College Students' Perception towards Online Shopping in Solapur City: A Study

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Abstract:

Online purchasing is becoming more popular in India. The internet is used by both urban and rural populations. Increased internet usage, increased educational levels, changing lifestyles, more women working, and the country's economic growth are just a few of the primary drivers fueling demand for online business techniques and technologies. In today's digitalized environment, the majority of consumers, particularly young and college students prefer to surf e-commerce websites. As part of this effort, a study on "College Students' Perceptions of Online Shopping in Solapur City" is being conducted. This study aims to investigate the demographic profile of college students. The research also aimed to investigate the elements that influenced internet shopping. The study also highlighted the factors that functioned as a deterrent to online buying as well as the respondents' overall satisfaction level.

Keywords: Online Shopping, Internet, Urban Rural population, Perceptions, Overall Satisfaction

Introduction:

Since the twentieth century, the term "technology" and its applications have evolved dramatically. We live in a technologically driven world. The advancement of technology, together with cultural developments, has played a vital part in the evolution of human civilization. Through numerous smart and innovative approaches, technology gives innovative ways of accomplishing work. Everything today is connected via the Internet, whether it's for business, social interaction, or purchasing. Furthermore, people's lifestyles have shifted, and their modes of operation have shifted from traditional to digital. The changing market landscape and economic growth have increased

demand for internet purchasing.

Online shopping is becoming more popular in India. The internet is used by both urban and rural population. Increased internet usage, improved educational levels, changing lifestyles, more women working, and the country's economic growth are just a few of the key drivers driving demand for online business approaches and technologies. In today's digitalized world, the majority of consumers, particularly the young and college students, prefer to browse e-commerce websites. With this endeavor, a research study on "*College Students' Perceptions towards Online Shopping in Solapur City: A Study' is* undertaken.

Objectives of the study:

1. To study the demographic profile of the college students.
2. To explore the factors that influenced online shopping.
3. To investigate into the factors that served as a deterrent to online shopping.
4. To study the overall degree of satisfaction of college students who preferred online shopping.

Data Collection:

The goal of this part is to make clear the strategy used to achieve the intended outcome of the study. The relevant data for the investigation were compiled from primary and secondary sources. The primary data was collected by questioning the college students' and investigating their perceptive towards online shopping. The researcher has looked at the respondents' intent while shopping online, as well as their perception towards variety, price, and quality. Websites, printed materials, and online journals were used to collect the secondary data. The core of the study's data comes from primary source, which was given by 96 college respondents in January 2023. The study's data is analyzed using characteristics such as age, gender, academic level, family income and so on.

Limitations of the Study:

1. The survey has been conducted in Solapur City and among only 96 college students.
2. The survey analyses only college students' awareness and attitude towards Online Shopping.

Review of Literature:

Sudip Basu, Dr. Md. Razi Anwar in their research study, "**A Study on Consumer Behaviour towards online shopping in India - A Review of Literature**" mentions *"Some of the reasons cited for adoption of online shopping include time saving, easy comparison of alternative products, fairer prices of online goods, expert or user review of products and access to a market without borders"*.

Dr. Rahul V. Gulaganji in his literature review presentation on **"Consumer Perception towards online shopping"** concluded *"Customers still hold the opinion that online buying is expensive, delayed in delivery of products and service. Most customers are experiencing issues such*

as product return/wrong product, unclear websites, and inefficient customer care."

Online Shopping:

Online shopping is the act of purchasing a product or service from an e-store using a website or app. Online shopping, often known as online retailing, is a type of electronic commerce in which consumers use a web browser to buy goods or services directly from a seller over the Internet. Similar names for an e-shop include an e-store, an Internet shop, a web-shop, a web-store, an online store, and a virtual store.

