



# Perception of College Students on Digital Shopping – With Reference to METRO Travellers in Bangalore

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## ABSTRACT

Online shopping in India is growing rapidly & will continue to see an exponential growth in coming year. As mobile internet user base is growing mobile phones are also becoming contributor for surge in online shopping. In India good number of consumers buy online to get better deals & variety & prove that internet channels are now an integral part of shopping experience for customers. This paper attempts to know the experience of the online customer towards purchasing of the products from online web store. The results have shown that Increased Internet penetration, improved security measures, popularity of E-stores, convenience of shopping, more number of retailers giving offering wide variety of products/service are a few factors that are attracting more and more consumers to shop online. The key finding of the paper specifies that the socio-economic profile of select sample respondents of college students in Bangalore, type of products purchased and perception on online shopping behavior and experience.

**Key words:** Digital shopping, e-markets, e-payment, Customer Behaviour and perception

## INTRODUCTION:

Digital shopping is a new era of getting things and services by make use of network instantly. Customers can able to touch physically and feel the product quality prior to buy it, but in digital markets, products can assess virtually with the help of internet connectivity globally. Digital shopping is a form of e-commerce which allows consumers directly to purchase goods or services from the seller using internet and web browser. Different names are used to call digital shopping is as e-shop, e-store, internet shop, web shop, web store. E-commerce is the commercial transactions conducted electronically through internet. Some of the various ways in which online marketing is done in India are company websites, shopping portals, online auction sites, etc. The advantages are for both buyers and sellers and this win-win situation is at the core of its phenomenal rise, as it is believed that e-commerce transactions will represent the largest revenue earner especially in the business to consumer (B2C) segment in India.

**Advantage of online shopping:** Incredible convenience to customer, infinite choice of buying options, better price, fewer expenses, comparison of prices, crowds, discreet purchases, easy access to consumer review.

**Risk involved in online shopping:** Customer may get fake Online Reviews; consumer can't talk to someone immediately, product risk, time risk, privacy and security, lack of full disclosure, counterfeit goods, and delivery risk. The consumers, who try to purchase products, cannot suffer the material or to try it especially in the case of clothing and see how it is made. Lack of Privacy and security is another problem faced by an digital shopper, even though there are precautions to ensure the safety of the transaction.

### **Significance of the study**

Digital shopping is an internet based shopping that empowers customers to shop across multiple market places on a 24x7 basis. It facilitates the customers / consumers to shop at online stores by clicking simply at the tip of a mouse. Customers can purchase any item online with less time and flexibility basis. The Online shopping taken a speediest momentum due to various reasons, like convenience, availability of products at consumer doorsteps, gift vouchers, discount and low price, variety of products, etc. the study online shopping behavior among youth enables us to understand the extent to which online shopping. In this environment, the present study entitled "Perception of College Students on Digital Shopping – With Reference to METRO Travellers in Bangalore" is attempted.

### **Objectives of the Study:**

The following are the main aim of the study to impart in getting data.

- To study various risks & convenience involved in online shopping.
- To examine the shopping experience of online consumers.
- To analysis the online shopping behavior in college students in Bangalore.

### **Research Design:**

Researchers have conducted descriptive study empirically to identify digital shopping behavior while analyzing the data gathered from select sampled respondents.

**Sample Design:** The data was collected from 150 online shoppers of college students in Bangalore city in general and METRO Travelers in particular, who have purchased products and services from online sites.

**Sample Size:** To collect data for the study, the convenience sampling method was used and select 150 respondents were contacted within Bangalore through structured questionnaire.

**Type of study:** Descriptive study.

### **Data Collected:**

The present study were adopted both primary and secondary data. The primary data collected from sample respondents through distribution of questionnaire and the secondary data were collected from various journals and digital media.

### **Limitation of the Study:**

This study have lack of time is one of the major limitation, restricted to college students in Bangalore.

### **Online shopping Behaviour of College Students in Bangalore**

A perusal of table 1 discloses various factors relating to socio-graphic profile of the select sample respondents of college students in Bangalore with reference to METRO Traveling for choosing online shopping. The reasons are taken namely electronic media, newspapers, television and radio, friends and family members and other reasons.

