

Awareness Level of College Students Regarding Online Shopping

VANSHIKA TEWARI¹ AND RASHMI SINGH^{*2}

¹M.Sc. Student and ²Incharge

Department of Resource Management and Consumer Science

College of Home Science, C.S.A. University of Agriculture and Technology, Kanpur (U.P.) India

ABSTRACT

Online shopping has been increasing day by day in this modern era but still people are not fully aware about it. The present study aims to determine the awareness level of college students regarding online shopping. The research comprises sample size of 120 respondents, specifically students of under graduation, post graduation and Ph.D. through random sampling. For data collection a self structured questionnaire was given to respondents through two ways i.e. online platform and interview schedule. The study concludes that respondents were not fully aware about various things including different shopping portals, rules related to return, complaint and refund, etc.

Key Words : Online shopping, Internet, e-commerce, Awareness, Consumers

INTRODUCTION

E-commerce is rapidly gaining ground in India, with an increasing number of consumers opting for online shopping due to its convenience, availability, and affordability. This change has brought about a shift in the traditional marketing strategies from brick-and-mortar stores to online platforms. The total interaction between marketers and consumers is being significantly influenced by the online buying environment (Koo *et al.*, 2008).

The country's large and diverse population, coupled with the increasing use of smart phones and the availability of high-speed internet access, has made online shopping more accessible than ever before. Furthermore, the government's push towards digitalization and the implementation of policies that promote e-commerce has provided a favorable environment for the growth of this industry. The introduction of payment systems such as digital wallets and cash on delivery has also boosted online transactions. However, challenges such as lack of knowledge about online shopping, low internet penetration rates in rural areas, lack of awareness and a lack of trust in online transactions continue to impede the widespread adoption of e-commerce in India. According to Nagra

and Gopal (2013), demographic factors (consumer age, gender, marital status, family size, and income) have a significant impact on online shopping parameters like customer satisfaction, future purchase intention, frequency of online shopping, the number of items purchased, and overall expenditure in online shopping.

METHODOLOGY

To achieve the objectives of the present study, the study area was purposively selected namely three districts of U.P. i.e., Ayodhya, Lucknow and Kanpur. Study was carried out from November to June in the year 2022-2023. Respondents were selected randomly for the study. Total 120 respondents (under graduate, post graduate and Ph.D. students from different stream) were selected for the present study. The self-structured questionnaire was prepared in order to collect information to obtain the objectives of the study.

For collection of online data from the respondents the self structured questionnaire was disseminated via social media platforms like whatsapp, gmail, etc. For the collection of offline data, structured interview schedule was prepared to get responses from the respondents. In

120 responses from the respondents, there were 90 responses received from online survey and the rest 30 responses were collected from offline/ structured interview schedule. Statistical analysis was done using mean, standard deviation, Chi- square and percentage.

RESULTS AND DISCUSSION

General Information of Respondents :

Statistical analysis of survey results revealed that 70.8 per cent of the respondents were female followed by 29.2 per cent respondents were male. More than 50 per cent of respondents were pursuing under graduation and only 28.3 per cent of respondents were post graduate students (Table 1).

Table 1 : General information of respondents (N=120)			
Sr. No.	Distribution of Respondents According to	Frequency (n)	Per cent (%)
1.	Gender		
	Male	35	29.2
	Female	85	70.8
2.	Religion		
	Hindu	109	90.8
	Muslim	7	5.8
	Sikh	4	3.4
3.	Caste		
	General	72	60.0
	OBC	28	23.3
	SC/ ST	20	16.7
4.	Type of family		
	Nuclear family	75	62.5
	Joint family	45	37.5
5.	Family size		
	3 to 4 members	43	35.8
	4 to 6 members	44	36.7
	6 to 8 members	14	11.7
	8 to 10 members	19	15.8
6.	Marital status		
	Single	114	95.0
	Married	6	5.0
	Divorcee	-	-
7.	Household income monthly		
	Below Rs. 1230/-	2	1.7
	Rs. 1230 to Rs. 2464/-	17	14.2
	Rs. 2465 to Rs. 4109/-	16	13.3
	Rs. 4110 to Rs. 8219/-	12	10.0
	Rs. 8220 and above	73	60.8
8.	According to degree pursuing		
	UG	68	56.7
	PG	34	28.3
	PhD	18	15.0

Awareness Regarding Online Buying Behavior:

It was found that majority of respondents (87.5%) were using internet for information search followed by use of internet for social media and chatting (70.0%). Respondents who were using internet for e-mails and work were 41.7 per cent and only 31.7 per cent of the respondents were using internet for banking facility (Table 2). Sinha and Kim (2012) in their study revealed that the majority of respondents use the internet primarily for either e-mail communication 67%, for work 21% and online banking at 22% while the current study revealed that internet is mainly used for information and for social networking purpose by the respondents.