Michael Aldrich, an English inventor, pioneered electronic shopping. He established the first type of e-commerce in 1979, allowing online transaction processing between businesses and customers. Later Tim Berners-Lee invented the first World Wide Web server and browser in 1990, which became commercially available in 1991. Following that, in 1994, the following technological developments appeared: internet banking, the launch of a Pizza Hut online store, Netscape's SSL v2 encryption protocol for safe data transport, and Intershop's first online buying system. In 1995, Amazon.com launched its online shopping site, and eBay soon followed. EBay and Amazon.com, both located in the United States, are the largest of these online selling firms.

Online Shopping in India:

E-commerce is an abbreviation for Electronic commerce, which is a sort of business approach that enables individuals and businesses to buy and sell services and products over the Internet. India is rapidly becoming a technology driven society. A variety of factors are driving the market, including the push for e-governance, the growth of smart phones, increasing Internet access, digital payment, and favourable demographics. Government efforts such as Digital India, Skill India, Start-up India, and Make in India are all aiding the growth of the e-commerce industry. Beyond tier 1 cities, millions of people in tier II and tier III cities are now using it. Flipkart, Amazon India, Snapdeal, Myntra, IndiaMart, Book My Show, Nykaa, Alibaba, First Cry, and 1mg are the most popular and prominent e-commerce websites in India.

The D2C business in India is expected to be valued US$ 60 billion by FY27, **according to an updated IBEF analysis published in December 2022.** *The worldwide e-commerce market is expected to reach US$ 350 billion by 2030, with a rise of 21.5% to US$ 74.8 billion in 2022.*

IBEF updated Report December, 2022 reads,

In recent years India has experienced a boom in internet and smart phone penetration. The number of internet connections in 2021 increased significantly to 830 million, driven by the 'Digital India' programme. Out of the total internet connections, 55% of connections were in urban areas, of which 97% of connections were wireless. The smart phone base has also increased significantly and is expected to reach 1 billion by 2026. This has helped India's digital sector and it is expected to

reach US$ 1 trillion by 2030. This rapid rise in internet users and smart phone penetration coupled with rising incomes has assisted the growth of India's e-commerce sector.

Rahi Bhattacharjee anticipated on December 14, 2021 on the *'Instamojo e-Commerce company growth blog'* on **'Indian buying patterns 2022: How your clientele will shop online'** as follows.
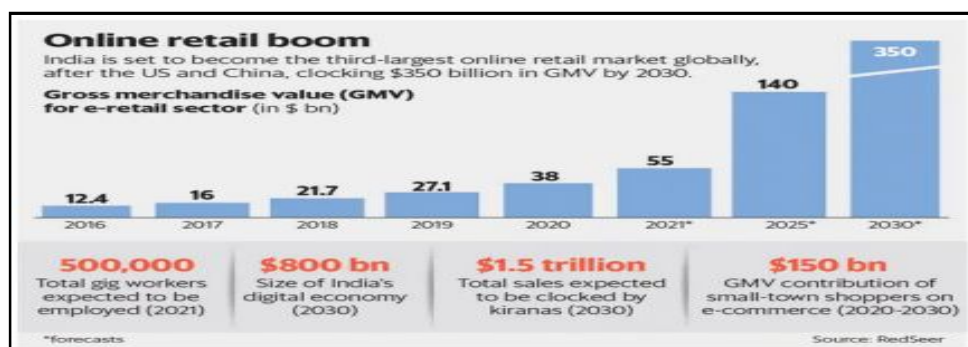
On January 5, 2023, Statista Research Department published E-commerce Market Value India 2014-2030 Highlights as follows.

E-commerce platforms in India:

The competition in the e-commerce business in India is fierce. The market is filled with many local and foreign companies trying to hold the maximum market share. As of April 2017, Amazon India was the leading online market place in the country with more than 500 million U.S dollars in the sale. Flipkart and Myntra were the prominent players in the local market.

