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Perception of College Students towards Online Stores in Sivakasi

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Abstract

India has more than 100 million internet users out of which one half opts for online purchases and the number is rising sharply every year. The growth in the number of online shoppers is greater than the growth in Internet users, indicating that more Internet users are becoming comfortable to shop online. The present article is an attempt that has been made to study the perception of college students towards online shopping stores at Sivakasi. In this study an attempt has been made perception on college students about online stores has been playing a vital role in these scenarios day to day activities in the mind of customers. Customer perception is typically affected in the way of broadly such as advertising, reviews, public relations, social media and personal experiences etc. Today we say that customers are mind blowing while go for an online shopping because the wide range of internet facilities in the world. Thus the validated questionnaire was used to collect data from 80 respondents. The researchers have adopted random convenient sampling technique to gather the data from in and around college students in Sivakasi area. The data are analyzed using the simple percentage analysis and chi-square tests. The result of this study reveals that customers are intake in the future online shopping in the way of intention for getting products through internet websites such as EBay, Flipkart etc.

Key Words: Online purchases, Online Shoppers, College students, Customer perception, Sivakasi, Internet.

Introduction: Shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet using a web browser. An online shop evokes the physical analogy of buying products or services at a bricks and motor retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. This is evident because of the increase in retailers now offering online store interfaces for consumers. With the growth of new market footprint coverage opportunities for stores that can appropriately cater to offshore market demands and service requirements.

Web applications have three main purposes to sell a product, to share general information about a specific subject, and to share information about you. Internet has been constantly gaining importance now a day. The number of people preferring internet for their day to day activities also keeps on increasing. People to-day are doing most of their domestic works online. Few examples are electricity payments, mobile bill, taxes, and insurance payments through online. In today's world people are running out of time for doing normal activities like shop-ping. Internet and online shopping is been a boon to people to manage their shopping and work equally. Online shopping allows the consumers to directly buy goods from the seller through Internet. It is also called as web-store, e-shop or online store. . Online customers must have access to the internet to buy goods from online. People can look at these websites of online stores and purchase products in comfort from home. For this study few well known websites such as Flipkart, ebay, Amazon, Snapdeal, Myntra and jabong are taken.

In order to satisfy and gain the loyalty of their online customers, it is imperative for businesses to leverage on the unique opportunities offered by e-commerce, particularly in identifying customer's shopping motivations. For online merchants, the motivations and needs of customers may be surmised from the strategies they employ while visiting an online store. For instance, some customers may choose to adopt a focused strategy to deliberately search for product information when visiting an online store; while others may prefer to casually explore an online store for the sake of shopping enjoyment.

Electronic commerce becomes one of the essential characteristics in the internet area. According to UCLA Center for communication policy (2001), online shopping has become the third most popular internet activity, immediately following e-mail using instant messaging and web browsing. It is even more popular than seeking out entertainment information and news, two commonly thought of activities when considering what internet users do when online. Of internet users, 48.9 percent made online purchase in 2001, with three-quarters of purchases indicating that they make purchase per year. Hence this study made to know the customer preference towards online stores in sivakasi with sample respondents of 80. This research also aims to find out the key factors that influence online buying behavior of customers and to identify the determinants of online purchase intention among customers.

Statement of the Problem: An increasing number and variety of firms and organizations are exploiting and creating business opportunities on the Internet statistics indicate the repid growth in the field of virtual store. With this emerging field of shopping the interest of marketers is also increasing in studying what actually motivates customers to shop online. Fierce competitions among online sellers have forced them to gain the competitive edge in the field of virtual store. In order to gain competitive edge in the market, marketers need to know the customer behavior in the field of online store. Online store commonly used by all types of people especially students. They also influence then friends and family to make use of it. So the researcher would like to study the reason why student prefer online stores. So it is important to analyze and identify the factors which influence customers to shop online. Other than the factors which influence customers to shop online, online shopper's demography in terms of age, gender, income and education is equally important to define their preference of online shopping.

Scope of the Study: This study has made a clear insight about the online store preference among the respondents. An attempt has been made to find out the online store, which is popular among the existing online store of customers this study also helps to understand the factors that influence the customer to purchase from a particular online store.

Objectives of the Study:

- To study the socio- economic status of the respondents.
- To analyze the factors influencing the respondents to use online stores.
- To identify the reason for preferring a particular online store.
- To examine the satisfaction levels of the respondents towards the preferred online store.
- To analyze the problems faced by respondents in online store.
- To offer suitable suggestions based on the finding of the study.

Hypotheses:

- ✓ There is no association between age and preference for online stores.
- ✓ There is no relationship between educational qualification and type of product purchased through online stores.

Methodology:

The researcher has under taken an analytical study. The effectiveness of online store in Sivakasi has been analyzed among college students.

Source of Data: The data required for the study are collected through Primary and Secondary sources.

Primary Data: Primary data were collected from the college students through pretested Interview schedule.

Secondary Data: The secondary data collected from various books, journals, magazines, websites and so on.

Sampling Design: Since, the population of the study is large in number; it was decided to use convenient sampling method. The researcher has used simple random sampling method and has selected 80 college students in Sivakasi.

