

**A STUDY ON ONLINE SHOPPING AWARENESS OF COLLEGE STUDENTS IN
KANNIYAKUMARI DISTRICT**

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Abstract

Consumer behaviour can be describe as the evident behaviour of consumers at the time of search of a product, during the process of making a purchase and the behaviour after having made the purchase or having used the service acquired through shopping in online. In other words, the consumer behaviour can be defined as the action of people carry to out when they want to purchase and use the bought products or services. Consumer behaviour is the intent and the attitude shown by the consumers while shopping online. Consumer behaviour includes many practices, for instance, how people usually purchases, what things they prefer buying, when or at what time are they comfortable buying, why they buy the products or how they decide on the products that they buy. Online consumers browse various websites to fulfil their needs for the products or services they desire. The consumers look at all possible options and alternatives that are available for the products that they want and select the product that best fits their need. The present study is to understand the Online Shopping Awareness of College Students. For that, the researcher selected Kanniyakumari district of Tamil Nadu. The main aim of the study is to find out the Awareness level of the respondents. So, researcher circulates the 75 samples and used percentage, Garret ranking method and chi-square test for analysis the collected data.

Keywords: Online shopping, Consumer behaviour, Consumption pattern, Technological advancement.

Introduction

Online shopping is buying and selling of goods and services through internet. All the products in online stores are described through text, with photos and multimedia files. Many store available online provide links for extra information about their products. The trend of online shopping is increasing especially among the young generation. They prefer to discounts, saving of fuel, time and energy. There is a terminators scope in growth for online shopping in the feature. Surging fuel costs, traffic-jam in cities and lack of availability of parking spaces have directed youth to opt for online purchasing of goods. Value offering services like free

shipment return on of products, peer reviews and reviewers' rating have shifted the focus from offline to online shopping.

Consumer behaviour involve the study of individual and the method they employ to utilize, choose and set out products and services to fulfil their wants and the effect that these methods have on the consumer and the society. Consumer behaviour refers to all the thought, feelings and actions that an individual has or takes before or while buying any product, service or idea. Buyer behaviour is the concept which answers what, why, how, when, and where an individual makes purchase. As a result, the outcome of buyer behaviour is the buyer's decision. Purchasing process as a whole involves giving a thought on what should be bought, which brand is good or suitable, from where or whom should the purchase be made, when to purchase, how much to spent, and how many times to buy and in what intervals. Consequently, the result of the buyer behaviour is the consumer's final decision regarding the product choice, brand choice, dealer choice, purchase timing, purchase amount and purchase frequency.

Statement of the Problem

Technological advancement has turned the distribution scenario topsy-turvy in the sense that goods and services come to the door steps of contemporary consumers from producer or vendors across the globe. If a consumer has adequate economic power he and she can have access to goods and services at home without going through the hassle of physical purchase by visiting several store spread across geographies. This has opened fresh doors to marketers in the distribution scenario. The habit of online purchase is picking up at faster rate than ever before threatens conventional supply chain methodology, Online shopping facilities enables the tech savvy consumers to gather every bit and pieces of information about products services from their gadgets and computer system like price, quality, variety, competitive price user experience, offers, terms and conditions of the purchase products attributes and so on, of course there are certain uncomfortable things associate with inherently online purchase like sharing their personal information debit and credit card number, account number, etc., with the vendors. Yet online shopping is fast emerging as a powerful alternative distribution channel in the marketing scenario.

A number of earlier studies across geographies have unearthed a plethora of factors governing buying behaviour of online shopping like age, family size, purchase pattern, purchase preference, the nature of product purchase satisfaction level of online shopping and so on. Yet, the researcher has identified the following problems of the study. Generally, online bought by college students were said to case several problems such as risk in monetary transactions, cash deducted without, delivery goods, wrong goods delivered, damaged goods delivered, product size problem, delay in delivery, wrong visual, difficult to contact seller, risk of warranty and claims, problem of repayment, poor response of customer care, poor packaging, and so on. Therefore, the title selected for the study is "A Study on Online Shopping Awareness of College Students in Kanniyakumari District".