Table 2 : Distribution of respondents as per their use of internet (N=120)		
Use for Internet	Frequency(n)	Per cent (%)
Information search	105	87.5
E-mails/ work	50	41.7
Chatting/ Social networking	84	70.0
Entertainment	83	69.2
Banking	38	31.7
Shopping	80	66.7

About 75.8 per cent of the respondents knew about online shopping through their friends and relatives followed by 70.0 per cent of the respondents get to know through social media platforms. TV advertisements also contributed in creating awareness about online shopping through which 60.0 per cent of the respondents got aware. While through different websites only 33.3 per cent of the respondents got to know about online shopping and only 25.8 per cent of the respondents knew about online shopping through newspaper and magazine (Fig. 1). While Sharma and Jhamb (2020) in their study revealed

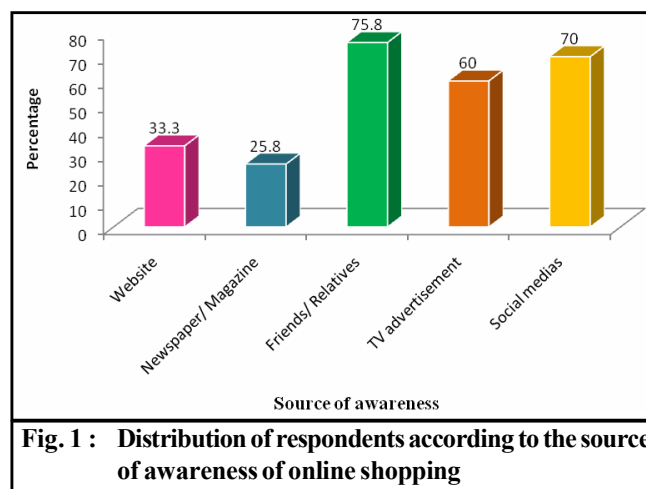


Fig. 1 : Distribution of respondents according to the source of awareness of online shopping

Table 3 : Distribution of respondents according to their awareness level and usage of shopping portals

Know about shopping portals	Know about shopping portals		Used of shopping portals		χ^2	P- level
	F(n)	%	F(n)	%		
Amazon	115	95.8	109	90.8	2.411	p >0.05
Flipkart	110	91.7	90	75.0	12.001**	p <0.01
Shopclues	29	24.2	6	5.0	19.918**	p <0.01
Snapdeal	56	46.7	31	25.8	11.269**	p <0.01
Meesho	106	88.3	90	75.0	7.124**	p <0.01
Swiggy	112	93.3	80	66.7	26.667**	p <0.01
Zomato	100	83.3	88	73.3	22.737**	p <0.01
Netmeds	38	31.7	16	13.3	11.565**	p <0.01
PharmEasy	38	31.7	11	9.2	18.694**	p <0.01
Citymall	48	40.0	20	16.7	16.088**	p <0.01
Other	24	20.0	14	11.7	3.127	p >0.05

(* significant at 5.0% and ** significant at 1.0%)

that 46% of users said social media is important for information sharing and product selection.

The knowledge and usage of shopping portals by the respondents revealed that majority of respondents 95.8 per cent of youth knew about amazon site and 90.8 per cent of respondents were using amazon portal for shopping. *Swiggy* portal was found to be the second most used portal by students (66.7%). Other portals including shopclues, netmeds, pharmeasy and city mall were less known and used by the respondents (Table 3). Whereas Pise *et al.* (2021) found that Flipkart was rated as the most preferred source of online shopping followed by Amazon.

The analysis of number of times (during past six months) respondents had bought things in online buying revealed that 48.3 per cent (27.5 % undergraduate students, 13.3 % post graduate students and 7.5 % Ph.D. students) of the respondents had bought things in online buying for less than 5 times followed by 26.7 per cent (15.8 % under graduate students, 7.5 % post graduate students and 3.3 % PhD students) of the respondents had bought online for 5 to 10 times during past six months. And respondents who had bought for 11 times or more were 18.3 per cent (6.7 % under graduate students, 7.5 % post graduate students and 4.2 % Ph.D. students). There were only 6.7 per cent of under graduate students who had not bought anything during past six months. Gupta and Khincha (2015) found that 20% of respondents rarely purchase online, compared to 30% who do so frequently and 50% shops occasionally and Rao and Hymavathi (2018) revealed that 28% respondents purchased once in a month, followed by 14% once in three months and 15% once in a year.

