Online Shopping Behaviour among Students with Special Reference to Ludhiana, Punjab, India

Dr. Pawan Kumar , Kanchan
Assistant Professor Mittal School of Business ,Lovely Professional University Phagwara

Punjab (India)
Assistant Professor Government College Malerkotla, Punjab (India)

Abstract

Online shopping has emerged in India as a new trend of shopping now a days and is quickly absorbed in our routine life. Due to wide spread internet access by shoppers and e - commerce widely usage by traders, online shopping is rapidly growing in recent years. Students have been the majority online shoppers so this study finds out the attitude of students towards online shopping. This paper attempted to find out the impact of factors like easy payment, wide variety of products, educational qualification on online shopping . The study was undertaken among the students of Ludhiana. The results of the study is that educational qualification of the respondents and factors influencing online shopping are independent.

INTRODUCTION

The growth rate of use of internet is very rapid in India and it provides a developing prospect for online business. The fastest growing community of online buyers has forced the traditional marketers of India to rethink and due to change in buying behaviour they convert themselves in E-marketers. But E-marketers need to know the factors effecting online Indian buying behaviour and the relationship between these factors, and then they can further develop their marketing strategies to convert tentative buyers into active ones, while to maintain existent online shoppers. This project is a part of study, and focuses on factors which online Indian buyers keep in mind while shopping online. In current scenario young people have been the majority shoppers online and thus this study finds out the attitude of youth towards online shopping .the youth are go in for making purchases through the internet . The numbers are increasing day by day due to the rapid progress of websites that offer products and services via the internet. The sum of money spent on goods per transaction might be low because online buyers are still not fully convinced by it and especially in terms of guarantees and security.

Usually there is no particular definition of E-retailing but in short we define E-retailing as it is an online shopping experience or process in which consumers buy goods or services in real time through Internet and also includes accepting payment and delivering the product. Most companies now are adopting the internet as a medium to sell their products and services.

Today youth are ranked as the high purchasing power. Their habits and purchase behaviour are mostly influenced by the media both electronic and printed. It is a common fact that youth are early adopters in most of the new things, they like to explore and they are experiment lovers and like to change their environment frequently. There are several reasons that influence a youth purchasing decisions and buying behaviour towards online shopping according to the marketers like product understanding, shopping experience, Customer service and consumer risk are the factors that effecting the youth purchasing behaviour as well as spending power.

Online purchase behaviour among youth in India

Today internet shopping is shaping up. As we say that the youth is in majority among online shoppers. It is so because youth thought that online shopping is convenient and has an easily access to more products and information 24 hours a day and 7 days a week. Today youth has become smart shoppers and use common sense while shopping online and just go ahead and enjoy their online shopping experience. Young customer's satisfaction depends perceived performance and delivering value to their expectations.

Significance of the study

According to IAMAI, 2011 youngsters in India are the majority users and India has crossed 100 million internet users. Youngsters that include young men, school and college going students use more than 75% of internet usage. India is one the youngest online shoppers globally and expected to be a consistent trend in coming years. From last days, it's difficult for the e-commerce industry that runs primarily on COD because since 9th November 2016, the 500 and 1000 rupee notes lost their monetary value. So there is panic, many orders are cancelled and volumes have gone down significantly. But as an online shopper, we don't have to worry about the demonetization because in online shopping payments are made by credit and debit cards. It has a good impact on no of people clicking through and going to e-commerce sites and more and more people have started understanding the need for utilizing these online shopping sites.

Significance of the study is that e-commerce has become very popular in youth. E-commerce has huge impacts on society in a good and worse manner. As more and more websites are being offered more options for applying new jobs. E – commerce has also a significant impact on consumers buying behaviour. Now young consumers have changed their payment mode and payments become cashless.

