



AN INFLUENCE OF ONLINE SHOPPING HABITS AMONG THE COLLEGE STUDENTS WITH SPECIAL REFERENCE TO THRISSUR DISTRICT

Asst. Prof. Vipin Benny

Research Department of Commerce

St. Thomas' College (Autonomous), Thrissur, Kerala

Email Id: vipinbenny5@gmail.com, Mobile: 9656089598

Abstract

Online shopping is the process of buying goods and services from merchants over internet. Since the emergence of the World Wide Web, merchants have sought to sell their products to people who spend time online. Consumers can buy a huge variety of items from online stores, and just about anything can be purchased from companies that provide their products online. Books, clothing, toys, hardware, software and health insurance are just some of the hundreds of products consumer can buy from online stores. Many people choose to shop online because of the convenience. Online stores almost never close. The internet has generated a tremendous level of excitement through its involvement with all kind of electronic business and procedures ranging from e-Commerce, e-Business, e-CRM, e-Supply chain, e-Marketing, Payment and e-Governance. There are so many people purchase goods through internet, among these people the major role is played by our young

generation. So this study aims to analyze the online shopping habits among college students.

Keywords: Online shopping, Online Payment, Consumer Behaviour, E-commerce, E-business

Introduction

The era 1960- 1982 seen the rise of electronic commerce with the development of EDI (Electronic Data Interchange). EDI replaced traditional mailing and faxing of documents with a digital transfer of data from one computer to another. Trading partners could transfer orders, invoices and other business transactions with EDI. Later in 1979 English inventor and entrepreneur Michael Aldrich invented online shopping, to enable online transaction processing between consumers and businesses, or from business to business. It is a form of electronic commerce allowing consumers to directly buy goods or services from a seller over the internet without an intermediary service. Aldrich's techniques later become known as e-commerce.

Literature Reviews



Issac J.Gabriel (2007) studied online consumers risk perceptions and revealed a “cognitive/ map” of their attitudes and perceptions to online risk. It was accomplished by composing a master list of online hazards and activities, measuring current level of perceived risk, desired level of risk, and desired level of regulation associated with them ,composing a master list of online risk characteristics , determining online risk dimensions and revealing position of each online hazard or activity in the factor space diagram. A factor space diagram captures a graphical representation of the results of the factor analysis .This study is still in progress and results are not available yet.

Guda Van Noort ,M A ,Peter Kerkhof ,PhD and Bob M. Fennis ,Ph .D (2007) in two experiments , the impact of shopping context on consumers risk perceptions and regulatory focus was examined . They predicted that individuals perceive online shopping environment more risky in nature .the Study 1 demonstrate these effects by using self-report measures for risk perception and prevention focus. In Study 2, replicated these findings and demonstrated that the effect of online shopping environment carries over to behavior in a domain unrelated to shopping.

Sinha P. Kar S. (2007) studied *An Insight into the Growth of New Retail Formats in India*. Their study investigates modern retail developments and growth of modern formats, challenges and opportunities available to the retailers to succeed in India. They conclude that it is all not about deciding the format

but all about serving the consumer better, faster and at less cost. The most important issue in e – tailing is the credibility and trustworthiness of the supplier. They added that consumer is the focus of retail business and retailers should serve the consumer, better, faster and at less cost.

Othman N (2008) studied integrating consumer trust in building an e-commerce website. His research aims to find a practical solution on how to integrate trust during the design and development process of e-commerce website. This research examines the consumers trust and behavior by understanding the concept of trust, reviewing several trust related models and mechanisms. He found out that consumer’s characteristics have direct influence on consumer purchasing intentions while web merchants have trustworthiness characteristics such as ability and benevolence for consumers to evaluate and decide.

Delafrooz.N,Paim. L, Harin .S, Sidin.S,Khatibi. A, (2009) studied *Factors Affecting Students Attitude towards Online Shopping*. The main aim of the study was to examine the significance of attitude towards online shopping. They have adopted questionnaire as a data collection tool and conducted the survey of 500 post graduate students with the help of random survey .They studied the factors related to the online shopping orientation (Includes Utilitarian Orientation and Hedonic Orientation) and perceived benefit (includes Homepage, wider selection, price, customer service etc) that affect attitude toward online shopping. The findings suggest



that utilitarian orientations convinces, prices and wider selection are an important determinant of consumers attitude towards online shopping.

