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A CASE STUDY ON ONLINE SHOPPING OF ACCORD BUSINESS SCHOOL, CHIGURUWADA, TIRUPATI

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ABSTRACT

Online commerce through internet is gaining attention from students today. The aim of this research is to study the factors influencing students buying intention through internet shopping in an Accord Business School among MBA students of II year in Chiguruwada. The paper mainly focuses factors influencing students of ACCORD B school II year students of MBA to do online shopping. Several factors motivates such as ease of use, compatibility, privacy, security motivates them to do online shopping. The study is limited to online retailers like Flipkart, Snapdeal, Amazon, etc.

KEYWORDS

Online, Commerce, Flipkart, Snapdeal, Amazon.

INTRODUCTION

Today internet is not only a networking media, but also transaction medium for consumers at global market in the world and becomes dominant retailers in the future. To shop on internet becomes an alternative for consumers since it is more comfortable than conventional shopping and comfortable because of it saves lot of time, parking space, save fuel, save energy, comparisons of prices, hate waiting in lines, too ashamed to buy, easy to search merchandise you want to buy, 24 hours shopping possibility is there.

REVIEW OF LITERATURE

Internet was first found by American Defense Department Network through the Advanced Research Project Agency (ARPANET) at 1969. Early target ARPANET was to develop educated information for the army forces of USA. Most creative technology that has reached a big impact at all of us is Internet innovation. Yu and Abdulai (2000) mentioned that the most significant result of the rapid innovations in information and communication technology is electronic-commerce. What is e-commerce? E-commerce basically refers to trade that takes place over the Internet where a buyer visits a seller's web site, orders and makes the payment of the product over the internet and finally, goods are delivered physically to the consumers. Anil (2000) also mentioned that electronic commerce is an important part of the growth of the Internet. Brown, Pope and Voges (2003) mentioned that the key feature of e-retailing, the consumers is facilitated by information with regard to product attributes, comparative pricing, availability and overall value added. According to Oinas (2002) internet retailing seems to be growing in all places on the world, including developing countries. Due to the changes taking place in the business in connection with the technological opportunities provided by the Internet which in the future it become the dominant shopping practically. Hofacker (2001) mentioned that people might have known the word Internet the past several years before. The Internet is difficult to define but for simple definition. The Internet is the sum total of devices interconnected using the Internet Protocol. It was created using computer software and since software can be programmed to do almost anything. Historically, Rowley (1996) viewed that the Internet was essentially an academic network, but business used is growing, so the Internet is no longer an elite network for communication between research centers, but also is accessible to small colleges, small businesses and libraries through the world. Finally, IBM also defined e-commerce as business to vendors, to customers, to employees, and to suppliers via Intranet, Extranets and Internet.

RESEARCH METHODOLOGY

Sample Size : 50 students of Accord business school of MBA II year
 Method of collection : Structured questionnaire
 Sample method : Convenience sampling method
 Place of collection : Accord Business school, Chiguruwada, Tirupati

NEED FOR THE STUDY

Online shopping saves a lot of time, no need to go to a shop. Wide range and variety of products are available at reasonable costs. Online shopping is break the traditional way of shopping and make path for new method of shopping

SCOPE OF THE STUDY

The study covered only what aspects makes them the customer to opt the online shopping and only few problems of customers are covered.

OBJECTIVES OF THE STUDY

- 1) To study the type of products frequently used by customers.
- 2) To analyse frequent usage of web sites.
- 3) To know factors influence customers to opt for online shopping.
- 4) To understand their level of satisfaction while doing online shopping.
- 5) To know how frequently they are making order through online.

TABLE 1: WEB SITES FREQUENTLY USE BY CUSTOMERS

Web site	No. of respondents	percentage
Flipkart	30	60
Snapdeal	25	50
Amazon	15	30
YEBHI	2	4
Paytm	7	14

(Source: Field Survey)

Table 1 indicates the highest 60% of respondents used flipkart, followed by 50% of respondents used snap deal and 30% of respondents used amazon website, while 14% of respondents utilized paytm and least 4% of respondent used YEBHI website. These shows that the highest flipkart and snap deal websites

are used because of the easy access of features provided by these web providers, packing of products, delivery of product by the centres which makes them to use frequently by the users.

