

Dr. Alpana Vaidya

Associate Professor & Head Dept. of Psychology

Symbiosis College, Pune, Maharashtra, India

Ajay Vaidya

Marywood University, Pennsylvania, USA

Online Shopping Trends Among College Students

Abstract

E-commerce has been around in India for more than a decade but has become main stream only in the last few years. E-commerce can be thought of as an activity wherein the customer uses the internet to order a product or service. In most circumstances, the transaction may happen online also. Online shopping places a heavy demand on the use of the internet. More and more people are gaining confidence about purchasing products online. Hundreds of million dollars are being invested by venture capital funds in this sector. Indian buyers are showing confidence in the online e-commerce. Today many Indians purchase goods like books, electronic gadgets, air and rail tickets, apparel, gifts, mobiles, computer peripherals, audio cassettes and CDs. As a result of growing investment and growing trend of consumers in online shopping the present study was conducted. Review of literature has shown that studies have been conducted with respect to rural urban differences with respect to online shopping, money spent in online shopping during festival season and so on. But studies have not been conducted to study trends in online shopping among college going students. In view of this an attempt is made in the present research to find out the trends in online shopping among College students of Pune city. The sample consisted of 1143 students from various colleges of Pune city out of which 711 were females and 432 were males. They were administered thirty six item questionnaire on “online shopping” developed by the researcher. Chi square test was carried out to test the hypotheses formulated. In addition

percentage analyses were carried for data analyses. obtained results showed that in general girls like to shop online more than boys. Girls prefer mobile apps to shop online. Both boys and girls preferred Flipcart app more than other apps for online shopping. Regarding online payment gender differences were observed. More number of Girls prefer to pay online as compared to boys. Gender differences were also noticed on preference for online reviews before shopping. Results are discussed in the light of earlier studies and theoretical foundation.

Key Words- Online shopping trends, e-commerce

Introduction: -

E –commerce has been around in India for more than a decade but has become main stream only in the last few years. E-commerce can be thought of as an activity wherein the customer uses the internet to order a product or service. In most circumstances, the transaction may happen online also. Online shopping places a heavy demand on the use of the internet. More and more people are gaining confidence about purchasing products online. Hundreds of million dollars are being invested by venture capital funds in this sector. Indian buyers are showing confidence in the online e-commerce. Today many Indians purchase goods like books, electronic gadgets, air and rail tickets, apparel, gifts, mobiles, computer peripherals, audio cassettes and CDs online. As a result of growing investment and growing trend of consumers in online shopping the present study was conducted to find out whether it holds true for the college going youth particularly between the age group of 18 to 25 year old. Review of literature has shown that studies have been conducted with respect to rural urban differences with respect to online shopping, money spent in online shopping during festival season and so on. But studies have not been conducted to study trends in online shopping among college going students. In view of this an attempt is made in the present research to find out the trends in online shopping among College students of Pune city. The study also aims to find out the gender differences in online shopping.

Literature review: -

Online shopping is a form of Electronics commerce (E-commerce) which allows consumers to directly purchase products and services from seller over the internet using web browser. Through Online shopping all type of goods are available in the virtual world. This has become a convenient mode of shopping for the people since one can access these shops at any time without

stepping out of their home and going through hassles of traffic jams. One can also choose from the variety of products that are displayed with price, detailed mention of the features and reviews as well thereby, getting the best deal out of it.

The prospect of online marketing is growing in India too thanks to Internet literacy. The increasing use of Internet by the younger generation in India provides an emerging prospect for online retailers. If the online retailers know the trends in online shopping that will help them convert the potential customers into active ones.

Review of research in the field of e-commerce has shown that customer demographics affect the purchase intentions in a significant manner (Kunz, 1997). The results of the study says that men are more likely to purchase via internet, and those who intend to shop online are likely to be young. This study also showed that people living in large metropolitan areas do less shopping online as compared to those who live in suburban areas.

Studies conducted by Fram & Grady, 1997; Mehta & Sivadas, 1995; Sultan & Henrichs, 2000 have reported that gender, marital status, residential location, age, education and household income are important predictors of internet purchasing. In a study conducted by Donthu & Garcia (1999) on consumer characteristics related to online shopping, it was found that consumers who seek convenience and variety do more shopping online. Such people were also found to be more innovative and spontaneous. In another study conducted by Siu and Cheng (2001) it was found that economic benefits, product availability, security risk are also important factors in classifying online shoppers.

Zhou et al. (2007) found that customer traits, internet self efficacy, prior online shopping experience, shopping orientations, economic benefit perception, risk perception as important factors affecting online shopping acceptance of customers.

