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Student's Perception towards Online Shopping with special reference to Pollachi Taluk

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Abstract: *Online shopping is a process of buying goods and services from merchants who sell on the internet. Online shopping has become the fastest – growing industry and internet users have reported that online shopping is one of their primary uses of internet. With the help of online shopping, the consumers can purchase clothing, shoes, books, airline and event tickets, foods, computers hardware and so on. With the growth of online shopping, there are various opportunities and challenges to online business retailers want to grow then they have to consider all these factors. A self-administered questionnaire, based on prior literature, was developed and a total of 50 undergraduate and post graduate were selected by random sampling. The present study is an attempt to identify the preferred online shopping portals among college students.*

Keywords: *Online shopping, Student's perception, Internet, Uses, growing industry.*

I. INTRODUCTION

The world of internet practically can be considered as an endless market, where a consumer living in any country of the world can get into contractual relation with a trader operating in any other country of the world.

Internet has become increasingly important as a marketing tool in recent years. It brings opportunities for retailers to sell and communicate with their customers by an interactive and flexible medium. An online platform in businesses enables to promote products and services and ensure good customer service by enabling businesses to deal directly and reach out to a wider market. The use of the internet as a marketing tool in business industry offers great benefits.

Students perception refers to how students view a certain product based on their own conclusions are derived from a number of factor, such as price and overall experience. The first World Wide Web server and browser, created by Tim Berners – Lee in 1990, opened for commercial use in 1991. Thereafter, subsequent technological innovations emerged in 1994: online banking, the opening of an online pizza shop by pizza Hut, Netscape's SSL v2 encryption standard for secure data transfer, and internet's first online shopping system. Immediately after, Amazon.com launched its online shopping site in 1995 and eBay was also introduced in 1995.

II. REVIEW OF LITERATURE

Review of research report is done to what research works have already been done on this and related topics or fields.

1. **Ainnecia Yoag and Ruth S. Sigantul (2015)**, state that website content has naturally become one of the most important tissues for modern retailers to promote their products and services in order to maximize profits in the global competitive market.

2. **Pui-Lai To, and E-Ping Sung (2014)**, indicate that the most frequently mentioned hedonic motivations are pleasure of bargaining, privacy, social, learning trends and online shopping achievement accordingly. It appears that consumers fully enjoy having the choice to interact with someone or not interact with anyone (privacy) on the internet.

3. **Banarjee, Dutta, and Dasgupta. (2010)**. conducted a study on “Customer’s attitude towards online shopping”. The study revealed that among the 202 respondents who shopped online, 89.1% were satisfied and 96.1% satisfied customers also intended to indulge in online shopping in the future. It could be concluded that the availability of extensive and current information was the most important factor which influenced Indian customers to shop online. The researcher also revealed that there was a significant association between online shopping and monthly family income, frequency of internet usage, and time spent per session on internet usage.

4. **A.M. Sakkthivel (2009)**, in their research paper aims to identify the impact of demographic on consumer buying behaviour to online purchase of different products based on the involvement and investment –high, medium and low. It tries to unearth the impact to the demographics on online purchase which is at present comparatively limited. It will help the marketers to identify the demographic profile of customers which is otherwise not marketers to project their offerings based on the demographic profile of online customers and would help the online marketers to identify and segment the online consumers which will ensure their focus and ultimately leads to monetary growth.

5. **Andres hasslinger, et al(2008)**, they showed that developed into a new distribution channel and online transactions are quickly increasing. This has created a need to comprehend how the consumer perceives online purchases. The purpose of the study was to examine if there were any particular factors that influence the online consumer. Trust and convenience were identified as the important factors. Price was considered to be the greatest influencing factor for a majority of the students. Furthermore three segments were identified, high spenders, price easers and bargain seekers. Through these segments we found a difference of the diverse factors importance and established implications for online book stores.

III. OBJECTIVES

The following are the main objectives of the study:

1. To study the socio-economic profile of the college students.
2. To identify the level of perception of students in Pollachi.
3. To identify the most preferred online shopping portals among college students.

