

**A STUDY ON ONLINE SHOPPING
BEHAVIOUR AMONG COLLEGE
STUDENTS IN ERNAKULAM DISTRICT**

Project Report

Submitted by

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Under the guidance of

Ms. Neena George

*In partial fulfillment of requirements for the award of the
post graduate degree of*

Master of Commerce and Management



**ST.TERESA'S COLLEGE (AUTONOMOUS),
ERNAKULAM**

COLLEGE WITH POTENTIAL FOR EXCELLENCE

Nationally Re-Accredited at 'A++' Level (Fourth Cycle)

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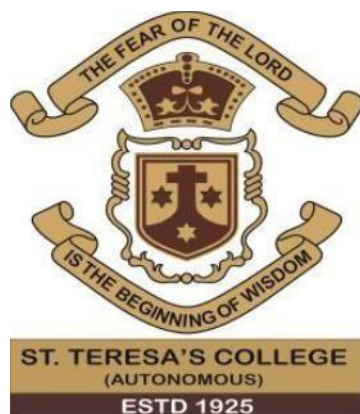
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CERTIFICATE

This is to certify that the project report titled **A STUDY ON ONLINE SHOPPING BEHAVIOUR AMONG COLLEGE STUDENTS IN ERNAKULAM DISTRICT** submitted by **NOURIN M A** towards partial fulfilment of the requirements for the award of post graduate degree of **Master of Commerce and Management** is a record of bonafide work carried out by me during the academic year 2022-23

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DECLARATION

I, **NOURIN MA** hereby declare that this dissertation entitled, '**A STUDY AMONG ONLINE SHOPPING BEHAVIOUR ON COLEGE STUDENTS IN ERNAKULAM DISTRICT**' has been prepared by me under the guidance of Ms. **NEENA GEORGE**, Assistant Professor, Department of Commerce, St Teresa's College, Ernakulam

I also declare that this dissertation has not been submitted by me fully or partly for the award of any Degree, Diploma, Title or Recognition before.

Place: ERNAKULAM

NOURIN M A

Date: 31.03.2023

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CHAPTER 1
INTRODUCTION

1.1 INTRODUCTION

The development of internet technology has had a significant impact on international trade. The internet opened up new e-commerce markets and provided opportunities for global corporate connectivity. Online shopping is a type of electronic commerce that enables customers to get their products or services directly from a vendor via the internet by utilising a web browser. In internet by utilising a web browser. In 1979, Michael Aldrich, an English businessman, created online shopping.

Online shopping behaviour, also known as online buying behaviour and internet buying/shopping behaviour, refers to the act of making purchases of goods or services through the internet. The procedure consists of five steps that are similar to those used in conventional shopping behaviour. When consumers recognise a need for certain goods or services, they typically shop online and search the internet for the information they need. Still, sometimes implicit consumers are drawn to information about goods or services connected to the perceived need rather than laboriously seeking for them. They constantly assess their options and pick the one that best satisfies their requirements for fulfilling the perceived need. Ultimately, a transaction is completed, and further services are provided.

Online shopping station refers to, consumer's cerebral state in terms of making purchases on the internet E-commerce is a general generality covering any form of business trade or information exchange executed using information and communication technology(ICT's).

1.2 SIGNIFICANCE OF THE STUDY

In its simplest form, the study is descriptive. Particularly during the autumn and winter holiday seasons, online shopping is seen as a very practical way to purchase goods from the internet. A fantastic possibility exists for young members of the E-commerce request. It enables visitors to enjoy a wide range of goods and details not only from a single store from a different storehouse that encompasses all varieties of particulars. The good customer care that is offered to clients when

they shop online is available to them. Marketing professionals will be able to outperform their competitors by better understanding the customer's attitude towards online buying and improving the elements that influence consumers to shop online. There are many people all around the world who like to shop online and acquire goods from a variety of brands and businesses that they can't find or can't buy in their native nations. People from all around the world have started to buy goods online while only sitting in their homes thanks to new technology and internet access.

The chore of making purchases of information and goods over the Internet is incredibly simple. It now plays a genuinely crucial role in everyone's life, but especially in the lives of seniors and those who lead genuinely hectic lives. By allowing guests to save an item in a specific shopping bag and purchase it later, it offers a genuinely comfortable service. However, the data available indicates that demand for retail stores in India isn't yet fully grown. The major draw for this diligence is the youth, who may be mostly responsible for the rise of internet buying in India. The youth are the mature Internet drug users, and this member is the only one who is tied to the maturity of the goods and services desired. .

1.3 STATEMENT OF THE PROBLEM

The behaviour of college students in Ernakulam who shop online is the topic of this study. It covers the frequency with which people shop online, the kinds of things they buy online, the payment methods they use, the most popular e-commerce sites, the reasons that encourage online sales, and problems with online shopping in India. The youth are the mature Internet drug users, and this member is the only one who is tied to the maturity of the goods and services desired.

1.4 OBJECTIVES OF THE STUDY

- To analyse the frequency of online shopping among college students.
- To analyse the payment methods in online shopping.
- To find out the most and the least categories of the product purchased online.
- To find out the factors stimulating online purchase.
- To find out the limitations of online shopping

1.5 HYPOTHESIS

H0 – There is no significant difference between issues faced by college students on online shopping with respect to age.

H1 - There is a significant difference between issues faced by college students on online shopping with respect to age.

H0 – There is no significant difference between low usages of online shopping among the college students with respect to age.

H1 - There is a significant difference between low usages of online shopping among the college students with respect to age

H0 – There is no significant difference between levels of satisfaction of college students on online shopping with respect to age.

H1 - There is a significant difference between levels of satisfaction of college students on online shopping with respect to age.

1.6 RESEARCH METHODOLOGY AND DATA COLLECTION

➤ Methodology

The study includes attesters from various sodalities in Ernakulam quarter.

➤ Sources of data

This study uses both primary and secondary data. The primary data are collected from 100 scholars in sodalities in Ernakulam quarter. The secondary data is collected from tomes,unit, periodical, websites.

➤ Collection of data

Primary data was collected from college students of ernakulam district via questionnaire through google form,

➤ Transections

For the purpose of study 100 attesters were chosen. Convenience slice has been espoused.

➤ Tools of analysis

Tools used for analysis is coefficient of variation,percentage analysis kruskalwalis test

1.7 LIMITATIONS OF THE STUDY

- 2 month time restrictions restricted the study's scope to include a sizable population dispersed across a wide geographic area..
- A large portion of the population is made up of students who depend on their parents' or guardians' financial support and are thus without reliable and consistent sources of income..
- Access to the population is restricted to online channels and has a narrower scope than direct interviews.
- Out of the large number of students in the Ernakulam district, the sample size is only 100.

1.8 SCOPE OF THE STUDY

➤ Periodic Scope

The periodic scope of this research will be four to two months.

➤ **Geographical Scope**

The geographical scope of this study is restricted to Ernakulam, Kerala. This has been undertaken to analyse the online hopping behaviour among college students in Ernakulam, which is a developing city in all spheres

➤ **Operational Scope**

The population taken for the study will be undergraduate students of Ernakulam, with a sample size of 100 students among the age group of 18 to 23 years. The tools used for data collection are reliant on the internet and communication technology as an eco-friendly means.

1.9 KEYWORDS

➤ **Online shopping**

Online shopping is a form of electronic commerce which allows the consumers to directly buy goods or services from a seller over the internet using a web browser or mobile applications.

➤ **Consumer behaviour**

Consumer behaviour is the study of individual, groups or organizations and all the activities associated with the purchase, use and disposal of goods and services and how the customer's emotions, attitudes and performances affect buying behaviour

➤ **Trend**

A trend is a general direction into which something is changing, developing or varying towards.

➤ **College students**

A student in college or university.

➤ **Influencing factor**

The influencing factors are some factors that can affect the features of target object.

1.10 CHAPTER SCHEME

➤ **Chapter 1 Introduction:**

A brief introduction about the topic under study with its significance, scope, problemstatement, objectives, methodology and adopted limitations.

➤ **Chapter 2 Review of Literature:**

This chapter deals with the theories and concepts involved in the study.

➤ **Chapter 3 Theoretical Framework:**

In this chapter, the literature and secondary data related to the topic under study is analysed.

➤ **Chapter 4 Data Analysis and Interpretation:**

The data collected from the primary sources, for the stud, is analysed and interpreted to arriveat various conclusions.

➤ **Chapter 5 Summary, findings, recommendations and conclusion:**

The conclusion of the study involves a summary of the findings arrived at from the dataanalysed and the further recommendations.

CHAPTER 2
LITERATURE REVIEW

LITERATURE REVIEW

Simranjit Singh, Soniya Bajwa (2017) had carried out a disquisition study on “ buying behavior of consumer towards fake products a case study of moga municipality ”. The main ideal of the disquisition was to put emphasis on the reasons for fake purchase and the morals they follow while forming this behavior. The other objects were to find out the dominant factors affecting on the consumer while copping fake goods, to know the relationship of these factors with the purchase behavior and operation of TPB model for knowing the factors creating inclination towards fake. The sample size was for disquisition was 100 attesters. A structures questionnaire was used by following the convenience slice system. The data were described with the help of pivot table and pie maps with chances. After the analysis the researcher had set up that behavior of the attesters that leads them to go for committing a crime of copping analogous knock offs and appropriated particulars. Cost and status dogging have known to be the two reasons for committing an illegal practice. If the capitalist income of the consumer is increased also this could work as a measure of curbing this practice

Priyank Sharma (2017) a study on" Consumer Behaviour Towards Online Shopping An Empirical Study With Reference To Bhiwani City, Haryana" was conducted. The primary pretensions of the study were to determine the connections between demographic parameters that affect online purchasing, to examine consumer preferences for online shopping, and to gauge how satisfied consumers are with their online shopping gests . The null thesis," Online shopping isn't dependable and secure to consumers," was estimated in order to attain the thing. The study used 100 repliers from Bhiwani City in the state of Haryana as its sample size. For the purpose of data analysis, the author employed Excel and the statistical package for the social lores(SPSS). The author comes to the conclusion that the internet has spawned some of the topmost occasion for business through transnational connectivity. People with periodic inflows underRs. prefer cash on delivery, whereas those with periodic inflows ofRs. or further choose Internet banking payments. Most frequently, cash on delivery is used Consumers' favored form of payment for internet purchases. People with periodic inflows beyondRs. spend further than\$ 3,000 per month on internet purchases. The most important aspect affecting an online purchase is the

product's pricing, and youngish generations are getting more and more interested in online shopping. One of the top online shopping destinations in India is flipkart.com, which is where the majority of consumers make their purchases. This is therefore among India's top online shopping destinations. The primary handicap to internet buying is the security of payments and sequestration enterprises. Due to the decline in client trust in online retailers, merchandisers must use effective measures to boost client confidence in them.