LITERATURE REVIEW

(Tulsi Raval, 2014) stated that today the demand of e-commerce market is increasing in India. Use of smartphone and desktop has increased in India and due this the tendency of online shopping increase in Indians. It is noticeable that the world's leading e-commerce companies are competing to capture the Indian e-commerce market. The behaviour of the Indian online shoppers is the main noticeable factor in Indian e-commerce market. The demands of the Indian shoppers are different from other nations of the world. In India, a shopper is always looking for a cheap rate product6 and that is why almost one third of the total sale is made during the sales season. The discount offered by the companies affects not only offline market but also affects the e –commerce market.

(Chatterjee and Ghosal, 2014) find that in current scenario of electronic data exchanges, India is fast adaptor of technology and has taken to e-commerce. In India a significant number of customers who don't adopt the facilities of online services where as online shopping provide many facilities. In India the adoption rate of the technology is different from other countries because India has unique social and economical characteristics.

Agarwal, 2013, finds the factors in "A study of factors affecting online shopping behavior of consumers in Mumbai region", that affect online shopping like time saving, money saving, no risk in transaction, easy to choose and compare with other products and delivery of product on time., There have been changes in the methodology for business transactions, With advancements in Online shopping

Oxford Dictionary (2012) e-commerce is defined as 'commercial transactions conducted electronically on the Internet'.

Financial Times (2012) E-commerce is defined as a buying and selling activity through the Internet. E-commerce can be defined as the buying, selling and exchanging of products and services without any physical contact through the Internet by businesses, consumers and other parties

(Comegys. 2009) stated that there is no option to touch or try products when purchase through Internet. So online store should offer them some additional options like money-back guarantee and replace the product to reduce customers' concern. Now online Sellers refund money including shipping expenses to reduce purchasing risk. To improve their distribution channels online stores may cooperate with other companies with expertise.

Now consumers are spending their time with social media. , and taking into consideration of this channel when making purchasing decisions. This evolution has deep effects on the online marketing. Consumers' value has increased in the modern scenario. Even the marketers have to be linked to the online world for a successful reach to the customers. That is why, today's businesses have been advertised their activities through this new media.

(Lai and Turban, 2008) stated that today's customers are using internet for their purchasing decisions. Web 2.0 technologies have made the internet more social and the pace of development has been accelerated by the customers. Internet has made the consumers publishers and has provided an easy access to share the content online.

(Monsuwe, et al., 2004) find that younger consumers have interested in using internet to search for information. Older consumers have less knowledge about the internet and new technology so internet is mentioned as a risky environment for older consumers. There is one more factor which effect the purchase through Internet by older consumers is that they also insist to try products before purchasing.

(Lim and Dubinsky, 2004) stated that credit card is mostly used as payment mode in online shopping hence customers pay attention to seller's information in order to protect themselves. Customers desire to buy product and service from the company and website that they trust, or brand that they are familiar with (Chen and He, 2003).

(Lim and Dubinsky, 2004) find that online sellers need to know the issues which affect the online shoppers before their online purchase so that they retain their customers. Online seller can create a new and effective marketing programme for their customers to better understand their shopping behaviour. There are many options for companies to attract those who do not shop online so they become more interested and to be potential customers.

Kau, et al. (2003; 150) stated that older consumers (40 years old and above) have mostly choose traditional shopping. Researches about young adults are also helpful to predict future consumer behavior easier. Young adult generation has more options with respect to other generations. Young shoppers they are more conscious for online shopping and give their decision by themselves, they choose what they prefer easily.

Park and Kim (2003; 17) stated that trust issue is worked after with a few successful transactions and shoppers start feel safe and believe on the supplier that they answer their needs and wants. In terms of online shopping

provided information is one of the issues. Because online shopping is related with computer-system so individuals cannot

Touch or feel products. Therefore their decisions based on the information that provided by online retailer. There are many factors that influence behavior of consumers like web site design, access to information, access time to information etc.

OBJECTIVES
1. To understand the online purchase pattern of youth in india.
2. To study the factors those contribute to online shopping.

