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BEYOND THE PARAPET: STUDENTS AND ONLINE SHOPPING

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ABSTRACT :

Due to the widespread availability of the internet and the use of e-commerce by traders, online shopping has increased dramatically in recent years. Since college students make up the majority of online shoppers, this study aims to determine their attitudes toward online shopping. The study, "Beyond the Parapet: Students and Online Shopping," was conducted among Arts and Science College students in Nagercoil town, Kanniyakumari District, to determine levels of awareness and satisfaction regarding online shopping.

Keywords: Attitude, online shopping, behavior, college students

INTRODUCTION :

Online shopping is a type of electronic commerce that enables customers to use a web browser to directly purchase goods or services from a vendor over the internet. Customers can use a shopping search engine to look for a product they are interested in, which shows the availability and price of the same goods at many online stores, or they can visit the retailer's website directly.

Since online shopping is one of the industries with the fastest rate of growth, technology is one of the key elements that is essential to it. With particular reference to Scott Christian College, the current study focuses on college students' awareness of internet buying. Students also like online purchasing over in-store shopping due to its ease of use, prompt delivery, simple return policies, and convenient payment methods.

NEED FOR THE STUDY :

As stated in the project title, the goal of the study is to determine the level of awareness among students regarding online shopping as well as the issues that customers face; therefore, a study is carried out to provide an exposure to this case. The study aims to determine the respondents' precise level of satisfaction with online shopping.

REVIEW OF LITERATURE :

In the context of shopping, time is also thought to be a factor that correlates with the intention to buy, according to Hansen and Jensen (2009). Customers' perceptions of time are thought to influence their decision to shop online. Customers who are time-conscious and choose stores that offer quick shopping are those who want to finish their shopping trip as quickly as possible; those who detest shopping and seek for time-saving retail establishments are referred to as "problem-solvers" or economic shoppers.

Perceived risk, as described by Cox and Rich (1964), is the degree of uncertainty or consequences that a buyer may experience when considering a specific purchasing transaction. Similarly, perceived risk was characterized by Gronhaug (1976), Newall (1977), and Upah (1980) as the degree of uncertainty and the possibility of negative outcomes in a purchase scenario. Perceived risk raises psychological costs when an individual experiences discomfort, according to Stone and Gronhaug (1993). Walker and Johnson (2006) claimed that there are two primary issues with perceived risk. The technical performance or functional dependability of the service delivery system comes first, followed by privacy and security concerns. One could consider the consequences to be psychological goals, functional or performance goals, or the resources (money, time, and effort) used to achieve those goals (Park and Stoel, 2005).

Lotz, Eastlick, and Shim (1999) define excitement as a pleasant emotional state accompanied by a high degree of delight and stimulation (Russell, 1980). According to Dawson (1990), excitement can also be linked to achieving retail results. Excitement has been identified as the primary feeling that draws customers to a shopping mall. According to Jeong, Fiore, Niehm, and Lorenz (2009, p.109), who cited Eroglu, Machleit, and Davis (2003) and Mano and Oliver (1993), arousal is the degree of stimulation, excitement, and attentiveness, whereas emotional pleasure is the degree of enjoyment and pleasantness; Consequently, customer experiences and the inclination to visit a website may be mediated by aspects of emotional pleasure and arousal.

Similarly, customers are more likely to buy a product from a website if they have a more pleasurable buying experience (Monsuwe, Delleart, and Ruyter, 2004).

McMillan and Hwang (2002) describe interactivity as time, user control, and communication direction. Both online and physical buying can benefit from interaction. The degree of communication between the customer and the seller, as well as the availability of precise and easily readable information, determine the parameters of interaction in an online setting (Park and Stoel, 2005). Interactivity in an offline setting will be determined by the mall's ambiance as well as the interactions between customers and the store's advertiser.

