

Understanding the attitude of university students toward online shopping in Rewari District, Haryana

Sunita

M.Phil Indira Gandhi University, Meerpur, Rewari, Haryana, India

M.com Kurukshetra University, Kurukshetra, Haryana, India

Abstract

21st century in which we are living is technology era. A single aspect of life is not untouched from technological effect. In day-to-day life, we use a lot of technical equipments such as internet, mobile phones, scanners, photocopiers, multimedia software etc. Modern technologies have brought various changes in every field of the world. E-commerce has changed the pattern of shopping and shopping behavior of people. Now people can shop products & services at anytime and anywhere with a single click over internet. So, current study analyzed the attitude of university students online shopping. Descriptive research design was used and 64 respondents were selected by Random sampling from Indira Gandhi University, Meerpur, Rewari, Haryana. This study showed the result that majority of inhabitants agreed, they were satisfied with online shopping and online shopping has potential for future growth. Further, the barriers of online shopping were also identified. Study revealed that some barrier of online shopping are significantly differs with reference to inhabitant's demographic characteristics.

Keywords: Online Shopping, Shopping Behavior, E-commerce

Introduction

E-commerce involves doing business with the help of various modern communication instruments like telephone, fax, e-payment, money transfer systems and internet etc. basically there is two categories of e-commerce i.e. E-merchandise and E-finance. E-Merchandise means selling goods and services electronically or through internet. And through E-finance can avail various banking, debit card, smart card, internet banking services etc. With the increasing development of modern communication techniques, every aspect of life is influenced by these techniques, out of many modern communication technologies; internet has played a prominent role in human life. Patel (2015) [1]. found that internet has become a great source to collect different type of information for any topic like travelling, shopping, art, culture, current affairs/general knowledge, weather, sports, statistical information, government reports, employment and education. This information can be collected anytime, anywhere with minimum cost. Online shopping is an outcome of emergence of internet. Online Shopping is a form of Electronic Commerce which allows customers to buy directly products & services from seller (without any middlemen) over the internet using web browser. Online shopping has many advantages which induce people to shop online i.e. 24×7 hours accessibility, price comparison, products/services comparison, various mode of payments, wide variety of brand choices, no crowded shopping environment, time saving etc. Now-a-days, number of internet user is increasing day by day, so, people are attracted towards online shopping. Sharma *et al* (2014) [2]. Found that 66 respondents out of 120, search information about products and services on internet.

Review of Literature

Javadi *et al* (2012) [3]. Analyzed both positive and negatives factors which influence attitude of online shoppers, negative factors are financial risk & non-delivery risk.

Richa (2012) [4]. Analyzed with the help of ANOVA that income, marital status, education and ability to use internet does not have significant impact on online shopping.

Goswami (2013) [5] identified majority of respondents were in favor that they don't like to shop online just because of they cannot touch the products personally.

Veronika (2013) [6]. identified motivational factors which effect online shopping, in which respondents gave first rank to lower prices.

Jain (2013) [7]. Urban population prefers online shopping due to convenience, better prices (discounts, coupons, rebates), wide range of variety, less expenses of travelling, eating out, crowd free shopping environment, price comparison.

Sharma *et al* (2014) [2]; found in their study that after sales services, security of services, speed of delivery and packaging of products should be improve, because these are the main hindrance which demotivates respondents to shop online.

Bajpai, Lee (2014) [8]. in cross country survey they found that majority of Indian respondents shop online due to time saving and promotional offers whereas Taiwan's respondents shop online because of trust and convenience.

Krithika M. *et al* (2014) [9]. Visualized the fact that respondents agree for this statement that online shopping is secure as in store shopping and they can get enough information about products while shopping online.

Joshi & Narwal (2015) [10]; study conducted in Himachal Pradesh and found nine variables which effect the online shopping behavior of respondents most viz. privacy, convenience, wider selection, fun, homepage, customer services, price, source, monetary.

Objectives of Study

Objectives of this study are:

1. To analyze the online shopping behavior of students.

- To identify the views of students regarding barriers of online shopping (which creates hindrance in online shopping) with reference to their demographic characteristic.

