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ONLINE SHOPPING: USAGE PATTERN AMONG THE STUDENTS OF CENTRAL UNIVERSITY OF JHARKHAND

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Abstract:

Online shopping is a growing area of technology. Establishing a store on the Internet, allows for retailers to expand their market and reach out to consumers who may not otherwise visit the physical store. The convenience of online shopping is the main attraction for the consumers. Unique online payment systems offer easy and safe purchasing from other individuals. Electronic consumers exhibit different buying behaviours such as; cart abandonment. The benefits of shopping online also come with potential risks and dangers that consumers must be aware of. In the future, we can expect online stores to improve their technology tremendously, allowing for an easier and a more realistic shopping experience.

KEY WORDS:

Online Shopping , technology , Electronic consumers , e-commerce .

INTRODUCTION

Online shopping is an e-commerce industry which has emerged as one of the massive market for the consumers. Alternative names are: e-web store, e-shop, e-store, Internet shop, web-shop, web-store, online store, and virtual store E-commerce can be defined as technology mediated exchanges between parties (individual and organizations) as well as the electronically based intra or inter organizational activities that facilitate such exchanges. (Rayport and Jaworski, 2001). Today each and every product is within reach of an individual. This market has gained so much boom that it has taken over the traditional market. The most important factor is that now people don't wait for weekends to take their family to the market and have shopping, today market has come to their house and makes them feel comfortable by providing them a lot of options to the product which they want to search. Today the products can be chosen and purchased in just one click. There are various sites which are making it possible. Some of them are Amazon.com, Flipkart.com, ebay.com, myntra.com. The distribution factor of these online sites plays a major role in positioning their sites in the minds of the consumers. They look after each and every step taken by the consumers while shopping and according to their behaviour of shopping they amend their marketing policies. Other than distribution factor these sites also focus on customer relationship management. This allows organization to compete for customers based on service and not on price. There are some sites which provide option of cash on delivery.

In order to shop online, the consumer must be relatively familiar with computers and how to navigate the Internet. Internet retail stores target a specific age group. "The Net-generation is made up of individuals (Net-geners) born between 1977 and 1997" (Kim & Ammeter, 2008). This "is the first

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generation to grow up surrounded by digital media and the Internet” (Kim & Ammeter, 2008). For those born before the 1970s, “The online market is a new innovation for them so they [are] less familiar with online shopping”. “Pre Net-geners have a relatively lower capability to utilize the excess of information available on the Internet” (Kim & Ammeter, 2008). Because of this, online retailers market to the Net-generation in order to be successful and profitable.

OBJECTIVE OF THE STUDY

The Objectives of this study is to-

- a) Find out the demographic profile of the Users.
- b) Determine which site students refer the most.
- c) Evaluate the frequency in which they use.

LITERATURE REVIEW

The main focus of the present study is to find out the uses pattern of Online shopping in Central University of Jharkhand.

Chang-Hoan Cho and Marilyn S. Roberts, Internet Uses and Gratifications: A Structural Equation Model of Interactive Advertising. Hanjun Ko This study investigates the interactivity construct in terms of its antecedents (i.e., motivations for using the Internet) and consequences (i.e., attitude toward the site, attitude toward the brand, and purchase intention). A structural equation model was developed for an empirical test, based on uses and gratification theory applied to the interactivity context. A sample of 385 college students in the United States and Korea participated in the experiment. The findings suggest that consumers who have high information motivations are more likely to engage in human-message interaction on a Web site, whereas social interaction motivations are more strongly related to human-human interaction.

Google India Study reports numbers about online shopping in India; 'Electronics' Top Search but 'Apparels' most bought The report was compiled by combining data from Google Trends and online research conducted by TNS Australia with a sample size of 800 respondents on behalf of Google India in November 2012. Online shopping in India, saw 128% growth in interest from the consumers in the year 2011 to 2012 in comparison to only 40% growth in 2010 to 2011, making 2012 the tipping point for online shopping in India. In terms of product categories, consumer interest on Google search for apparels & accessories (30%) emerged as the second biggest product category after consumer electronics (34%).

Sergio Roma'n: Relational Consequences of Perceived Deception in Online Shopping: The Moderating Roles of Type of Product, Consumer's Attitude toward the Internet and Consumer's Demographics.

This study investigates the negative influence of consumer's perceptions of online retailer's deceptive practices (perceived deception) on consumer's relational variables (satisfaction and loyalty intentions to the online retailer). Also, the moderating role of product type (goods versus services), consumer's attitude toward the Internet, and consumer's demographics in the deception-relational outcomes link is considered. Data from 398 online consumers revealed that satisfaction totally mediated the influence of deception on loyalty. In what follows, the focal constructs of the study are defined (perceived online deception, satisfaction, and loyalty intentions).

RESEARCH METHODOLOGY

Using a laboratory experiment is generally a reasonable and adequate choice to study search behavior, especially when the information searches are performed on local IT/IS systems and databases that can be freely controlled and manipulated. Since, the internet and web are open system that runs on public infrastructure that exhibits variations in its Uses. Nevertheless, it is quite clear that in order to understand the online behaviour of the students, it will be essential to understand the student's action and choices. This study can only be successful if an overall study of people is done. This can only be done with the Survey method design. As, in this design the questions are used as the instrument. This research focusses on the students of Central University of Jharkhand. Survey can easily be conducted over here and questionnaire was the best instrument in order to get information about the subject.