M. Dhanalakshmini, M. Sakthivelu, M. Nandhini (2017) a study on "A Study on client Perception Towards Online Shopping, Salem" was conducted. The primary thing of the exploration was to examine how Salem quarter consumers felt about online purchasing. 150 consumers made up the exploration's sample size. To collect the data, the experimenters used a arbitrary convenience slice fashion. ANOVA(analysis of dissonances) and simple chance analysis were used to assay the data. The experimenters draw the conclusion that the consumer's perception of online shopping varies from person to person and is limited to some extent by the vacuity of applicable connectivity, and that exposure to online shopping needs to be bettered to satisfy the client. The experimenters draw the conclusion that the consumer's perception of online shopping varies from person to person and is limited to some extent by the vacuity of the proper connectivity. The experimenters also conclude that in order to make the client satisfied, the exposure to online shopping needs to be bettered.

Pawan Kumar, Kanchan(2017)(vinod kumar confidante, 2018) Snehal Chincholkar(2016) performed a exploration work on " Consumer Behaviour towards Online Grocery Retail Store "Localbanya.com " in Mumbai Region ". The main ideal of the exploration was to identify consumer geste towards online grocery merchandising specifically towards Localbaniya.com. The sample size of the exploration was 163 consumers from Mumbai and its cities. From the collected data it had been observed that, Out of 163 consumers only 57 were apprehensive about originalbaniya.com and done shopping from the website at least one time. While doing online copping cash on delivery and disbenefit cards are most favored mode of payment. As a result of data analysis, the experimenter concludes that sluggishly our traditional way of grocery shopping may see a drastic change. The companies have to work hard for developing their marketing

and distribution strategies to overcome the hurdles of grocerye-retailing. Grocerye-retailing in its incipient stage, first it needs to capture Tier- I metropolises, also Tier- II and Tier- III metropolises of Indian can be entered.

(vinod kumar pal, 2018)A. T. Jaganatha, J. Suresh kumari, M. Sakthivel, M. Mohanraj (2016) performed a exploration work on “ A Study on client Perception towards Online Shopping, Namakkal ”. The main ideal of the exploration was to study the client perception towards online shopping at Namakkal quarter. client perception is generally affected in the way of astronomically similar as advertising, reviews, public relations, social media and particular gests etc. The sample size of exploration was 150 repliers. The experimenter had used simple chance analysis and ANOVA(analysis of dissonances) styles for data analysis purpose. After the data analysis and interpretation, the experimenter conclude that the consumer’s perception online shopping varies from person to another and the perception is limited to a certain extent with the vacuity of the proper connectivity and the exposure to the online shopping has to be bettered to make the client satisfied. The scholars are attached to the online shopping and hence the elder people do n’t use online shopping much as compared to the youngish bones , so mindfulness has been fashioned in the coming period. The online sale should be flexible for the guests.

(vinod kumar confidante, 2018) PritamP. Kothari, ShivgangS. Maindargi(2016) performed a exploration study on A Study on guests station towards Online Shopping in India and its Impact With Special Reference to Sholapur City. The main ideal of the exploration was to punctuate the factors which online Indian guests keep in mind while shopping. The sample size of exploration was 100 repliers from Sholapur megacity. The experimenter had used slice system and Crecy and Morgan formula to calculate the sample size. After the data analysis and interpretation, the experimenter set up that occupation of consumers is independent of Purchase habit of consumers in online shopping. Eventually the experimenter concluded that the future of online shopping in India looks veritably bright. Online shopping gives guests stylish druthers to save plutocrat and time. Companies Offers detail product information, easy mode of payment, installation of comparison of price and veritably important fully hassle free shopping

experience. The Success of online shopping depends on its fashionability, its brand image and its unique promotional programs

Lakshmini. S.I. (2016) performed a disquisition study on “ Consumer Buying Behaviour towards Online Shopping ”. The main ideal of the disquisition was to explain online shopping important and consumer buying Behaviour in online shopping. The author explained how online shopping and consumer Behaviour is important and nearly clicked with each other. Also author had explained the factors that affecting consumer Behaviours, consumer characteristics in the online medium, which are particular characteristics, cerebral characteristics, social characteristics and cultural characteristics. There are multitudinous factors that impact of online shopping decision that are provocations, Convenience, Price visibility, Brand cybersurfer member, New design, Saves trip time, Website security, Easy payment, Cash on delivery and Free home delivery. ultimately the author concludes that the convenience and trust were the most essential variables for consumers when they decide to cover online. Web layout and conveyance time were not the important variables for consumers while doing online shopping purchases. immature generation prefers buying goods from the original source, so they prefer online shopping. Buying online can be of great benefit to the consumer in terms of convenience, saving time and capitalist.

Ashwini.N, Manjula. R (2016) performed a exploration study on “ An Empirical Study on Consumers Perception towards Online Shopping ”. The main ideal of the exploration was to understand the vital motivators for consumers to search and cover online. It also interrogate how different types of online buyers perceive a page. The sample size of the exploration was 40 responders. The findings of the proposed exploration work are as follows as that online consumer enterprises about lack of occasion to examine the products prior to buy are regarded as specific factor affecting the online buying decision. Also client goes online truly constantly to compare the prices and features of the colorful ingrained products and services. also utmost of the responders say online shopping helps them quick vacuity of a wide variety of products. Cash on delivery and easy relief is one of the advantages of online shopping. eventually, the experimenter concludes that Online shopping enables the guests to buy from any part of the world at any time furnishing better occasion and also benefits like

cash on delivery, easy relief, convenience, fast refund, time saving and secured Delivery of the product, confidentiality, etc. The point enables them to browse before they cover, and to probe the product so they've further confidence in what they're buying.

. **Silpa,P.U. Rajashree,P. Balasubramanian(2016)** performed a disquisition study on “ A Study on Peoples “ perceptions towards Online Shopping ” The main ideal of the disquisition was to study people’s perception towards online shopping within a named group of attesters and study of the graces and faults of online shopping. The sample size of the disquisition was 50 attesters(total 100) each fore- shoppers and none- shoppers. The researcher had used convenience arbitrary slice system for data collection. The researcher also explained the advantages and disadvantages of online shopping. As a result of data analysis, the researcher concludes that the maturity of people favours to do online shopping, indeed if they felt some difficulties. People who arenon- shoppers are ready to do online shopping in the future if they get proper awareness and knowledge. The maturity of the people agree that in the near future online shopping will be more on demand than offline shopping. farther people prefer cash on delivery than net banking. ultimate of people do not cover online due to fear of the quality of goods, hysterical to give out their credit card details and also they find conventional styles enjoyable. Online shopping will take over as the high marketing and dealing channel in India in near future.

Sonali Kala(2015) performed a exploration study on “ Behaviour of guests “ towards Online Shopping in India ”. The main ideal of the exploration was to probe the relationship between colorful characteristics of online shopping and client purchase Behaviour. The sample size of the exploration was 100 repliers(50 manly scholars and 50 womanish scholars) from Jaipur public university. The author had used Independent sample test tool for data analysis purpose. After the data analysis, the author concludes that Consumers have been seen to reveal different buying Behaviour’s when shopping online than, when they're shopping in a physical retail store. There's no significant difference between the response of manly and womanish operation learners of Jaipur National University. The critic have allowed online shopping in a positive manner.

,K.S.HeemaMalini(2015) conducted a exploration work on Characteristics of Online Shopping and their Consumer Intention towards the Purchase of Online Products in the Chennai megacity. The sample size of the exploration was 320 responders from Chennai megacity.The researcher had used Stratified slice and simple arbitrary slice styles. The nature of the study was exploratory and descriptive because both primary and secondary data have been used. From the data Analysis, the author conclude that people select wise wagon for online shopping and also online shopping had come a trend in this generation. The study reveals that there is positive relationship between the website characteristics and station, trust and intention towards online purchasing.

S. Arunya, A. John William (2015) performed a exploration study on “ A Study of Consumer Behaviour towards Online Shopping in Coimbatore District ”. The main ideal of the exploration was to dissect the shopping Behaviour of online shoppers and to identify the successful online shopping. The sample size of the exploration was 384 responders. From the data crunching affect, the empiricist concludes that people substantially prefer online shopping to traditional shopping because of the breakthrough/revolution. It has come popular and is extremely accessible. Though it's accessible there are colorful factors similar as price, quality of the product and delivery time which guests look before online shopping. So the online websites must of alive of these factors to be successful and retain the guests. The final result from the study is that online shopping is growing fleetly in a positive manner. By removing little excrescencies it can be much profitable.

R.Shanthini, Desti Kannaiah (2015) performed a survey study on “ Consumer’s Perception on Online Shopping ”. The main ideal of the exploration was to know the type of products bought by consumers through online shopping and to identify the factors impacting consumer buying online. The sample size of the exploration was 100 repliers from Madras University and Madras Christian College. The experimenter had explained the factors impact Consumer to buy online, which are as follows that are Product information, online payment, Convenience, Consumer station, Easy Accessibility, Flexibility. From the data analysis affect, the experimenter concludes that youths are attached to the online shopping and hence the elder people do n’t use online shopping much as

compared to the youngish bones . It's also set up that the maturity of the people who protect online deals books online followed by tickets(road, movie, musicales). The study also reveals that the price of the products has the utmost impacting factor on online purchase. The security of the products is the alternate most impacting factor, Guarantees online purchase is the third most impacting factor and Warrantees followed by delivery time and the coming most impacting factor is the sequestration of the information, the character of the company, and nice description of goods. Overall the exploration outgrowth reveals that the maturity of the repliers preferred to buy products from Flipkart through the online mode of shopping.

Ashisha Bhatt (2014) performed a exploration work on “ Consumer station towards Online Shopping in named Regions of Gujarat ”. The ideal of the exploration substantially bring to bear on the colorful factors online buyers would keep in mind while shopping through online mode. The experimenter had acclimated a Descriptive exploration and collected data samples consequently. After the analysis, some of the findings was 49.5 druggies of both Regions agreed that the data of product shown on online is sufficient, 32 druggies explosively felt that online sale is safe, 46.5 druggies of both Regions do payment by cash on delivery, 29.5 druggies both Regions bought computer accessories, 40.5 druggies of both Regions are copping the products through online further than Rs. 2500 and The mean value of computer accessories is 2.83 which mean the data is largely significance. Eventually the experimenter concluded that online shopping is gaining further fashionability among people, especially among the youngish generation and come inversely popular among all age groups

CHAPTER 3
THEORETICAL FRAMEWORK

3.1 CONSUMER BEHAVIOUR

The choice, purchase, and consumption of products and services by consumers for the fulfilment of their needs is referred to as consumer buying behaviour. The consumer behaviour is the result of various processes. The consumer's decision-making process, buying habits, purchase, and consumption of products and services by consumers for the fulfilment of their needs is referred to as consumer buying behaviour. The consumer behaviour is the result of and First, the customer looks for the commodities he would like to consume, and only those commodities that offer more utility are chosen. The consumer estimates how much money is available to him to spend after choosing the goods. Finally, the buyer examines the current commodity pricing. makes the choice of the goods he will eat. Other elements like social, cultural, economic, emotional, and psychological ones also have a role in what consumers choose to buy. Consumer Buying Behaviour: Influencing Factors Numerous variables or circumstances influence the buying behaviour or consumer behaviour. These are: 1. Personal or psychological aspects 2. Social elements Three. Cultural aspects 4. Economic variables 5. Individual variables.