Review of Literature: Susan Rose et al, (2011) identified online purchase in particular continues to rise, as adoption and penetration levels of Internet technology continuously increase. By 2007, European Internet penetration stood at 43% of the population with a 231% usage growth year on year. In North America, penetration was at 71% of the population with 120% growth (Internet World Stats 2007). This is also evidenced by increasing levels of online sales, which in the US reached US$128.1bn in 2007 and were projected to reach US$165.9bn by 2009 (source: US Census Bureau 2009).

Kodandarama Setty (2013) stated that "We are facing some threat from online stores in these electronics categories; however, in the big market of consumer durables we are safe for now". K. Vaitheesewaran (2013) examined the convenience of online shopping "With product getting standardized, specifications getting fixed and the concept of service getting eroded, the post-sale responsibility of the retailer has come down drastically. Hence customers go to stores to explore the product physically detail but by online at a cheaper rate. Heavy discounts of e-commerce firms are possible because of their no warehouse model."

Dr. R. Shanthi Dr. Desti Kannaia (2015), "Consumers' Perception on Online Shopping" through this study it is found that majority of students of University of Madras and Madras Christians College are well aware of the online shopping and 90% of them have made online purchase which indicates the growing popularity of the online shopping within the youngsters. Transformation in the trends of shopping is occurring because of the changing lifestyle of the consumers in India and expansion in online activity. Major draw card of online shopping is the ease and discounts available for different kind of products. Understanding the young online shoppers enable the e-retailers to develop suitable marketing strategy in order to attract and convert potential customer as an active customers.

Vidya Shree DV et al, (2015), "A Comparative study on consumer Preferences towards online retail marketers-with special reference to Flipkart, Jabong, Amazon, Snapdeal Myntra and fashion and you" online shopping won't ever completely eliminate its physical counterpart. There are still areas where we prefer to go into a shop and select items–they're part of any community, from newsagents to supermarkets. But there's no going back, and online shopping will become an even more central part of our lives, growing more sophisticated with each passing year.

Meharaj Banu et al, (2014), "A Study on Customer Preference towards Online Shopping with special Reference to Tiruchirappall District", this study investigates the determinants that are responsible for choosing of the online purchasing portals by the consumers whenever they decide for purchasing products. Furthermore, the study was taken ahead with the conclusions drawn from the empirical survey and developing innovations important for the online purchasing portals. The empirical results show that consumers preferred to accept on line purchasing portals for their purchases whenever they perceived that the determinants like product preference through the respective purchasing portals, variety options available in the portals and convenience of online shopping and in accordance to their preferences. This research shows that online shopping is having very bright future in India.

Dr. A. T. Jaganathan et al (2016), "A study on customer perception towards online shopping, Namakkal", the consumer's perception on online shopping varies from person to another and the perception is limited to a certain extent with the availability of the proper connectivity and the exposure to the online shopping has to be improved to make the customer satisfied. The perception of the consumer also has similarities and difference based on their personal characteristics usage based on their needs and demand. The study reveals that mostly the students are attached to the online shopping and hence the elder people don't use online shopping much as compared to the younger ones, so awareness has been fashioned in the coming era. Finally we are suggested that the online transaction should be flexible for the customers who perceived in shopping.

Zia Ul Haq (2015), Perception towards online shopping: an empirical study of Indian consumers, The result of our study shows that the perception of online shoppers is independent of their age and gender but not independent of their qualification & gender and income & gender The analytical results of our study further indicate relationships between consumers' perceptions of the factors that influence their intention to buy through online. More specifically, consumers' perceptions of the customer service, commitment and web security of online purchasing exhibit significant relationships with their online buying intention.

Dr. Rakshita Puranik and Dr. Alok Bansal (2014), A Study of Internet Users' Perception towards E-shopping, The results of the study helps the company to understand customer perception towards the online services provided before, during and after the purchase of product/service. Findings of this research in terms of internet users' perceptions could help firms to understand the internet users' needs and consequently, relate the marketing policies/strategies/program to be applied. Study is of relevance to both e-marketers and e-tailors, since it enables them to assess the features that specifically attract consumers to shop on the Internet. This paper provides a framework that also helps researchers understand the drivers of consumers' perception and their intention to shop on the Internet. Researchers can conduct similar studies in different geographical areas to validate the findings of this study.

Kanwal Gurleen (2012), "Consumer's Perception towards Online Shopping- The Case of Punjab" It was seen from the study that most of the Respondents of the age group 36-45 years were found to be adopters of online shopping. Most of the Males were the adopters as compared to females, where 53.7% were non-adopters. The adopters were mostly post graduates with monthly income in the range of Rs.20000-Rs.30000. The respondents those who use internet from 5 to 7 hours a day were found to be adopters of online shopping. Further, the factor analysis was applied to understand the various reasons for adoption and non-adoption of online shopping by the respondents. The following four factors were found to be significant Price Consciousness, Convenience and Variety, Easy Payment options and Challenges of Online Shopping. Also the online purchases take a longer time in shipments and deliveries.