Review of Literature

Dr. G. Anuradha and Mr. R. Selva Raju (2022), "Online Shopping Experience among Home Makers", it is concluded that the homemakers may spend their leisure time in a productive way. So the e-tailers can concentrate on the homemakers as they make purchase

for the entire family. The home makers in rural areas can be given more awareness about the benefit of online shopping. The e-tailers can provide a reliable source of purchase and sales platforms for the e-shoppers so that many new customers can be targeted. While purchasing products online the e-shoppers need not bother about carrying bags, parking, spending time etc. Without wasting their leisure time, they can make purchases through online easily. With the help of the online shopping the homemakers can reduce the shopping time and mental stress which may lead to happy and enthusiastic e-shopping for the entire family.

K. Prabhakaran (2020), “ A study on buying behaviour of consumer through online shopping in India”, it is found that gender and age is preferably and suitable to online shopping due to their technical knowhow. The shopping reason is to purchase through online but the consumers have to know its problems. The online shoppers are highly admired with marketing strategies have been adopted to attract all types of customers through special offers, quality of product and services, exclusive products, tracking orders and sales performance. The online shoppers are having the tendency of changing lifestyles, ease of use & convenience, security, utility, time effectiveness, outbound logistics and feedback of others about a product which is popularly very cheap in the online shops. The customers should keenly watch the security, technology familiarity, convenience and easy buying, time saving, and variety of product, online risk, and trust of the online vendor. Hence, the consumer purchasing behaviour towards online shopping, their attitude is highly depended with their age is below 25 years, unemployed, undergraduate, and male. Online shopping saves their time and it is comparatively easier than the physical store.

P. Parameswari and M. Saravanan (2019), “A Study on Online Shopping and Consumer Behaviour among College Students in Coimbatore District, Tamil Nadu”, this study concludes that the college students preferred to buy online products such as electronic and cosmetics than other categories. An online shopping is convenience compared to the traditional method of buying behaviour. In addition, online marketing fulfilled the all the requirement of the customers and they feel secure money transaction and money refund on purchase through online

Online Buying Behaviour

Behaviour is the apparent, noticeable response in a given situation with respect to given target. Use of the Internet for retail shopping has expanded immensely in recent years and has had a profound influence on the shopping process for many consumers. Online buying behaviour is a type of behaviour which is exhibited by customers while browsing websites of an E-tailer in order to search, select and purchase goods and services, in order to fulfill their needs and wants. It is basically a behaviour which is reflected by the purchaser during the process of buying through the internet.

Objectives

- To study the level of awareness among college students towards online shopping in the study area.
- To identify the motivating factors among the college students towards online shopping.

Research Design

The present study is of Descriptive in nature. Sample size selected for the study was 75 respondents in Kanniyakumari District of Tamil Nadu State. Convenience sampling technique was adopted in the selection of the respondents. Researcher used percentages, Garret Ranking Method and chi-square test for analysing the data.

Limitations of the Study

- The study is limited to Kanniyakumari District. The size of the sample comparing to the population may be less and it may not represent the whole population
- The area of study is limited to Kanniyakumari District and hence, the result cannot be generalized for other geographical areas.

RESULTS AND DISCUSSIONS

Table 1: Demographic Variables of the Respondents

VARIABLES		No of Respondents	Percentage
Gender	Male	35	47
	Female	40	53
	Total	75	100
Marital Status	Married	12	16
	Unmarried	63	84
	Total	75	100
Age	Below 20 Years	11	15
	21 to 23 Years	21	28
	24 to 26 Years	20	27
	Above 26 Years	23	31
	Total	75	100
Educational Qualification	Under Graduate	27	36
	Post-Graduate	24	32
	Research Scholar	24	32

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	Total	75	100
Family Size	Up to 3 Members	30	40
	4 to 6 Members	26	35
	Above 6 Members	19	25
	Total	75	100
Family Income	Less than Rs.10,000	19	25
	10000-20000	16	21
	20001-30000	16	21
	30001-40000	11	15
	Above 40000	13	17
	Total	75	100

Sources: Primary Data

The above table shows that demographics wise distribution of the respondents. It reveals that, most of the respondents were Female and Majority of the respondents were Unmarried. Most of the respondents were above 26 Years, Under Graduates were mostly, majority of respondents Family size in Up to 3 Members and Less than Rs.10,000 was the high income of the respondents when compared to income of other respondents per month.

