

Trend of Online Shopping on College Going Girls in Jabalpur City

Abstract

Expansion of the Internet has increased the popularity of electronic purchase channels. The current research was undertaken to understand the college going girls intention to purchase through online shopping Web sites. A survey of 50 college going girls of Jabalpur city was conducted through Questionnaire method. The results indicate that the college going girls intention to purchase online is influenced by utilitarian value (like time saving), attitude toward online shopping, availability of information. In this study, results drawn out college going girls choose Designer clothes mostly and select safe method of transaction (Cash on Delivery). The current research focuses on understanding the shopping trend of college going girls in Jabalpur city.

Keywords: Trend, Online Shopping, College Going Girls.

Introduction

Electronic commerce has experienced rapid growth in the last few decades. The internet has changed the way consumers buy goods and services throughout the world and it is based on Business to consumer (B2C) and business to business (B2B).

A Whole day of shopping is the dream of every girl especially young ones.....It is true fact, which can be unchanging. Particularly college going girls motivated for online shopping by a variety of different reasons including socialising, enjoyment, trend and most important 'FASHION'. Now days , there is a boom in online purchasing , which are magic for girls in their hand. Internet commerce involves the sales and purchase of products and services over the internet. This new style of shopping made has been called "online shopping", e-shopping, Internet shopping, Electronic shopping and Web Based shopping.

This Paper is based on online shopping of college going girls in Jabalpur city .The reason of this research to know the craziness of online shopping in college going girls and we should know their awareness about online shopping, like website, transaction method, products and so on. Trend- "A general tendency to change, as of opinion.....It simply reflects what seems to be going around at any given time."

Online shopping

"Online shopping or e-shopping is a form of electronic commerce which allows consumers to directly buy Goods and Services from a seller over the internet using a web browser. Alternative names are- e-web store, e- shop, e-store, Internet shop, web -shop, web store, online store, and online storefront etc."

College going girls-That girls which are running in adolescence age and they join their higher studies in regular mode from any legal higher institute.

Review of Literature

Jones and Kim (2010) stated that in their study examines the influences of retail brand trust on online purchasing. Data for the study were collected from 200 young female US consumers who completed online survey. Participants were asked to select one of three pre determined apparel retail online brands that they have either had experience with or were familiar with. Respondents were then asked to keep their selected retailer in mind when completing the questionnaire and were also asked briefly visit the website shopping for a shirt or blouse. Factor correlation analysis were conducted to test their hypothesis.

Peng (2010) has reported that with new wireless technology constantly being developed, online shopping is increasingly common now days. People can search for and buy products online much more conveniently and efficiently than shopping in retail online stores. In fact, the number of people who choose online shopping is continuously increasing. This study is concerned with factors that affect student "decision making" as to whether to buy products online .this research used mix methodology, which includes quantitative and qualitative methods, and the information

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had been selected by survey and interview. A total of 92 students responded to the survey & 9 students were interviewed. The information gathered in the research is analysed in comparison with relevant literature. These factors (price, convenience, efficiency, safety, product range and services.) provide a structure to this research, Sen (2014) has reported that The internet has become a new platform for electronic transaction and consumers in India are increasingly using the internet for online shopping purposes. Online marketing has thus emerged to be the key to success for many companies and the online presence of organizations has become inevitable in nature. This paper identifies the key factors that influence the online purchase of products in Kolkata. In this study take sample of 150 respondents was selected in Kolkata and a self-administered questionnaire was used to collect primary data. The data was recorded by using a number of open ended questions, close ended questions, from the Likert Scale and interpreting the data. The findings of the study showed that the cost factor, convenience factor, product factor and seller related factor are the four important factors influencing the online purchase of products in Kolkata.

Scope of the Study

This study helps firms, organizations and websites improve their marketing strategies. Helpful for problem recognition and awareness of need through online shopping of college going girls. For social marketing getting idea across to consumers rather than selling something.

Objectives of the Study

1. To know the percentage of college going girls, which are used to online shopping.
2. To know which product is mostly buy from online shopping.
3. To study why college going girls moves towards online shopping.
4. To understand the preferential method use for transaction in online shopping.
5. To identify which website is mostly used by college going girls.

Hypothesis of the Study

1. College going Girls mostly buy Designer clothes from online shopping.
2. College going Girls choose most safe method of transaction that is Cash on Delivery.

Limitations of the Study-

The study has following limitations-

1. The sample was selected from few college going girls of Jabalpur city.
2. The sample was limited to 50 respondents.
3. The range limited only college going girls, age group- 15 to 22 years.
4. Randomly selected respondents had been used for filling the questionnaire.

Plan, Methodology/ Research Design

Selection of method of Inquiry

The universe being too large and time &

other resources being limited, Convenience Sampling method were selected for the present study.

Selection of Samples

The sample selected on purposive random basis.