The number of times consumer had been either satisfied or not with the product which they had bought in online shopping revealed that 53.3 per cent of the total respondents were not satisfied with the product they had bought from online shopping portals while only 46.7 per cent of the respondents were satisfied with the products, they had purchased in online shopping (Table 4). The resolving factor for the situation when consumers were not satisfied with the product is given in Table 5. About 70.0 per cent of the respondents chose to return or refund the product when they were not satisfied with the product followed by 53.3 per cent respondents preferred replacing the product when they were not happy with the product. The respondents who preferred complaint about the product when they were not satisfied with the product were 51.7 per cent. It was found that 78.3 per cent of the respondents were aware about rules related to return and refund policy followed by 0.55.8 per cent of the respondents were aware about rules associated with the

Table 4 : Distribution of respondents according to their satisfaction with the product

Satisfied with product	Frequency (n)	Per cent (%)
Yes	56	46.7
No	64	53.3
Total	120	100.0

Table 5 : Distribution of respondents according to resolving factor for dissatisfaction

Resolving factor for dissatisfaction	Frequency (n)	Per cent (%)
Complaints	62	51.7
Replace	64	53.3
Return/ Refund	84	70.0

replacement of the products in online shopping. Only 49.2 per cent of the respondents knew the rules related to complaint in online shopping.

It was revealed that 33.3 per cent of respondents spent Rs. 500 to Rs. 1000 in a month followed by 20.0 per cent of the respondents who spent less than Rs. 500 per month for buying goods in online shopping. The respondents who spent Rs. 1000 to Rs. 1500 monthly in online shopping were 46.7 per cent (Table 6). Rao and Hymavathi (2018) revealed the average monthly cost for online purchases was Rs. 1,000 or less for 35% of respondents.

Table 6 : Distribution of respondents according to expenditure in a month for online shopping

Spend money in online shopping in a month	Frequency(n)	Per cent%
Less than Rs 500/-	24	20.0
Rs. 500 to Rs. 1000/-	40	33.3
Rs. 1000 to Rs. 1500/-	22	18.3
Rs. 1500 to Rs. 2000/-	18	15.0
More than Rs. 2000/-	16	13.4
Total	120	100.0

Fig. 2 clearly indicates that 85.0 per cent of the respondents preferred cash on delivery for the payment in online buying services followed by 65.8 per cent of the respondents preferred online payment option for paying the amount in online shopping. The study found that 18.3 per cent of the respondents used debit card and only 9.2 per cent of the respondents used credit card for the payment of commodities that they had bought from online shopping portals. While Jain and Bhardwaj (2022) revealed that majority of respondents which is 55% prefer to pay by cash on delivery, net banking is used by 10%,

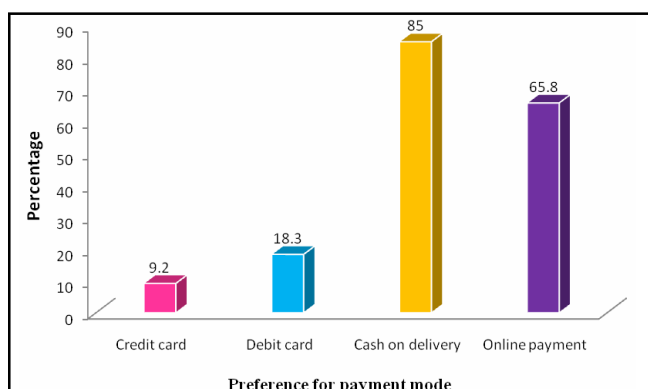


Fig.2 : Distribution of respondents according to preference of payment mode

debit cards are used by 50%, and credit cards are used by 20%.

The frequency of buying different commodities online by the respondents is given in Fig. 3. Majority of respondents *i.e.* 97.5 per cent had bought clothing from various online portals as per their requirement and desire followed by 96.7 per cent of the respondents had bought food (63.3 % ordered cooked food and 25.5 % respondents ordered convenience food) and made it the second largest commodity bought online by the respondents. After clothing and food, 63.3 per cent respondents highly bought footwear in online shopping which makes it the third highly bought commodity in online shopping. The results also revealed that other products bought by the respondents were books by 58.3 per cent respondents, electronic gadgets by 56.7 per cent respondents, beauty care products by 55.8 per cent respondents, accessories (including bags, belts, glasses, etc.) by 54.2 per cent respondents, 46.7 per cent respondents prefer to buy medicine (prescribed medicine by 48.3 per cent and supplement by 94.2 per cent) and grocery by 45.8 per cent of the respondents. While tickets (either for transportation or movie) were bought by 35.0 per cent respondents, 33.3 per cent preferred to bought stationary from online shopping, 31.7 per cent of the respondents even preferred to bought fruits or vegetables from online buying and the frequency for fitness equipment were 30.8 per cent of the respondents. The