Results and Discussion:

Table 1 Gender wise Classification of the Respondents

Sl. No.	Gender	No. of Respondents	Percentage
1.	Male	34	42.50
2.	Female	46	57.50
Total		**80**	**100.00**

Source: Primary Data

The Table 1 shows that out of 80 respondents, 46 respondents (57.50 per cent) are female and the remaining 34 respondents (42.50 per cent) are male.

It is evident that majority of the respondents (57.50 per cent) are female.

Table 2 Age wise Classification of the Respondents

Sl. No.	Age Group	No. of Respondents	Percentage
1.	17-20	20	25.00
2.	21-23	33	41.20
3.	24-26	22	27.50
4.	Above 26	5	6.20
Total		**80**	**100.00**

Source: Primary Data

Table 2 shows that out of 80 respondents, 33 respondents (41.20 per cent) are in the age group of 21 to 23 years, 22 respondents (27.50 per cent) are in the age group of 24 to 26 years, 20 respondents (25.00 per cent) are in the age group 17 to 20 years, and the remaining 5 respondents (6.20 per cent) are in the age group of above 26 years.

It is evident that most of the respondents (41.20 per cent) are in the age group of 21 to 23 years.

Table 3 Classification of the respondents on the basis of marital status

Sl. No.	Marital Status	No. of Respondents	Percentage
1.	Married	5	6.20
2.	Unmarried	75	93.80
Total		**80**	**100.00**

Source: Primary data

From table 3.3 it is known that out of 80 respondents, 75 respondents (93.80 per cent) are unmarried and the remaining five respondents (6.20 per cent) are married.

It is evident that majority of the respondents (93.80 per cent) are unmarried.

Table 4 Educational Qualification of the Respondents

Sl. No.	Educational Level	No. of Respondents	Percentage
1.	UG	29	36.20
2.	PG	35	43.80
3.	M. Phil	13	16.20
4.	Ph. D	3	3.80
Total		**80**	**100.00**

Source: Primary Data

Table 4 shows that out of 80 respondents, 35 respondents (43.80 per cent) are PG students, 29 respondents (36.20 per cent) are UG students, 13 respondents (16.20 per cent) are M. Phil scholars and the remaining 3 respondents (3.80 per cent) are Ph. D scholars.

It is inferred that most of the respondents (43.80 per cent) are PG students.

Table 5 Classification of respondents on the basis of their family monthly income

Sl. No.	Family Monthly Income	No .of Respondents	Percentage
1.	Below Rs.10000	27	33.80
2.	Rs.10001 to Rs.30000	44	55.00
3.	Rs.30001 to Rs.50000	6	7.50
4.	Above Rs.50000	3	3.80
Total		**80**	**100**

Source: Primary data

It is inferred from table 5 it is known that out of 80 respondents, 44 respondents (55.00 per cent) monthly family income falls between Rs.10,001 to Rs.30,000, 27 respondents (33.80 per cent) have family income of below Rs.10000, 6 respondents (7.50 per cent) have a earning between Rs. 30001 to 50000 and the remaining 3 respondents (3.80 per cent) earned monthly income are above Rs.50000.

It is evident that most of the respondents (55.00 per cent) have been earning family monthly income between Rs.10001 to 30000.

Table 6 Classification of the respondents on the basis of involving in part time job

Sl. No.	Part Time Job	No .of Respondents	Percentage
1.	Yes	30	37.50
2.	No	50	62.50
Total		**80**	**100.00**

Source: Primary data

Table 6 explicit that out of 80 respondents, 50 respondent (62.50 per cent) student are not going for part time job, 30 respondents (37.50 per cent) students are going for part time job.

It is inferred that majority of the respondents (62.50 per cent) students are not going for part time job.

Table 7 Classification on the basis of Type of job

Sl. No.	Type of Part Time Job	No. of Respondents	Percentage
1.	Sales Person	8	26.67
2.	Collection & Delivery	6	20.00
3.	Tuition center	8	26.67
4.	Others	8	26.67
Total		**30**	**100.00**

Source: Primary Data

Table 7 explicit that out of 30 respondents, Eight respondents (26.67 per cent) are working as sales person, Eight respondents (26.67 per cent) are working as teachers in tuition center, Eight respondents (26.67 per cent) belong to some other category and the remaining Six respondents (20.00 per cent) have the nature of work as Collection & Delivery.

It is understood that most of the respondents (26.67 per cent) are equally distributed as the sales person, teachers, and other category like online business, outsourcing.

Table 8 Monthly Income of Part Time Job

Sl. No.	Monthly Income	No .of Respondents	Percentage
1.	Below Rs.1000	3	10.00
2.	Rs.1001 to Rs.3000	10	33.33
3.	Rs.3001 to Rs.5000	12	40.00
4.	Above Rs.5000	5	16.67
Total		**30**	**100.00**

Source: Primary data

From table 8 it is known that out of 80 respondents, 12 respondents (40.00 per cent) earn between Rs.3001 to Rs.5000 through their part time job, 10 respondents (33.33 per cent) earn between Rs.1001 to Rs.3000, Five respondents (16.67 per cent) earn above Rs.5000, and the remaining three respondents (10.00 per cent) earn below Rs.1000 from their part time job.

It is evident that most of the respondents (40.00 per cent) earn between Rs.3000 to Rs.5000 from their part time job.

