



A Study Of Perception Of Online Shopping Behaviour Of College Going Young Adults In Radhapuram Taluk

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ABSTRACT

Understanding the perception of college going young adults towards online shopping is the utmost aspect for any business to grow. The type of study adopted is empirical in nature. The respondents mainly consists of college going young adults who are presently living in Radhapuram Taluk. The sample size that is taken here for the study is 200 which comprises of both males and females of age ranging from 18 years to 21 years. Primary Data was collected by administering a structured questionnaire by applying convenience sampling method based on judgement. Secondary data was collected through the use of published journal, articles by authors who highlighted their views about this topic and reports published in the newspapers. The important perception towards online shopping among the male respondents are price comparison is easier and good packaging and among the female respondents, price comparison is easier and good packaging. It is found that gender wise there is a significant difference in the perception towards online shopping have been noticed in the case of convenience.

KEY WORDS: Perception, Online Shopping and College Going Young Adults

INTRODUCTION

Electronic Shopping is a significant development in the field of e-commerce and will definitely be the future buzz of shopping across the world. Almost all business houses are running their trade through online to sell their products or services. The Internet and the World Wide Web (www) have dramatically changed the way consumers seek and use information. It is reported that only 17 percent of the Indians access online but in other countries it is 40 percent and only 9 percent of the Indians shop online when compared with 30 percent in other countries. Hence, there is a lot of growth potential in online shopping to be tapped in India.

IMPORTANCE OF THE STUDY

Understanding perception of college going young adults towards online shopping is the utmost aspect for any business to grow. The same is true for online stores too. There are tremendous opportunities for growth in online mode of shopping, as the users of internet are going to triple in the years to come. The responsibility of turning these users into potential shoppers squarely lies on the shoulders of the captains of these online stores. This calls for understanding and comprehending the tastes and preferences of shoppers and framing the policies, strategies and guidelines to tap these users into everlasting online shoppers. Moreover, the internet is going to rule the world in the foreseeable future. Taking these in totality, the researcher is interested to know the factors that are prompting the college going young adults to stay online or otherwise. The outcomes of the present research help the online stores to formulate viable strategies keeping in mind the interests of all the stakeholders in this domain. Further, this study helps the government to formulate suitable regulations in the area of online shopping.

STATEMENT OF THE PROBLEM

Online shopping perception which helps in grabbing eyeball of money helps in identifying and understanding the factors that influence the consumer intention to buy through online and also helpful in creating strategies which derive the consumers to buy online. So, impact of these factors on perception of college going young adults consumers still needed to be harnessed. Hence, a lot of work has been done in this regard but there exists a research gap too as no work has been done in context of Radhapuram Taluk. Study will help in fulfilling these gaps which is beneficial not only for consumers to buy online but also for marketers in creating strategies which will help in deriving the consumer to buy online. So, proposed study would focus how far these variables are relevant and how much they influence consumer's intention to buy online.

OBJECTIVES OF THE STUDY

The following are the objectives of the study

- To examine the perception of college going young adults towards online shopping.
- To identify the barriers of college going young adults while purchase through online.

METHODOLOGY

The type of study adopted is empirical in nature. The respondents consist mainly consists of college going young adults who are presently living in Radhapuram Taluk. The sample size that is taken here for the study is 200 which comprises of both males and females of age ranging from 18 years to 21 years. Primary Data was collected by administering a structured questionnaire by applying convenience sampling method based on judgement. Secondary data was collected through the use of published journal, articles by authors who highlighted their views about this topic and reports published in the newspapers.

LIMITATIONS OF THE STUDY

The information provided by the shoppers is purely based on their perception. Hence, there may be a chance that some of these perceptions are ill conceived. There is an element of risk of fitness associated with the suggestions of the study due to the dynamic nature of consumer behaviour from time to time.

ANALYSIS AND INTERPRETATION

Table 1
Reason for buying through online

Sl. No	Reason	Total Score	Average Score	Rank
1.	Convenience (Ease of purchase, home delivery, 24 hours service)	10000	50.00	III
2.	Cheap price	10958	54.79	II
3.	Saves time	11154	55.77	I
4.	Superior selection/availability of varieties	8758	43.79	IV
5.	Product comparison	8730	43.65	V

Source: Primary data

It is clear from the Table 1 that majority of the college going young adults had given the first rank to saves time. The table exhibits that the sample college going young adults had given second rank to cheap price. The table further shows that the sample college going young adults had given the third rank to convenience (Ease of purchase, home delivery, 24 hours service). It is further clear from the table that the sample college going young adults had given the last rank to product comparison.