Yu lee,Ching Takming , Journal Of Electronic Research , VOL 12 , (2009) the main purpose of this study is to use the structural equation modeling (SEM) to explore the influence of online bookstore consumers perception on their purchase intention. Through the literature review four main constructs were used to establish a casual relationship between the online shopping and consumers purchase intention. Questionnaires based on four constructs were designed and distributed to the consumers of online bookstores; AMOS software as analytical tool was used to build and confirm SEM model. Results in this study show that product perception, shopping experience and service quality have positive and significant influence on consumers purchase intention. Perceived risk has negative influence on consumers purchase intention and shopping experience is most important.

Soonyong Bae, Taesik Lee (2010) they investigate the effect of online consumer reviews on consumers purchase intention. In particular, they have examined whether there are gender differences in responding to online consumer reviews. The results show that the effect of online consumer reviews on purchase intentions is stronger fir female's than males. The negativity effect, that consumers are influenced by a negative review more than by a positive review , is also found to be more evident for females. These findings have practical implications for online sellers

to guide them to effectively use online consumer reviews to engage females in online shopping.

Ramin Azadavar, Darush shahbazi and Mohamed Eghbali Teimouri (2011) examined the factors influencing consumers perception of online shopping and developed a casual model that explains how this perception affects their online shopping behavior .Research found that factors like trust, customer income , price of products or services or security are more important to encourage people to purchase online the computer related products and services . On other side factors like product customization and price of the product were not much effective on purchasing behavior of the respondents. So high level of security in online marketing of computer related products and services has this potential to grow more and more to encourage people to reduce the time and cost of transaction. Most important concern regarding the online shopping is the security of transactions .The study intends to explore the understanding of consumer behavior regarding to the direct and indirect influences of perceptions of online shopping on consumer behavior. Based on analysis, first a factor analysis was conducted on the student's perception of 13 items, and three factors "convenience, anxiety regarding social "and "poor navigation" were extracted. A model was created reflecting the direct influence of three "perception" related factors on behavior or their indirect influence through consumer's attitudes.

Kanwal Gurleen (2012) focuses on the understanding of demographic profiles of adopters and non- adopters of online shopping. For this



purpose the data from 400 respondents was collected in the form questionnaire .The study has been conducted in 3 cities of Punjab .A sample of urban respondents were selected from Jalandhar ,Ludhiana and Amritsar .The paper also analyses the various reasons for the adoption and non-adoption of online shopping.

RESEARCH PROBLEM

Online shopping has become a new trend of shopping nowadays and is quickly becoming an important part of lifestyle. Due to wide spread internet access by people and e-commerce usage by traders, online shopping has been a massive growth in recent years. Young people have been the majority shoppers online and thus this study finds out the online shopping habits among college students.

OBJECTIVES OF THE STUDY

- To know the online shopping habits among college students in Thrissur district.
- To analyze the students level of satisfaction towards online shopping.

RESEARCH METHODOLOGY

The study is analytical in nature. Both primary and secondary data have been made use in the study. Survey method is used to collect the primary data. The questionnaire was prepared after analyzing the various aspects of the topic and utmost care was given to ensure that the questions included to suit the purpose of study. SPSS 16.0 was used for calculating the statistical measures and presenting the tables.

Determination of Sample size

In this study sample size is determined on the basis of the following equation:

$$n = \frac{z^2 \sigma^2}{e^2}. \text{ (General statistical formulae)}$$

Here, **n** = size of sample. **Z** = the value of standard Normal Variable at a given confidence level (It is 1.96 for 95% significance level), **σ** = standard deviation of the population (Here standard deviation of the variable which has the greatest variance has been taken- based on pilot study), **e** = acceptable error (it is assumed as 0.14)

$$n = (1.96)^2(1.17)^2 / (0.14)^2 = 268.30.$$

Therefore sample size is **270**.

Sample Design

The study based on aided and government arts and science colleges in Thrissur district. For the purpose of sampling design I will use multi stage sampling. In Thrissur districts, 76 arts and science colleges are included from different sectors. Among them 24 colleges will provide co-education for students. So the population of the study is 24 mixed aided and government arts and science colleges in Thrissur district. Among these populations three colleges were selected through simple random sampling method. Therefore I selected Sree kerala Varma College, St. Thomas College and Christ College from Thrissur



district. The students are selected on the basis of stratified sampling. The sample size of the study is 270 college students. Among these sample size 90

students are selected in each college on the basis of equal allocation of stratified sampling method.