RESEARCH METHODOLOGY
Research is the systematic investigation to reach new conclusions through the study of materials to establish facts. Research is defined as the creation of new idea and the use of previous knowledge in a new manner to develop new concepts, methodologies and ideas. Synthesis and analysis of the previous research can be included to lead the new and creative results.

The study focuses on the consumers buying behaviour among youth in India. I shall be doing the study in rural area .My study shall be focusing on youth. The respondents shall be 400 in no.

The questionnaire shall be prepared and presented to the subjects. The subjects shall be made aware about the importance of the study. The questions shall be explained to the subjects.

SCOPE OF THE STUDY
The proposed study, related with digital marketing and I will investigate the factors effecting the buying decision making process in youth. The scope of the proposed work will be confined to consumers between the ages of 24 to 40 yrs. The respondents will be requested to fill the questionnaire. The study is restricted to **Punjab's Ludhiana, Patiala, Chandigarh and Amritsar.** The limitations of this study include its size and the limited amount of time that can be spent on it. The study can only consider limited aspects and analyze them to a certain degree of depth in this research.

RESEARCH DESIGN
The preparation of such a design facilitates research to be as efficient as possible yielding maximal information. In other words, the function of research design is to provide for the collection of relevant evidence with minimal expenditure of effort, time and money.

Sample techniques can be divided into two broad categories of probabilities and non-probability sample. Probability sample (also commonly called random samples) are distinguished by the fact that each population element has a known, nonzero chance of being include in the sample. It is not necessary that the probabilities of selection be equal, only that one can specify the probability with each element of the population will be included in the sample. With non-probability samples, in contrast, there is no way of estimating the probability that any population element will be included in the sample, and thus there is no way of ensuring that the sample is representative of the population. All non-probability samples rely on personal judgment in the process. In this study, we employed non-probability sample technique since it seemed to be suitable as the questionnaire would take place in Patiala, Ludhiana, Amritsar and Chandigarh city. Also, as sampling frame is unknown, in other word, we do not have a complete list of the youth population who has online shopping experience. Hence, probability sampling cannot be applied to the study.

SIZE OF THE SAMPLE
The sample size has been restricted to 400 consumers keeping in mind the research objectives and constraints.

SAMPLING UNIT:
For the study the sampling unit will consist of young consumers from Patiala, Ludhiana, Amritsar and Chandigarh, State Punjab

METHOD OF DATA COLLECTION:
The present research will use both primary and secondary data. The primary data will be collected through a structured questionnaire by survey method that I shall design keeping in mind various parameters. Secondary data will be collected through books, research papers, journal, articles, newspapers, websites and other informative sources.

ANALYSIS OF DATA:
Appropriate statistical tools and techniques will be used for analyzing data to meet the above said objectives.

The data will be processed and analyzed with the use of various statistical/graphical techniques available. On the basis of the analysis of the data it will be interpreted in the form of results and conclusion.

DATA ANALYSIS, RESULTS AND DISCUSSION

The survey results are organized as follow, demographic profile Table 1 shows the results of data analysis and conclude with expectation and perception of the respondents in Ludhiana regarding Online Shopping.

Table 1: Demographic Characteristics of Respondents

Variables and categories	N =100	%
Age		
15 – 25	82	82%
26 – 35	13	13%
36 - 45	5	5%
Gender		
Male	50	50%
Female	50	50%
Marital Status		
Single	71	71%
Married	**29**	**29%**
Educational Qualification		
Graduation	**70**	**70%**
Post Graduation	**24**	**24%**
Professional	**6**	**6%**
Area of Residence		
Urban	**78**	**78%**
Rural	**22**	**22%**
Family Income		
0 – 20000	**69**	**69%**
21000 – 40000	**24**	**24%**
41000 – 60000	**7**	**7%**
Source : Primary Data		

The table – 1 showing demographic characteristics of the respondents taken under the purpose of this study. It can be observed from table -1 that the no of respondents of male and female was equal and mostly respondents were aged between 15-25 years (82 %). Majority of the respondents (71%) were single and 69% of the respondents have income below Rs. 20000. A maximum no of respondents (70%) were pursuing graduation degree and only 6% were pursuing professional degree. Majority of respondent 78% from urban area and rest from rural area.