Growing trend of e-commerce in India:

Increasing growth in the e-commerce industry is attributed to a number of reasons. Digitizing the economy and providing cheap internet to the people are a few of many reasons that boosted the growth of digital sales in India. In 2018, the e-commerce sales across India were estimated to increase by 25 percent. The growth rate, however, was predicted to observe a slight dip in 2022. Consequently, the revenue-generating potential has also increased. The average retail e-commerce revenue collected in 2018 was more than 50 U.S dollars. It was estimated to cross 75 U.S dollars by 2024.

DATA ANALYSIS:

A college student's survey was conducted for the research of *"College Students' Perception towards Online Shopping in Solapur City: A Study".* For the survey, a questionnaire with two parts was developed, the first concentrating on the respondent's demographic profile and the second on the research area. A total of 96 respondents were polled, and their responses were recorded, analyzed, and interpreted.

Table No.1: Gender of the Respondents

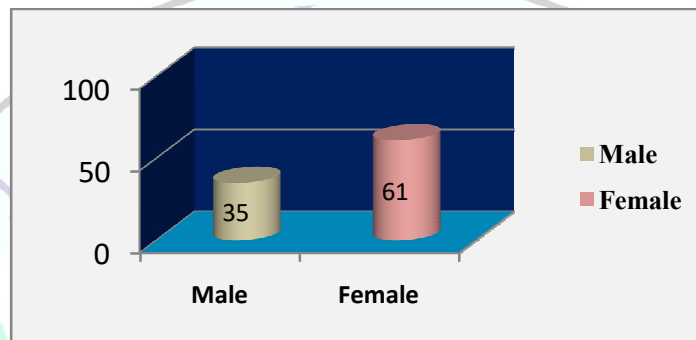| Gender of the Respondents	Frequency	Percentage %
Male	35	36
Female	61	64
Total:	96	100

Source: Primary Data

Table 1 depicts the gender of the college student respondents. According to the table, 64% i.e.61 respondents are female, while the remaining 36% i.e. 35 are male.

Table No. 2: Age of the Respondents

| Age of the Respondents	Frequency	Percentage %
Up to 18 years	13	14
19 to 21 years	61	63
22 to 25 years	22	23
Total:	96	100

Source: Primary Data
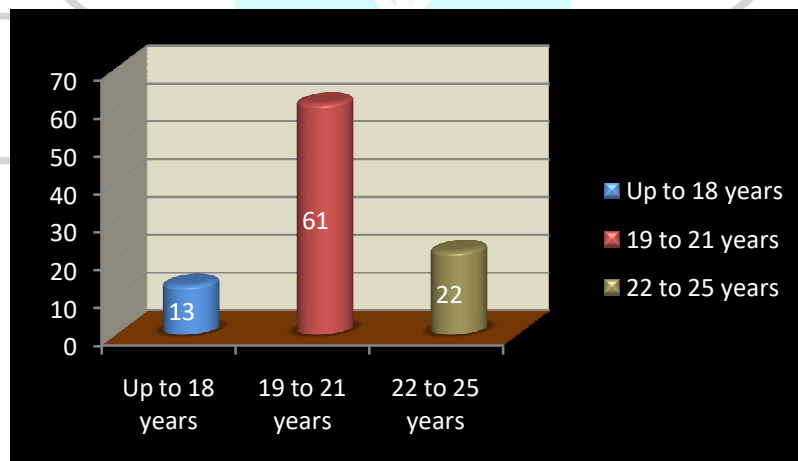
According to the above table, majority of college student respondents are between the age

group of 19 to 21 years, 14% belong to age up to 18 years, and 23% are between the ages of 22 to 25 years.