Reliability Statistics

**Table 1
Reliability Analysis of Questionnaire**

Cronbach's Alpha	N of Items
.719	27

Source: Primary data

The cronbach's alpha is most widely used index for determining internal consistency (Kerlinger 1986). In order to check the internal consistency of the scaled statements, reliability analysis using Cronbach's

Alpha Reliability Test was done. Cronbach's Alpha for different scaled statements was .719 which is higher than the standard Cronbach's Alpha of 0.7. Hence it is proved that internal consistency of the scale as a whole is high and the questionnaire can be considered as highly reliable.

DATA ANALYSIS

Kolmogorov-Smirnov Z Test:

**Table 2
Checking the Normality of Distribution**

Level of satisfaction	Kolmogorov-Smirnov Z	P value
I'm satisfied with the products that purchased through online	2.921	.000
I'm enjoying online shopping.	3.415	.000
The procedure of online shopping is very easy for me.	3.005	.000
I feel comfortable for the payment of online shopping.	3.084	.000
Variety of products are available in online market	2.917	.000

The above table1 indicate the normality of distribution related to satisfaction of college student towards online shopping. Here the P value of all statements is less than 0.05. So the null hypothesis (H0) will be rejected. That means that the distribution of data is not normal. Hence, we have to follow non

parametric test to prove the difference occurred in the above data are statistically significant. So I have to use Chi- Square and Kruskal- Wallis H Test to check the difference in the mean value found in variable of gender, programme and year of study.

Gender wise Analysis of Level of Satisfaction

Hypothesis:



H0 = Students level of satisfaction towards online shopping habit is independent to gender.

H1 = Students level of satisfaction towards online shopping habit is dependent to gender.

Table 3

Gender wise Analysis of Level of Satisfaction

Level of satisfaction	Chi-Square	P value
I'm satisfied with the products that purchased through online	2.197	.008
I'm enjoying online shopping.	2.107	.000
The procedure of online shopping is very easy for me.	4.112	.038
I feel comfortable for the payment of online shopping.	6.012	.004
Variety of products are available in online market	5.095	.045

The above table 3 shows that the independency of level of satisfaction with respect to gender. Chi-square test was carried out at 5% level of significance. The P value of all statements is less than 0.05 except one. So we can conclude that the level of satisfaction is dependent to gender.

Course wise Analysis of Level of Satisfaction

Hypothesis:

H0 = Students level of satisfaction towards online shopping habit is independent to Course.

H1 = Students level of satisfaction towards online shopping habit is dependent to Course.

Table 4

Course wise Analysis of Level of Satisfaction

Level of satisfaction	Chi-Square	P value
I'm satisfied with the products that purchased through online	10.197	.000
I'm enjoying online shopping.	8.107	.001
The procedure of online shopping is very easy for me.	11.112	.000
I feel comfortable for the payment of online shopping.	6.012	.013
Variety of products are available in online market	7.095	.018

The above table 4 shows that the independency of the student. Chi-square test was carried out at 5% level of satisfaction with respect to course studied by level of significance. The P value of all statements is



less than 0.05. So we can conclude that the level of satisfaction is dependent to course.

Year of Study wise Analysis of Level of Satisfaction

Hypothesis:

H0 = There is no significant difference between students level of satisfaction with respect to year of study.

H1 = There is a significant difference between students level of satisfaction with respect to year of study.

Table 5

Year of study wise Analysis of Level of Satisfaction

Level of satisfaction	Chi-Square(Kruskal Wallis Test)	P value
I'm satisfied with the products that purchased through online	11.411	.004
I'm enjoying online shopping.	15.234	.015
The procedure of online shopping is very easy for me.	9.745	.009
I feel comfortable for the payment of online shopping.	6.171	.018
Variety of products are available in online market	4.583	.007

From the above table 5, we can understand that the P value of the level of satisfaction is less than 0.05. Therefore, we can reject the null hypothesis and conclude that there is a significant difference between students level of satisfaction with respect to year of study.

Most of the students are very much satisfied with the purchasing through internet. The 24 hours of operations will create a great impact among college students. The use of technology has opened new doors and opportunities that enable for a more convenient life style today.

Conclusion

Online shopping is more popular today with the increased usage of World Wide Web and its wide range of accessibility. The study shows that the college students are very much aware about the online shopping. So we can reveal that the young generation is the major users of online shopping.

References

Journals

[1]. Ajzen, I. (1985). From intention to actions: A theory of planned behavior. In: J. Kühn & J. Beckmann (Eds.), *Action-control: From cognition to behavior*, pp. 11–39. Heidelberg: Springer.



