27.	Received wrong and damaged products	00	00	10	98	92
28.	Poor customer service	00	08	26	54	112
29.	Difficult to change defective product	20	08	60	51	61
30.	Confused by over choices	50	04	02	38	106
31.	Fear of on-time delivery after payment	49	32	56	08	55
32.	Fake online reviews	23	34	78	09	56

Interpretation

Consumers' buying behaviour is basically affected by many factors. The researcher has portrait various level of agreement with respect to different factors in table that affect online shopping behaviour of students. Majority of students (91%) strongly agreed that personal privacy and security plays a great role in deciding customers' decision about buying products online or not. A large number of students (83%) were strongly agreed that the checkout page is the final stop on people's shopping journey and one of the best ways to increase conversions and sales is to make transaction easy and providing multiple payment options. 79% students were having no doubt with the factor of online shopping that it saves time and comparatively easier than the physical store. Majority of 68% students strongly agreed that all the discount offers announced by any virtual shopping agency is the important factor in this context. Once the purchase is made by customer how he has been taken care by company motivates them to buy from that company in future also. The data is making the thing clear that there are various issues which make people go for online shopping or not. But the one factor which uncountable has great impact on their online buying is the personal privacy and security followed by transaction security and multiple payment options and convenience and save time. So, upon all this we can conclude the results of study might confidently improve the general knowledge and awareness about e-commerce and might become an orientation for some future studies.

CONCLUSION

The current study is descriptive in nature and it has made an attempt to understand the behaviour of Indian consumers towards online shopping. Students usually prefer to buy goods from its original source and they mostly prefer online shopping. In this study it is concluded that the trend of online shopping among the students of age group 21 to 30 is more all of the students under study belong to post graduation group. From the above discussion, it is concluded that future of online shopping in India looks very bright.

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