Table No. 3: Place of Residence of the Respondents

| Place of Residence of the Respondents	Frequency	Percentage %
Urban	62	65
Rural	34	35
Total:	96	100

Source: Primary Data
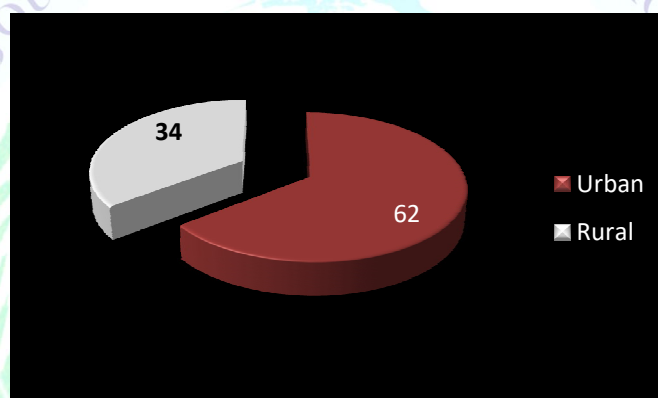
A poll of college students' responses to Perceptions of Online Shopping was conducted. During the study, it was revealed that 65% of the respondents live in the city, while the remaining 35% live in the rural parts of Solapur.

Table No. 4: Family Income of the Respondents

| Family Income of the Respondents (Rs)	Frequency	Percentage %
Up to 10000	35	36
10001 to 20000	15	16
20001 to 30000	14	15
30001 to 40000	8	8
Above 40001	24	25
Total:	96	100

Source: Primary Data
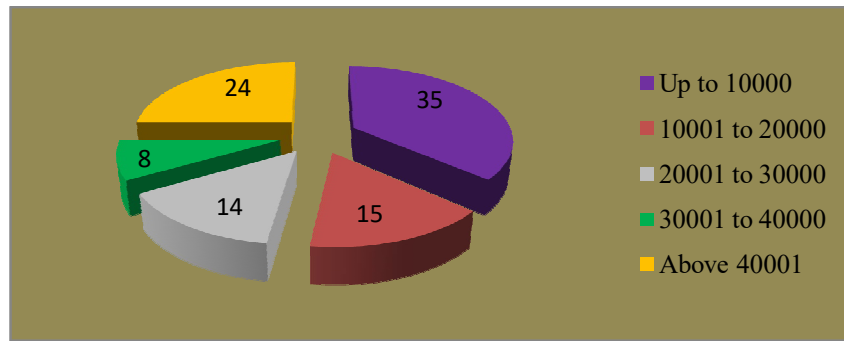
The above table shows the respondents' family income. According to the aforementioned table, majority of respondents i.e. 36%, belong to the Family Income Group of Up to Rs. 10,000/-. 25% of respondents have an income of more than Rs. 40001/-. 16% and 15% of the college students who responded are in Rs. 10001 to 20000/- and Rs. 20001/- to 30000/- income brackets, respectively. Only 8% of the population belongs to the Family Income Group of Rs. 30001/- to 40000/-.

Table 5: Respondents Access to Internet

Internet Access of the Respondents	Frequency	Percentage %
Yes	94	98
No	2	2
Total:	96	100
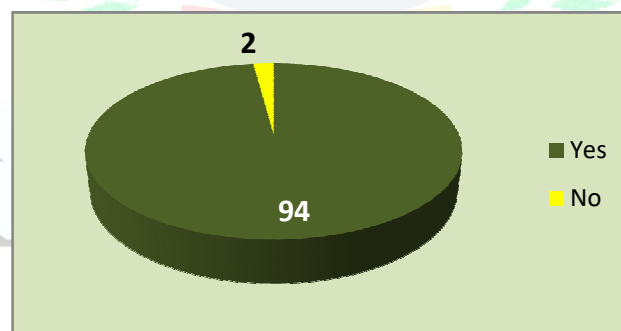
According to the data presented above, 98 percent of respondents have internet access, while only 2 percent do not.

Table 6: showing Purpose of using internet

Purpose of using Internet	Frequency	Percentage %
Study	82	85
Entertainment	56	58

|		
Information	63	66
Online Shopping	46	48
Communication	52	54

The table above depicts College Students' Perceptions on Online Shopping in Solapur City. With a mean score of 85%, college student respondents ranked **'Downloading Study Material'** first. **'Obtaining 'Information'** for various reasons came in second with a mean score of 66%. The use of the internet as a source of **'entertainment'** ranked third, with a mean score of 58 percent. It was also observed that internet users used web surfing for **'communication'** and **'online shopping'**. The average score is 54 per cent and 48 percent.