3.1.1 INTERNAL OR PSYCHOLOGICAL FACTORS

The buying behaviour of consumers is influenced by a number of internal or psychological factors. The most important ones Motivation and Perception.

a) Motivation

"A motive can be defined as a drive or an appetite for which an individual seeks satisfaction," wrote William J. Stanton. When a person looks to satisfy their needs by purchasing a good, that desire turns into a buying motive. The two types of wants—core wants and secondary wants—that drive a person to make a purchase are satisfied by a motive, which is an internal appetite (or need). Therefore, the force that activates a well-known gesture is provocation. Provocation functions as a motivating factor that compels someone to behave in order to fulfil his needs. This makes it one of the internal elements affecting consumer behaviour. When a need is stimulated to a sufficient level of intensity, it transforms into a motivator.

A need that is compelling enough to cause an action is referred to as a motive.

Various conditions may be necessary:

I. Biogenic needs

They arise from physiological states of tension such as thirst, hunger

II. Psychogenic needs

They arise from cerebral countries of pressure similar as requirements for recognition, regard.

III. Perception

Mortal creatures are far more complex than the five senses. Directional senses, balance, a distinct understanding of which way is down, and other senses can be piecemealed from the initial five senses (touch, taste, smell, sight, and hail). Every sense is continually sending information to the brain, and if one were to take it all in, the system would become gravely overloaded. As a result, the brain filters out unnecessary noise and chooses information from the environment around the person. The information that enters the brain does not provide a complete picture of the environment, thus. When a person builds a worldview, she also puts together the remaining pieces of information to combine what is happening in the outside world. Any holes (there will, of course, be some With imagination and life experience, the abundance of these) will be filled in. Thus, the cognitive chart is not a "snap"; rather, it is an invention of the mind. The following factors will have an impact on this mapping.

b) Subjectivity

This is the person's current worldview, which is specific to that person.

c) Categorisation

This is categorising information and prejudging people, things, and occurrences. This may be accomplished by a method called chunking, in which the person groups related information into gobbets. A picture might be chunked along with a specific piece of music in the memory, for instance, so that hearing the picture evokes the music and vice versa.

d) Selectivity

This reflects how much the brain filters information from the environment. It depends on both how much is going on in the immediate environment and how selective (concentrated) the person is on the current job. Choose carefully..

e) Expectation

These cause people to interpret subsequent information in a particular way..

f) Previous experience

This causes us to interpret subsequent experience in light of knowledge we already have. This is known by psychologists as the law of priority. Inappropriate reactions can be elicited by sights, sounds, or scents from our past. For example, the aroma of baked bread may conjure up images of a local bakery from twenty years ago, but it could as have been a synthetic scent produced by an aerosol spray placed near a supermarket's bread counter. Following is an illustration of cognitive mapping as it relates to how consumers perceive the quality of a product. The consumer chooses which clues to assign chooses which clues to assign values to using the input selector. Price, brand name, and merchant name are frequently used as signals for quality. Most consumers perceive a strong correlation between brand name and quality and a strong correlation between price and quality; even though the merchant name is less important, it still carries some weight.

3.1.2 SOCIAL ASPECTS

A sociable animal, man is. As a result, the individuals in our lives have a significant impact on our behavioural patterns, likes, and dislikes. We rarely engage in behaviour that is not socially acceptable because we constantly seek validation from others around us. A family, a group of friends, a role, and c status are examples of social elements that affect consumer behaviour.. The social factors influencing consumer behaviour are a) Family, b) Reference Groups, c) Roles and status.

a) Family

In the buyer's life, there are two types of families: nuclear families and joint families. In a nuclear family, there is a smaller family size and more freedom for individuals to make decisions. In contrast, in a joint family, there is a larger family size and group decision-making is valued more highly than individual decisions. Particularly in the Indian market, family members can have a significant impact on consumer behaviour. The family's purchasing habits constitute the foundation for the individuals' tastes, likes, dislikes, lifestyle preferences, etc. There are two approaches to determine how a member's family influences their purchasing decisions. 1) The family's impact on a person's personality, attributes, attitudes, and evaluation standards; and 2) The impact on the process of making decisions related to the purchase of goods and services.

An individual normally lives through two families Family of orientation

Orientation family This is the family that a person is born into. The affects of parents and a person's upbringing strongly influence their purchasing patterns. For example, a person from an orthodox Tamil or Gujarathi vegetarian family might not eat meat or eggs even if she may be aware of their nutritional benefits.

Procreational family This is the kind of family that a person creates with their spouse and kids. After marriage, a person's priorities and purchase behaviour typically change due to the influence of their spouse. As a marriage ages, the participants or instance, a father typically makes financial decisions, whereas a mother makes decisions on the health of the kids.

The number of homes, rather than the number of families, determines the amount of demand for many products from a marketing perspective. Therefore, consumer behaviour has a considerably greater impact on the relevance of families to marketing than do consumer demand levels.

b) Reference group

A group is made up of two or more individuals who follow the same set of norms and whose interactions influence one another's behaviour. A reference group is a collection of acquaintances that a person maintains. It is a group of people who, either directly or indirectly, have a significant impact on a person's views, values,

and actions. Reference groups can be categorised into a wide range of categories, none of which need be exhaustive (i.e., not overlapping).

c) Roles and status

A person takes part in many different groups, such as their family, clubs, and organisations. Role and status can be used to describe a person's place within each group. The duties that an individual is required to carry out make up a role. There is a status for each role. People choose goods that reflect their social rank and role. Marketers need to be conscious of the possible status symbolism of products and brands.

3.1.3 CULTURAL ASPECTS

Creative aspects Kotler noted that mortal geste is essentially the outcome of a literacy process and that as individuals grow up, they learn a set of values, comprehensions, preferences, and geste patterns as a result of socialisation within the family and a number of other significant institutions. From this, we create a series of Values are what motivate and influence behaviour in a significant way. Achievement, success, effectiveness, progress, material comfort, practicality, individualism, freedom, humanism, youth, and practicality are among the values listed by Schiffman and Kanuk. s well as nation groups, religious groups, ethnic groupings, and geographic regions, which all exhibit varying degrees of ethnic taste, aesthetic preferences, taboos, stations, and ways of life, this broad range of values is also shown by mores such as these. The three cultural aspects of culture, subculture, and social class are listed in order.

a) Culture

The primary influence on someone's desires and actions is their culture. The family and other important institutions play a significant role in how the developing youngster picks up values, perception preferences, and behavioural traits. The consumption patterns and decision-making patterns are greatly influenced by culture. To increase sales of their goods and services, marketers must investigate cultural influences and develop marketing plans specifically for each type of culture. But culture is not static and evolves through time, gradually assimilating these changes into society. A group of values make up culture and

beliefs that the majority of members of a group hold in common. The groups that are taken into account when discussing culture are typically somewhat big, but a culture can theoretically be shared by a small group of individuals. Since culture is learned and typically passed down from one generation to the next, it is both arbitrary and subjective. Culture is passed down from one group member to the next. Food, for instance, has a close connection to culture. When compared to Gujarat, Rajasthan, or Tamil Nadu, where fish is often seen as an unsuitable food item, fish is regarded as a delicacy in Bengal, where the Bengalis boast of having hundreds of distinct species. The culture, not just some arbitrary differences in taste between people, is what explains these differences in tastes. People with similar cultural backgrounds exhibit the same behaviours. Although such changes typically take a long time since culture is so firmly ingrained in people's conduct, culture can change over time. Therefore, it is arguably a lot simpler to work inside this framework from a marketing perspective.

b) Sub-Culture

Smaller subcultures within each culture enable their members to identify and socialise in more focused ways. A subculture is a set of values shared by a segment of the larger society. This segment can be made up of nationalities, religions, racial groups, or geographical areas. Important market segments are made up of a nationalities, religions, racial groups, or geographical areas. Important market segments are made up of a variety of subcultures, and marketers must create products and advertising campaigns specifically for those groups. The majority of the views of the main culture will be shared by this minority, but they also hold other opinions that may differ from those of the main group. Indians are typically perceived as being traditional and strict, however wealthy, affluent teenagers don't hesitate to enjoy nighttime gatherings with alcohol and women.

c) Social Class

societal status Consumer behaviour is influenced by the social class that an individual belongs to. Socio-economic Bracket (SEC) is the name of the socioeconomic group bracket. In a society with people who share comparable values, interests, and behaviours, social class is a fairly continuous and organised

division. Similar to income, social class is measured as a combination of many criteria like income, occupation, education, authority, power, property, life styles, consumption, pattern, and so on. Our civilization is divided into three separate social classes. They belong to three social classes: upper, middle, and bottom. These three social classes' purchasing habits vary. To uphold their social status, upper class buyers prefer high-quality goods. Affluent people make accurate purchases. Lower class consumers buy on impulse, and gather data to compare several directors in the same queue. Marketing directors must therefore carefully research the relationship between social classes and consumer behaviour and take appropriate action to appeal to individuals in the social classes for which their products are intended.

