

# A Study On Students' Opinion Towards Online Shopping In Tenkasi Taluk

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*Abstract: Online shopping is form of electronic commerce which allows consumers to buy goods or services from a seller over the net using web browsers. Online shopping of goods, both expensive and cheap, is prevalent to a much larger extent in recent years due to convenience, speedy transactions, saving of time, attractive sales promotional offers etc. Despite these motivational factors, there are various transactional and non-transactional issues involved such as internet users being uncomfortable while giving their credit card numbers, personal information etc. However, the future for internet shopping looks bright and promising. Nowadays, majority of the interest users are youngsters especially students. Therefore, this study aims to examine the opinion of students towards online shopping.*

**Keywords: Online shopping, Transactional issues ,Web browsers**

## I. INTRODUCTION

Online shopping is form of electronic commerce which allows consumers to buy goods or services from a seller over the internet using web browsers. The sale or purchase transaction is completed electronically and interactively in real time such as in Amazon.com for new books. In 1990, Tim Berners –Lee created the first world wide web server and browser in UK. It opened for commercial use in 1991. In 1995, Amazon launched its online shopping site, and in 1996, e Bay appeared online shopping industry in India is growing rapidly and will continue to see exponential growth. According to a survey conducted by IMRB international and IAMAI, there was an estimate of 137 million internet users in the country. Of which 99 million were from urban parts of the country, the remaining 38 million were from rural India. So, online shopping is flourishing not only in metros and urban areas but also in rural areas. The giant players in India online shopping are Flipkart.com, Amazon.in, Snapdeal.com, Jabong.com, Myntra.com, Localbanya.com, Homeshop18, Infibeam.com, Shopclues.com and Firstory.com.

## II. STATEMENT OF THE PROBLEM

The main reason for the popularity of online shopping is the convenience it offers. A study in September 2013, by the Accounting Firm Deboitte showed that 47 percent of respondents intend to use the internet for their holiday shopping. Respondents reported buying opportunities any time and anywhere is the biggest selling points of online shopping. Online shopping allows buyers to shop from any vendor, at any time, anywhere in the world. Virtual Window shopping enables all users to shop at their leisure and across multiple market places. One of the biggest benefits of online shopping is the fast process of finding specific merchandise. Buyers can of course browse through different counters in malls to find things he/she wants, but in an online store, all one has to do is type some words in the search box. People with tight schedule everyday can shop online without disrupting their daily activities as well. Despite these motivational factors, there are various transactional and non-transactional issues involved such as internet users being uncomfortable while giving their credit card numbers, personal information etc. Besides, the shoppers cannot get the experience of shopping like talking to shop clerk, touching and seeing the products through online.

However, the future for internet shopping looks bright and promising for youngsters. Majority of the shoppers are students and they are most interested in online shopping. With this background, the researcher has made on attempts to study the students' opinion towards online shopping in Tenkasi taluk.

**OBJECTIVES OF THE STUDY**

- ✓ To examine the various online shopping websites
- ✓ To analyse the opinion of the respondents towards online shopping.
- ✓ To find out the popularity and beliefs towards online shopping.
- ✓ To offer findings and suggestions.

**III. METHODOLOGY**

Both primary and secondary data have been used for this study. The primary data was collected through interview schedule from 50 students comprising 10 school students, 25 college students and 15 diploma holders who are studying in educational institution located in Tenkasi Taluk of Tirunelveli District in the state of Tamilnadu. 50 respondents was selected based on convenience sampling method. To analyse the data, the researcher has used percentage analysis, weighted arithmetic score, mean and standard deviation.

**IV. RESULTS AND DISCUSSION**

The profile of 50 respondents is presented in a table given below

Sl. No	Particulars	Frequency	Percentage
1.	Gender: Male	20	40
	Female	30	60
2.	Age: Below 20 Years	15	30
	21 – 30 Years	20	40
	Above 30 Years	15	30
3.	Education: School	10	20
	College	25	50
	Diploma	15	30
4.	Area of Residence: Rural	20	40
	Urban	30	60
5.	Daily Usage of Internet:		
	Less than 1 hr	9	18
	1 – 2 hrs	27	54
	Above 2 hrs	14	28

Source: Primary data

Table 1: Profile of the respondents

Out of 50 respondents, 20 are male and 30 are female. Majority of the respondents are aged between 21-30 years and spending 1 – 2 hrs on internet daily. Most of the respondents are graduates who are living in urban area also.