TABLE 2: AGE OF THE RESPONDENTS

Age of the student respondents	No. of respondents	Percentage
Up to 21 years	8	16
21 to 22 years	37	74
23 years	5	10

(Source: Field Survey)

From the table 2 it can be analysed that 74% of the respondents age is between 21 to 22 years age, 16 % were fall in the age group of 21 years and the remaining 10% were in the age of 23 years. The variations in age group might be some respondents their degree background is B.Tech and some students who have not joined immediately after completion of degree is the reason for variation of age among the students, but majority who completed their degree they have immediately join in MBA whose age group will be from 21 to 22 years age group.

TABLE 3: FAMILY INCOME OF THE RESPONDENTS

Family Income	No. of respondents	Percentage
5000 - 10000	6	12
10000 - 20000	8	16
20000 - 30000	12	24
30000 - 40000	17	34
40000 - 50000	7	14

(Source: Field Survey)

From the above table 3 it is clear that 34% of the respondents family income ranges from 30,000 to 40,000, 24% of respondents family income ranges from 20000 to 30000, 16% of respondents fall between 10000 and 20000, 14% of respondents family income is between 40000 and 50000 and a few respondents income is in the range of 5000 -10000.

TABLE 4: PURPOSE OF BUYING GOODS

Buying goods	No. of respondents	Percentage
Personal	32	64
Family purposes	15	30
Businesses of parents	3	6

(Source: Field Survey)

Students buy goods not only for themselves but also for family purpose, there are certain occasions were students buy goods for their parents business also. From the table 4 it can be viewed that 64% of respondents buy goods for personal purposes, 30% of respondents do line shopping because of their family purpose and a very few 6% of respondents buy products for their parents business purposes only.

TABLE 5: THE PRODUCTS PURCHASED THROUGH ONLINE

Products	No. of respondent	percentage
Mobiles	45	90
Dresses	22	44
Electronic goods	20	40
Shoes	10	20
watches	8	16

(Source: Field Survey)

The table 5 indicates 90% of mobiles are purchased through online, 44% of respondents prefer for buying dresses, next 40% of respondents gives priority to buy electronic goods and 20% of respondents are showing willing to buy shoes and least 16% of respondents buying watches. This indication says that majority of respondents were youth and they show there keen interest in buying latest mobiles, dresses and electronic goods.

TABLE 6: MODE OF PAYMENT

Mode of payment	No. of respondents	Percentage
Credit card	3	6
Debit card	17	34
Cash on delivery	30	60

(Source: Field Survey)

Table 6 reveals that 60% of respondents making payments through cash on delivery, followed by 34% respondents using debit card and a very least 6% of respondents are availing credit card mode of payment. From these we can analyse that that majority of respondents are paying only cash on delivery. Because after getting delivery of the product it is verified and cash is paid only after it provides satisfaction to the customers in the form colour, product appearance, quality, size etc.

TABLE 7: REPLACEMENT FACILITIES

Replacement	No. of respondent	percentage
Yes	21	42
No	29	58

(Source: Field Survey)

The above table indicates that 58% of respondents said that their is no replacement facility for the customers and the rest 42% of respondents said that there is no replacement facility. These shows that few web retailers are providing the replacement facility.

TABLE 7: DERIVED LEVEL OF SATISFACTION WHILE DOING ONLINE SHOPPING

satisfaction	No. of respondents	Percentage
Less satisfaction	5	10
Satisfaction	35	70
More satisfaction	5	10

(Source: Field Survey)

From the above table 7 expressed that 70% of respondents were express that they feel satisfaction while doing online shopping, and 10% of respondents said that they are getting less satisfaction and the very least 10% of respondents are expresses that they are getting more satisfaction while doing online shopping.

TABLE 8: SATISFACTION LEVEL OF STUDENTS WITH PRICE DISCOUNT OFFERED BY ONLINE RETAILERS

Price discount	No. of respondents	Percentage
Yes	45	90
No	5	10

(Source: Field Survey)

The table 8 reveals that 90% of respondents exhibit that price discount offered by online retailers contributing satisfaction to the customers, while the remaining 10% of customers conveying no satisfaction with the price disburse by the retailers. These shows that online retailers are providing good price discount facility than traditional retailers.

TABLE 9: IS THE DELIVERY OF THE PRODUCT IS IN TIME

Delivery of product	No. of respondents	Percentage
Yes	26	52
No	24	48

(Source: Field Survey)

The table 9 depict that 52% of respondents conveyed that delivery of the product is in time. While the remaining 48% furnishing that the delivery product is not in time. Based on these facts few retailers is distributing the product with in the span.