Table 2: Category of Colleges

Category of Colleges	Number of Respondents	Percentage
Government	11	15
Aided	26	35
Self – finance	38	51
Total	75	100

Sources: Primary data

It is clear from the Table, that of the total sample of 75 students 38 respondents are from Self – finance colleges, Government colleges and Aided colleges each towards the student category of respondents in the online shopping.

Table 3: Frequency of Purchase

Frequency of Purchase	Number of Respondents	Percentage
Weekly	11	15

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Fortnightly	13	17
Monthly	24	32
Whenever Required	27	36
Total	75	100

Sources: Primary Data

The above table indicated that frequency of Purchase of the online products in which 27 respondents Purchase Whenever they required, 24 respondents asked to their purchase is Monthly, 13 respondents purchasing Fortnightly and 11 respondents purchase at Weekly.

Table 4: Amount Spent in the Online Shopping

Amount	Number of Respondents	Percentage
Up to Rs. 1,000	21	28
Rs.1,001 to Rs. 5,000	24	32
Rs.5,001 to Rs. 10,000	16	21
Above Rs.10,001	14	19
Total	75	100

Sources: Primary Data

The above tables indicates that the amount spend towards online purchases. It shows that 24 respondents spend up Rs.1,001 to Rs. 5,000 , 24 respondents spend Up to Rs. 1,000, 16 respondents spent Rs.5,001 to Rs. 10,000 and 14 respondents spend above Rs.10,001.

Table 5: Online Store Choice

Source	Mean Score	Rank
Amazon	<i>61.15</i>	<i>I</i>
Flipkart	<i>61.08</i>	<i>II</i>
Meesho	<i>60.97</i>	<i>III</i>
Snapdeal	<i>60.65</i>	<i>IV</i>
EBay	<i>60.53</i>	<i>V</i>
Myntra	<i>60.38</i>	<i>VI</i>
Paytm	<i>60.05</i>	<i>VII</i>
Shopclues	<i>59.94</i>	<i>VIII</i>

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Pepperfry	59.88	IX
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Sources: Computed Data

The above table clearly indicates the ranking analysis of online stores. It shows Amazon ranked as first, followed by flipkart as second and Meesho as the top three category of online stores, The snap deal, EBay, Myntra, Paytm, Shopclues, Jabong and Pepperfry are ranked respectively in their choice of fourth, fifth, sixth, seventh, eighth and nine category in the online stores.

Table 6: Product and Services Purchased through Online

Source	Mean Score	Rank
Cosmetics	<i>66.97</i>	<i>I</i>
Clothing and Accessories	<i>66.58</i>	<i>II</i>
Books and Magazines	<i>66.41</i>	<i>III</i>
Electronic devices	<i>66.15</i>	<i>IV</i>
Sporting goods	<i>66.03</i>	<i>V</i>
Footwear	<i>65.68</i>	<i>VI</i>
Grocery items	<i>65.55</i>	<i>VII</i>
Health & Beauty	<i>65.44</i>	<i>VIII</i>
Gift items	<i>65.38</i>	IX
Computer Products & Spare parts	<i>65.34</i>	X

Sources: Computed Data

The above table shows that the important categories of online products purchased by the respondents in online shopping. The importance given by the respondents in the online shopping shows majority of the online shopping consumers gave importance to the Cosmetics, it is a first rank and followed by Clothing and Accessories, Books and Magazines, Electronic devices, Sporting goods, Footwear, Grocery items purchasing, Health & Beauty, Gift items and Computer Products & Spare parts are the following ranks.