As a result, it is clear that the usage of the internet for online shopping is still in its early stages, and showroom roamers generally preferred for purchases.

Table 7 showing Average time spent on web surfing per day

| Average time spent on web surfing per day	Frequency	Percentage %
Less than 1 Hour	29	30
More than 1 Hour to 2 Hours	46	48
More than 2 Hours to 3 Hours	10	11
More than 3 Hours to 5 Hours	9	9
More than 5 Hours	2	2
Total:	96	100

Source: Primary Data
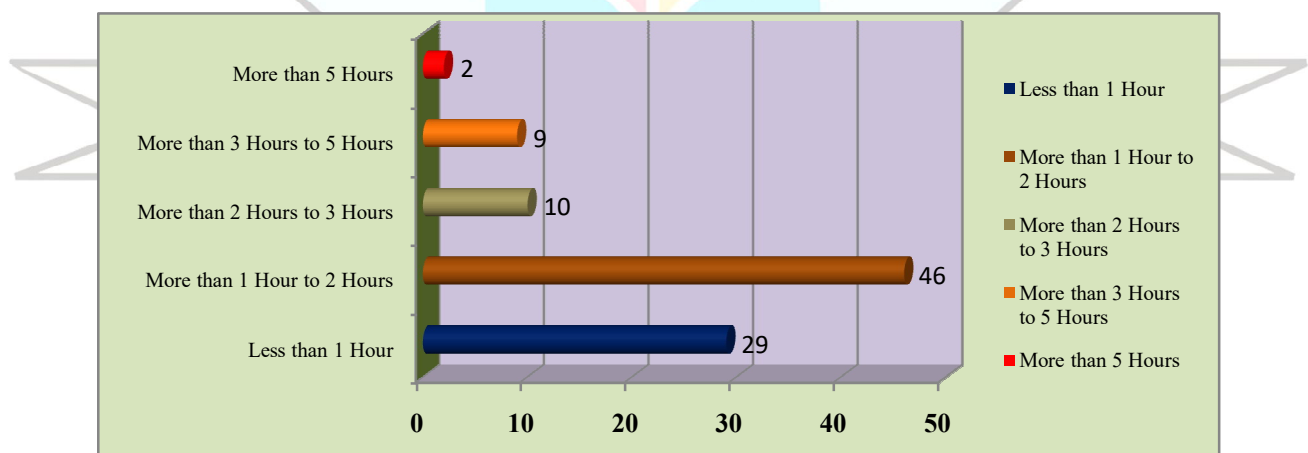
The respondents were asked to submit information on the overall amount of time, college students spent surfing the web for online shopping. It was shown that 48% of respondents spent more

than 1 hour to 2 hours perusing the web. Thirty percent of them said they use the internet for less than an hour. 11 percent spent more than 2 to 3 hours on the web, and 9 percent spent more than 3 to 5 hours on the web for online shopping. Only a small group of two respondents spent more than 5 hours exploring the web to find the exact utility-based enticing product.

Table 8: Respondent's opinion on Online Shopping preferred

Preferred Online Shopping	Frequency	Percentage %
Yes	83	87
No	13	13
Total:	96	100
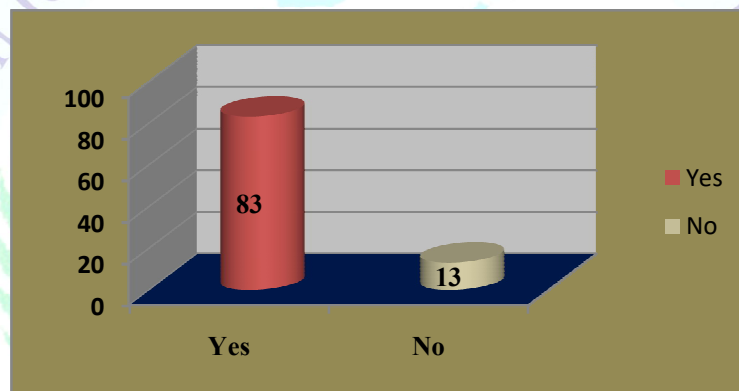
From the above data it is seen that 87% of the respondents prefer Online Shopping and the remaining 13% do not prefer online shopping.