STATEMENT OF THE PROBLEM :

Children, young people, and the elderly these days like to purchase online. The majority of college students' purchases are made online. However, a lot of people are still unaware about online buying. Additionally, there are various issues with internet shopping. The thing that students purchase online might not be of high quality, and there is no guarantee. Additionally, there is no guarantee that the product will be satisfactory after delivery. Certain e-commerce sites might not be secure; they might sell goods at inexpensive prices, but they might also steal your personal information and credit card information. Therefore, the researcher made an effort to determine the degree of awareness regarding internet purchasing.

OBJECTIVES OF THE STUDY

- To know, why students prefer online shopping.
- To analyze the level of satisfaction of the students towards online shopping.

RESEARCH METHODOLOGY :

This study uses the survey method and is empirical in nature. Both primary and secondary sources of the data were gathered.

A structured questionnaire has been the primary data gathering technique utilized in this investigation. The study's respondents are Nagercoil Town college students, and it is based on 100 samples. Personal interviews were used to gather the study's primary data. Convenience sampling was the method used to collect the samples.

The secondary data for the study was gathered from a variety of publications, including periodicals, journals, and pamphlets.

DATA ANALYSIS :

Students Preference towards Online Shopping

One sample T-test has done to find out the students preference towards online shopping.

H₀: The College students neither prefer nor dislike online shopping.

Table I

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Reasons to prefer online shopping	100	3.49	.370	.037

Table II

One-Sample Test

	Test Value = 3					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Reasons to prefer online shopping	13.173	99	.000	.488	.41	.56

Source: Calculated data

As the t value 13.173 is high, which is significant at .000, we reject the hypothesis and conclude that the college students either prefer or dislike online shopping.

Further, as the mean value is 3.49 which is high, this states that the students have high preference towards online shopping.

Students Attitude Towards Online Shopping.

One sample T-test has done to find out the students attitude towards online shopping.

H₀: The College students neither have positive attitude nor have negative attitude towards online shopping.

Table III**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Attitude towards online shopping	100	3.77	.343	.034

Table IV**One-Sample Test**

	Test Value = 3					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Attitude towards online shopping	22.479	99	.000	.770	.70	.84

Source: Calculated data

As the t value 22.479 is low, which is significant at .000, we reject the hypothesis and conclude that the college students either have positive attitude or have negative attitude towards online shopping.

Further, as the mean value is 3.77 which is high, this states that the students have positive attitude towards the online shopping.

Gender in terms of Satisfaction Level in Online Shopping.

Chi-square test has been done to find out the relationship between the gender in terms of satisfaction level in online shopping.

Ho: There is no significant variation between the gender in terms of satisfaction level in online shopping.

Table V**Gender * satisfactionlevel Cross-tabulation**

		Satisfactionlevel				Total
		Satisfied	highly satisfied	moderate	highly dissatisfied	
Gender	Male	19	3	15	3	40
	Female	26	5	28	1	60
Total		45	8	43	4	100

Table VI**Chi-Square Tests**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.624 ^a	3	.453
Likelihood Ratio	2.610	3	.456
Linear-by-Linear Association	.034	1	.855
N of Valid Cases	100		

Source: Calculated data

The chi-square value is 2.624 and the p value is .453, which is not significant . Thus the hypothesis is accepted. Further we conclude that there is no significant variation between the gender in terms of satisfaction level in online shopping.

SUGGESTIONS :

The researcher has made personal contact with the respondents who have purchased products and services through online. It is concluded that most of the respondents have positive opinion about online shopping, though there are so many problems to be improved by the vendors and service providers. Quality should be as prescribed in the specification.

Even though consumers are educated they are not interested to purchase products through online because of infrastructure shortage, they do not know how to order the product online and they have lack of confidence on payments.

Implementing precautionary steps to solve these problems shall create consumer confidence on online shopping. The reliability and responsiveness of the delivery system is the key success factor for any online business and this will attract the consumers repurchase intention.

CONCLUSION :

Due to fast moving lifestyle, online shopping has been growing drastically in India. With developed internet penetration, increasing adoption of devices like smartphones, tablets, and laptops, and access to the Internet and the shift in buying behavior among the consumers has contributed to the rapid growth of the online consumer base. No doubt that the increase of online shopping has become a trendy way for consumers to shop over internet.

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