3.1.4 ECONOMIC FACTORS

Economic variables play a big role in determining consumer behaviour. Personal income, family income, income expectations, savings, liquid assets owned by the consumer, consumer credit, and other economic factors are among the economic factors that affect consumer behaviour.

a) Personal Income

An individual's purchasing behaviour is determined by his own income. Both discretionary and disposable income make up a person's gross personal income. After taxes and other items that must be deducted from gross income are subtracted, the amount of actual income (i.e. money balance) that is left over is referred to as the person's disposable personal income. An increase in disposable income causes an increase in spending on a variety of things. On the other hand, a decrease in discretionary income results in, decrease in spending on different things. The money left over after paying for the necessities of life, often known as discretionary personal income. This revenue can be used to buy necessities, luxury items, and commodities for the home. An increase in discretionary income results in an increase in spending on luxuries, luxury products, etc., which raises a person's standard of living

b) Family income

Family income is the total money earned by a family's members. The purchasing habits of the family are influenced by family income. After meeting the family's fundamental needs, any excess revenue is made accessible for the purchase of luxuries, durables, and shopping items.

c) Income prospectus

One of the key factors influencing an individual's buying behaviour is their expected future income. However, if he anticipates an increase in his income, he may be enticed to spend more on luxury items, durable products, and shopping. On the other hand, if he anticipates a decrease in his future income, he will cut back on his spending on comforts and extras and limit it to the absolute necessities.

d) Savings

The buying process for an existing is also influenced by savings. An individual's expenditures alter in response to changes in their savings amount. If he chooses to save more money from his current income, he will spend less on comforts and luxuries..

e) Cash based assets

The term "liquid means" refers to assets that can be quickly and loss-free converted to cash. Liquid assets include money on hand, money in the bank, marketable securities, etc. However, if someone has additional liquid resources, he tends to buy comforts and extras. On the other hand, if someone has less liquid funds, he is unable to spend more money on pleasures and comforts.

f) Consumer credit

Consumer financing is the credit facility offered to customers who want to purchase durable comforts and luxuries. The merchants make it accessible, either directly or indirectly through banks and other financial organisations. Credit is made available to consumers through a variety of channels, including hire purchase, investment buy, direct bank loans, etc. Consumer behaviour is affected by credit. However, if additional consumer credit is made accessible with lenient conditions, it encourages customers to purchase these things, which raises spending on comforts and luxuries. g) Another profitable element Affectation, business cycles, and other profitable factors all have an impact on what consumers get

3.1.5 Personal factor

Personal variables, special circumstances, and other elements have an effect on buyer behaviour. Age, occupation, income, standard of living and education are the key specific criteria that have an impact on buyer behaviour.

a) Age

One of the key personal characteristics that affects a person's purchasing habit is their age. Throughout their life cycles, people purchase a variety of goods. As the life cycle changes, so do their preferences, tastes, etc.

b) Occupation

A person's buying behaviour is influenced by his career or place of employment. Depending on the nature of the work, there are significant differences in life styles and purchasing considerations and decisions. One can quickly tell the difference between a doctor's purchase and those of a lawyer, teacher, clerk, businessperson, landlord, etc. Therefore, the marketing managers must create several marketing tactics to accommodate the varied occupational groups' purchasing motivations.

c) Income

Another element that may have an impact on determining a person's consumption pattern is their income status. Having money to spend is a significant source of power. In light of the various income situations, people's purchasing habits vary.

d) Life Style

A person's way of life, as shown by his or her activities, interests, and opinions, is referred to as their "life style" and shows how they interact with their environment as a whole. In order to cater to the cultural preferences of the client base, marketing directors must develop several marketing tactics..

3.2 ONLINE SHOPPING SITES

➤ Amazon

The king of commerce, this website doesn't need an introduction. It's becoming better as new options are added every day. Be it household goods, electronics, clothing, literature, cabinetry, etc., you name it, and they probably have it. Amazon offers one-day shipping on a certain number of its products. It makes

sense that India's most fashionable internet shopping destination is there. 53.9 million online users every year call, 100,000,000+ downloads of apps

➤ **Flipkart**

Flipkart To meet all of your daily needs, there is Flipkart. They offer a wide range of goods, including electronics, cabinetry, sporting equipment, and appliances. Most products are subject to significant discounts, and for your convenience, they provide a variety of payment alternatives. They've enjoyed tremendous success thanks to their incredible nocturnal deals. However, their Diwali promotions are the most popular, as seen by the rise in callers. They are currently expanding their selection of brands in the fashion industry. Flipkart can fulfil any request, so there's no need to worry. Online callers per year: 34.3 million; app downloads: over 100,000,000

➤ **BOOK MY SHOW**

It is a ticket reservation gate that enables you to easily reserve tickets from the convenience of your home. No more waiting in queue to watch a movie. Additionally, they remain up to date with the most recent occurrences in your megacity. It's a chic method to buy movie and event tickets. Additionally, you have the option of reserving the seat of your choice. For your convenience, they provide a wide range of payment alternatives. online annual callers Downloads of 24M apps: 10,000,000

➤ **MYNTRA**

When we consider online shopping, Myntra is the first name that comes to mind. This market leader offers everything from premium goods, and their extensive advertising has broadened their customer base and established them as a reliable destination for online shopping. Each day, they add new companies to their website. Not to mention, they find it to be really simple to exchange or return things. Myntra is one of the well-liked websites for buying sarees and vintage clothing. 50,000,000 app downloads and 8.5 million online calls per year

➤ **ZOMATO**

All Indian foodies rely on Zomato as their primary internet platform. You can order food delivered to your home from one of the many best hospices and

bakeries listed nearby. Not only that, but the platform also enables online table reservations and browsing through popular restaurants, cafes, and pubs..

➤ **PHARMEASY**

A lot of things, including doorstep drug delivery, are now possible online thanks to the expanding internet era. One of the first innovators in India's online e-pharmacy market is Pharmeasy. Drug users can use it to order drugs as well as virtual croaker movables, internet testing, and much more. That being stated, the business guarantees to provide top-notch services at a fair price. Credit cards are one of the payment method types.

3.3 PAYMENT METHOD TYPES

➤ **CREDIT CARDS**

The most popular method for guests to pay online is using credit cards. By incorporating a payment gateway into their company, merchandisers can accept credit cards from customers around the world. North America and Europe produce the majority of credit card addicts, with Asia Pacific following

➤ **BANK TRANSFERS**

When making an online purchase, users who have signed up for internet banking can make a bank transfer. Since each transaction must first be verified and confirmed by the customer's online banking credentials before it can be completed, a bank transfer reassures customers that their money is being utilised securely.

➤ **MOBILE PAYMENTS**

Mobile payments are a common method of payment in nations with limited credit card and banking penetration since they enable customers to make purchases on e-commerce websites quickly. Mobile payments are also frequently utilised on websites that allow customers to pay with SMS, including those that offer E-commerce, online gaming, social media networks, and dating services.

➤ **E-WALLETS**

The monies and personal information that customers save in an e-wallet are subsequently utilised to make purchases from online merchants. Customer information is only needed once to register for an e-wallet, making the process

quick and simple. Through the use of smart technology like NFC (near field communication) devices, e-wallets can also work in conjunction with mobile wallets. Mobile phones have the ability to instantaneously transfer saved cash by tapping on an NFC terminal

➤ **PREPAID CARDS**

An essential method of payment, frequently utilised by visitors or minors without bank accounts. Repaid cards are offered in a variety of stored values for guests to select from. Virtual currency is typically saved on credit cards, which are the preferred payment method for online gaming companies. reloaded cards that a player can use to make purchases in-game. Repaid cards include Mint, Ticketsurf, Paysafecard, and Telco Card, to name a few examples. According to Troy Land's investigation, age appears to be the factor that most significantly influences whether or not credit cards are returned, not income.

➤ **DIRECT DEPOSIT**

In order to complete online payments, customers who request direct deposits from their banks tell their banks to take money out of their accounts. In general, by creating a schedule through them, guests advise their banks of when money should be taken out of their accounts. Direct deposit is a popular method of payment for subscription-based services like online courses or expensive goods.

➤ **CASH**

Fiat, sometimes known as physical currency, is a payment method that is widely employed for cash-on-delivery transactions and physical items. Cash payments do have several drawbacks, including the possibility of theft and the lack of assurance of a real transaction during delivery..

3.4 TYPES OF NETWORK CONNECTION

➤ **BROADBAND CONNECTION**

It appears to be continuous high-speed internet connectivity that is quicker than conventional dial-up access. Broadband uses a number of high-speed transmission technologies, including fibre optics and digital subscriber lines.

➤ **WIFI NETWORK CONNECTION**

A wireless router is used to link several devices to the internet in a home or office to create a Wi-Fi network. Your router is directly linked to your internet modem and serves as a hub for dispersing the internet signal to all of your Wi-Fi-enabled devices.

➤ **HOTSPOT**

hotspot is an actual location where users may access the Internet, typically using Wi-Fi, over a wireless local area network (WLAN) with a router connected to an Internet service provider..

➤ **MOBILE NETWORK CONNECTION**

A route's dispatches in the form of radio signals to and from drug users are known as a mobile network. It is made up of base stations, each of which is responsible for a distinct "cell." When connected, these cells provide radio content across a large geographic area.

CHAPTER 4
DATA ANALYSIS AND
INTERPRETATION

Data Analysis

4.1 GENDER

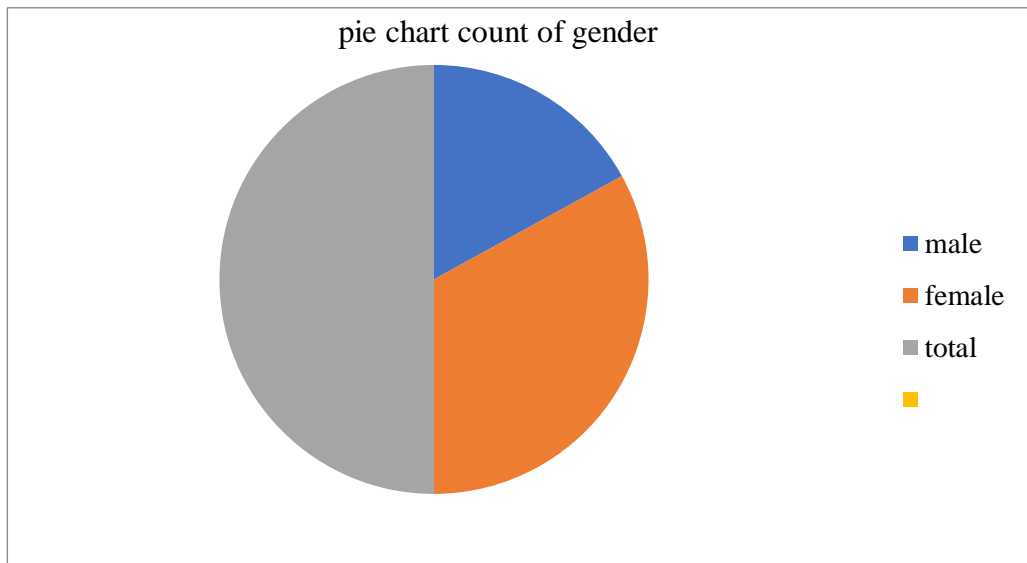


FIGURE 4.1

Gender	Valid Frequency	Valid Percentage
Male	34	34.0
Female	66	66.0
Total	100	100.0

Source:primary data

TABLE 4.1

INTERPRETATION

From the figure and table, it can be inferred that the majority belongs to female category which comprises of 66.0 percentage and male category is only 34.0 percentage.