Table No. 9 Goods purchased via Online Buying

Goods purchased via Online Buying	Score	Percentage %
Books	44	45.8
Food Products	26	27.1
Clothes	61	63.5
Cosmetics	27	28.1
Electronic Goods	36	37.5
Booking Tickets (Event/Movies)	34	35.4
Bags/Purses	19	19.8

Footwear	32	33.3
Health Fitness Products	8	8.3
Travel tickets	28	29.2

College students were polled about their purchases from internet shopping platforms. Fashion is a means of expressing oneself. 27.1 percent favoured the availability of a wide range of clothing through online platforms. 45.8 college students said they prefer online book purchasing for the convenience, time savings, and discounts. 36 respondents favoured online electronic purchases for comparing brands, models, and making purchases at the best available pricing. Online event and movie ticket purchases were favoured by 35.4 percent of respondents. In terms of varied designs, 33.33 percent and 19.8 percent preferred purchasing footwear and purses, respectively. Respondents also opted to purchase travel tickets and health and fitness products online.

Table 10: Preference towards Online Shopping Company

Online Shopping Company	Frequency	Percent %
Amazon	60	62.5
Flipkart	73	76
Snapdeal	7	7.3
Jabong	1	1
Ebay	2	2
Myntra	18	19
India Mart	6	6
Meesho	40	42

College student respondents were polled on their preferred online buying sites. During the poll, it was revealed that 62.5 percent of respondents chose '**Amazon**' for its delivery options in rural areas of the city. 76% of respondents believed that '**Flipkart**' has a stronger distribution network than Amazon, and that its presence in the Indian market was unique. According to 42% of respondents, '**Meesho**' is a decent alternative for people who are unfamiliar with technology as an online shopping app because of its relatively simple setup and authentication process. **Myntra** was chosen by 19% of those polled. Few college students choose **Snapdeal, Ebay, and Jabong**.

Table 11 depicting the mode of payment option chosen by respondents while shopping online.

Manner of Repayment Chosen	Frequency	Percentage %
Google Pay	16	17
Debit Card	4	4
Credit Card	2	2
Internet Banking	1	1
Paytm	3	3
Phonepe	24	25
Cash on Delivery	46	48
Total:	96	100
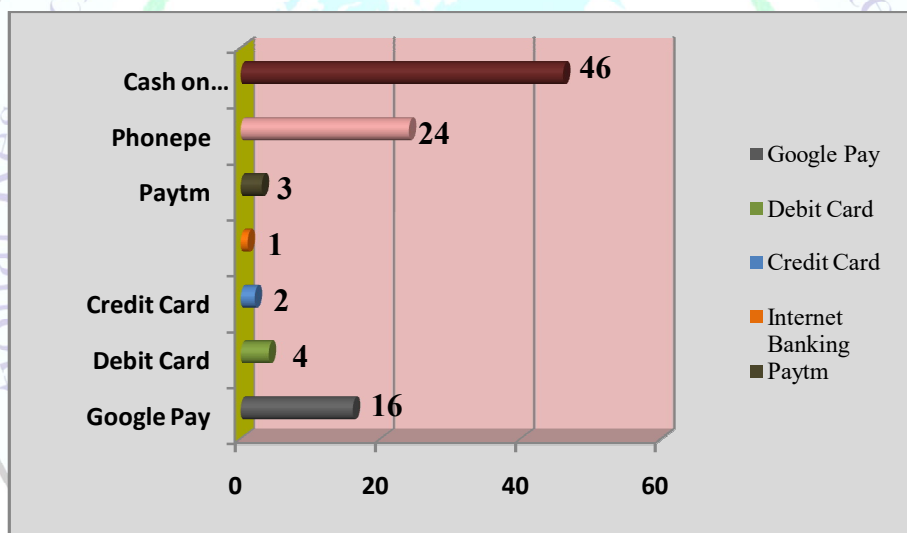
The majority of respondents, i.e. 48 percent, selected the "Cash on Delivery" payment option. Customers prefer cash on delivery because they want to be certain about the product they are receiving. They prefer to inspect the product in front of the delivery person before deciding whether or not to accept it. 2% of respondents stated that they have used credit cards as a way of payment because credit cards include security features such as encryption and fraud monitoring to keep accounts and personal information safe. In terms of convenience, quick payments, and payment alternatives available through smart phones, 25% and 17% of college student respondents, respectively, have chosen Phonepe and Google Pay as payment options. At the same time, 4 percent and 3 percent of respondents, respectively, preferred Debit Card and Paytm to make payments. Only 1 respondent has preferred Internet Banking.