**OPINION OF RESPONDENTS ABOUT ONLINE SHOPPING**

The following table describes the frequency of online shopping, motivating factors to go for online shopping, reasons for making online purchase, types of product purchased, mode of payment, and amount spent for single online purchase by the respondents.

Sl.No	Particulars	Frequency	Percentage
1.	Frequency of purchase:	20	40
	Very Often	10	20
	Often	20	40
	Sometimes		
2.	Motivational Factors:		
	Advertisement	20	40
	Website	12	24
	E-mail	8	16
3.	Reasons for Purchase:	12	24
	Varieties	14	28
	Time Saving	16	32
	Convenience	12	24
	Door Delivery	11	22
	Other		
4.	Types of Product Purchased:	8	16
	Footwear	21	42
	Dress	17	34
	Cosmetics	4	8
	House hold articles		
5.	Amount Spent:		
	Less than Rs. 10,000	27	54
	Rs. 10,001 – 20,000	17	34
	Above Rs. 20,000	6	12
6.	Mode of Payment:		
	Cash on Delivery	14	28
	Debit Card	12	24
	Credit Card	16	32
	Pos	8	16

Source: Primary data

Table 2: Opinion of respondents about online shopping

Majority of the respondents purchased goods often over net and they were motivated to buy through advertisement. Nearly 30 respondents bought dresses through online and they have spent less than Rs. 10,000 for single online purchase. 16 respondents cited the reason for online shopping is convenience. 28 respondents prepared the debit/credit as mode of payment.

**FAVORITE ONLINE SHOPPING SITE USED BY THE RESPONDENTS**

The sample respondents ranked their most prepared and favorite online shopping website which is presented in table 3.

Sl.No	Favorite Sites	I	II	III	IV	V	VI	VII	Total	Rank
1.	Flipcart.com	98	114	25	20	6	2	4	269	1
2.	Ebay.com	21	66	125	24	6	4	1	247	2
3.	Tradus	63	18	45	44	24	4	8	206	5
4.	Buy the price.com	119	36	10	20	33	10	4	232	3
5.	Snapdeal.com	70	48	15	36	12	18	7	207	4
6.	Myntra.com	0	18	10	48	36	34	4	150	6
7.	Pepperfry.com	0	6	10	12	27	24	23	102	7

Source: Primary data

Table 3: Favorite online shopping site used by the respondents

Above table 3 shows that the respondents gave I rank to Flipcart.com, II rank to Ebay.com, III rank to Buy the price.com, followed by Snapdeal, Tradus, Myntra and Pepperfray.com.

**OPINION OF RESPONDENTS ABOUT THEIR PROBLEMS IN ONLINE SHOPPING**

The following table 4 exhibits the problems in online shopping

Sl.No	Problems	Frequency	Percentage
1.	No Problems	26	48
2.	Problems		
	✓ Delivery	12	24
	✓ Inferior quality	4	8
	✓ Product damage	5	10
	✓ Others	3	6

Source: Primary data

Table 4: Problems in online Shopping

Table 4 presents the problems faced by the respondents in online shopping. Out of 50 respondents, 24 experienced no problems and 26 expressed the various problems like delay in delivery, inferior quality of goods, damaged products and other problems, that too presented in the above table.

**OVERALL OPINION OF RESPONDENTS TOWARDS ONLINE SHOPPING**

The following statements comprising positive and negative aspects about online shopping reveals the overall opinion of respondents towards online shopping which is presented in table 5.

Sl.No	Statements	N	Mean	S.D
1.	Shopping on internet saves time	50	4.56	20.8
2.	Shopping at any time of the day	50	3.96	15.6
3.	Online shopping is	50	3.26	10.6

	risky			
4.	Online shopping will eventually supersede traditional shopping	50	4.18	17.4
5.	Selection of goods available on internet is very broad	50	3.68	13.5
6.	Online shopping is secure as traditional shopping	50	3.62	13.1

Source: Primary data, N = Number of respondents

Table 5: Descriptive Statistics showing overall opinion of respondents towards online shopping

It is inferred from the above table, positive statements secured highest score and negative statements secured lowest mean score of 3.26. Hence, it is concluded that respondents are satisfied with the online shopping and felt good.

**V. CONCLUSION**

All the students are having good opinion towards online shopping and are satisfied with it.

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