4.2 AGE

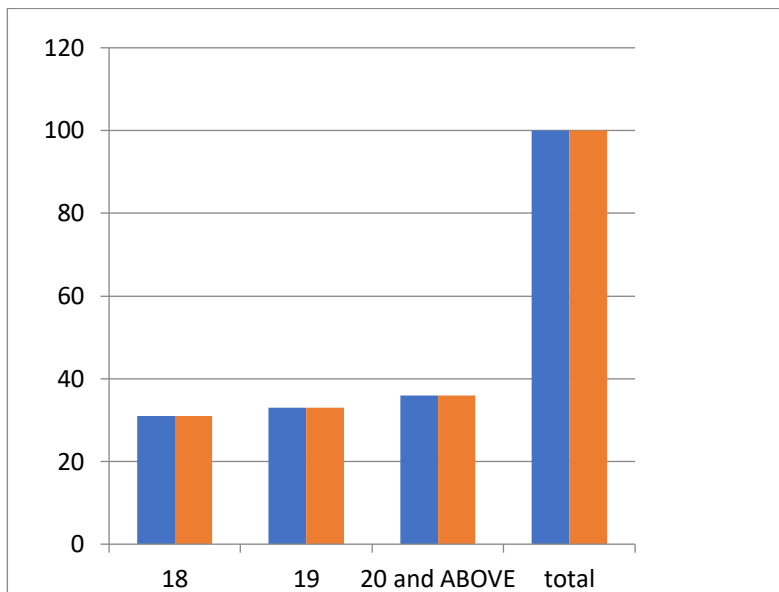


FIGURE 4.2

Age	Frequency	Percentage
18	31	31.0
19	33	33.0
20 and above	36	36.0
Total	100	100.0

Source:primary data

TABLE 4.2

INTERPRETATION

From the figure and table, it can be inferred that highest age category belong to age group of 20 and Above which comprises of 36.0 percentage and the lowest age category belong to the group of 18 age category of 31.0 percentage

4.3 Have you ever had online shopping?

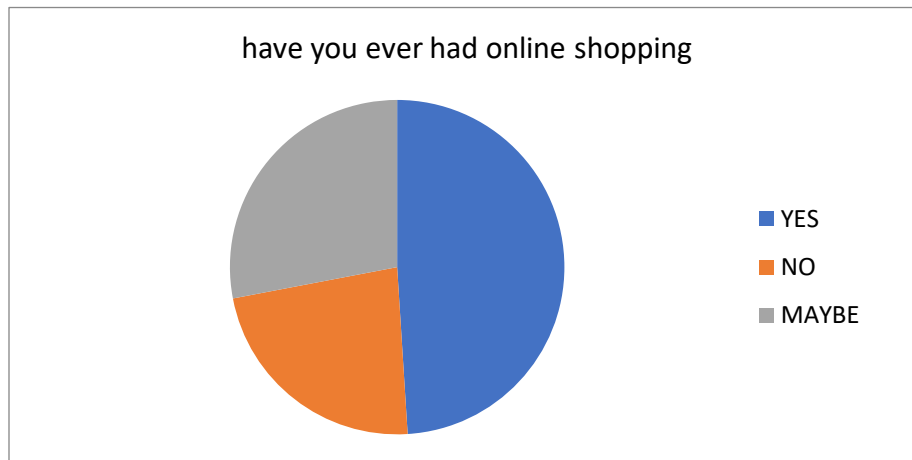


FIGURE 4.3

Ever had online shopping	Valid frequency	Valid percentage
Yes	49	49
No	23	23
Maybe	28	28

Source:primary data

TABLE 4.3

INTERPRETATION

From the table and figure, it is evident that majority of the respondents have done online shopping atleast one time which consist of 90 percentage and 10 percentage of the respondents has never done online shopping.

4.4 Do you prefer?

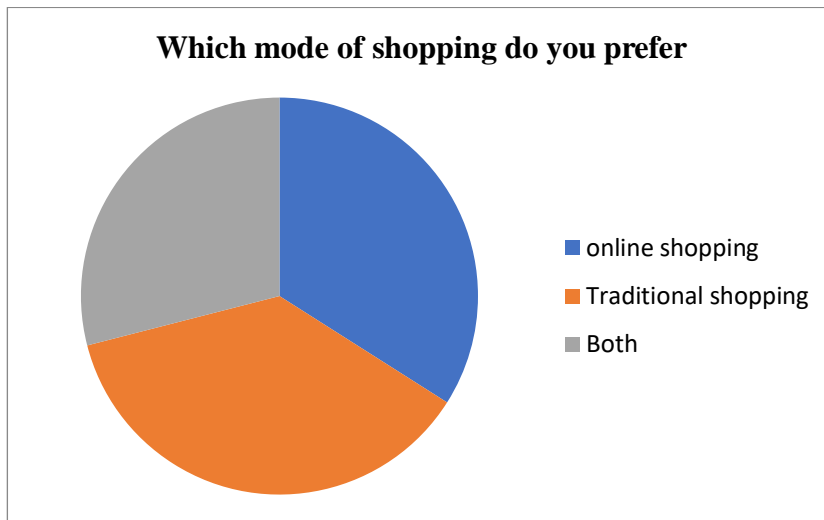


FIGURE 4.4

Do you prefer	Frequency	Percentage
Online shopping	34	34.0
Traditional shopping	37	37.0
Both online/ traditional	29	29.0
Total	100	100.0

Source:primary data

TABLE 4.4

INTERPRETATION

From the table and figure, it is evident that majority of the people prefer traditional shopping which comprise of 37 percentage. Only 29 percentage of college students prefer both online and traditional shopping

4.5 Which among the following is motivating factor to shop online?

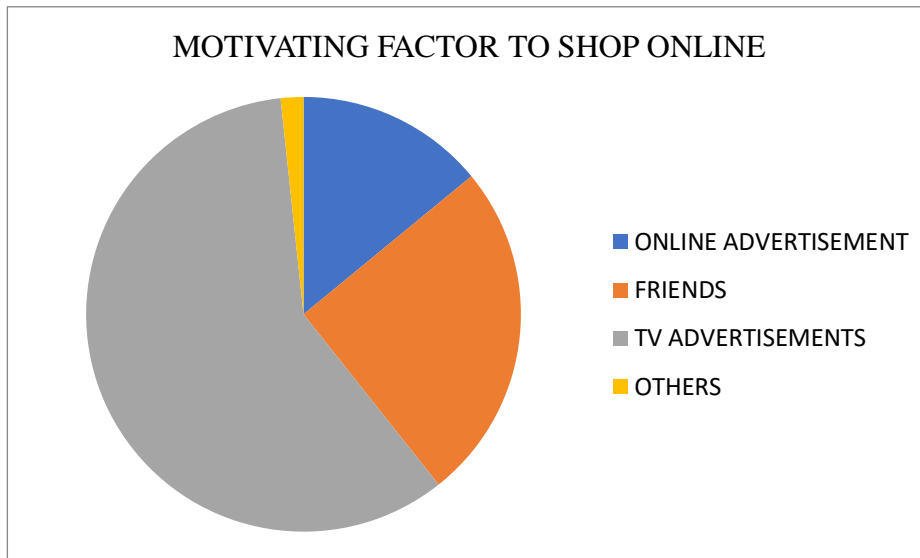


FIGURE 4.5

Motivating factors to shop online	Frequency	Percent
Online advertisements	10	10.0
Friends	18	18.0
TV advertisements	42	42.0
Others	30	30.0
Total	100	100.0

Source:primary data

TABLE 4.5

INTERPRETATION

From the table and figure it is clear that the majority of the respondents is motivated to shop online because of the factor TV advertisements which comprises of 42 percentage and only 10 percentage of students are motivated by factor online advertisements

4.6 Do you find online shopping pleasurable?

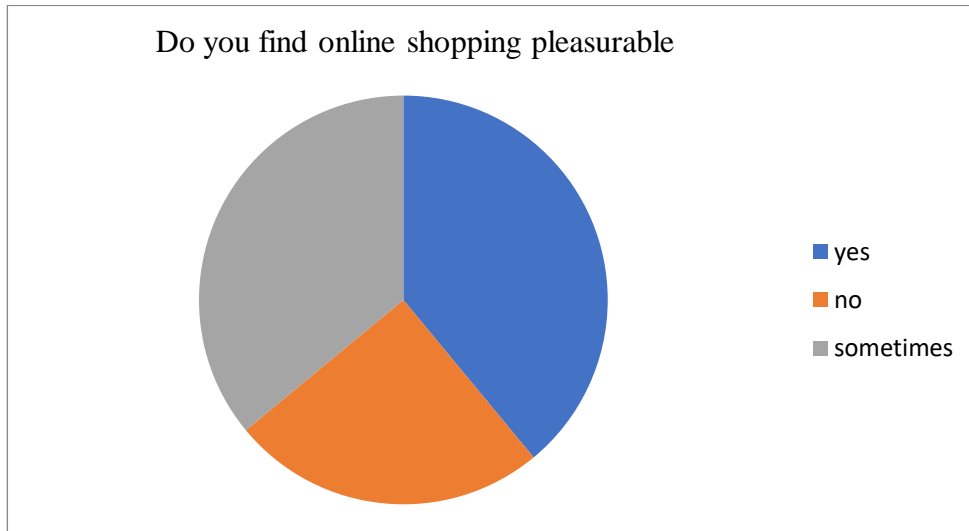


FIGURE 4.6

Do you find online shopping pleasurable	Frequency	Percentage
Yes	39	39.0
No	25	25.0
Maybe	36	36.0
Total	100	100.0

Source:primary data

TABLE 4.6

INTERPRETATION

From the table and figure, it is inferred that 39 percentage of students find online shopping pleasurable and group of students that does not find online shopping pleasurable comprises of 25 percentage

4.7 How frequently does college students purchase online?

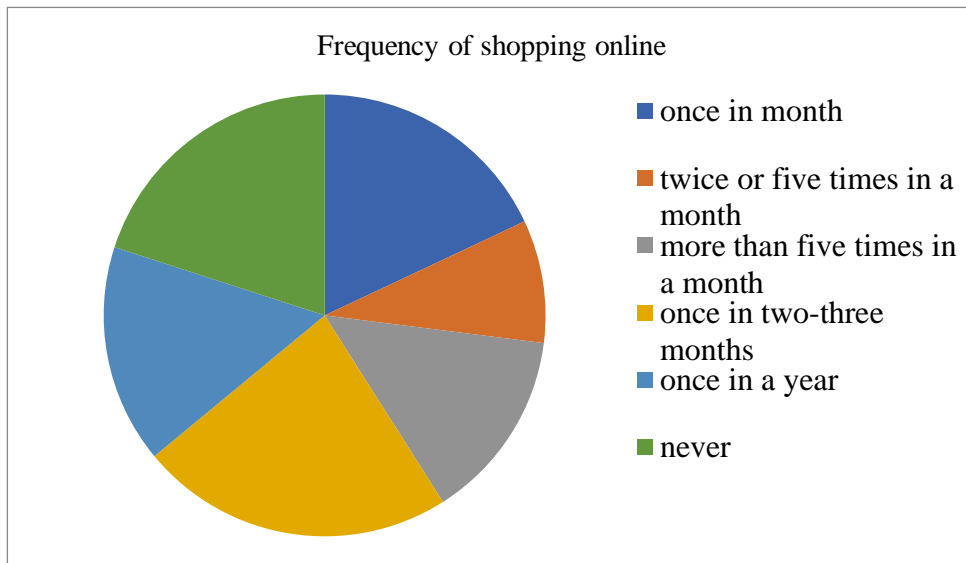


FIGURE 4.7

Online purchase frequency	Frequency	Percentage
Once in a month	18	18.0
Twice or five times in a month	9	9.0
More than 5 times in a month	14	14.0
Once in 2 -3 months	23	23.0
Once in year	16	16.0
Never	20	20.0
Total	100	100.0