IV. RESEARCH METHODOLOGY

This study is based on primary data, collected with the help of questionnaire. A sample of 50 college students in Pollachi taluk has been considered for the study. Students have been selected on the basis of convenience sampling method. Primary data’s were collected using questionnaire and secondary data’s were collected from journals, books and websites.

Table 1: Data analysis and interpretations

Particulars	Socio –Economic profile	Frequency	Percent
Age	Up to 19	12	24.0
	19-20	21	42.0
	20-22	17	34.0
Area of residence	Rural	34	68.0
	Semi-urban	07	14.0
	Urban	09	18.0
Gender	Male	20	40.0
	Female	30	60.0
Marital status	Married	05	10.0

	Unmarried	45	90.0
Educational qualification	Undergraduate	28	56.0
	Post graduate	22	44.0
Family type	Joint	15	30.0
	Nuclear	35	70.0
Part time job	Yes	24	48.0
	No	26	52.0

Age

Twelve (24%) are up to the age of 19. 21(42%) are between the age of 19-20. 17(34%) are above the age of 20.

Area of residence

Out of the 50 students, thirty four (68%) are residing in the rural areas; 07(14%) are residing at the semi-urban areas; and the remaining, 09(18%) are residing at the urban areas.

Gender

Twenty (40%) students are male, and the remaining 30 (60%) students are female.

Marital status

Five (10%) students are married. 45 (90%) students are unmarried.

Educational qualification

Twenty eight (56%) students are doing their undergraduate program, 22(44%) students are doing their post graduate program.

Family type

Out of the 50 students, 15 (30%) are hailing from joint family, and the remaining 35(70%) students are hailing from the nuclear family.

Part-time job

Twenty four (48%) students are engaged in the part time job. 26(52%) students are not engaged in any part time jobs. If they are engaged in part time job, the amount will be spent to their academic purposes, family budget and online shopping also.

Table .2 Online shopping sites

Online sites	SA	A	N	DA	SDA	Mean	Rank
Amazon. in	05	32	9	3	01	3.74	01
Flipkart.com	08	24	13	04	01	3.68	02
Myntra.com	08	24	15	02	01	3.56	03
Snapdeal.com	05	25	12	06	02	3.50	04
Shopclues.com	03	25	17	04	01	3.40	05

Preferred online shopping portal:

From the above table it is inferred that Amazon. in is ranked 1st in online shopping sites by students followed by flipkart.com and myntra.com in 2nd and 3rd rank. Snapdeal.com is in 4th rank and shopclues.com is in 5th rank.

V. SUGGESTIONS

- ✓ The government should compel the online shopping sites to detail their privacy for conflict resolution.
- ✓ Online marketers should take conscious efforts to reduce the complexities of online shopping.

- ✓ Online sellers should use techniques such as money back guarantee, better after sales services, replacement of damaged products, 24*7 customer complaint receiving cell etc., to boost confidence in the mind of the consumers.
- ✓ Online marketers should use innovative and reachable sales promotion strategies to attract customer towards online shopping.

VI. CONCLUSION

The study depends on the opinions expressed by the students. Further, the extent of freedom the students may have for decision on purchase will influence the results of the study. It has broadly brought out the impact online shopping creates on the decision styles of college students.

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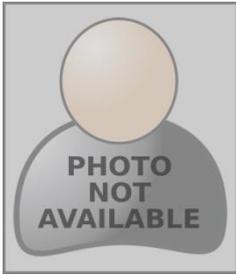
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Giri N, received the Post Graduate degree in commerce (M.Com) and Post Graduate Diploma in Computer Application from Bharathiar University, Coimbatore in 2011 and 2013, respectively. During 2013- 2015, he had undergone the research work in commerce and specialization area is marketing. From, 2014, he is working as a assistant professor in NGM College, Pollachi.



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He obtained PGDCA from Manonmaniam Sundaranar University, Thirunellveli. He has 14 years of experience in teaching. He has organized six national level conferences; seven national levels inter collegiate management meet and seven FDP and two management expos. He has published 16 articles in the national and international journals. He has presented twenty papers in national and international conferences. He also participated in ten workshops and six faculty development programmes. He published three books in Lambert Academic Publication, Germany.