Study was conducted to find out the factors influencing online purchase of products in Kolkatta. Results showed that the cost factor, convenience factor, product factor and seller related factor are the four important factors influencing the online purchase of products in Kolkatta (Rahul Sen, 2014).

Review of research has shown that online shopping behavior has been studied extensively in the west. But it needs to be studies in the Indian setting. This is mainly because of growing Internet penetration. For example, according to IMAI, 2016 report, as on December 2016, India had

estimated 432 million Internet users. It is estimated that by 2017, Internet Users in India are most likely to be in a range of 450-465 million. The report finds that the overall internet penetration in India is around 31% presently. Regarding the Internet penetration in India it is 59% in urban area and 17% in rural area (IMAI report, 2016). Analysis of 'Daily Users' reveal that both in Urban and Rural India, the younger generations are the most prolific users of internet. 34% of the people are using Internet for shopping online. But one needs to find out trends in online shopping among the college youth who is using the Internet mostly compared to other age group. Therefore, the study was conducted to find out online shopping trends among college going youth and find out the gender differences in the online shopping.

Statement of problem

To study the online shopping trends among college-going youth in Pune City and to study the gender differences in online shopping.

Objectives of the study –

1. To study the pattern of online shopping among college-going youth in Pune city.
2. To study gender differences in online shopping among college students in Pune city.

Research methodology

Sampling – The sample consisted of college going youth between the age group of 18 to 25. Data were collected from 1143 students; out of which 711 were females and 433 were males. Incidental sampling method was used for data collection.

Tools – The tool developed by the researcher was used for data collection. The questionnaire consisted of a total of 36 questions. In addition an open ended question was also asked in order to understand why college students prefer online shopping.

Statistical analysis – Percentage analysis carried out.

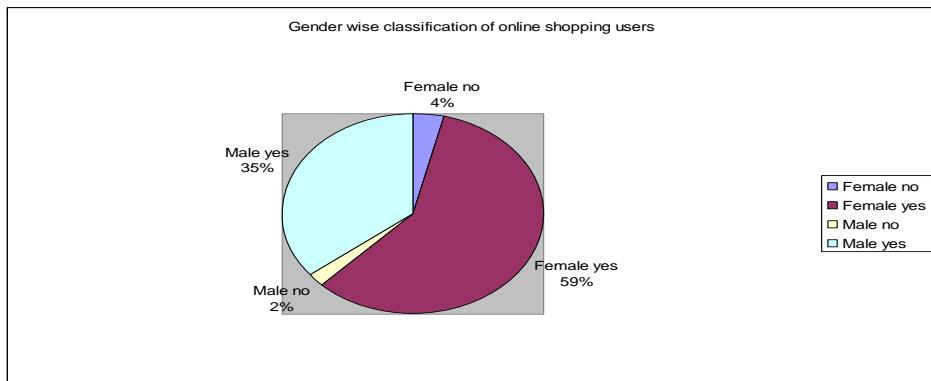
Results –

Obtained results showed that out of total of 1143 respondents 1071 respondents said that they do shop online whereas only 72 said that do not shop online. Results of the percentage analyses showed that 94% shop online and only 6% do not shop online. Regarding gender differences in online shopping it was found that out of total of 711 females 665 responded with 'yes' and only 46 responded with 'no'. Regarding boys it was found that out of 432 405 responded with 'yes'

and only 27 boys responded with 'No'. Thereby, suggesting that online shopping is popular among college going youth.

Refer to Pie chart for the gender distribution

Figure -1 Gender wise classification of online shopping users

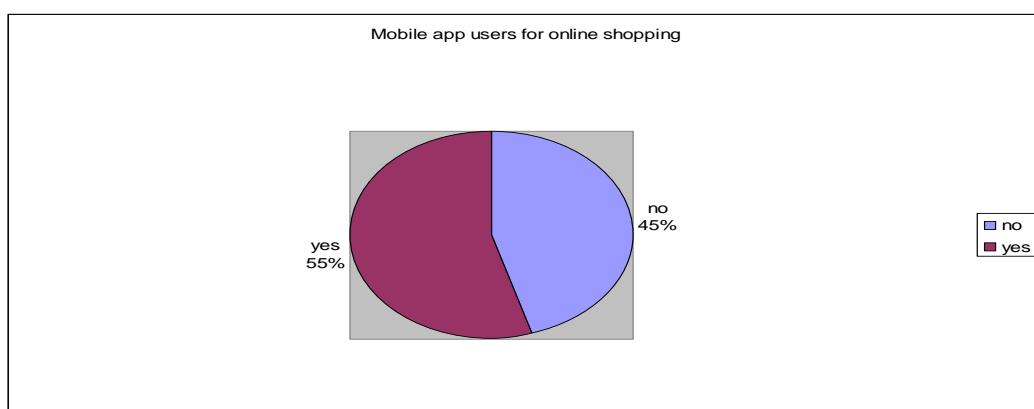


From above pie chart, we can conclude that among the population 59% female and 35% male prefer online shopping.