Table 9 Classification of the Respondents on the Basis of Reasons for Preferring to Online Store

Sl. No.	Preference to Online Store	No .of Respondents	Percentage
1.	Save Time	26	32.50
2.	Availability of variety of Product	11	13.80
3.	Offers & Discount	12	15.00
4.	Low Price	26	32.50
5.	Easy to Purchase	5	6.20
Total		**80**	**100.00**

Source: Primary data

From table 9 it is known that out of 80 respondents, 26 respondents (32.50 per cent) are preferring online store as it save time, 26 respondents (32.50 per cent) are preferring online store because of low price, 12 respondents (15.00 per cent) are preferring as there are lot of offers & discount, 11 respondents (13.80 per cent) are preferring online store due to the availability of variety of product, and the remaining Five respondents (6.20 per cent) are preferring as it is easy to purchase.

It is evident that most of the respondents (32.50 per cent) preferring online store as it save time and due to availability of products at low price.

Table 10 Source of information about Online Store

Sl. No.	Source of information about Online Store	No .of Respondents	Percentage
1.	Advertisement	33	41.20
2.	Family & relatives	42	52.50
3.	Own interest	5	6.25
Total		**80**	**100.00**

Source: Primary data

Table 10 it is known that out of 80 respondents , 42 respondents (52.50 per cent) are informed about online store through their family & relatives, 33 respondents (41.20 per cent) have come to know about online store through advertisement, remaining five respondents (6.25 per cent) have acquired knowledge about online store with their own interest.

It is inferred that majority of the respondents (52.50 per cent) have come to know about online store through their family & relatives.

Table 11 Preferable Online Store

Sl. No.	Preference	No .of Respondents	Percentage
1.	Amazon.com	19	23.80
2.	Flip Kart	46	57.50

3.	Snapdeal.com	6	7.50
4.	Quiker.com	3	3.80
5.	OLX. in	3	3.80
6.	Myntra.com	3	3.80
Total		**80**	**100.00**

Source: Primary data

Table 11 it is known that out of 80 respondents, 46 respondents (57.50 per cent) prefer Flip Kart to purchase through online, 19 respondents (23.80 per cent) are purchasing through Amazon.com, Six respondents (7.50 per cent) are purchasing through Snapdeal.com, Quiker.com, OLX.in, and Myntra.com are preferred equally by three respondents each.

It is evident that majority of the respondents (57.50 per cent) are preferred Flip Kart to purchase through online store.

Table 12 Type of Product Purchase

Sl. No.	Type of Product Purchase	No .of Respondents	Percentage
1.	Dress	19	23.70
2.	Cosmetics	12	15.00
3.	Books	10	12.50
4.	Accessories	7	8.80
5.	Electronic Goods	32	40.00
Total		**80**	**100.00**

Source: Primary data

Table 12 shows that out of 80 respondents, 32 respondents (40.00 per cent) purchase to the electronic goods through online stores, 19 respondents (23.70 per cent) use to purchase dresses through online store, 12 respondents (15.00 per cent) like to purchase cosmetics, 10 respondents (12.50 per cent) prefer books as their choice of purchase, and remaining Seven respondents (8.80 per cent) purchase accessories.

It is evident that majority of the respondents (40.00 per cent) use to purchase electronic goods through online store.

Figure 1 Type of Product Purchase

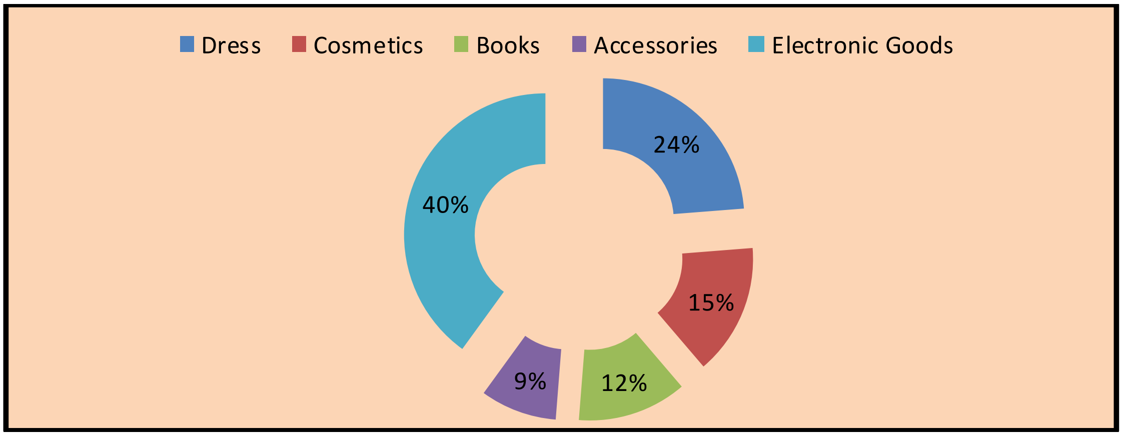

Table 13 Ranks to Online Store

Sl. No	Particulars	I	II	III	IV	V	VI	VII	VIII	Total
1.	Amazon.com	10	20	26	3	9	5	5	2	**80**
2.	Flip kart	49	19	8	3	0	1	0	0	**80**
3.	Snap deal.com	15	16	17	7	8	10	6	1	**80**
4.	Quikr.com	2	9	3	10	16	23	8	9	**80**
5.	OLX.IN	2	6	13	16	13	9	11	10	**80**
6.	Myntra.com	2	3	12	17	16	13	7	10	**80**
7.	EBay	0	7	1	13	8	5	22	24	**80**
8.	Jabong.com	0	0	0	11	10	14	21	24	**80**