Table 2 : Buying behaviour of Online Shoppers

Variables and Categories	N= 100	%
Online Shopping Frequency		
Once in a month	**37**	**37%**
Once in 6 months	**55**	**55%**
Once in a year	**8**	**8%**

Variables and Categories	N= 100	%
Source of Idea About Online Shopping		
Referred by Friend / colleague / family member	**60**	**60%**
Saw on Online Advertisement	**40**	**40%**
Product Rating	**0**	**0%**
Motivating Factor of Online Shopping		
Wide Variety of Products	**62**	**62%**
Shop at any time of the day	**29**	**29%**
No need to travel to the shop	**9**	**9%**
Mode of Payment after Demonetization		
Cash on Delivery	**78**	**78%**
Credit / Debit cards	**18**	**18%**
Bank transfer	**4**	**4%**
Source : Primary Data		

Online Shopping Frequency: As we can see in table 2 that generally students shop frequently by online like 37 %

respondents buy once in a month and more than half no of respondents purchase once in 6 months while only 8% buy product once in a year .

Information seeking and Purchase Decision : table 2 shows that , majority of respondents (60%) collect information regarding online shopping from their family members ,colleagues and friends and 40% respondents receive the idea by online advertisement .

Motivating Factors : 62% respondents think that accessibility of expansive range of products is one of the main factor to motivate for online shopping . Due to busy life some respondents opines that shopping can be done at any time is a other motivating factor and only 9% think about other factor that no need to travel to shop like traditional shopping.

Mode of payment : As above table show that 78% of the respondents availed the facility of free home delivery and they like cash on delivery as mode of payment after demonetization only 18% respondents made payment through credit card and debit card.

Table 3 : Respondents Attitude towards Online Shopping

	Mean	SD
Wide variety of products	2.21	1.10
Shopping can be done at any time	2.60	1.01
Online shopping saves time	2.40	1.05
Online shopping is risky	2.78	1.18
Accurate description about product	2.91	1.102
Online shopping is as secure as traditional shopping	2.99	1.30
Long time is required for the delivery of product	3.71	1.112
Necessity of having bank a/c or credit card create difficulty	3.39	1.188
Risk of losing privacy	2.65	1.28
Complex compared to traditional shopping	2.89	1.091
Note : Strongly agree = 1 and strongly disagree = 5		
Note : Mean = Average score and SD = Standard Deviation		
Source : Primary Data		

As per table 3 the respondents show positive response towards first three statements . according to these statements respondents agree that online shopping provide wide variety of products and save time but little bit disagree with the statement that online provide accurate description about product and online shoping is as secure as traditional shopping , more than half respondents agree that online shopping is risky. Respondents are disagree with two statements that long time is required for the delivery of product and necessity of having bank a/c or credit card create difficulty . By agreeing with statement 9 and 10 respondents feared that they loss their privacy and felt that online shopping is complex compared to traditional shopping.

The result of the analysis that perceived risk , internet traits, thinking traits, and convenience are the four dominant factors which influenced the decision of students in Ludhiana to shop online . On other hand the element of risk , safety in payment, doubt about quality misuse of personal information etc. Influenced decision to buy product online. The finding of this study that convenience have a positive impact on attitude towards online shopping and wide variety is other factor that attracts the students to shop from online .

Relationship between factors influencing online shopping and educational qualification of the respondents

H0 : There is no significant relationship between factors influencing online shopping and educational qualification of the respondents.