**Table 1**  
**Online shopping Behaviour of College Students**

Factor	Variable	Respondents	Percentage
Gender	Male	61	40.67
	Female	75	50.00
	Trans Gender	14	9.33
Age	16 – 18	47	31.33
	19 – 21	58	38.67
	22 – 25	45	30.00
Education	PUC	61	40.67
	UG	57	38.00
	PG	32	21.33
Branch	Commerce & Management	33	22.00
	Science	30	20.00
	Arts	21	14.00
	Technical	48	32.00
	Education	18	12.00
Family Type	Joint Family	28	18.67
	Nuclear Family	122	81.33
Family Income Level P/M	Below 20,000	45	30.00
	20,001 – 40,000	39	26.00
	40,001 – 60,000	37	24.67
	Above 60,000	29	19.33

**Source:** Field survey

It is found that the select sample respondents were registered 40.67 per cent of male, 50.00 per cent women and least percentage 9.33 of trans gender; among the selected age group majority of 38.67 per cent are recorded in the age group of 19-21, followed by 31.33 per cent are in the age of 16-18 and 30.00 per cent in 22-25 age group respectively; 40.67 per cent are studying PUC, 38.00 per cent are studying graduation and rest are 21.33 per cent studying post-graduation respectively. It is further found that the sample students studying were registered highly Technical students 32.00 per cent followed by 22.00 per cent are pursuing Commerce and Management studies, 20.00 per cent are Science courses, 14.00 per cent are belongs to Arts subjects and 12.00 per cent were Education departments; 81.33 per cent of respondents are from nuclear family and very less percentage are from joint family background. It reveals that the family income level per month wise of the sample respondents highly registered from below Rs. 20,000 income, followed by 26.00 per cent are shopping from the income level of Rs. 20,001 to Rs. 40,000, 24.67 per cent from Rs. 40,001 to Rs. 60,000 and 19.33 per cent from above Rs. 60,000 income level respectively.

The tables 2 furnishing the details of choosing digital shopping of select sample respondents.

**Table 2**  
**Respondent's response about choosing online shopping**

Factor	Variable	Respondents	Percentage
How do you know online shopping	Friends / Relatives	37	24.67
	Social Media	49	32.67
	Electronic Media	43	28.66
	Print Media	15	10.00
	Others	6	4.00
Reason for Choosing	Time saving	30	20.00
	Low Prices	25	16.67
	Quality	29	19.33
	Flexibility	42	28.00
	Doorsteps	24	16.00
Platform Used	Mobile	111	74.00
	Own Computer	39	26.00
	Internet Centers	-	-
Applications Used	Amazon	57	38.00
	Flip cart	45	30.00
	Snap deal	23	15.33

	OLX	13	8.67
	Others	7	6.00
Products Buy	Educational Materials	23	15.33
	Consumable Goods	31	23.33
	Dresses	52	34.67
	Electronic Goods	35	20.67
	Others	9	6.00
Habitation of Buying	Daily	12	8.00
	Weakly	25	16.67
	Monthly	53	35.33
	Occasionally	37	24.67
	Rarely	23	15.33
Mode of pay	Debit Card	29	19.33
	Credit Card	8	5.33
	G-Pay / PhonePe	65	43.33
	Internet Banking	15	10.00
	Cash on Delivery	33	22.01

**Source:** Field survey

It reveals that to have the knowledge through social media 32.67 per cent, followed by 28.66 per cent from electronic media, 24.67 per cent friends or Relatives, 10.00 per cent from print media and 4.00 per cent from other sources; the reasons for opt digital shopping registered highly 28.00 per cent of flexibility, followed by 20.00 per cent for time saving, 19.33 per cent of quality 16.67 per cent of low prices and 16.00 per cent of doorsteps.

Out of 150 sample respondents, used the platform of mobile highly 74.00 per cent and own computers 26.00 per cent and applications were used 38.00 per cent highly Amazon, followed by 30.00 per cent Flip cart , 15.33 per cent were used the Snap deal, 8.67 per cent of OLX and 6.00 per cent other online markets respectively.

It is further found that the majority of respondents were preferred to buy dress materials 34.67 per cent followed by 23.33 per cent chosen electronic goods, 20.67 per cent are bought consumable products, 15.33 per cent get educational materials and 6.00 per cent purchased other products respectively. It is observed that the habitation of online purchase were responded least 8.00 per cent followed by 15.33 per cent having the purchase habit of rarely, 16.67 per cent of respondents are buying weekly, 24.67 per cent are have the habit of order occasionally and highly registered monthly purchase habit of 35.33 per cent respondents respectively.