Regarding the spending more time for online shopping obtained results showed that 396 students said that they do spend more time on online shopping as against 742 students who responded with no.

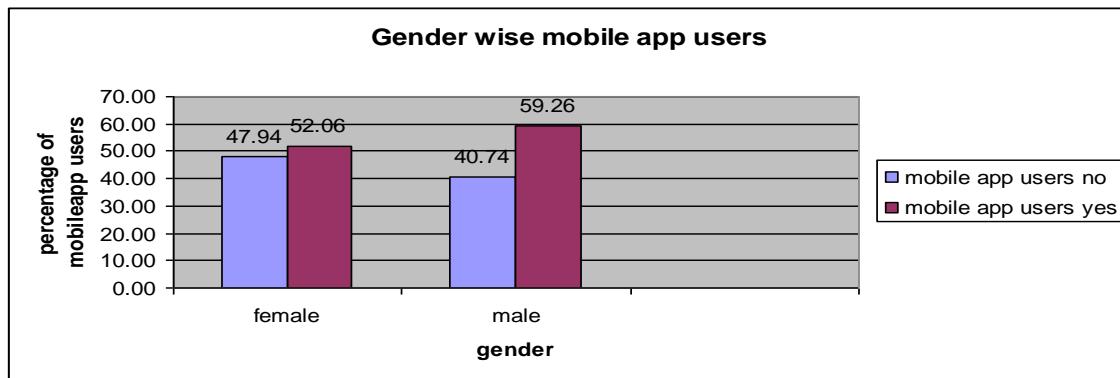
Regarding the usage of mobile app for online shopping it was found that 55% of the college going students prefer mobile app for online shopping and 45% do not prefer to use mobile app for online shopping. Refer to the pie chart below for the mobile app usage for online shopping.

Figure-2 Mobile app users while online shopping



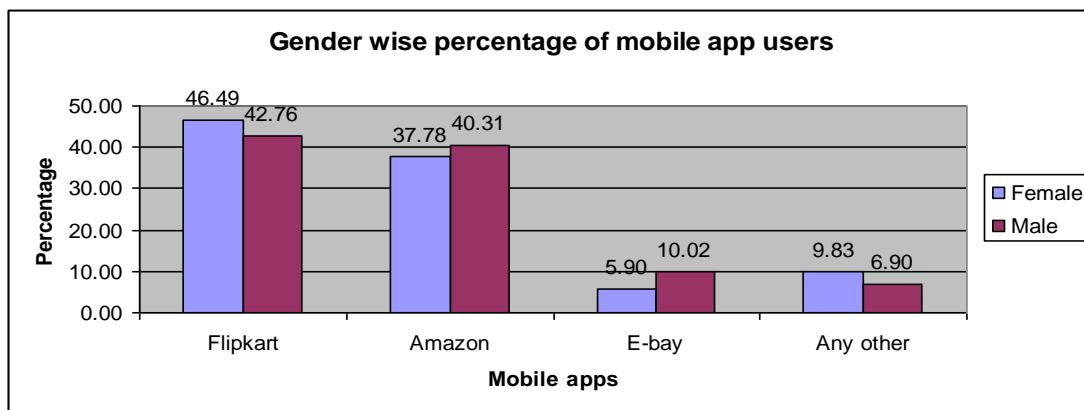
Regarding the gender differences in mobile app usage obtained results showed that 52.06% of females prefer to use mobile app as against 59.26% for males. Thereby, suggesting that males prefer to use mobile app for online shopping more as compared to females (Refer to Figure- 3 below)

Figure -3 Percentages of mobile app users



When the question was asked regarding the app that is used for shopping online obtained results showed that Flipkart is the most famous mobile app for both males and females. Gender differences regarding the preference of app showed that females preferred Flipkart more whereas, boys preferred Amazon app more for shopping (Refer to Figure 4 below).

Figure -4 Gender wise percentages of mobile app users



Regarding the opinion about the online deals better or not results showed that 77% of the population found online shopping deals to be better.