Selection of Method for Collection of Data

Questionnaire method used for collection of data. A trival survey was done to get an idea of the various problems. In the trival survey the same procedure was followed as was to be adopted in actual survey. The no. of cases in it was five on the basis of this pilot study necessary amendments are done in the schedule.

Sources of Information

Primary Sources

Respondents (college going girls)from age group 15 to 22 years were selected as the primary sources. It was collected from 50 respondents in different girls colleges of Jabalpur city through questionnaire.

Secondary Sources

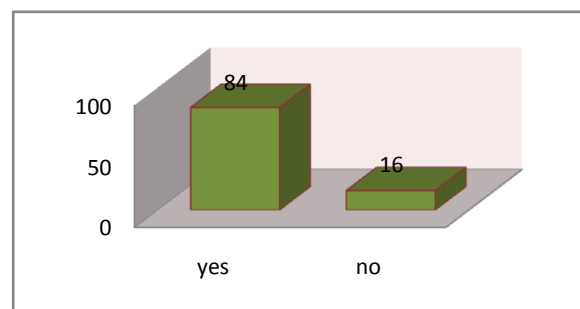
It may be termed as "Documentary Sources". The information was gathered from different books, magazines, journals, news scripts and websites etc.

Analysis of Data

After the data was collected it was tabulated and analyzed statistically, wherever needed statistical tests were applied to get the final results. The information gathered was from the 50 respondents (college going girls) surveyed from Jabalpur city. The age running 15 to 22 years.

Table - 1
No. of Respondents According to Adoption of Online Shopping

Sr. No.	Adoption of Online Shopping	No. of Respondents	Percentage %
1.	Yes	42	84 %
2.	No	08	16 %

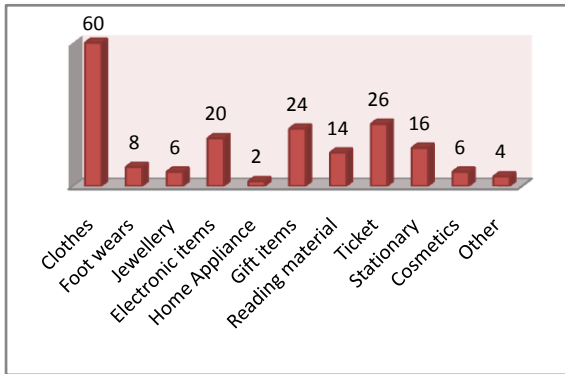


Here 84 % college going girls of Jabalpur city accept the adoption of online shopping. They use online shopping like a trend or Fashion and 16% college going girls do not accept the adoption of online shopping because of some reasons (like- not knowledge about internet, limited resources, don't want to take any Risk etc.) Bajaj (2008) also reported that females were good adopters of online shopping compared to male.

Table - 2

No. of Respondents According to Buying Different Products and Services from Online Shopping

Sr. No.	Buying Products /services from online shopping	No. of Respondents	Percentage %
1.	Clothes(Designer)	30	60 %
2.	Foot wears	04	08 %
3.	Jewellery	03	06 %
4.	Electronic Items	10	20 %
5.	Home appliance	01	02 %
6.	Gift Items	12	24 %
7.	Reading Materials	07	14 %
8.	Ticket	13	26 %
9.	stationary	08	16 %
10.	Cosmetics	03	06 %
11.	Other	02	04 %

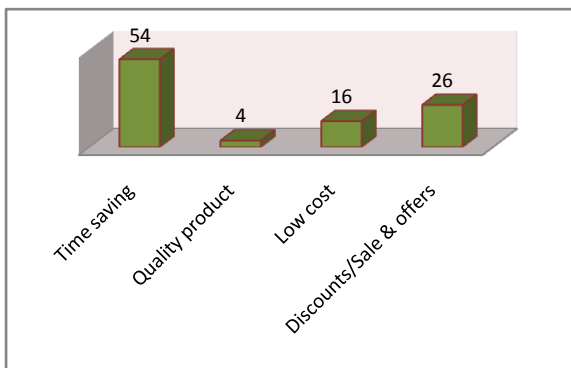


Here 60% college going girls mostly buy designer clothes and 26% book online ticket. They also buy Gift items (24%), electronic items (20%), Stationary (16%), Reading materials (14%), Footwears (8%), Jewellery (6%), cosmetics (6%) and other (4%) respectively. AcNielsen (2007) stated that the most popular items purchased on the internet airline tickets/ reservations (21%) and clothing/ accessories/ shoes (20%).