Source: Primary data

Table 14 Percentages of Position and Garrett Value

Sl. No.	100 (Pi – 0.5) Nj	Calculated value	Garret value
1.	100(1-0.5)/8	06.25	79
2.	100(2-0.5)/8	18.75	67
3.	100(3-0.5)/8	31.25	59
4.	100(4-0.5)/8	43.75	53
5.	100(5-0.5)/8	56.25	46
6.	100(6-0.5/8	68.75	40
7.	100(7-0.5)/8	81.25	32
8.	100(8-0.5)/8	93.75	20

Source: Mathematical Table Value

From the Table 14 shows the Garret score value. By multiplying the score value of Table 13 to Table 14. Then the researcher adds the each column in the online store. The total Garret score values are presented in the Table 15.

Table 15 Calculations of Garrett Score to Factors

Sl. No.	Factors	Rank								Total
		1	2	3	4	5	6	7	8	
1.	Amazon.com	790	1340	1534	159	414	200	160	40	**4637**
2.	Flip kart	3871	1273	472	159	0	40	0	0	**5815**
3.	Snap deal.com	1185	1072	1003	371	368	400	192	20	**4611**
4.	Quikr.com	158	603	177	530	736	920	256	180	**3560**
5.	OLX.in	158	402	767	848	598	360	352	200	**3685**
6.	Myntra.com	158	201	708	901	736	520	224	200	**3648**
7.	EBay	0	469	59	689	368	200	704	480	**2969**
8.	Jabong.com	0	0	0	583	460	560	768	480	**2851**

Source: Primary data

From the Table 15 total score value is divided by the number of respondents. The result is presented in the Table 16.

Table 16 Average Score of Online store

Sl. No.	Factors	Garrett score	Average Score	Rank
1.	Amazon	4637	57.96	**II**
2.	Flip kart	5815	72.68	**I**
3.	Snap deal	4611	57.63	**III**
4.	Quikr	3560	44.50	**VI**
5.	OLX	3685	46.06	**IV**
6.	Myntra	3648	45.60	**V**
7.	EBay	2969	37.11	**VII**
8.	Jabong	2851	35.13	**VIII**

Source: Computed Data

From the Garret Ranking Method, Flip kart is the most preferable online store among the respondents. It is followed by Amazon.com, Snap deal.com, OLX.IN, Myntra.com, Quikr.com, Jabong.com.

Table 17 Loyalty towards Particular Online Store

Sl. No.	Prefer a particular online store always	No. of Respondents	Percentage
1.	Yes	33	41.25
2.	No	47	58.75
Total		**80**	**100.00**

Source: Primary data

Table 17 shows that out of 80 respondents, 47 respondents (58.75 per cent) have not preferred a particular online store always, 33 respondents (41.25 per cent) are loyal to a particular online store always. It is evident that most of the respondents (58.75 per cent) have not preferred a particular online store always.

Table 18 Reason for Preferring a Particular Online Store

Sl. No.	Reason for Preferring a Particular Online Store	No .of Respondents	Percentage
1.	Best service	13	39.40
2.	Safety	4	12.12
3.	Variety of product	10	30.30
4.	Goodwill	6	18.18
Total		**33**	**100.00**

Source: Primary data

From table 18 it is known that out of 80 respondents, 13 respondents (39.40 per cent) are preferring for a particular online store for its best service, 10 respondents (30.30 per cent) are preferring a online store due its variety of product, Six respondents (18.18 per cent) are preferring for its goodwill, Four respondents (12.12 per cent) feel that their choice of online store is safe to shop. It is evident that most of the respondents (39.80 per cent) are reason for preferring a particular online store due to its best service.

Table 19 Online Store Usage

Sl. No.	Online store usage	No .of Respondents	Percentage
1.	Frequently	9	11.20
2.	Need Arises	32	40.00
3.	At the time of offers	8	10.00
4.	Rarely	31	38.80
Total		**80**	**100.00**

Source: Primary data

Table 19 explicit that out of 80 respondents, 32 respondents (40.00 per cent) use online store as & when need arises, 31 respondents (38.80 per cent) make use of online store rarely, 9 respondents (11.20 per cent) frequently use of online stores, eight respondents (10.00 per cent) use at the time of offers.

It is inferred that majority of the respondents (40.00 per cent) use to purchase through online stores when need arises.