Results of gender wise classification of purchasing different items online showed that both males and females mostly purchase electronic items and clothes online. For example, obtained results

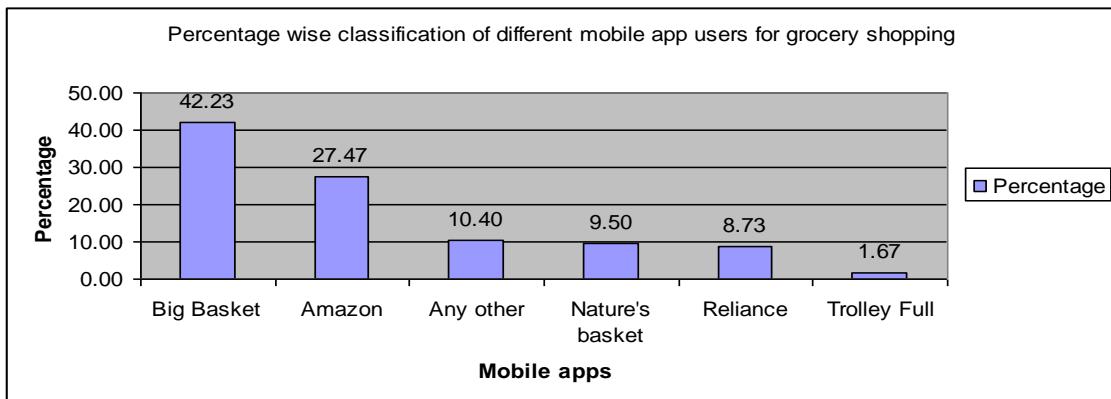
showed that 499 females and 322 males preferred to buy electronic goods online. As regards buying of clothes online results showed that 384 females and 170 males preferred to buy clothes online. Regarding of buying of property online very few preferred to online (Table-1).

Table- 1 Showing Gender wise classification of purchasing different items online

	Female	Male
Clothes	384	170
Electronics	499	322
Groceries	50	23
Properties	3	4
Goods	63	40
Any other	53	15

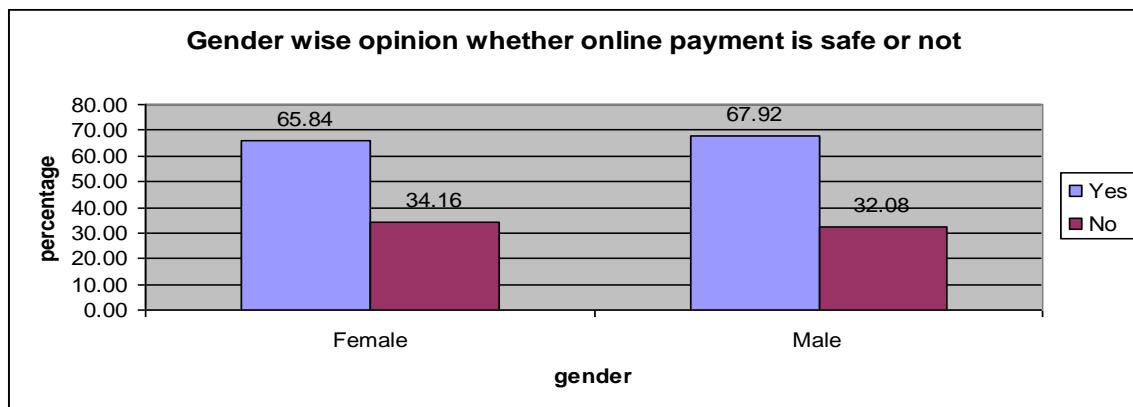
Results of use of mobile app for shopping of grocery showed that Big Basket is the most popular app followed by Amazon. Refer to the Figure- 5 for the percentage wise classification of different mobile app users for the grocery shopping.

Figure- 5 Percentage wise classification of different mobile app users for grocery shopping



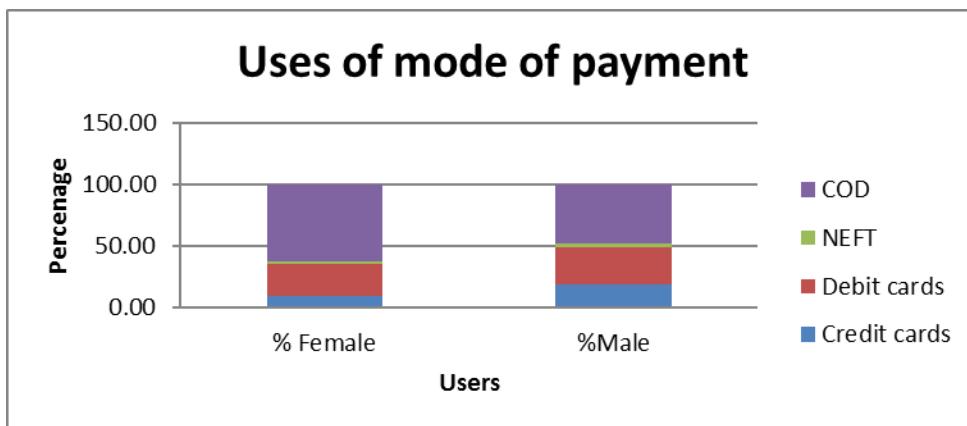
When the college students were asked about their opinion regarding the online payment if it is safe or not, it was found that 68% males and 66% females found online payment safe (Refer to Figure- 6) .