**Table 12: Factors influenced for Online Purchase**

Factors	Frequency	Percentage %
Product Price & Quality	**63**	**65.6**
Advertisement	**18**	**18.8**
Short Delivery Period	**25**	**26**
Availability of exclusive brand	**20**	**20.8**
Convenience & Saves time	**38**	**39.6**
Personal Privacy & Security	**18**	**18.8**
After sales services	**13**	**13.5**
Variety of Products	**32**	**33.3**
Offers	**34**	**35.4**

Respondents were asked about the variables that influenced them to shop online during the research study. During the survey, 65.6 percent stated that **'Product Price and Quality'** were the factors that motivated them to purchase online. **'Convenience and Time Savings'** were cited by 39.6 percent of respondents as motivators for online buying. '**Short delivery time'** was cited by 26% as an important factor in their decision to order online. The rationale for online purchasing, according to 34 and 32 respondents, was **'Offers'** and **'Product Variety'**. The '**Availability of Exclusive Brands'**, according to 20.8, was the reason for online purchasing. '**Advertisement'** and '**Personal Privacy & Security'** both affected 18.8 percent of respondents. 13% considered **after-sales service.**

Table 13 showing Respondents Perceptions about online retailers

Perceptions about online retailers	Frequency	Percentage %
Products are overcharged	16	17
Online retailers keep their promises & commitments	17	18
Online retailers have good reputation	10	10
Online retailers are reliable	15	16
Maintain quality of products	38	39
Total:	**96**	**100**

The respondents in the following study were asked about their attitudes towards online retailers. 39% of respondents clarified that online retailers maintain the quality as promised in the order. 16% stated online shops are trustworthy when it comes to online buying. 18% said that retailers meet their promises and commitments as expressed while placing an order. 10% of the remaining respondents stated that internet retailers had a good reputation as well. 17% of them expressed dissatisfaction, claiming that things sold online are overpriced.
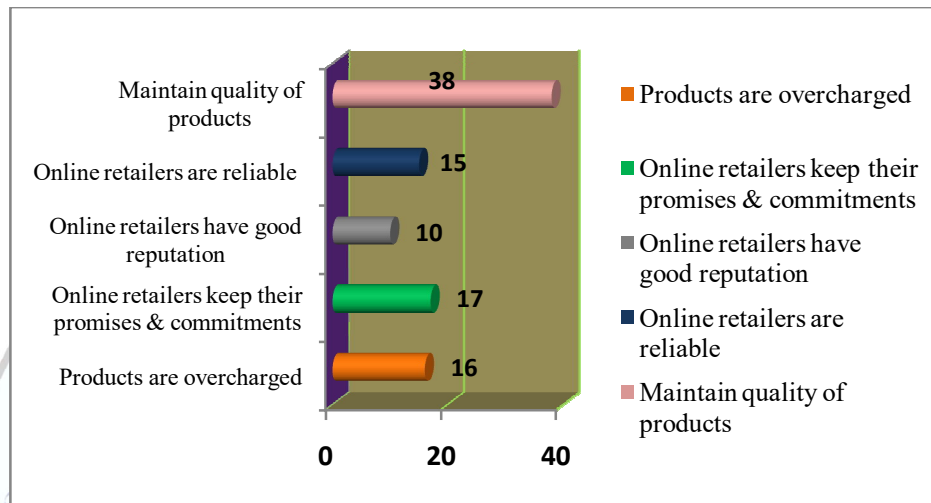
Table 14: Opinion towards barriers in online shopping