Table 20 Source of Information about Offers & Discounts

Sl. No.	Source of Information about Offers & Discounts	No .of Respondents	Percentage
1.	Family & friends	14	17.50
2.	Advertisements	52	65.00
3.	Own interest	3	3.80

4.	Got message & mail	11	13.80
Total		**80**	**100.00**

Source: Primary data

Table 20 shows that out of 80 respondents, 52 respondents (65.00 per cent) know about offers and discounts through advertisements, 14 respondents (17.50 per cent) know about offers and discounts of online stores through their family and friends, 11 respondents (13.80 per cent) use to get message or mail about the offers and discount available in online stores, and the remaining three respondents (3.80 per cent) on their own interest search and collect the information about offers & discounts. It is evident that most of the respondents (65.00 per cent) known about offers and discounts only through advertisement.

Table 21 Preference towards Type of Offer

Sl. No.	Type of Offer	No .of Respondents	Percentage
1.	Buy 1 get 1	39	48.80
2.	Deal of the day	18	22.50
3.	End season sales	5	6.20
4.	Cash discount	18	22.50
Total		**80**	**100.00**

Source: Primary data

Table 21 shows that out of 80 respondents, 39 respondents (48.80 per cent) prefer buy 1 get 1 offer, 18 respondents (22.50 per cent) prefer for deal of the day, 18 respondents (22.50 per cent) the prefer for cash discount, Five respondents (6.20 per cent) prefer for end season sales. It is evident that most of the respondents (48.80 per cent) prefer for buy 1 get 1 offer.

Table 22 Amount Spend For Online Store

Sl. No.	Amount spend	No .of Respondents	Percentage
1.	Below Rs.1000	53	66.20
2.	Rs.1001 to Rs.2000	18	22.50
3.	Rs.2001 to Rs.4000	7	8.80
4.	Rs.4001 to Rs.5000	2	2.50
Total		**80**	**100.00**

Source: Primary data

Table 22 shows that out of 80 respondents, 53 respondents (66.20 per cent) spend every month below Rs.1000 for purchasing product through online stores, 18 respondents (22.50 per cent) spend between Rs.1001 to Rs. 2000, Seven respondents (8.80 per cent) spend between Rs. 2001 to Rs. 4000 every month for online store, Two respondents (2.5 per cent) spend between Rs. 4001 to Rs. 5000 every month for online store.

It is evident that most of the respondents (66.20 per cent) are spending money below Rs. 1000 in online stores.

Table 23 Mode of Payment

Sl. No.	Mode of Payment	No .of Respondents	Percentage
1.	Cash on delivery	50	62.50
2.	Credit card	23	28.80
3.	Debit card	3	3.80
4.	EMI	4	5.00
Total		**80**	**100.00**

Source: Primary data

Table 23 shows that out of 80 respondents, 50 respondents (62.50 per cent) pay the amount after delivery of goods, 23 respondents (28.80 per cent) pay the amount credit card, Four respondents (5.80 per cent) make use of equated monthly installment for their online purchase, Three respondents(3.80 per cent) pay the amount using debit card.

It is evident that most of the respondents (62.50.16 per cent) pay the cash after they receive the goods.

Table 24 Affected by Fraudulent Activity

Sl. No.	Affected by fraudulent Activity	No. of Respondents	Percentage
1.	Yes	51	63.80
2.	No	29	36.20
Total		**80**	**100.00**

Source: Primary Data

Table 24 shows that out of 80 respondents, 51 respondents (63.80 per cent) have affected by fraudulent activity and the remaining 29 respondents (36.20 per cent) have not affected by any fraudulent activity.

It is inferred that majority of the respondents (63.80 per cent) felt that fraudulent activities are committed by online stores.

Table 25 Type of Fraudulent activity Committed

Sl. No.	Type of Fraudulent activity committed	No. of Respondents	Percentage
1.	Fake website	7	13.73
2.	Damaged goods	44	86.27
3.	Misplacing of the products	0	0
4.	Deducting higher amount	0	0
5.	Any other	0	0
Total		**51**	**100.00**

Source: Primary Data

Table 25 shows that out of 51 respondents, 44 respondents (86.27 per cent) have received damaged goods through their online shopping, seven respondents (13.73 per cent) have accessed fake website.

It is evident that most of the respondents (86.27 per cent) have received damaged goods from online stores against their orders.

Table 26 Action taking against fraudulent activity

Sl. No.	Taking action against fraudulent	No. of Respondents	Percentage
1.	Yes	24	30.0
2.	No	56	70.0
Total		**80**	**100.00**

Source: Primary Data

The Table shows that out of 80 respondents, 56 respondents (70.00 per cent) have not taken action against fraudulent activity and the remaining 24 respondents (30.00 per cent) have taken any action against fraudulent activity. It is evident that majority of the respondents (70.00 per cent) have not taken any action against fraudulent activity.

Table 27 Difficulty in Network

Source: Primary Data

Table 27 shows that out of 80 respondents, 42 respondents (52.50 per cent) have not faced network problem during the process of online purchase, 28 respondents (47.50 per cent) have faced network problem while purchasing through online store.

Sl. No.	Difficulty in network	No. of Respondents	Percentage
1.	Yes	38	47.50
2.	No	42	52.50
Total		**80**	**100.00**

It is evident that most of the respondents (52.50 per cent) have not met with network problem.