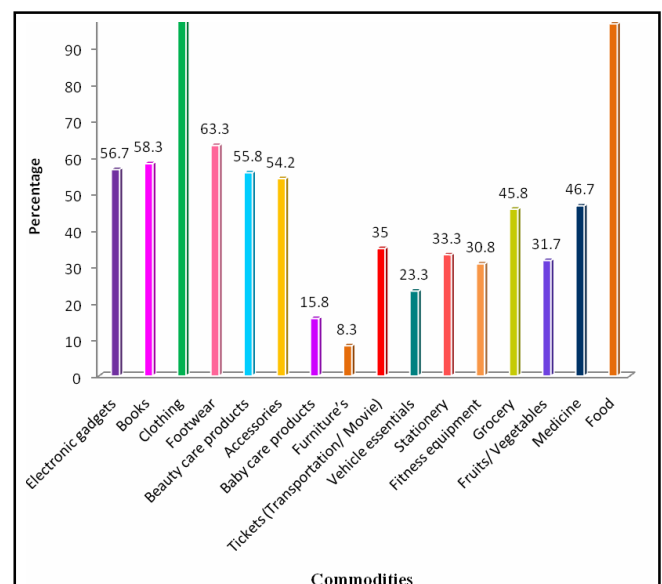


Fig.3 : Distribution of respondents according to preference for buying commodity in online shopping

least bought commodities were vehicle essentials by 23.3 per cent respondents followed by baby care products by 15.8 per cent respondents and only 8.3 per cent of the respondents preferred to buy furniture through online shopping. While Rungsisawat *et al.* (2019) revealed that most chosen category for online shopping was buying clothes, accessories, apparels which was 34%, then 22% people chose others in which respondents wrote travel/hotel booking etc., 20% respondents bought gadgets and electronics online, 14% respondents tended to purchase daily use items online, 2% bought cinema tickets online and the remaining 2% bought books and magazines online and Jain and Bhardwaj (2022) found that 70% of respondents prefer electronic, 68% prefer apparel, 56% prefer home utilities, and 47% prefer to purchase groceries when purchasing items.

Conclusion:

The present paper concludes that female respondents are more active than male respondents in the matter of online buying. Respondents tend to use mobile more than computer or laptops for online shopping or any other online work as it is convenient and easy to carry. The study reveals that majority of the respondents know about the Amazon online shopping site and its usage is also very high among all the portals including Flipkart, Meesho, Snapdeal, etc. The study depicts that all the respondents are using online services including online shopping but they are not fully aware about it in every aspects like complaint, return, cash back, refund, sales, discounts, offers, payments, etc. Respondents mostly use online shopping for clothing and food which shows their lack of knowledge and trust about other products including furniture and electronic gadgets. The study recommends that online shopping portals should make their portal more user-friendly *i.e.* by providing assessment help and

simplifying the procedure of complaint, refund and return.

REFERENCES

- Gupta, D.K. and Khincha, P.K. (2015). Factors influencing online Shopping behavior of customers: An Empirical Study. *Common Wealth Journal of Commerce and Management Research*, **2**(7) : 39-50.
- Jain, A. and Bhardwaj, A. (2022). A Study On Consumer Buying Behavior Towards Online Shopping. *International Journal Of Creative Research Thoughts*, **10** (3).
- Koo, Dong-Mo, Kim, Jae-Jin and Lee, Sang-Hwan (2008). Personal values as underlying motives of shopping online. *Asia Pacific Journal of Marketing and Logistics*, **20**(2):156-173.
- Nagra, G. and Gopal, R. (2013). A study of factors affecting on online shopping behavior of consumers. *Internati. J. Scientific & Research Publications*, **3**(6) : 1-4.
- Pise, A.A., Sawalkar, R.S. and Saxena, V.D. (2021). An Analytical Study on Online Consumer Buying Behaviour With Reference To E-Shopping Portals (B2C). *International Journal of Management (IJM)*, **12**(3).
- Rao, M. B., Hymavathi, C. L., and Rao, M. M. (2018). Factors affecting female consumer's online buying behavior. *Academy of Marketing Studies Journal*, **22**(2) : 1-20.
- Rungsisawat, S., Joemsittiprasert, W., and Jermstittiparsert, K. (2019). Factors determining consumer buying behaviour in online shopping. *International Journal of Innovation, Creativity and Change*, **8**(8) : 222-237.
- Sharma, A., and Jhamb, D. (2020). Changing consumer behaviours towards online shopping-an impact of Covid 19. *Academy of Marketing Studies Journal*, **24**(3) : 1-10.
- Sinha, J., and Kim, J. (2012). Factors affecting Indian consumers' online buying behavior. *Innovative Marketing*, **8**(2).