- [2]. Ajzen, I. (1988). *Attitudes, personality, and behavior*. Milton Keynes: Open University Press.
- [3]. Ajzen, I., & Fishbein, M. (1977). Attitude-behavior relations: A theoretical analysis and review of empirical research. *Psychological Bulletin*, 84, 888–918.
- [4]. Ajzen, I., & Fishbein, M. (1980). *Understanding attitudes and predicting social behavior*. Englewood Cliffs, NJ: Prentice-Hall.
- [5]. Anonymous (1982). The public's opinion of recycling. *Resource Recycling* (May/June), pp. 6–7.
- [6]. Bagozzi, R. P. (1982). A field investigation of causal relations among cognitions, affect, intentions, and behavior. *Journal of Marketing Research*, 19, 562–584.
- [7]. Bagozzi, R. P., & Dabholkar, P. A. (1994). Consumer recycling goals and their effect on decisions to recycle: A means-end chain analysis. *Psychology & Marketing*, 11(5).
- [8]. Bagozzi, R. P., & Warshaw, P. R. (1990). Trying to consume. *Journal of Consumer Research*, 17, 127–140.
- [9]. Bech-Larsen, T. (1995). *Danish consumer attitudes to the functional and environmental characteristics of food packaging*. Aarhus: The Aarhus School of Business, Department of Marketing. MAPP working paper.
- [10]. Becker, L. J., Seligman, C., Fazio, R. H., & Darley, J. M. (1981). Relating attitudes to residential energy use. *Environment and Behavior*, 13, 590–609.
- [11]. Belk, R. W. (1975). Situational variables and consumer behavior. *Journal of Consumer Research*, 2, 157–164.
- [12]. Belk, R. W. (1985). Issues in the intention — behavior discrepancy. In: J. N. Sheth (Ed.), *Research in consumer behavior*, pp. 1–34. Greenwich, CT: JAI Press.
- [13]. Berger, I. E., & Corbin, R. M. (1992). Perceived consumer effectiveness and faith in others as moderators of environmentally responsible behaviors. *Journal of Public Policy & Marketing*, 11, 79–89.
- [14]. Black, J. S., Stern, P. C., & Elworth, J. T. (1985). Personal and contextual influences on household energy adaptations. *Journal of Applied Psychology*, 70, 3–21.
- [15]. Borden, R. J. (1985). Personality and ecological concern. In: D. B. Gray (Ed.), *Ecological beliefs and behaviors*, pp. 87–122. Westport, CT: Greenwood Press.
- [16]. Chahal, P. (2015). Consumer orientation towards online buying via social media platforms. *international Journal in Commerce, IT & Social Sciences* .
- [17]. Guda Van Noort, B. F. (2007). online versus conventional shopping: consumers risk perception and regulatory focus.
- [18]. Gurleen, K. (2012). Consumers perception towards online shopping the case of Punjab. *Interbational Journal of Management & Information Technology* .
- [19]. J.Gabriel, I. (2007). *cognitive map* .
- [20]. Narges Delafrooz, L. H. (2009). Factors affecting students attitude towards online shopping. *African Journal of Business Management* .
- [21]. Piyush Kumar Sinha, S. K. (2007). An Insight into the growth of new retail formats in India. *Indian Institute Of Management* .
- [22]. Ramin Azadavar, D. S. (2011). The Role of Security as a customer Perception on customers' online purchasing behaviour. *Internatioanl conference on software and computer application* .
- [23]. Seyed Rajab Nikhashem, F. Y. (2011). Study on customer perception towards online ticketing in Malaysia. *International Research Conference and Colloquium* .
- [24]. Soonyong Bae, T. L. (2011). Gender differences in consumers' perception of online consumer reviews. *Electronic Commerce Research* , 201 - 214.
- [25]. Yu lee, C. T. (2009). journal of electronic Research. *journal of electronic research*.



Biographical sketch of Author:

Vipin Benny is an Assistant Professor at St.Thomas' College (Autonomous), Thrissur, Kerala specializing in the field of Finance. He is currently pursuing PhD from Mahatma Gandhi University and researching in the field of Patents. He has over seven year experience in teaching and industry. He has earlier worked as an internal auditor in ESAF Micro finance, now it is ESAF small finance bank. He has eight publications in various national journals and also presented nine papers at UGC sponsored national seminars.