Table 4 Educational Qualification of the respondents and factors influencing online shopping

Factors	Educational Qualification			Total
	Graduation	Post Graduation	Professionals	
Easy Payment	20	8	2	30
Shop at any time	12	3	1	16
Wide variety of product	38	13	3	54
Total	70	24	6	100
Source : Primary Data				

Table 5:		
Chi – square	Df	Significant value
5.0521	4	0.4204

Table 4 and 5 show the relationship between   Educational qualification of the respondents and factors influencing online shopping. More than half of respondents, " wide variety of products " was the major factor for influencing online shopping. Table 5 shows that at the 5% level of significance, the chi – square value (.4204) is not significant. So that , according to study educational qualification of the respondents and factors

influencing online shopping are independent.

CONCLUSION

It is clear from the study that students are those who mostly go for online shopping. There are several factors such as quality of products, delivery time, products checking on the spot, return policy etc. which customer look before online shopping. So the online websites must look after those factors to be successful and retain the customers. Finding of the study is that online shopping is grown in positive manner among students of Ludhiana and decision of demonetization will help the online websites to attract more and more customers.

REFERENCE

1. IAMAI, 2011. 100 Million Internet Users In India, Cybercafé Usage on Decline. Internetand Mobile Association of India.
2. Tulsi Raval, 2005, "Study of effectiveness of Online Shopping", Indian Journal of Applied Research, Volume: 4, Issue : 9, September 2014, ISSN - 2249-555X
3. Chatterjee and Ghosal, 2014, "Online shopping: An Empirical study in West Bengal from the customer point of view", International Journal Of Scientific Research And Education, Volume 2, Issue 11, Pages-2405-241, November-2014, ISSN (e): 2321-7545
4. .Aggarwal, 2014, "A study on growth of Online Shopping in India", International Journal of in Multidisciplinary and Academic Research (SSIJMAR) Vol. 3, No. 4, August-September (ISSN 2278 – 5973)
5. Oxford Dictionaries,. Oxford University Press.Online, referred to 01.09.2013. Available on the web at http://oxforddictionaries.com/definition/english/e--commerce
6. Financial Times (2012), [online] Available at: http://lexicon.ft.com/Term?term=e_commerce [accessed on 10 August 2012]
7. Comegys, C., Hannula, M. and Váisánen, J., (2009), "Effects of consumer trust and risk on online purchase decision-making: A comparison of Finnish and United States students", International Journal of Management, vol. 26, no. 2, pp. 295-308.
8. Yu, T. and Wu, G, (2007), "Determinants of internet shopping behavior: An application of reasoned behavior theory", International Journal of Management, vol. 24, no. 4, pp. 744-762, 823.
9. Lai, L., S., L., Turban, E. (2008), 'Groups formation and operations in the Web 2.0 environment and social networks', Groups Decision and Negotiation, Vol.17(5), pp.387-402
10. Monsuwe, P., T., Dellaert, C., G., B., Ruyter, K. (2004), 'What drives consumers to shop online? A literature review', International Journal of Service Industry Management, Vol.15(1), pp.102-121.
11. Lim, H. and Dubinsky, A.J., (2004), "Consumers' perceptions of e-shopping characteristics: An expectancy-value approach", The Journal of Services Marketing, vol. 18, no. 6, pp. 500-513.
12. Chen, R. and He, F, (2003), "Examination of brand knowledge, perceived risk and consumers' intention to adopt an online retailer", Total Quality Management & Business Excellence, vol. 14, no. 6, pp. 677
13. Kau, A., K., Tang, Y., E., Ghose, S. (2003), 'Typology of online shppers', Journal of Consumer Marketing, Vol.20(2), pp.139-156.
14. Ko, H., Jung, J., Kim, J., Shim, S., W. (2004), 'Cross-cultural differences in perceived risk of online shopping', Journal of Interactive Advertising, Vol.4(2), pp.20-29
15. Park, Chung-Hoon and Young-Gul Kim (2003), "Identifying keyfactors affecting consumer purchase behavior in an onlineshopping context," International Journal of Retail andDistribution Management, 31(1), 16-29.