Hypothesis of the Study

- H01:** There is no significant difference in the online shopping behavior regarding barriers among the various students of Indira Gandhi University, Meerpur, Rewari, with reference to their Gender.
- H02:** There is no significant difference in the online shopping behavior regarding barriers among the various students of Indira Gandhi University, Meerpur, Rewari, with reference to their Age.
- H03:** There is no significant difference in the online shopping behavior regarding barriers among the various students of Indira Gandhi University, Meerpur, Rewari, with reference to their Education.
- H04:** There is no significant difference in the online shopping behavior regarding barriers among the various students of Indira Gandhi University, Meerpur, Rewari, with reference to their Income.

Research Methodology

Research Design: Descriptive research design.

Universe of Study: target population of this study was students of Indira Gandhi University, Meerpur, Rewari, (Haryana).

Sample Size: sizes of 64 respondents were taken for collection of primary data.

Sample Design: Random sampling method was been used to collect data from respondents.

Data Collection: both Primary and Secondary data were used and collected by structured questionnaire from students; Secondary data was collected from books, journals, previous studies, articles and websites.

Statistical Analysis: SPSS 16.0 was used.

Statistical Tools: frequency, t-test and Anova were used to analyze the data.

Significance of study

This study is useful for marketing professionals which are engaging in making/planning marketing strategies to induce people shop online. This study identified barriers which demotivates people for online shopping. So, marketing professionals can plan their strategies accordingly.

Limitation of Study

- The present study is limited to geographical boundaries (i.e. Rewari District, Haryana) and focused on students of Indira Gandhi University, Meerpur, Rewari.
- Many of surveyed people did not reply all the questions properly.
- The sample size was very small which may not represent the entire population of Rewari District.
- Time and budget was also constrained to conduct this study.

Analysis and Interpretation

Table 1: Demographic Profile of Respondents

Demographic Characteristics	Frequency	Valid percentage (%)
Gender	Male	40.6
	Female	59.4
Total	64	100.0
Age	18-25	75.0
	25-30	25.0
Total	64	100.0
Education	PG	75.0
	M.Phil/Ph.D	25.0
Total	64	100.0
Income (Monthly in Rs.)	15000-25000	20.3
	25000-35000	23.4
	Above 35000	56.2
Total	64	100.0

Source: Primary data, collected through questionnaire.

Table 2: Online Shopping Behaviors of Respondents

Dimensions	Used Online Shopping	Repurchase the Product Online	Recommend Online Shopping to Others
	Frequency (%)	Frequency (%)	Frequency (%)
Yes	50 (78.1%)	54 (84.4%)	59 (92.2%)
No	14 (21.9%)	10 (15.6%)	5 (7.8%)
Total	64 (100.0%)	64 (100.0%)	64 (100.0%)

Source: Primary data, collected through questionnaire.

Used Online Shopping: According to survey, it was found that 78.1% respondents have used online shopping whereas 21.9% respondents have not used online shopping.

Repurchase the Product Online: 84.4% respondents do generally shopping online and are satisfied with online shopping, but 15.6% respondents are dissatisfied with online shopping and they don't want to shop online again.

Recommend Online shopping to others: 92.2% respondents are in favor that they recommend online shopping to others. Goswami (2013) [5], found that friends, TV advertisements and colleague play an important role to inform about online shopping.

Table 3: Frequencies of Respondents According to Most Preferred Website; Most Preferred Payment Mode and Most Preferred Product

Most Preferred Website	Frequency (%)	Most Preferred payment mode	Frequency (%)	Most preferred Product	Frequency (%)
Amazon. In	22 (34.4%)	Debit card	18 (28.1%)	Cosmetics	6 (9.4%)
Flipkart.com	26 (40.6%)	Credit card	7 (10.9%)	Books	8 (12.5%)
Snapdeal.com	14 (21.9%)	Cash on Delivery	36 (56.2%)	Cloths	19 (29.7%)
Myntra.com	2 (3.1%)	Bank transfer	3 (4.7%)	Jewelry	2 (3.1%)
Total	64(100.0%)	Total	64 (100.0%)	Footwear	13 (20.3%)
				Electronics	12 (18.8%)
				Software	4 (6.2%)
				Total	64 (100.0%)

Source: Primary data, collected through questionnaire.

