



Online Shopping Behaviour of Students in Agricultural College Bapatla

R Praveen Babu, Sk Nafeez Umar and M Venkata Krishnaji

Department of Extension Education, Agricultural College, Bapatla 522 101, Andhra Pradesh

ABSTRACT

The study was carried with the objective of investigating the online shopping behaviour of students in agricultural college Bapatla. The proportionate sampling procedure was followed for selecting the respondents. The study revealed that majority of the respondents are from rural areas with employee parental background many of them opted for online shopping because of a availability of Different products with discounted price and the barriers that kept way from shopping online are refund policy, difficulty in claiming warranty for certain products.

Key words : E-commerce, Internet, Online shopping.

Online shopping behaviour (also called online buying behaviour and Internet shopping/ buying behaviour) refers to the process of purchasing products or services via the Internet. The process consists of five steps similar to those associated with traditional shopping behaviour (Deiva veeralakshmi, 2013). In the typical online shopping process, when potential consumers recognize a need for some merchandise or service, they go to the Internet and search for need-related information. However, rather than searching actively, at times potential consumers are attracted by information about products or services associated with the felt need.

Online user base touching 50 million in India, 1 in 5 users coming from rural areas. The total base of internet users in India stands at 49.4 million currently (late 2008). India has immense diversification in terms of geographic and demographic aspects. With increasing penetration of internet in rural India, more and more young rural population is now accessing internet. 82% of the total online surfers in India belong to tier 1 cities, generally metros. The rest 18% belongs to tier 2 city population which is growing very quickly. There is a rising awareness and purchase of international brands in tier 2 cities as these brands and products are not available in physical forms. Student population being most aware of surroundings and are connected to the world trends through internet aspires for these brands and hence contribute to the maximum in sales (Chayapa *et al.* 2011).

A large body of research is available on the online shopping behaviour on Indian consumers. But there is a need for closer examination to understand this often neglected segment which is the engine of online retailing industry in India. There is very insignificant or almost no research done on their attitudes towards adopting this new shopping channel and factors that influence their attitude. It is the consumers' attitudes towards online shopping which is driving factor for Indian student to shop online. Therefore, it provides an interesting opportunity to study the factors affecting the online shopping behaviour of agriculture students. The implications of the recommendation will help marketing managers to understand the preferences of students and evaluate the future growth of online commerce .

MATERIAL AND METHODS

Since the study is about online shopping behaviour of students in agricultural college. The population in this study is all the undergraduate and post graduate students of agricultural college in Bapatla. The sample in the study was selected randomly from the population considering that all the respondents of the group have a general or conceptually understanding of the Internet. It is assuming that all of the respondents have prior experience with the Internet. That is, the respondent has experience accessing and navigating the web. Additionally, all of the respondents have knowledge of the ability of shopping online, not necessarily having essentially purchased something online.

Table 1. Sampling procedure.

YEAR	No. of Students			No. of Students surveyed(@10%)		
	Boys	Girls	Total	Boys	Girls	Total
1 st Year UG	87	126	213	9	13	22
2 nd Year UG	90	95	185	9	9	18
3 rd Year UG	81	97	178	8	10	18
4 th Year UG	56	82	138	6	8	14
1 st Year PG	25	32	57	3	3	6
2 nd Year PG	23	27	50	2	3	5
Total	362	459	821	37	46	83

Table 2. Parental Occupation.

Occupation	Frequency	Percent
unemployed	7	8.4
employ	44	53.0
business	18	21.7
others	14	16.9
Total	83	100.0

Table 3. Annual Income.

Annual income in Rs	Frequency	Percent
Less than10000	8	9.6
10000-20000	17	20.5
20000-30000	20	24.1
More than 30000	38	45.8
Total	83	100.0

Table 4 Nativity

Nativity	Frequency	Percent
Rural	45	54.2
urban	38	45.8
Total	83	100.0

Table 5 online shopping experience

Online shopping experience	Frequency	Percent
Purchased online	55	66.3
Never purchased online	14	16.9
Never browsed	14	16.9
Total	83	100.0

In this study students were selected by following proportionate random sampling from a total of 821 students 10% sample from each year is selected thus making a sample size of 83 students in agricultural college Bapatla

A structured questionnaire was formed before it was administrated to the respondents. All the questions pertained exclusively to the subject of online shopping. The surveys were conducted primarily in respondent's college premises. Collected data was analyzed by using SPSS software and classified based on frequencies and percentages.

A close examination of table 2 indicates 53 per cent of the respondents parents are employed in private and government organisations and 21 per cent are indulged in business activity and very few about 8.4 per cent remained unemployed.

It is inferred from the table 3 that a majority (45.8%) of the respondents' annual family income is more than 3 lakhs and followed by 2-3 lakhs and below 2 lakhs.

It was concluded from the table 4 that a major portion of the respondents hailed from rural areas and 45 per cent belong to urban area.

It has been documented from the table 5 that out of 83 respondents 66 per cent have purchased goods through online and 14 per cent browse shopping websites but never purchased goods or services online and 14 per cent never browsed any shopping website.

90 percent people have been frequently using personal computer for shopping. Out of the sample taken 8 percent people have used mobile phone for shopping online and one per cent of the respondents use tablet for shopping online.

The survey has shown that the maximum respondents have shopped less than one time in a month whereas 37 per cent shopped 3- 4 times in a month followed by more than 5 times in a month.