Figure 6 Gender wise opinions regarding online payment



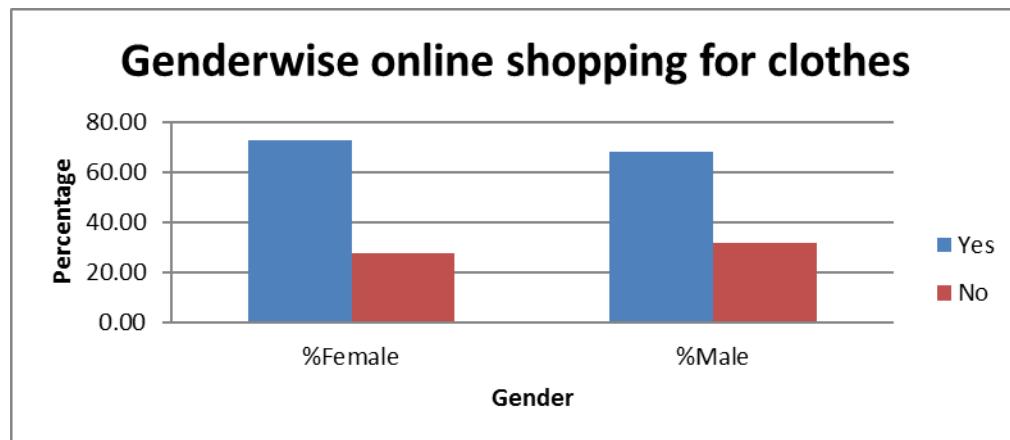
Obtained results regarding mode of payment showed that both males and females preferred to use Cash on Delivery (COD) as mode of payment (Refer to Figure- 7). For example, 62.62% of females preferred to use Cash on Delivery as mode of payment as against 47.76% for males thereby, suggesting that more girls preferred to use COD as method of payment than males. Regarding use of debit cards as mode of payment, obtained results showed that 25.81% of females and 30.39% of males preferred to use debit cards thereby, suggesting that boys preferred to use debit cards more than girls.

Figure- 7 Gender differences in the use of mode of payment



Results regarding shopping of clothes online showed that 73% females and 68% males prefer to shop clothes online (Refer to Figure- 8).

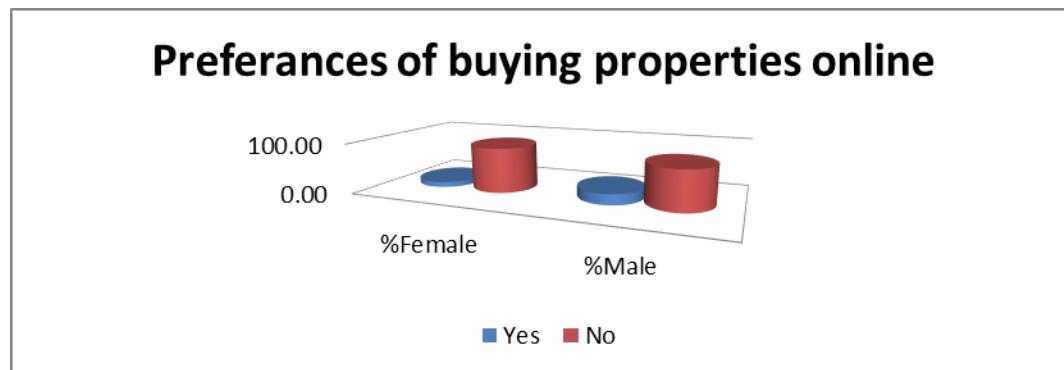
Figure- 8 Gender wise online shopping for clothes



When the college students were asked about their preference for buying of branded clothes online, results showed that 60.43% females prefer to buy branded clothes online as against 58.51% for males.