Source:primary data

TABLE 4.7

INTERPRETATION

From the table and figure given above it is evident that majority of college students shop online once in 2-3 month which comprises of 23 percentage. Only 9 percentage of students belongs to the category shopping online twice or five times in a month

4.8 Which mode internet do you prefer?

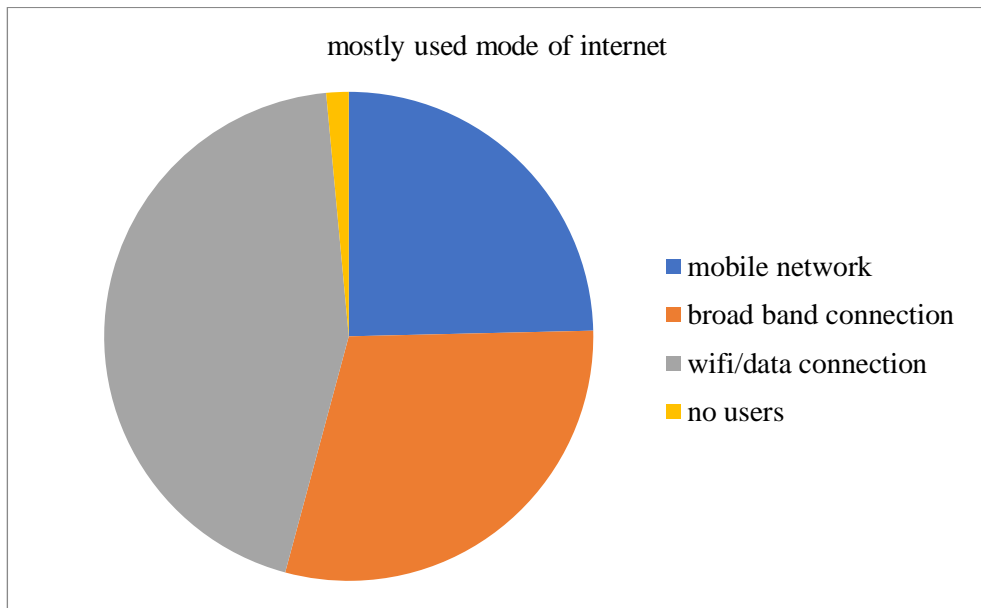


FIGURE 4.8

Which mode of internet do you prefer	Frequency	Percent
Mobile network	20	20.0
Broadband connection	24	24.0
Wi-Fi/Data connection	36	36.0
No users	20	20.0
Total	100	100.0

Source:primary data

TABLE 4.8

INTERPRETATION

From the given figure and table, it is inferred that majority of students belong to the category WIFI/data connection users which comprises of 36 percentage , Only 20 percentage of students are mobile network users and non-users

4.9 Source of income for shopping online?

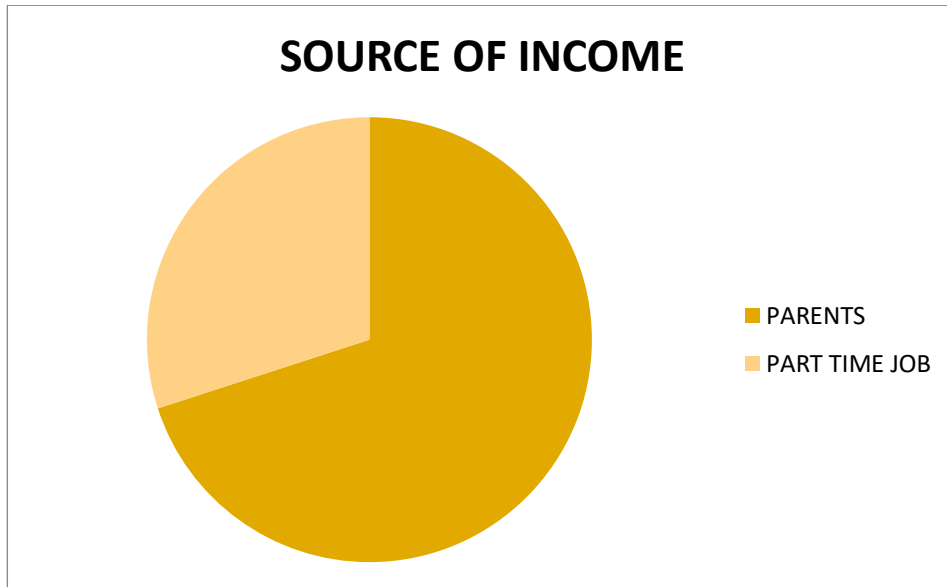


FIGURE 4.9

Source of income for online purchase	Frequency	Percentage
Parents	70	70.0
Part time job	30	30.0
Total	100	100.0

Source:primary data

TABLE 4.9

INTERPRETATION

From the table and figure, it is evident that majority of the respondents depend on their parents for income which comprises of 70 percentage and lowest group of respondents belong to the category part time job that is 30 percentage

4.10 Average amount spend on single purchase online?

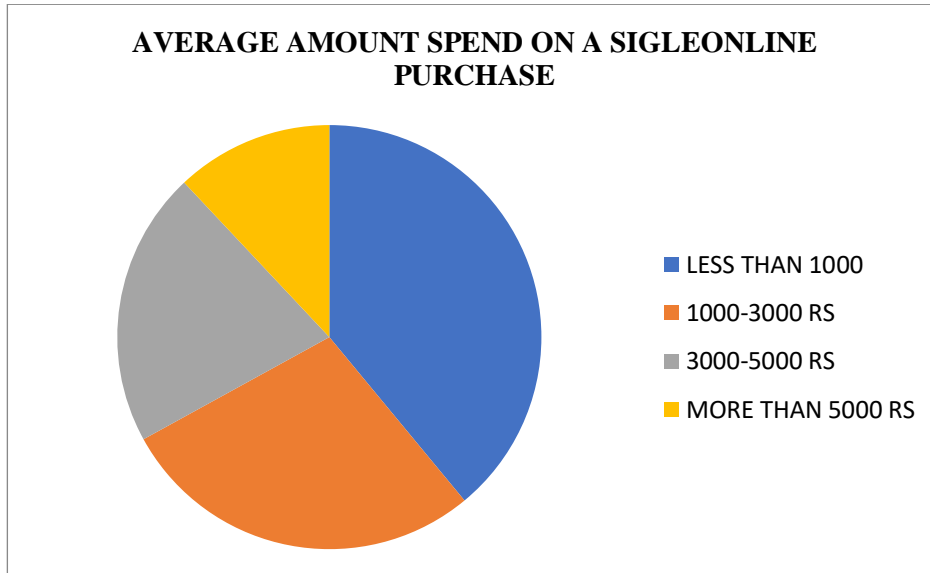


FIGURE 4.10

Average amount spent per purchase while shopping online		Frequency	Percentage
Less than 1000 Rupees	39		39.0
1000-3000 Rupees	28		28.0
3000-5000 Rupees	21		21.0
More than 5000 Rupees	12		12.0
Total	100		100.0

Source:primary data

TABLE 4.10

INTERPRETATION

From the table and figure, it is evident that majority of the respondents spends less than 1000 rupees which comprises of 39 percentage and lowest number of respondents purchase for more than 5000 rupees which comprises of 12 percentage

4.11 Mode of payment system preferred?

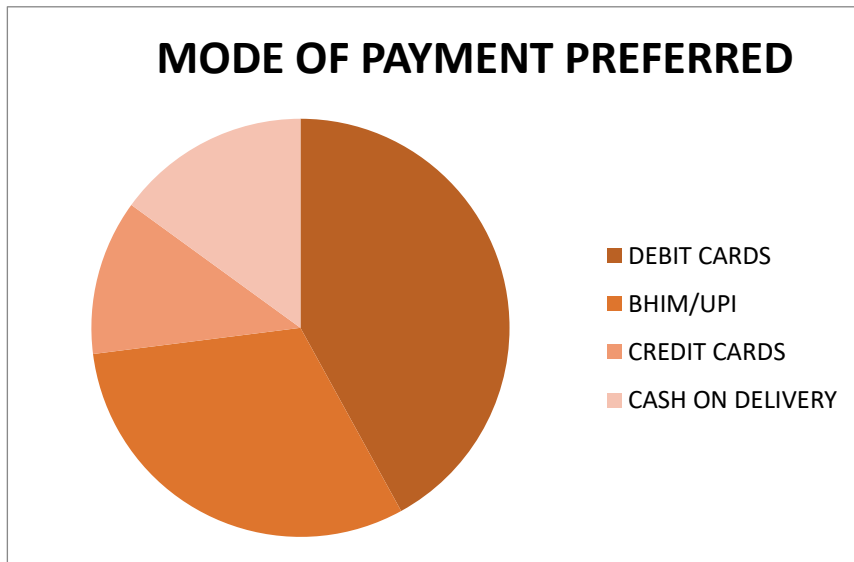


FIGURE 4.11

Mode of payment system	Frequency	Percentage
Debit cards	42	42.0
BHIM/UPI cards	31	31.0
Credit cards	12	12.0
Cash on delivery	15	15.0
Total	100	100.0

Source:primary data

TABLE 4.11

INTERPRETATION

From the table and figure, it is inferred that majority of the respondents that is 42 percentage use debit card as the mode for online shopping and only 12 percentage of respondents use credit card as the mode of payment

4.12 Bad payment related problem?

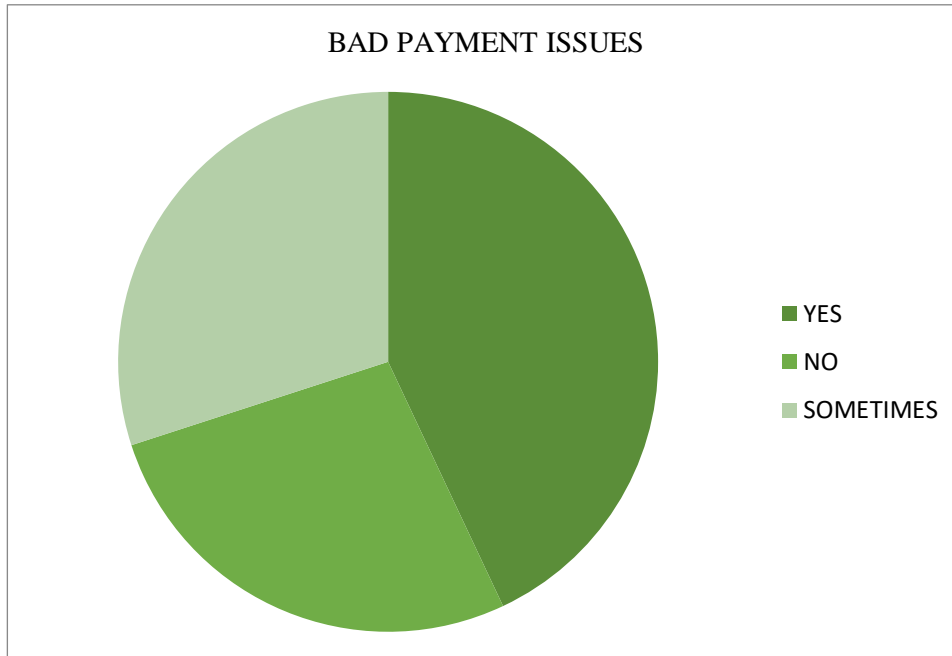


FIGURE 4.12

Bad payment-related experience while shopping online	Frequency	Percentage
Yes	43	43.0
No	27	27.0
Sometimes	30	30.0
Total	100	100.0