It is further observed that the mode payment opted by the respondents were make use of Google pay or PhonPe highly 43.33 per cent followed by 22.01 per cent opted cash on delivery, 19.33 per cent were used debit cards, 10.00 per cent of respondent were paid through internet banking and 5.33 per cent of sample respondents are used credit card payment respectively.

Table 3 provides the information of gender-wise opinion on delivery of products. It found that the factor highly satisfied indicating the majority of respondents 69, out of which male respondents are 25, female respondents are 38 and rest of 6 are trans gender.

**Table 3**  
Gender-wise Opinion on Delivery of Product and its Timings

Opinion	Male	Female	Trans Gender	Total
Highly Satisfied	25	38	6	<b>69</b>
Satisfied	13	22	5	<b>40</b>
Neutral	12	5	2	<b>19</b>
Dissatisfied	8	10	1	<b>19</b>
Highly Dissatisfied	3	-	-	<b>3</b>
<b>Total</b>	<b>61</b>	<b>75</b>	<b>14</b>	<b>150</b>

**Source:** Field survey

It is observed that the opinion of satisfied factor showing the respondents of 40, out of which male respondents are 13, female respondents are 22 and rest of 5 are trans gender. It is further found that the factor of neutral and dissatisfied opinions contains 19 respondents, out of which male respondents are 63.16

per cent, female respondents are 26.32 per cent and rest of 10.53 per cent are trans gender and only 3 male respondents are get dissatisfied in on time delivery of ordered goods respectively.

Table 4 is furnishing the overall perception of select sample respondents on their online shopping experience.

It is observed that out of the 150 respondents, majority of sample respondents are got highly satisfied, followed by 39.33 per cent are satisfied, 8.67 per cent are expressed neutral, 6.00 per cent of respondents were dissatisfied and 1.33 per cent are highly dissatisfied.

**Table 4**  
**Overall Satisfaction of Online Consumers**

Particulars	Respondents	Percentage
Highly Satisfied	67	44.67
Satisfied	59	39.33
Neutral	13	8.67
Dissatisfied	9	6.00
Highly Dissatisfied	2	1.33

**Source:** Field survey

#### **FINDINGS:**

The key finding of the paper specifies that the socio-economic profile of select sample respondents of college students in Bangalore, type of products purchased and perception on online shopping behavior and experience.

- Majority of respondents strongly agree that online shopping is convenient & it saves time. Frequency of purchase is seen more for apparels & accessories.
- Consumers have some inhibition on delivery time, goods guarantee, returning the product procedure, trustworthiness of vendors.
- The issues like security of financial information, confidentiality of their personal information still brings anxiety in the minds of Indian consumers.
- The most influencing factor which persuade customer towards online shopping is low price/discounts, range, availability of products & zero delivery charges.
- The problems experienced in online shopping include delay in delivery, asking for replacement/refund, and deficiency in customer service.

#### **SUGGESTION:**

- The majority of respondents still believe in financial security concern .Online vendors should bring assurance in the minds of consumers by having robust back end technology as well as right image through their websites.
- Consumers should be educated on online shopping benefits so that hard chunk of society can consider moving from traditional to online shopping.
- A detailed product information should be made available through better methods such as audio & video presentations & elaborated product catalogues .when all the required information is made available to him as expected then customer is inclined to purchase product online
- E store companies must create more awareness & user friendly environment to attract more customers for purchasing.
- Online vendors should keep delivery charges reasonable & should swiftly deal with inquiries & complaints to improve satisfaction level of customers.

**CONCLUSION:**

Online business should focus on acquiring new customers through advertisement. E-stores should promote their online presence to the customer by using combination of online and offline marketing tactics. The customers have to be retained and satisfied as both lead to higher level of customer loyalty. To reduce risk, Time, inconvenience and flexibility while online shopping vendors of e-commerce have to impart confidence and trust among the customers by prominently displaying clear terms and conditions. The cash on delivery service has helped a lot of traditional consumers turn to online shopping. The result show that trust, convenience, effortless shopping are few factors that are attracting more and more consumers to shop online .

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