Table 2
Features necessary for an online shopping site

Sl. No	Features	Total Score	Average Score	Rank
1.	Multiple payment gateways	6758	33.79	V
2.	Credibility	8542	42.71	I
3.	Social networking integration	7544	37.72	III
4.	Price and secure	7806	39.03	II
5.	Customer friendly	7454	37.27	IV
6.	Check out design	6098	30.49	VI

Source: Primary data

It is clear from the Table 2 that majority of the college going young adults had given the first rank to credibility. The table exhibits that the sample college going young adults had given second rank to price and secure. The table further shows that the sample college going young adults had given the third rank to social networking integration. It is further clear from the table that the sample college going young adults had given the last rank to check out design.

Table 3
Important barriers to purchase through online

Sl. No	Barriers	Total Score	Average Score	Rank
1.	I am worried about giving out my credit card number	8476	56.51	II
2.	I do not have a credit card number	7558	50.39	V
3.	I do not like to provide personal information	8278	55.19	III
4.	I do not want to purchase from someone with whom I am not familiar	8030	53.53	IV
5.	I enjoy going out to do my shopping	8582	57.21	I
6.	I like to see/touch the product in person before I buy it	6926	46.17	X
7.	Internet is too slow/pages take too large to load	7008	46.72	IX
8.	I am worried about the cost/hassle of returning the product	6628	44.19	XII
9.	Delivery costs are too high	7188	47.92	VI
10.	Price are too high	7132	47.55	VIII

11.	I cannot find anything that I want to purchase on the internet	7164	47.76	VII
12.	I do not know how but I am uncomfortable about purchasing through internet	5976	39.84	XIII
13.	The process is expensive due to cost of access	6816	45.44	XI

Source: Primary data

It is clear from the Table 3 that majority of the college going young adults had given the first rank to I enjoy going out to do my shopping. The table exhibits that the sample college going young adults had given second rank to I am worried about giving out my credit card number. The table further shows that the sample college going young adults had given the third rank to I do not like to provide personal information. It is further clear from the table that the sample college going young adults had given the last rank to I do not know how but I am uncomfortable about purchasing through internet.

Perception towards online shopping and Gender

College going young adults of different gender groups have different perception towards online shopping. In order to find out the significant difference in perception towards online shopping among different gender group of college going young adults in Radhapuram Taluk, 't' test is attempted with the null hypothesis as, "There is no significant difference in perception towards online shopping among different gender group of college going young adults in Radhapuram Taluk". The result of 't' test for perception towards online shopping among different gender group of college going young adults is presented in Table 4.

Table 4

Perception towards online shopping among different gender group of college going young adults

Sl. No	Particulars	Gender (Mean Score among the Respondents)		T Statistics
		Male	Female	
1.	Price comparison is easier	4.4663	4.5532	0.650NS
2.	Offers and discounts	4.0357	4.2553	1.868NS
3.	Convenience	4.0275	3.5532	2.477*
4.	Confidential	3.7143	3.4681	1.506NS
5.	Security	3.7500	3.4043	1.591NS
6.	Home delivery	3.9286	3.9574	0.146NS
7.	Genuiness of the product	3.8571	3.4468	1.773NS
8.	Product description	3.8929	3.6170	1.380NS
9.	Warranty	3.3929	3.3404	0.256NS
10.	Return back (not satisfied with the product)	2.3571	2.5745	1.020NS
11.	Good packaging	4.3919	4.3617	0.180NS
12.	Varieties of products	4.3571	4.2979	0.360NS
13.	Cheaper price	4.0357	4.1064	0.420NS
14.	24 hours service	4.2857	4.2128	0.376NS

Source: Primary data

*Significant at five per cent level

NS: Not Significant

The highly viewed variable in perception towards online shopping among the male respondents are price comparison is easier and good packaging since its mean scores are 4.4663 and 4.3919 respectively whereas among the female respondents, price comparison is easier and good packaging since its mean

scores are 4.5532 and 4.3617 respectively. Regarding the perception towards online shopping, the significant difference among the different gender group of respondents have been noticed in the case of convenience since their respective 't' statistics is significant at five per cent level.

SUGGESTIONS

- College going young adults should be educated on online shopping procedures with proper steps to be following while online shopping.
- Transactions should be safe and proper security should be assured to the people making online purchases.
- Government should play a pivotal role in encouraging online shopping
- E-marketers must give a thought to secure, time saving, information about product and services factors when they design their online product strategy.
- Though online shopping seems to have a good future in India but still most of the people don't like to shop online thus there is a need to take steps for making them aware about online shopping, to educate them about online shopping & to fetch their confidence.

CONCLUSION

Internet is changing the way College going young adults shop and buy goods and services. Most of the college going young adults use the internet not only to buy the product but also to compare prices and features of product. It is essential for the e-companies to understand the perception of college going young adults towards the online shopping. Today many organizations provide online services for the shopping purpose. This study is helpful for the marketers to know the factors which influence the perception of college going young adults towards the online shopping. The results of the study also help the company to understand the perception of college going young adults towards the online services provided before, during and after the purchase of product/service.

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