It is documented from the table that majority of the respondents spend 500-1000 rupees per month on online shopping and 30 per cent of

Table 6 Mode of online shopping

Mode of shopping online	Frequency	Percent
pc	75	90.4
tablet	1	1.2
mobile	7	8.4
Total	83	100.0

Table 7 Frequency of shopping online per month

No. of Times per month	Frequency	Percent
<1	43	51.8
3-4	31	37.3
5-6	2	2.4
>5	4	4.8
Total	83	100.0

Table 8 Amount spent on online-shopping per month

Amount spent on online shopping per month	Frequency	Percent
Less than 500 rupees	24	28.9
501 to 1000 rupees	25	30.1
1001 to 5000 rupees	10	12.0
5001-10000 rupees	18	21.7
>10000 rupees	6	7.2
Total	83	100.0

Table 9 Reason for shopping online

Reasons for shopping online	Frequency	Percent
Cheap goods/Discount sales	9	10.8
Large variety	19	22.9
Latest products	2	2.4
Convenience on mobile	9	10.8
Fast shipping	43	51.8
Preferred goods are only available online	1	1.2
Total	83	100.0

Table 10 Mode of payment in online shopping

Mode Of Payment	Frequency	Percent
Credit card online payment	28	33.7
Debit card online payment	32	38.6
PayPal	22	26.5
Net Banking	1	1.2
Total	83	100.0

Table 11 Tracking the purchased goods

Method of tracking	Frequency	Percent
Never tracked	4	4.8
Shopping website	27	32.5
SMS, e-Mail	22	26.5
Telephone	30	36.1
Total	83	100.0

them spend less than 500 per month on online shopping and about 22 per cent spend 5000-10000 rupees on online shopping and meagre portion spend more than ten thousand rupees on online shopping.

Most of the students interested in shopping online because of fast shipping (51%) and large variety(23%) of products at one platform followed by discount in sale and easy access through mobile.

It is inferred from the above table that most of the students used debit card (39%) in online shopping as it has more security features and followed by using the credit card (34%) and very few used pay pal and net banking.

A close view of the table reveals that more than 30 per cent students track their orders through telephone and 26.5 per cent by SMS and e mailing for tracking their goods. While 32 per cent track through the shopping websites and 4 per cent of them never tracked their goods.

e-Bay is the most preferred vendor for online shopping as it is stated by 35 per cent of the respondents and next to it snap deal occupies the second place following jabong , myntra, flipkart , shoppers stop and my smart price.

a purview of the table 13 reveals that more than half of the respondents preferred online shopping because of direct discount of order for the products and few are interested in free shipping for certain price and 6 per cent used online purchasing of expecting gifts for certain products.

It is clear from the table 14 that 71 per cent of the respondents browsed product ratings in shopping websites before ordering a product and 20 per cent of the respondents read the product reviews and 4.8 per cent of them are referred by a friend and 3.6 per cent of the respondents compare description between products before buying a new product. (Balaji 2015)

Table 12 Websites regularly used for online shop/online service

Regularly used websites	Frequency	Percent
eBay	29	34.9
Amazon. in	1	1.2
Snap deal	22	26.5
Flipkart	7	8.4
Jabong	10	12.0
Tradus	2	2.4
My Smart Price	1	1.2
Myntra	8	9.6
Shoppers stop	3	3.6
Total	83	100.0

Table 13 Reason for shopping online

Method of tracking	Frequency	Percent
Direct discount for order	53	63.9
Rebate for certain total price	7	8.4
Free shipping for certain total price	15	18.1
Gifts for certain total price	6	7.2
Discount brochures after order	2	2.4
Total	83	100.0

Table 14 Finding the Specific Product Fitting Own Needs

Finding the specific product by	Frequency	Percent
Product rating	59	71.1
Product reviews	17	20.5
Referred by friend	4	4.8
Comparing the products	3	3.6
Total	83	100.0

Table 15 Barriers which keep away from shopping online

Barriers in online shopping	Frequency	Percent
Safety of payment	14	16.9
Low trust level of online store / Brand	14	16.9
Value added tax/ customs duty	32	38.6
High Shipping Cost	12	14.5
Refund Policy	3	3.6
Warranty and claims	7	8.4
Delivery too slow	1	1.2
Total	8.	100

It was reported from the table 19 that majority (39%) feel value added tax and customs duty are more in online shopping and 17 per cent feel low trust in payment and less safety about 14 per cent conceived high shipping costs in online shopping and very few perceived difficulty in refund policy , warranty and claims.

In addition to above information, the respondents also shared the information regarding their expectations for improvement in online shopping websites. The respondents said that by improving the after sale services, securities of the online payments, speed in delivery of goods purchased and improving the packaging of the goods can further increase the interest of shoppers for e-shopping rather than visiting a retail store. Despite the possibility of security issues and some defaults in delivery and transaction process, the majority of the respondents said that in future too, they will continue their shopping through web stores and they love to compare the various features of the selected product with the competitor product.

Conclusion

The current study is descriptive in nature and the study revealed that the e-stores are frequently visited by the shoppers. The ease and convenience

provided by these stores for 24x7 has made very easy shopping for consumers worldwide and also shown that the students are also getting addicted to the online shopping and they do like various features of online shopping as by rest of the world. But the statistics available has shown that Indian market is still not a fully developed market for e-retail stores. There is huge scope of web-stores in various areas and in almost all the segments. The young population is the biggest attraction of this industry and they may contribute substantially to the growth of online shopping in India.

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