TABLE 10: DO YOU THINK ONLINE SHOPPING IS TRUST WORTHY FOR THE CUSTOMERS

Opinion	No. of respondents	Percentage
Yes	30	60
No	20	40

(Source: Field Survey)

The above table 10 intimate that 60% of respondent said that online shopping is credible for the customers and halting 40% of respondents said that online shopping is unreliable for the customers.

TABLE 11: PRODUCTS WHICH ARE FREQUENTLY ORDERED THROUGH ON LINE

Opinion	No. of respondents	Percentage
Twice in a week	0	0
Weekly	4	8
Twice in a month	20	40
Once in a month	26	52

(Source: Field Survey)

The table 11 contributes that 52% of respondents spoken that they are ordering once in a month, although 40% of respondents point of view is that twice in a month, and the remaining 8% of respondents were placing orders weekly through online. Majority of the respondents are shopping once in a month, followed by twice in a month.

TABLE 12: BUYING CAPACITY OF A STUDENT OF EACH ORDER

Offered Capacity(Rs)	No. of respondents	Percentage
100-500	10	20
500-1000	20	40
1000-2000	15	30
Above 2000	5	10

(Source: Field Survey)

The table 12 signifies that 40% of respondents are having buying capacity of 500 to1000, besides 30% of respondents range fall between 1000 to 2000, consequently 20% of respondents pull in among 100 to 500 sphere. It seems that students are not earning money they depend on their parents for shopping that is why they are buying is also limited.

TABLE 13: FACTORS INFLUENCE THE STUDENT TO OPT ON LINE SHOPPING

Percentage	No.of respondents	Percentage
Web site design	1	2
Varieties of products	10	20
Price discount	30	60
delivery	6	12
convenience	3	6

(Source: Field Survey)

The table 13 denotes that 60% of respondents said that price is influencing them, although 20% of respondents point of view is varieties of products forces them to shop online, where as 12% of respondents feeling is delivery of product shows impact to opt for online shopping, granting 6% of respondents opinion is it is convenience them to shop, still 2% of respondents expresses that web site design influence them to prefer online shopping.

TABLE 14: VARIATION OF THE PRODUCT AFTER RECEIVING EITHER IN QUALITY OR IN APPEARANCE

Product	No.of respondents	Percentage
Yes	6	12
No	44	88

(Source: Field Survey)

The table 14 highlights that 88% of respondents said that their is no variation in the product after receiving the product either in quality or in appearance, and only 12% of respondents opined that their is variation in product after the delivery.

TABLE 15: WEB SITES WHICH ARE USER FRIENDLY

Website	No.of respondents	Percentage
Flip kart	22	44
Paytm	4	8
Snap deal	16	32
YEBHI	3	6

(Source: Field Survey)

The table 15 disclose that 44% of respondents were using flipkart website, although 32% of respondents snap deal, while 8% of respondents were availing pay tm and the least 6% of respondents said that YEBHI is the user friendly to customers. From these analysis we can analyse that websites which provides easy accesses to option, and easy operation of website are giving highest priority, here it is flipkart and snap deal.

TABLE 16: PROBLEMS FACED WHILE DOING ONLINE SHOPPING

Problems	No.of respondents	Percentage
Cross advertisement	10	20
Long process of payment	12	24
Error/server problems	8	16
Deliver time	20	40

(Source: Field Survey)

The table 16 showed that , 40% of respondents viewed that delay of delivery of product, 24% of respondents said that long process of payment makes them irritating while doing online shopping, and 20% of respondents opined that cross advertisement disturbing them to have peaceful shopping and 16% of respondents point of view is server problems hinders them to stop online shopping.

CONCLUSION

From the above analysis we can conclude that majority of youth students are showing interests that shows that they prefer the new type of shopping because of many reasons such passion, offers, variety of products, saves time, global access of products. Besides these they are facing many problems hinders to shop still they are ignoring it and continuing for online shopping. If the web retailers improve their services such as in time delivery, easy access of web sites makes them to attract more and more customers.

- 60% of respondents used flipkart web site frequently used by the users.
- 90% of mobiles are purchased through on line by the respondents.
- 60% of respondents making payments through cash on delivery.
- 70% of respondents were express that they feel satisfaction while doing online shopping.
- 60% of respondents believe that online shopping is trust worthiness for the customers.
- 60% of respondents said that price is influencing them to do online shopping
- 40% of respondents' opined that delay of deliver of the product is one of the major problem while doing online shopping.

LIMITATIONS

The study is limited to 50 students Accord B school MBA students of II year only. The study is also confined to online retailers like Flipkart, Snapdeal ,Amazon, YEBHI, Paytm .

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