Table 28 Product Superiority in the online store

Sl. No.	Product Superiority in the online store	No .of Respondents	Percentage
1.	Good	29	36.2
2.	Normal	48	60.0
3.	Not good	3	3.8
Total		**80**	**100.00**

Source: Primary data

Tables 28 it is known that out of 80 respondents, 48 respondents (60.00 per cent) feel that product available in their choice of online store is normal, 29 respondents (36.00 per cent) feel it is superior to other online products and three respondents (3.80 per cent) feel it is not superior to other online stores.

It is inferred that most of the respondents (60.00 per cent) feel that product available in their choice of online store is normal.

Opinion about Satisfaction Level of Respondents

The Researcher has classified the respondents based on their Opinion about satisfaction level of respondents towards online stores. The details are presented in Table 29.

Table 29 Opinion about Satisfaction Level of Respondents

Sl. No.	Particulars	HS	S	N	DS	HDS	Total
1.	Variety of product	57 (71.20)	23 (28.80)	0 (0.00)	0 (0.00)	0 (0.00)	80 (100)
2.	Low price	20 (25.00)	34 (42.50)	22 (27.50)	2 (2.50)	2 (2.50)	80 (100)
3.	Prompt delivery	16 (20.00)	45 (56.20)	17 (21.20)	2 (2.50)	0	80 (100)
4.	After sales service	7 (8.80)	38 (47.50)	28 (35.00)	4 (5.00)	3 (3.80)	80 (100)
5.	Providing product information	23 (28.8)	42 (52.50)	8 (10.00)	4 (5.00)	3 (3.80)	80 (100)
6.	Quality of product	25 (31.20)	28 (35.00)	13 (16.20)	11 (13.80)	3 (3.80)	80 (100)
7.	Return accepted	25 (31.20)	21 (26.20)	21 (26.20)	11 (13.80)	2 (2.50)	80 (100)
8.	Payment system	21 (26.2)	27 (33.80)	20 (25.00)	10 (12.50)	2 (2.50)	80 (100)
9.	Security	15 (18.80)	30 (37.50)	17 (21.20)	14 (17.50)	4 (5.00)	80 (100)

Source: Primary data

Table 29 shows that out of 80 respondents, 57 respondents (71.20 per cent) have highly satisfied with the online stores purchase due to the availability of variety of product, 34 respondents (42.50 per cent) have satisfied with the online store because the product available at low price, 45 respondents (56.20 per cent) have satisfied due to its prompt delivery, 38 respondents (47.50 per cent) have satisfaction with the after sales service done by the online store, 42 respondents (52.50 per cent) have satisfaction with the statement providing product information, 28 respondents (35.00 per cent) have satisfaction towards quality of product, 25 respondents (31.20 per cent) have highly satisfied as the return are accepted, 27 respondents (33.80per cent) have satisfaction with payment system, 30 respondents (37.50 per cent) have satisfied with the security.

Test of Hypothesis – Application of Chi-Square Test

H 1: "There is no association between age and preference for online stores"

Table 30 Analysis of age of the Respondents and Preference for online stores

Age	Amazon	Flip Kart	Snapdeal	Quiker	OLX.in	Myntra	Total
17 years to 20 years	1 (1.50)	12 (11.50)	6 (4.80)	0 (0.80)	0 (0.80)	1 (0.80)	20 20.00
21 years to 23 years	3 (2.50)	18 (19.00)	9 (7.80)	3 (1.20)	0 (1.20)	0 (1.20)	33 33.00
24 years to 26 years	2 (1.60)	12 (12.60)	4 (5.20)	0 (0.80)	2 (0.80)	2 (0.80)	22 22.00
Above 26 years	0 (0.40)	4 (2.90)	0 (1.20)	0 (0.20)	1 (0.20)	0 (0.20)	5 5.00

Source: Computed Data

Table 31 Chi-Square Tests Result

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.885[a]	15	0.269
Likelihood Ratio	21.087	15	0.134
Linear-by-Linear Association	0.699	1	0.403
N of Valid Cases	**80**		

a. 19 cells (79.20%) have expected count less than 5. The minimum expected count is .19.

Source: SPSS Result

From the table 31, it is found that the significant value of the chi-square value of (17.885) for the 15 degrees of freedom at 5% level of significance (0.269). Calculated value is greater than the table value. So the null hypothesis is ***accepted***. Hence, ***there is no significant association between age of the respondents and preference for online stores.***

H 2: There is no relationship between educational qualification and type of product purchased through online stores.

Table 32 Analysis of educational qualification of the Respondents and type of product purchased through online stores

Educational Status	Dress	Cosmetics	Books	Accessories	Electronic Goods	Other Products	Total
UG	4 (5.40)	6 (4.40)	8 (3.60)	1 (2.50)	8 (11.60)	2 (1.40)	29 29.00
PG	9 (6.60)	2 (5.20)	2 (4.40)	2 (3.10)	20 (14.00)	0 (1.80)	35 35.00
M. Phil	2 (2.40)	3 (2.00)	0 (1.60)	4 (1.10)	2 (5.20)	2 (0.60)	13 13.00
Ph. D	0 (0.60)	1 (0.40)	0 (0.40)	0 (0.30)	2 (1.20)	0 (0.20)	3 3.00

Source: Computed Data

Table 33 Chi-Square Tests Result

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.241[a]	15	0.003
Likelihood Ratio	34.971	15	0.002
Linear-by-Linear Association	0.562	1	0.454
N of Valid Cases	**80**		

a. 19 cells (79.20%) have expected count less than 5. The minimum expected count is .19.