As regards preference to buying of Properties online obtained results showed that 89.67% of females and 78.65% of males are not interested in buying property online (Refer- Figure-9 below)

Figure- 9 Gender differences in preferences of buying properties online



Results regarding frequently used website for online shopping showed that 36.8% of females and 35% of males prefer Flipkart for online shopping. This was followed by Amazon (Refer to Table- 2).

Table- 2 Showing frequently used websites for online shopping

Websites used for online shopping	%Female	%Male
Amazon	35.66	40.95

Ebay	3.36	7.54
Flipkart	36.08	34.92
Snapdeal	4.90	4.02
Koovs	2.24	2.01
Myntra	7.27	3.02
Jabong	5.45	4.52
Other	5.03	3.02

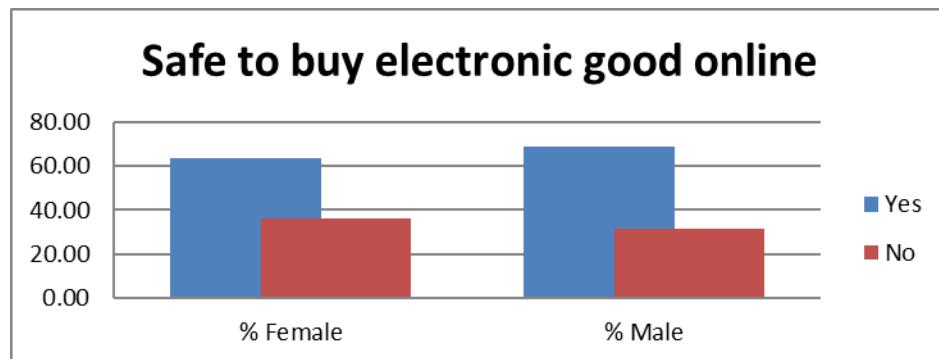
When the question was asked regarding the frequency of app used for online shopping obtained results showed that Flipkart is most frequently used app for online shopping for females and males (Refer to Table-3 below)

Table- 4 Showing Frequently used App by males and females

App	%Female	%Male
Amazon	43.10	30.51
Flipcart	56.90	37.05

When the college going students were asked if they find it safe to buy electronic goods online results showed that almost 64% of females and 69% of males preferred to shop electronic goods online (Refer to Figure-10 below).

Figure 10 Showing Gender differences in safety to buy electronic goods online



Regarding the shopping for artifacts online obtained showed that both boys and girls are not in favor of using online shopping mode for the same. Results of percentage analyses showed that 82.13 % of females were not in favor of buying artifacts online as against 75.58% for males.

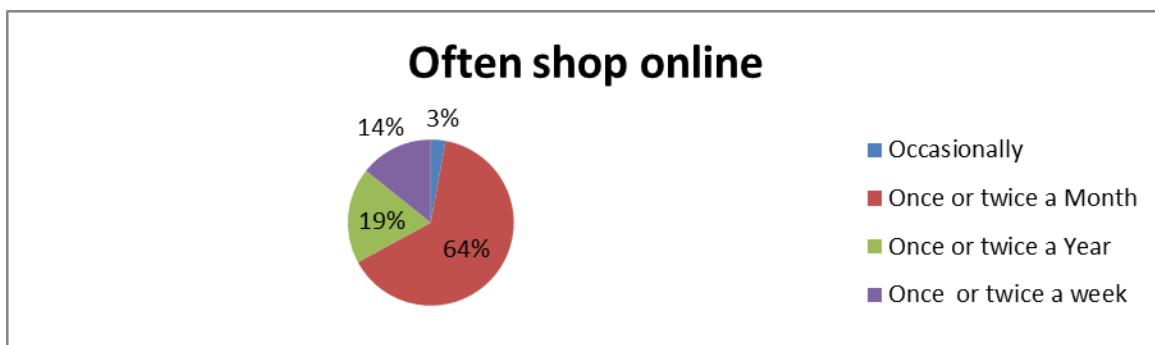
As regards buying of second hand products online results showed that 71.19% of females do not prefer to buy second hand products online and 65.12 % boys do not prefer to buy second hand products online.

When it comes to selling of old products online obtained results showed that 53.67% of females prefer to sell good online as against 55.81% for males.

Regarding the shopping of expensive goods online is concerned, obtained results showed that 38% of the respondents preferred to use online shopping method for buying of goods online. Regarding gender differences in buying of expensive goods online results showed that more number of females prefers to shop for expensive goods online as compared to males

Regarding frequency of shopping online obtained results showed that 64.20% prefer to shop once or twice a month (Refer to Figure -11 below). From the pie chart below we can conclude that most of the youngsters prefer to shop online once or twice a month.