Source:primary data

TABLE 4.12

INTERPRETATION

From the above figure and table it is inferred that 43 percentage of respondents had faced bad payment related issue and only 27 percentage has not faced the bad payment issue

4.13 Mostly visited E-commerce site?

Most frequently visited E-Commerce sites	Mean	Std. Deviation	Coefficient of Variation
Myntra	3.750	1.533	40.888
Amazon	4.910	1.450	29.535
Flipkart	2.790	1.395	49.991
Zomato	2.580	1.288	49.941
Swiggy	3.090	1.538	49.775
Others	2.570	1.257	48.924

Source:primary data

TABLE 4.13

INTERPRETATION

The table 4.13 reveals the most frequently visited ecommerce sites, From the above data it is evident that majority of students says that the mostly visited e-commerce site is amazon. All the mean value of the above statement shows the positive movement towards strongly agree. Co efficient of variation is a measure of relative variability and the least value shows that it is more consistent. In this table 29.535 is the least value, So amazon is the most frequently visited e-commerce site.

4.14 Types of products you shop online?

Type of products that you shop online	Mean	Std. Deviation	Coefficient of Variation
Beauty, skincare, wellness	3.050	1.459	47.837
Dress	4.700	1.605	34.147
Food items	2.700	1.494	55.337
Sports items	2.500	1.573	62.925
Electronic products	2.760	1.450	52.548
Others	3.130	1.308	41.781

Source:primary data

TABLE 4.14

INTERPRETATION

The table 4.14 reveals that type of the product that you shop mostly, from the above data it is evident that majority of students says that mostly shopped product is dress the mean value of that is 4.700. coefficient of variation is the relative variability and the least value shows that it is more consistent. Dress has the most least value that is 34.147. Sports items are the least purchased item online which has a mean value 2.500 and highest coefficient of variation that is 62.925

4.15 Why online shopping is preferred?

Factors prefer online shopping	Mean	Std. Deviation	Coefficient of Variation
Save time	2.870	1.412	49.190
Home delivery	3.010	1.501	49.861
Flexibility	2.930	1.320	45.053
Wide range of choices	3.060	1.523	49.772
Heavy discounts/deal	3.670	1.356	36.956

Source:primary data

TABLE 4.15

INTERPRETATION

The table 4.15 reveals the factors influencing the college students to shop online, from the above data it is evident that the majority of students says that heavy discounts or deals are the most important factor to shop online. Other mean value shows positive response of variables towards online shopping. Wide range of choice is also a factor stimulate online shopping. While consider the level of satisfaction 36.956 is the least value among them. That means heavy discount or deal is the most consistent variable in this factors

4.16 Time took to get the product delivered

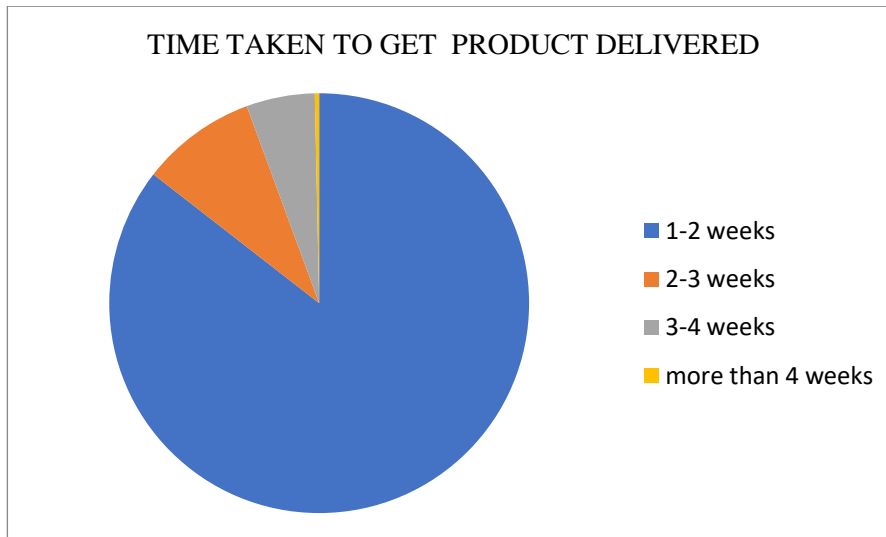


FIGURE 4.16

How much time it took to get delivery after placing orders	Frequency	Percentage
1-2 weeks	30	30.0
2 -3 weeks	32	32.0
3-4 weeks	20	19.0
More than 4 weeks	18	19.0
Total	100	100.0

Source:primary data

TABLE 4.16

INTERPRETATION

From the above table and figure it is evident that majority of the respondents says that it takes 2-3 weeks to get the product delivered which comprises of 30 percentage, only 18 percentage of respondents says that it takes more than 4 weeks to get product delivered

4.17 Recommend online shopping to others

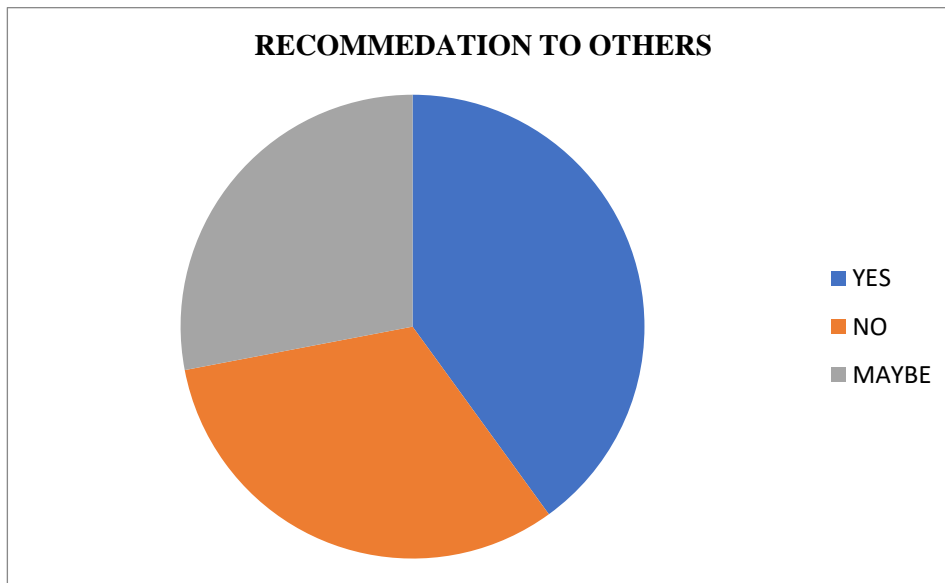


FIGURE 4.17

Will you recommend online shopping to others	Frequency	Percent
Yes	40	32.0
No	32	40.0
Maybe	28	28.0
Total	100	100.0

Source:primary data

TABLE 4.17

INTERPRETATION

From the above table and figure it is evident that majority of the respondents says that they would recommend online shopping to others which comprises of 40 percentage and only 28 percentage of respondents are not sure they would recommend it to others.

4.18 Issues on Online Shopping

H0 – There is no significant difference between issues faced by college students on online shopping with respect to age.

H1 - There is a significant difference between issues faced by college students on online shopping with respect to age.

Analysis of issues of online shopping

Issues in Online Shopping	Mean	Std. Deviation
Return issue	3.230	1.588
Lack of touch and feel	3.000	1.531
Delay in delivery time	2.850	1.654
Online security issues	2.730	1.413
Damaged product	3.550	1.431

Source:primary data

Table 4.18

INTERPRETATION

The table shows that variables like return issues, lack of touch and feel, delay in delivery time, online security issues, damaged products are some of the issues faced in online shopping. The range of mean is not closely related to 5, all the mean values are around 3. It means that all the respondents have not positively responded to above questions. So the above mean values shows that moderate approach of respondents towards online shopping.

Age wise analysis of issues in online shopping

Age		Return issue	Lack of touch and feel	Delay in delivery time	Online security issues	Damaged product
18	Mean	3.548	3.000	2.710	2.581	3.645
	N	31	31	31	31	31
	Std. Deviation	1.588	1.673	1.575	1.432	1.427
19	Mean	2.758	3.061	2.818	2.636	3.485
	N	33	33	33	33	33
	Std. Deviation	1.601	1.456	1.704	1.475	1.523
20and above	Mean	3.389	2.944	3.000	2.944	3.528
	N	36	36	36	36	36
	Std. Deviation	1.517	1.511	1.707	1.351	1.383
Total	Mean	3.230	3.000	2.850	2.730	3.550
	N	100	100	100	100	100
	Std. Deviation	1.588	1.531	1.654	1.413	1.431

Source:primary data

TABLE 4.18.1

INTERPRETATION

The above table 4.18.1 reveals about the issues of online shopping on the basis of age. While looking to the above table we can see that the mean value of age group 18 is higher than the other age groups on return issue, so that age group has faced more return issue.

Age group of 19 has the highest mean value than other age groups on touch and feel issue, so that group has faced touch and feel issue.

Age group of 20 and above has the highest mean value than other age group on delay in delivery time issue and online security issue, so that this age group has faced more delay in delivery time and online security issue.

Age group of 18 has the highest mean value than other age group on damaged product issue, so this age group has faced this issue more.

The study is attempted to test the age wise analysis of issues faced in online shopping. Kruskal-wallis H test was carried out at 5% level of significance and it is presented in table 4.18.2

Kruskal- Wallis H Test on issues faced in online shopping with respect of age

Kruskal-Wallis on Issue with respect to Age	Return issue	Lack of touch and feel	Delay in delivery time	Online security issues	Damaged product
KRUSKAL-WALLIS H TEST	8.173	9.116	13.411	12.383	14.269
DF	2	2	2	2	2
Asymp. Sig.	0.004	0.004	0.014	0.001	0.024

Source:primary data

TABLE 4.18.2

INTERPRETATION

The table 4.18.2 shows that P- value of all the statements are less than .05. it indicates that the difference found in the issues faced in different age groups are statistically significant for all 5 variables. So these variables are dependent to age. Finally it can be concluded as there is significant difference between issues faced in online shopping with respect to age.

Conclusion:

There is significant difference between issues faced in online shopping with respect to age

4.19 Reasons for low usages

H0 – There is no significant difference between low usages of online shopping among the college students with respect to age.