Survey revealed that most of the respondents (40.6%) preferred flipkart.com website to shop, followed by Amazon. in (34.4%), snapdeal.com (21.9%), and myntra.com (3.1%). Most preferred payment mode was cash on Delivery (56.2%), followed by Debit card (28.1%), Credit card (10.9%) and Bank transfer (4.7%). Most preferred product by respondents was clothes (29.7%), followed by footwear (20.3%),

electronics (18.8%), books (12.5%), cosmetics (9.4%) and software (6.2%).

H01: There is no significant difference in the online shopping behavior regarding barriers among the various students of Indira Gandhi University, Meerpur, Rewari, with reference to their Gender.

Table 4: Anova Table

	Gender	N	Mean	Std. Deviation	t (sig.)	Results
High delivery cost	Male	26	2.1923	.93890	.001	Significant
	Female	38	2.1316	.47483		
Disclosure of personal information	Male	26	1.7692	.65163	.529	Not significant
	Female	38	2.0263	.67731		
Like to see/touch products personally, before buy	Male	26	1.9615	.82369	.555	Not significant
	Female	38	1.5789	.68306		
Problem in returning of products	Male	26	2.0769	.56022	.663	Not significant
	Female	38	2.1579	.54655		
Difficult to take decision on description basis only	Male	26	2.0385	.66216	.558	Not significant
	Female	38	1.8947	.72743		
Poor customer services	Male	26	2.4615	.70602	.814	Not significant
	Female	38	2.6579	.74530		
Received wrong or damaged good	Male	26	2.3077	.73589	.476	Not significant
	Female	38	2.4474	.79517		

Source: Primary data, collected through questionnaire.

*At 5% level of significance

The results shows that the views of students (both male and female) differs significantly ($p < 0.05$) in the case of high delivery cost which is the barrier of online shopping behavior and their views are same regarding other barriers (disclosure of personal information; like to see/touch products personally, before buy; problem in returning of products; difficult to take decision on description basis only; poor customer services and

received wrong or damaged goods) at 5% level of significance.

H02: There is no significant difference in the online shopping behavior regarding barriers among the various students of Indira Gandhi University, Meerpur, Rewari, with reference to their Age.

Table 5: Anova Table

	Age	N	Mean	Std. Deviation	t (sig.)	Results
High delivery cost	18-25	48	2.1875	.73387	.233	Not significant
	25-30	16	2.0625	.57373		
Disclosure of personal information	18-25	48	1.9792	.60105	.004	Significant
	25-30	16	1.7500	.85635		
Like to see/touch products personally, before buy	18-25	48	1.7292	.76463	.908	Not significant
	25-30	16	1.7500	.77460		
Problem in returning of products	18-25	48	2.0833	.57735	.951	Not significant
	25-30	16	2.2500	.44721		
Difficult to take decision on description only	18-25	48	2.0000	.74377	.522	Not significant
	25-30	16	1.8125	.54391		
Poor customer services	18-25	48	2.5000	.77184	.017	Significant
	25-30	16	2.8125	.54391		
Received wrong or damaged good	18-25	48	2.2500	.78551	.091	Not significant
	25-30	16	2.8125	.54391		

Source: Primary data, collected through questionnaire.

*At 5% level of significance.

The results shows that the views of students differs significantly ($p < 0.05$) in the case of disclosure of personal information and poor customer services and their views are same regarding other barriers (high delivery cost; like to see/touch products personally, before buy; problem in returning of products; difficult to take decision on description

basis only and received wrong or damaged goods) at 5% level of significant level.

H03: There is no significant difference in the online shopping behavior regarding barriers among the various students of Indira Gandhi University, Meerpur, Rewari, with reference to their Education.