Figure- 11 Pie chart showing shopping pattern among college students

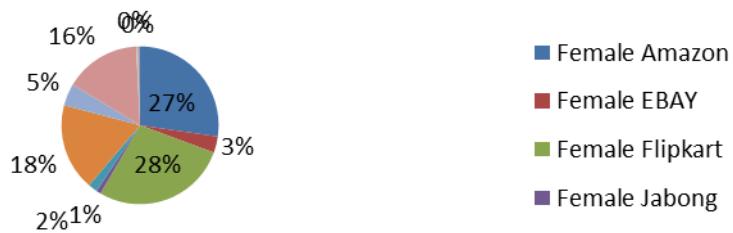


Regarding gender differences in pattern of shopping is concerned, obtained results showed that most of the females prefer to shop online once a month as compared to males. For example, obtained results showed that 38% females and 26% males shop online once a month.

Regarding after sales service of the various online companies results showed that Amazon and Flipkart have better sales services. For example, 45% college going youth found that Amazon has better sales services where as 44% of the college going youth found that Flipkart has better after sales services. Results regarding gender differences in after sales service of various online companies showed that about 27% females and 18% males said that Amazon has better sales service. Whereas 28% females and 16% males said that Flipkart has better sales service.

Figure-12 Pie Chart showing better sales services by gender

Better sales services by gender



Results regarding the return of the products showed that most of the youngsters rarely return their products. For example, 51% of the students rarely return their products. Regarding gender differences in return of the products showed that as compare to males, females rarely return the products purchased.

When the youngsters were asked how they know about new shopping sites results showed that, most of the students know about new shopping sites through Internet commercials. For example, 39% of the people know about new shopping sites through Internet commercials, 23% through friends, 24% through television commercials.

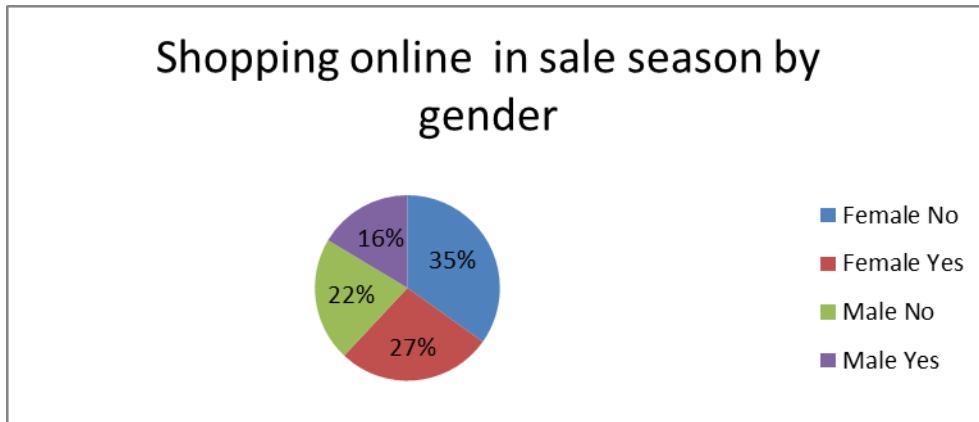
When when the students were asked about the use of online reviews 73% of them replied with 'Yes' they do use online review before purchasing the commodity thereby suggesting the importance of online reviews for shopping.

But when they were asked if they write the review about the product that they have purchased, 33% of the students replied that they write reviews for the product which they bought and 67% of them do not write reviews. Regarding the gender differences in writing of the reviews about the product they have purchased, results showed that 17% females and 15% males write reviews for the product which they bought. Thereby, suggesting that there are not much gender differences regarding the writing of reviews about the product they have purchased.

When the college students were asked regarding the use of product comparing sites, 56% of the youth replied with 'yes' whereas, 44% replied with 'No'. Results of gender differences in the usage of the product comparing sites showed that 33% females and 24% males use product comparing sites. Thereby, suggesting the importance of product comparing sites for females over males.