Source: SPSS Result

From the table 33, it is found that the significant value of the chi-square value of (34.241) for the 15 degrees of freedom at 5% level of significance (0.003). Calculated value is greater than the table value. So the null hypothesis is ***not accepted***. Hence ***there is a significant association between educational qualification of the respondents and type of product purchased through online stores.***

Findings of the Study:

The findings of the study are summarized.

- It is evident that majority of the respondents (57.50 per cent) are female.
- It is evident that most of the respondents (41.20 per cent) are in the age group of 21 to 23 years.
- It is evident that majority of the respondents (93.80 per cent) are unmarried.
- It is inferred that most of the respondents (43.80 per cent) are PG students.
- It is evident that most of the respondents (55.00 per cent) have been earning family monthly income between Rs.10001 to 30000.
- It is inferred that majority of the respondents (62.50 per cent) students are not going for part time job.

- It is understood that most of the respondents (26.67 per cent) are equally distributed as the sales person, teachers, and other category like online business, outsourcing.
- It is evident that most of the respondents (40.00 per cent) earn between Rs.3000 to Rs.5000 from their part time job.
- It is evident that most of the respondents (32.50 per cent) preferring online store as it save time and due to availability of products at low price.
- It is inferred that majority of the respondents (52.50 per cent) have come to know about online store through their family & relatives.
- It is evident that majority of the respondents (57.50 per cent) are preferring Flip Kart to purchase through online store.
- It is evident that majority of the respondents (40.00 per cent) use to purchase electronic goods through online store.
- It is the finding of the study that majority (72.68 per cent) of the respondents preferable for Flip kart.
- It is evident that most of the respondents (58.75 per cent) have not preferred a particular online store always.
- It is evident that most of the respondents (39.80 per cent) are reason for preferring a particular online store due to its best service.
- It is inferred that majority of the respondents (40.00 per cent) use to purchase through online stores when need arises.
- It is evident that most of the respondents (65.00 per cent) known about offers and discounts only through advertisement.
- It is evident that most of the respondents (48.80 per cent) prefer for buy 1 get 1 offer.
- It is evident that most of the respondents (66.20 per cent) are spending money below Rs. 1000 in online stores.
- It is evident that most of the respondents (62.50.16 per cent) pay the cash after they receive the goods.
- It is inferred that majority of the respondents (63.80 per cent) felt that fraudulent activities are committed by online stores.
- It is evident that most of the respondents (86.27 per cent) have received damaged goods from online stores against their orders.
- It is evident that majority of the respondents (70.00 per cent) have not taken any action against fraudulent activity.
- It is evident that most of the respondents (52.50 per cent) have not met with network problem.
- It is inferred that most of the respondents (60.00 per cent) feel that product available in their choice of online store is normal.
- The finding of the study is majority (71.20 per cent) of the respondents have highly satisfied with the online stores purchase due to the availability of variety of product.
- There is no significant association between age of the respondents and preference for online stores.

- ❖ There is a significant association between educational qualification of the respondents and type of product purchased through online stores.

Recommendations:

- ❖ Online stores can provide more information about the product and service availability which will improve the knowledge of the customers and help them shop easily.
- ❖ Formalities & forms to be filled during payment can be minimized, by recording the personal details of the customers. So that when a customer gives his name or mail id for shopping his personal information will appear by default.
- ❖ They should try to reduce the cost and introduce many cheap plans to make it affordable to those who cannot afford it which will in turn help them to increase their customers.
- ❖ Online companies must focus on providing extra facilities like goods exchange policy to online shoppers so that shoppers will have easy to purchase products over online.
- ❖ Most of the educated people are familiar with online shopping and so they can try focusing on people who are less educated by creating awareness and educating them.
- ❖ Banking should promote Debit card, Credit card facility in online shopping.

Conclusion: The study investigates the determinants that are responsible for choosing of the online purchasing portals by the consumers whenever they decide for purchasing products. Furthermore, the study was taken ahead with the conclusions drawn from the empirical survey and developing innovations important for the online purchasing portals. The empirical results show that consumers preferred to accept on line purchasing portals for their purchases whenever they perceived that the determinants like product preference through the respective purchasing portals, variety options available in the portals and convenience of online shopping and in accordance to their preferences. The customers also feel that it is very easy to purchase goods online rather than to move shop to shop. From the research it can be set that in today’s fast moving world people don’t have time to travel to buy goods and other factors like distance, traffic make it even more difficult for a person to manually go to shops and buy goods and hence people have started using online shopping for purchasing and because of payment modes like cash on delivery has rapidly increased the number of the online shoppers and this list will keep on increasing. The project reveals that mainly college students prefer purchasing on online among the students Flip kart is preferred by majority of the students because of its best service. Most of the customers are satisfied by online shopping, but the only hinder is that they are not fully secured.

Government has to improve security laws related to online websites so that the online customers feel secured in case of debit card, credit card or online payments. This research shows that online shopping is having very bright future in India. Perception towards online shopping is getting better in India.

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