Table 6: Anova Table

	Education	N	Mean	Std. Deviation	t (sig.)	Results
High delivery cost	PG	48	2.2083	.71335	.339	Not significant
	M.Phil/Ph.D	16	2.0000	.63246		
Disclosure of personal information	PG	48	1.9792	.60105	.004	Significant
	M.Phil/Ph.D	16	1.7500	.85635		
Like to see/touch products personally, before buy	PG	48	1.7292	.76463	.908	Not significant
	M.Phil/Ph.D	16	1.7500	.77460		
Problem in returning of products	PG	48	2.0833	.57735	.951	Not significant
	M.Phil/ph.D	16	2.2500	.44721		
Difficult to take decision on description basis only	PG	48	2.0000	.74377	.522	Not significant
	MPhil/Ph.D	16	1.8125	.54391		
Poor customer services	PG	48	2.5208	.77156	.073	Not significant
	M.Phil/Ph.D	16	2.7500	.57735		
Received wrong or damaged good	PG	48	2.2500	.78551	.091	Not significant
	M.Phil/Ph.D	16	2.8125	.54391		

Source: Primary data, collected through questionnaire.

*At 5% level of significance.

The results shows that the views of students differs significantly ($p < 0.05$) in the case of disclosure of personal information which is the barrier of online shopping behavior and their views are same regarding other barriers (high delivery cost; like to see/touch products personally, before buy; problem in returning of products; difficult to take decision on description basis only; poor customer services and

received wrong or damaged goods) at 5% level of significance.

H04: There is no significant difference in the online shopping behavior regarding barriers among the various students with reference to their income.

Table 7: Anova Table

		Sum of Squares	Df	Mean Square	F	Sig.	Results
High delivery cost	Between Groups	.523	2	.261	.533	.589	Not significant
	Within Groups	29.915	61	.490			
	Total	30.438	63				
Disclosure of personal information	Between Groups	.447	2	.224	.485	.618	Not significant
	Within Groups	28.162	61	.462			
	Total	28.609	63				
Like to see/touch products personally, before buy	Between Groups	.093	2	.047	.078	.925	Not significant
	Within Groups	36.391	61	.597			
	Total	36.484	63				
Problem in returning of products	Between Groups	1.864	2	.932	3.317	.043	Significant
	Within Groups	17.136	61	.281			
	Total	19.000	63				
Difficult to take decision on description basis only	Between Groups	2.868	2	1.434	3.125	.051	Not significant
	Within Groups	27.991	61	.459			
	Total	30.859	63				
Poor customer services	Between Groups	.627	2	.313	.580	.563	Not significant
	Within Groups	32.982	61	.541			
	Total	33.609	63				
Received wrong or damaged good	Between Groups	.098	2	.049	.081	.923	Not significant
	Within Groups	37.136	61	.609			
	Total	37.234	63				

Source: Primary data, collected through questionnaire.

*At 5% level of significance.

The above table shows that high delivery cost, disclosure of personal information, difficult to take decision on description

basis only, poor customer services, received wrong or damaged goods are not significantly different with reference

to their income; it means that respondents views are same regarding these statements, they don't think different significantly but respondents thinks significantly differ regarding problem of returning products (cost and hassle of returning products) at 5% level of significance.

Findings of Study

- Majority of respondents has experienced online shopping (78.1%).
- Most preferred website was flipkart.com.
- Majority of respondents were satisfied with online shopping.
- As far as payment options are concerned, Respondents used Cash on Delivery (COD) option for payment, they fears to disclose their personal information. Goswami (2013) [5], also found in their study that respondents use COD out of many payment options.
- Most preferred product was cloths by respondents.
- Gender-wise analysis showed that the views of students (both male and female) differs significantly ($p < 0.05$) in the case of "high delivery cost" barrier of online shopping behavior and does not think differ significantly in case of other barriers of online shopping.
- Age-wise analysis showed that the views of students differs significantly ($p < 0.05$) in the case of disclosure of personal information and poor customer services and their views are same regarding other barriers.
- Education wise analysis showed that student thinks different in case of disclosure of personal information only.
- Income-wise analysis showed that student thinks differ significantly only in case of problem in returning of products.

Recommendation of Study

This study visualized many prominent factors regarding online shopping. So marketer should give good customer services to their customers and should improve delivery services, security, return policy.

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