Barriers in Online Shopping	Frequency	Percentage %
Privacy & Security issues	20	21
Network problems	24	25
Window dressing of websites to attract customers	26	27
Poor delivery services	11	11
After Sales Services	15	16
Total:	**96**	**100**

Risk of stealing and misusing personal information was cited as a deterrent to online buying by 21% of respondents. According to 25% of respondents, slow download speeds and poor web page quality is a barrier to online shopping. Eleven respondents thought there was a chance of losing money if the online merchant failed to deliver the items. Poor delivery services too were identified as a problem in online shopping. Some respondents also mentioned lack of proper after-sales service as a problem. During the poll, it was found that 27% of respondents complained about website window dressing in order to entice the clients.

Table 15 showing respondent's opinion on overall satisfaction towards Online Shopping

Overall satisfaction towards Online Shopping	Frequency	Percentage %
Highly satisfied	11	12
Satisfied	63	65
Nor satisfied nor unsatisfied	18	19
Dissatisfied	4	4
Total:	96	100

12% of respondents are extremely delighted with the wider choice of hi-tech amenities accessible in comparison to traditional shopping. The majority of respondents are females who believe that the positives of internet shopping have been presented in a very practical and appealing manner. According to the data presented above, 65% of college students are 'Satisfied' with online shopping. According to them, the contributing variables that have satisfied them include convenience, quality, and variety. 'Neutral' is the view of 19% of those polled. Only 4% of respondents are unhappy with their online shopping experience.

They believe that poor quality and late services have harmed them.

Testing of Hypothesis

Chi-square test

H_0: There is no association between gender and online shopping preference.

H_1: There is association between gender and online shipping preference.

Calculated chi square value = 0.6101

Degrees of freedom = 1

p value = 0.434739

Decision: p value > 0.05, hence we accept H_0, and conclude that; there is no association between gender and online shopping preference.

Chi-square test

H_0: There is no association between place of residence and online shopping preference.

H_1: There is association between place of residence and online shopping preference.

Calculated chi square value =0.0609

Degrees of freedom = 1

p value = 0.805007

Decision: p value >0.05, we accept H_0, and conclude that; there is no association between of Place of Residence and online shopping preference.

Findings of the study:

- Most of college student responders are between the ages of 19 and 21.
- According to the findings of the study, 65% of respondents live in the city.
- 98 percent of respondents have access to the internet.
- 'Product Price and Quality' were identified as motivators for them to purchase online. 'Convenience and time savings' were indicated as motivators for online purchase by 39.6 percent of respondents.
- Cash on Delivery was the payment preference opted by majority college student respondents.
- It was revealed that Flipkart and Amazon are the respondents' preferred online purchase sites.
- The respondents were positive about the internet shops' operations.
- 27% of respondents complained about website window dressing in attempt to entice customers.
- 65% of college students are 'Satisfied' with their online purchasing experiences.

Conclusion:

The dramatic changes in the IT sector, coupled with affordable internet access, have resulted in a surge in internet users. A shift from shop roamers to web roamers has been observed in buyer purchasing patterns. At the same time, it ought to be mentioned that purchasers prefer physical shopping for routine purchases. To attract customers to online purchasing, online retailers must raise awareness through significant exposure as well as use promotional tactics. Buyers' expectations of high-quality goods at reasonable prices and quick service should be met by online sellers.

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