Table - 3

No. of Respondents According to Causes Moves Towards Online Shopping

Sr. No.	Causes Moves towards Online Shopping	No. of Respondents	Percentage %
1.	Time Saving	27	54 %
2.	Quality Products	02	04 %
3.	Low Cost	08	16 %
4.	Discount /Sale & Offers	13	26 %

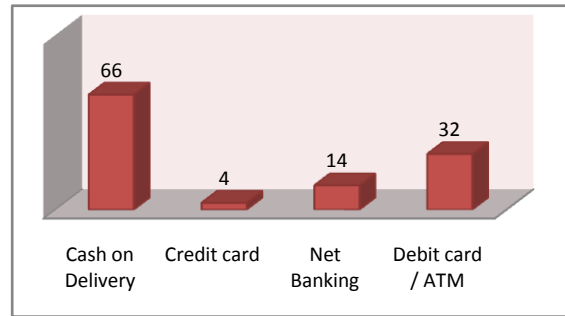


Here explain the reason & causes moves towards online shopping by respondents for Time saving (54%), Discounts/Sale & offers (26%), low cost (16%), and Quality Product (4%) respectively. Gurleen (2012) reported that the consumer being Price Sensitive, Most of the consumers prefer to buy online because they will get heavy Discounts.

Table - 4

No. of Respondents According to Method Used for Transaction in Online Shopping

Sr. No.	Method Used for Transaction	No. of Respondents	Percentage %
1.	Cash on Delivery	33	66 %
2.	Credit card	02	04 %
3.	Net Banking	07	14 %
4.	Debit Card/ATM	16	32 %

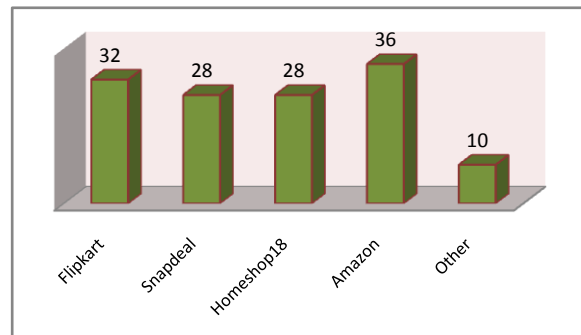


In this table, Respondents choose mostly Cash on Delivery (66%) transaction method, some time Debit card/ATM (32%), Net Banking (14%), Credit card (04%) respectively take for transaction.

Table - 5

No. of Respondents According to Preference of Different Online Shopping Websites

Sr. No.	Online Shopping Websites	No. of Respondents	Percentage %
1.	Flipkart	16	32 %
2.	Snapdeal	14	28 %
3.	HomeShop18	14	28 %
4.	Amazon	18	36 %
5.	other	05	10 %



According this table, respondents prefer mostly Amazon.com (36%) to purchasing online but respondents not only choose the only website, they are surfing different-different websites and choose their favourite deal in right websites. So they also prefer Flipkart (32%), Snapdeal (28%), Homeshop18 (28%), and other websites (10%).

Table - 5
No. of Respondents According to Their Purchase Decision form Online Shopping in Future

Sr. No.	Purchase decision form online shopping in future	No. of Respondents		Percentage %	
		Yes	No	Yes	No
1.	Touch and feel the product before buying it	33	17	66%	34%
2.	Online shopping is not safe	28	22	56%	44%
3.	The process to be complex	09	41	18%	82%
4.	Shipping charges are high	36	14	72%	28%
5.	Return policy is not clear	45	05	90%	10%
6.	Quality of product is not verified	23	27	46%	54%

Here explain, the purchasing decision of respondents for future online shopping, respondents mostly change their purchase decision for return policy (90%), high shipping charges(72%), touch and feel product (66%), it's not safe (56%), and product quality is not verified at a time of delivery (46%). Sen

(2014) also stated that Respondent's reason for not buying from online shopping in future that was touch and feel the product (25%), complex process & don't have internet facility (23%) and this process is not safe (14%) in Kolkata.



Conclusion

The growth is the number of online shoppers is greater than the growth in internet users and in online purchasing we have larger option to choose products & services. It was seen from the study that most of college going girls in Jabalpur city, age group- 17 to 27 years were found to be adopters of online shopping. They buy mostly designer clothes and booked online tickets easily by online medium. They also purchase Gift items, Electronic items, Reading materials and Stationary etc. They usually use very safe transaction method that is Cash on Delivery, some time they also choose ATM, Net Banking and Credit card.

Generally, they use online shopping because it is a Time Saving method and every day a new Discounts and Offers comes on shopping websites. Amzon.com (online shopping website) is most preferable shopping website for college going girls in Jabalpur city, they use also flipkart, snapdeal, homeshop18, websites to buy products and services.

Overall, college going girls of Jabalpur city are crazy about online shopping because of saving time ,convenience and Discounts. They use Cash on Delivery method for transaction because which are very safe. some girls gave their suggestion about better RETURN POLICY and quality product .So,

online shopping trend is increasing because of internet medium found very easily and in our today's life , our android and window mobile phones helps to easier our busy life and day-by-day challenges.

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