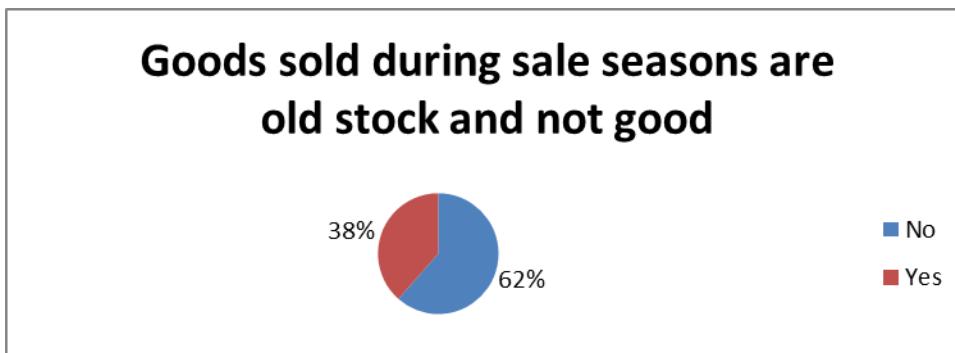
Regarding the frequency of shopping of products online during sales season, results showed that most of the people do not shop only during the sale season. For example, only 43.56% prefer to shop during sale season and 56.33% do not prefer to shop online during sale season. Regarding gender differences in shopping during online sale season results showed that 27% female and 16% male shop online only during the sale season (Refer to Figure – 13 below).

Figure -13 Showing gender differences in online shopping during sale season



When the question was asked regarding the goods sold during sale seasons are old stock and of not good quality, results showed that only 38% people think that the goods sold during sale seasons are old stock and not good. Whereas, 62% of the youth feels that goods sold during sale season are not of old stock and of good quality (Refer to Figure14 below).

Figure- 14 showing goods sold during sale seasons are old stock and not of good quality



Regarding the gender differences on goods sold during sale seasons are old stock and not of good quality showed that only 22% females and 16% males think that the goods sold during sale seasons are old stock and not of good quality.

When the college students were asked to write about the top five most used sites for online shopping, obtained results showed that most of the students have rated Flipkart as their first choice followed by Amazon, E bay, Reliance and lastly, Big Basket as the fifth choice. For example, 51% of the youth have rated Flipkart as number one. Results of the gender differences in top five most used sites for online shopping showed that 31% female and 20% male have Flipkart as their first choice. Out of 440, 276 female and 164 male have Amazon as their second choice. Thereby, suggesting that more number of females have Amazon as their first choice as compared to males. Regarding gender differences in E bay are concerned more number of females has preferred E bay as compared to males for online shopping. Regarding rating of Reliance by gender results showed that females have given Reliance as the fifth option.

Conclusions: -

College going youth mostly shop online. Youth prefer mobile app for shopping and Flipkart is the most popular app followed by Amazon and others. Most of the students use online method for shopping of electronic goods and for buying of clothes.

Suggestions –

Future study may be conducted by using variables such as personality, rural urban differences in online shopping, socio economic differences in online shopping and so on. The scale may be standardized so that it will become psychometrically sound.

Implications –

The present study will be useful to the educators to find out the online shopping trends among college going youth. The study will also be useful to the marketing professionals as they can use the findings of the present study and accordingly give the suggestions.

Limitations – The scale that was used to measure mobile use was not standardized. In addition, only percentage analyses were carried out there was no use of higher order statistics.

But in spite of this it can be said that it is one of the useful studies related to online shopping trends among college students of Pune city. It will help the researchers to conduct the future research on the basis of the present findings and in that sense the study assumes importance.

References

Fram, E. H., & Grandy, D.B. (1995). Internet buyers: Will the surfers become buyers?, *Direct Marketing*, Vol. 57, No. 10, pp. 63-65.

Kunz, M.B. (1997), "On-line customers: identifying store, product and consumer attributes which influences shopping on the Internet". Published doctoral dissertation. The University of Tennessee, Knoxville.

Mehta, R., & Sivadas, E. (1995). "Direct marketing on the Internet: An empirical assessment of consumer attitudes", *Journal of Direct Marketing*, Vol. 9 No. 3, pp. 21-32.

Noel Yee- Man Siu & May Mei-Shan Cheng (2001). A case study of the Expected Adoption of Online Shopping- The case of Hong Kong. *Journal of International Consumer Marketing* Vol. 13, Iss. 3.

Sen, R. (2014). Online Shopping: A study of the Factors Influencing Online Purchase of Products in Kolkata. *International Journal of Management and Commerce Innovations*, Vo.2, Issue-1,(44-52)

Sultan, F., & Henrichs, R.B. (2000). "Consumer preferences for Internet services over time: initial explorations", *The Journal of Consumer Marketing*, Vol. 17, No. 5, pp. 386-403.

Donthu & Garcia (1999)

Zhou L., Dai, L. and Zhang, D. (2007) "Online shopping acceptance model – a critical survey of consumer factor

<http://bestmediainfo.com/wp-content/uploads/2017/03/Internet-in-India-2016.pdf>