Table 7: Factors Motivating to Purchase of the Products in Online Shopping

Motivating factors	Number of Respondents	Percentage
Special offers	22	29
Attractive display	17	23
Detailed information	11	15

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Prompt delivery	14	19
Simplicity	5	7
Description of goods	6	8
Total	75	100

Sources: Primary Data

The above table indicated that the Factors Motivating to Purchase of the Products in Online Shopping. In which, 22 respondents were motivated for Special offers, 17 respondents were motivated by Attractive display and 5 respondents motivate the Simplicity to purchase the online products.

Table 8: Level of Awareness

Awareness	Number of Respondents	Percentage
Strongly Aware	11	15
Aware	36	48
Dis-Aware	19	25
Strongly Dis-Aware	9	12
Total	75	100

Sources: Primary Data

The above table stated that the satisfaction level of respondents. In which, 36 respondents were Aware, out of others it is a highest level. 19 respondents were Dis-Aware, 11 respondents were Strongly Aware and 9 respondents were Strongly Dis-Aware.

ASSOCIATION BETWEEN SOCIO-ECONOMIC CHARACTERISTICS AND LEVEL OF AWARENESS OF THE RESPONDENTS

The non-parametric chi-square test is applied to find the association Between Level of Awareness and Socio-Economic factors such as Gender, Age, Marital Status, Educational Qualification, Family size, Income.

Table 9 - Socio Economic Characteristics and Level of Awareness

Factors	Calculated Value	Degrees of Freedom	Table Value	Result
Gender	4.88	3	7.81	Accepted
Age	11.59	9	16.91	Accepted
Marital Status	2.58	3	7.81	Accepted
Educational Qualification	5.24	6	12.59	Accepted
Family size	10.14	6	12.59	Accepted

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Income	36.56	16	26.29	Rejected
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Sources: Computed Data

From the above table it is clear that there is significant difference between Level of Awareness and socio-economic factors of Age, Marital Status, Educational Qualification and Family size. But there is no significant difference between Level of Awareness and socio-economic factors of Income.

Findings

- Most of the respondents were Female.
- Majority of the respondents were Unmarried.
- Most of the respondents were above 26 Years of Age.
- Under Graduates were most of the respondent's educational qualifications.
- Majority of respondents Family size in Up to 3 Members
- Less than Rs.10,000 per month earned income of the respondents when compared to income of other respondents.
- 27 respondents Purchase Whenever they required.
- Out of 90 respondents, 24 respondents spend up Rs.1,001 to Rs. 5,000 amount for purchase.
- 22 respondents were motivated for Special offers.

Suggestions

- Online shoppers need to create and maintain confidence related to security mechanisms in the online payment and personal information in the consumer minds so as to retain them in the future.
- The students should check reviews and rating of products displayed on various purchase platform before making the decision to buy a particular product.

Conclusion

The modern payment method has changed the way of the consumers to purchase their products or services through online shopping instead of traditional shopping. The 'traditional' way of shopping, selection of stores, entering into the store, selecting the items, queuing up to pay at the checkout has dramatically changed the revolution of internet services in the online shopping. Most of the consumers use the online shopping not only to buy the product but also to compare prices and features of products or services. This study is helpful for the online shoppers to know the motivating factors of the consumers in the online shopping and this study is also helpful to the shoppers to understand buying behaviour of the online shopping provided to purchase of products or services. Findings of the study in terms of awareness and motivating factors of the consumers and consequently, relate the shopping policies/strategies/program to be applied. Study also reveals the consumers are highly motivated by special offers, Attractive display and Prompt delivery. When researcher compare with Level of Awareness and socio-economic factors, there is accepted the some factors like Age, Marital Status, Educational Qualification and Family size. But there is no significant difference between Level of Awareness and socio-economic factors of Income only. This research can make the consumers be aware that online shopping is becoming an important trend in this modern information technology society.

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