H1 - There is a significant difference between low usages of online shopping among the college students with respect to age.

Analysis of low usage of online shopping

Reasons for low usage of Online Shopping	Mean	Std. Deviation
I don't know about online shopping	2.850	1.493
Risk of credit card transactions	3.060	1.246
Internet illiteracy	2.950	1.466
Risk of identity theft	2.750	1.572

Source:primary data

TABLE 4.19

INTERPRETATION

The table shows reason for low usage of online shopping, I don't know about online shopping, Risk of credit card transactions, Internet illiteracy, Risk of identity theft, are some of the reasons for low usage of online shopping. The range of mean is not closely related to 5,all the mean values are around 2-3.It means that all the respondents have not positively responded to above questions. So the above mean values shows that moderate approach of respondents towards online shopping

Age wise analysis of low usage of online shopping

Age		I don't know about online shopping	Risk of credit card transactions	Internet illiteracy	Risk of identity theft
18	Mean	2.774	2.839	2.871	3.032
	N	31	31	31	31
	Std. Deviation	1.586	1.003	1.432	1.560
19	Mean	2.939	2.970	3.030	2.545
	N	33	33	33	33
	Std. Deviation	1.540	1.357	1.489	1.679
20and above	Mean	2.833	3.333	2.944	2.694
	N	36	36	36	36
	Std. Deviation	1.404	1.309	1.511	1.489
Total	Mean	2.850	3.060	2.950	2.750
	N	100	100	100	100
	Std. Deviation	1.493	1.246	1.466	1.572

Source:primary data

TABLE 4.19.1

INTERPRETATION

The above table 4.19.1 reveals about the reason of low usage of online shopping on the basis of age. While looking to the above table we can see that the mean value of age group 19 is higher than the other age groups on the reason I don't know about online shopping, so that age group is not aware about the online shopping.

Age group of 20 and above has the highest mean value than other age groups on risk of credit card transaction, so that age group has low usage due to risk on credit card transaction.

Age group of 19 has the highest mean value than other age group for the reason internet illiteracy.

Age group of 18 has the highest mean value than other age group on risk of identity theft, so this age groups reason for low usage of online shopping is risk of identity theft

The study is attempted to test the age wise analysis of issues faced in online shopping. Kruskal-wallis H test was carried out at 5% level of significance and it is presented in table 4.19.2

Kruskal- Wallis H Test on reason for low usage

Kruskal-Wallis Test on Reasons for low usage of Online Shopping with respect to Age	I don't know about online shopping	Risk of credit card transactions	Internet illiteracy	Risk of identity theft
Kruskal-Wallis H	10.225	15.683	14.113	16.695
Df	2	2	2	2
Asymp. Sig.	0.001	0.002	0.005	0.009

Source:primary data

TABLE 4.19.2

INTERPRETATION

The table 4.19.2 shows that P- value of all the statements are less than .05. It indicates that the difference found in the reason for low usage of online shopping in different age groups are statistically significant for all 4 variables. So these variables are dependent to age. Finally it can be concluded as there is significant difference between issues faced in online shopping with respect to age.

Conclusion:

There is a significant difference between low usages of online shopping among the college students with respect to age.

4.20 Levels of Satisfaction

H0 – There is no significant difference between levels of satisfaction of college students on online shopping with respect to age.

H1 - There is a significant difference between levels of satisfaction of college students on online shopping with respect to age.

Analysis on level of satisfaction among college students

Level of Satisfaction	Mean	Std. Deviation
Are you satisfied with the online shopping experience	2.740	1.488
Are you satisfied with the after-sale services	2.950	1.417

Source:primary data

TABLE 4.20

INTERPRETATION

The above table shows that satisfaction of college students in online shopping experience and their satisfaction in after sale services. Because the mean is not closely related to 5, all the mean values are around 2.It means that all the respondents have not positively responded to above questions. So the above mean values shows that moderate approach of respondents towards online shopping

Age wise analysis on level of satisfaction of college students

Age		Are you satisfied with the online shopping experience	Are you satisfied with the after-sale services
18	Mean	2.645	2.806
	N	31	31
	Std. Deviation	1.582	1.424
19	Mean	2.727	3.485
	N	33	33
	Std. Deviation	1.547	1.228
20 and above	Mean	2.833	2.583
	N	36	36
	Std. Deviation	1.384	1.461
Total	Mean	2.740	2.950
	N	100	100
	Std. Deviation	1.488	1.417

Source:primary data

TABLE 4.20.1

INTERPRETATION

The above table 4.20.1 reveals about the level of satisfaction of college students in online shopping on the basis of age. While looking to the above table we can see that the mean value of age group 20 and above is higher than the other age groups on satisfaction with online shopping experience , so that age group has more satisfaction in online shopping experience.

Age group of 19 has the highest mean value than other age groups on satisfaction on the after sale services, so that age group has more satisfaction in after sale services.

Age wise analysis of Kruskal- Wallis H Test

Kruskal-Wallis Test on Satisfaction with respect to Age	Are you satisfied with the online shopping experience?	Are you satisfied with the after-sale services?
Kruskal-Wallis H	16.319	17.585
DF	2	2
Asymp. Sig.	0.002	0.013

Source:primary data

TABLE 4.20.2

INTERPRETATION

The table 4.20.2 shows that P- value of all the statements are less than .05. It indicates that the differences found in the satisfaction among college students on online shopping and after sale in different age groups are statistically significant for all 2 variables. So these variables are dependent to age. Finally it can be concluded as there is significant difference between issues faced in online shopping with respect to age.

Conclusion

There is a significant difference between levels of satisfaction of college students on online shopping with respect to age.

CHAPTER 5
SUMMARY AND CONCLUSION

5.1 FINDINGS

- Majority of respondents are in the age group of 20 and above and are females.
- Majority of the respondents have had online shopping (49%)
- Majority of respondents prefer traditional shopping than online shopping (37%)
- Majority of respondents says T V advertisements are the motivating factor to shop online (42%)
- Majority of students find online shopping pleasurable (39%)
- Majority of the respondents shops once in 2-3 months from online shopping sites (23%)
- Majority of students use WIFI or data connection for online shopping(36%)
- Majority of respondent's source of income is their parents (70%)
- Majority of respondents spend average amount of less than 1000rs for online shopping(39%)
- Majority of respondents prefer debit cards as the mode of payment for online shopping (42%)
- Majority of respondents has faced bad payment during online purchase (43%)
- Majority of the respondents mostly use amazon for online shopping which has the highest mean value (4.910)
- Majority of the respondents shop dress mostly from e-commerce sites (4.700)
- Majority of the respondents prefer online shopping for heavy discounts and deals(3.670)
- Majority of respondents says it takes 2-3 weeks to get the product delivered (32%)
- Majority of respondents says the will recommend online shopping to others (40%)
- There is significant difference between issues faced in online shopping with respect to age

- There is a significant difference between low usages of online shopping among the college students with respect to age
- There is a significant difference between levels of satisfaction of college students on online shopping with respect to age.

5.2 SUGGESTIONS

- A faster and more convenient checkout can be achieved by retailers by streamlining the checkout process.
- Improved customer service is needed because online shopping does not provide the same level of assistance as traditional brick and mortar stores
- A better return process can boost customer satisfaction
- Green shipping & packaging methods: Nowadays, many customers are worried about how their purchases will affect the environment
- Deliver the appropriate good to the appropriate customer at the appropriate time
- Make billing easy and flexible.

5.3 CONCLUSION

With more people using the World Wide Web, or WWW, online shopping is becoming more and more popular. Marketing professionals now face a difficulty in comprehending customers' needs for internet shopping. E-commerce has a lot of potential for young people. If demographic characteristics are carefully taken into account, it is also easily connected that the age range of 18 to 20 and above times has the highest percentage of respondents for online purchasing. Understanding customer attitudes towards online buying, improving the elements that influence visitors' online safety, and focusing on those elements can help marketers stand out from the competition. via results discovered via the check, the buying geste of youth can be produced. By securing vibrant, The commercial can improve its marketing efforts by taking into account the aspects discussed in this study.

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APPENDIX

- **Name:**

- **Gender:**

- Male
- Female
- Others

- **Age:**

- 18
- 19
- 20 and above

- **Name of college:**

1) Have you ever had online shopping?

- Yes
- No

2) Do you prefer?

- Online shopping
- Traditional shopping
- Both online/ traditional

3) According to you which among the following factors are the motivating factors to shop online?

- online advertisements
- friends
- TV advertisements
- Others

4) Do you find online shopping pleasurable?

- Yes
- No
- maybe

5) How frequently do you purchase things online?

- Once in a month
- Twice or five times in a month
- More than 5 times in a month
- Once in 2 -3 months
- Once in year
- Never

6) Most frequently visited E-Commerce sites

E-commerce sites	Always	Frequently	Sometimes	Rarely	Never
Myntra					
Amazom					
Flipkart					
Zomato					
Swiggy					
Others					

7) Which mode of internet do you prefer?

- Mobile network
- Broadband connection
- Wi-Fi/Data connection
- No users

8) Source of income for online purchase?

- Parents
- Part time job
- Others, if any, specify _____
-

9) Average amount spent per purchase while shopping online?

- Less than 1000 Rupees
- 1000-3000 Rupees
- 3000-5000 Rupees
- More than 5000 Rupees

10) Mode of payment system you prefer

- Credit cards
- Debit cards
- Cash on delivery
- BHIM/UPI
- Others if any , specify _____

11) Have you ever faced a bad payment-related experience while shopping online?

- Yes
- No
- Sometimes

12) Type of products that you shop online?

Types of products	Always	Frequently	Sometimes	Rarely	Never
Beauty, skincare, wellness					
Dress					
Food items					
Sports items					
Electronic products					
Others					

13) Why do you prefer online shopping?

Factors	Strongly agree	Agree	Neutral	disagree	Strongly Disagree
Save time					
Home delivery					
Flexibility					
Wide range of choices					
Heavy discounts/deal					

14) Issues in online shopping

Issues	Strongly agree	Agree	Neutral	disagree	Strongly Disagree
Return issue					
Lack of touch and feel					
Delay in delivery time					
Online security issues					
Damaged product					

15) How much time it took to get delivery after placing orders?

- 1-2 weeks
- 2 -3 weeks
- 3-4 weeks
- More than 4 weeks

16) Do you find online shopping complex?

- Yes
- No
- If yes specify reason _____

17) If you never had any online shopping, please specify the reason

Reasons	Strongly agree	Agree	Neutral	disagree	Strongly Disagree
I don't know about online shopping					
Risk of credit card transactions					
Internet illiteracy					
Risk of identity theft					

18) Are you satisfied with the online shopping experience?

- Highly satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly dissatisfied

19) Are you satisfied with the after sale services?

- Highly satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly dissatisfied

20) Will you recommend online shop

- Yes
- No
- Maybe