The universe of this research is the students of Central University of Jharkhand. The data was collected by the help of snow fall sampling. This means that questionnaire will only be given to those who do online shopping. The total numbers of samples were 100 and a questionnaire was given to them.

DATA REPRESENTATION AND INTERPRETATION

A Survey for a research on Online Shopping: Its Uses pattern among the students of Central University of Jharkhand was conducted among the students of CUJ. Total Sample of this survey was hundred. Out of them 20% were below the age of 20 Years, forty six per cent were between age of 20-22 and 34 were above 22 years.

Use of Internet for e-paper and e-zine

Frequency	Percentage of Students
Very Infrequently	10
Infrequently	11
Occasionally	34
Frequently	32
Very Frequently	13

E-paper and magazine are kind of news portal which provides information to the users at regular point of time. These sites are regularly updated with latest information. This survey found that 34 percent of students occasionally visit these sites, whereas 45 percent frequently remain in touch with these sites. This percentage is on combination with very frequently. Almost 20 percent of students do not visit these portals frequently. The data of infrequently is in addition with very infrequently.

Use of Internet for Research and Education

Frequency	Percentage of Students
Very Infrequently	4
Infrequently	4
Occasionally	19
Frequently	39
Very Frequently	34

College students generally prefer sites of education and research in order to get support from the internet for their assignments. The number of students using internet for education and research activities are 73 percent whereas just 8 percent of students in frequently visit these types of sites. Nineteen percent of students prefer these sites occasionally. It was a shocking result that shows the 8 percent of students do not use internet for study purposes instead they use for various other purposes.

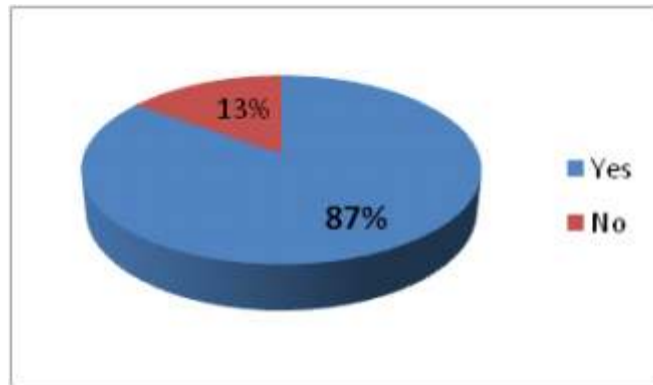
Use of Internet for Product and Service

Frequency	Percentage of Students
Very Infrequently	8
Infrequently	11
Occasionally	27
Frequently	39
Very Frequently	15

Students utilize internet in order to enjoy product and services from the internet. From purchasing products online to booking tickets of movie and even train through internet. Survey found that 54 percent of students use internet frequently in order to have access to products and services. Twenty seven percent of students do it occasionally, whereas 19 percent does it in frequently.

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Usage of Internet for Shopping



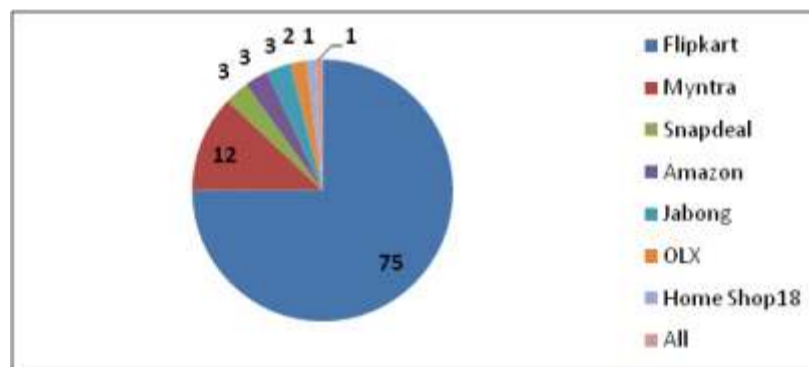
More than 3/4th of the students use internet for shopping among 100 samples. Since this university is located 20 kilometres away from the city. So, the students cannot go to the city all the time in order to shop. So, they prefer online shopping as the best way to fulfill their needs. The result shows the same, as 85 percent of total samples says yes to the online shopping

List of items purchased through Online Shopping

Items	Yes	No
Groceries	4	96
Cosmetics	15	85
Books	96	4
Clothes	69	31
Computer Products	42	58
Gadgets	48	52
Gifts for friends, family, etc.	52	48
Others	25	75

There are various types of products which students use to buy from the online store. From books to gifts. The survey found that only 4 percent of the students use to buy groceries from the online store. Fifteen percent buy cosmetics from the online store. Out of 100 students 96 use to buy book from the online stores. Sixty Nine percent of the total students buy clothes from the online store. Forty two students out of 100 student use to buy computer accessories whereas 48 percent and 52 percent of students buy gadgets and gifts from the online store respectively.

Most Preferred Site for Shopping



Flipkart was rated number one site by 3/4th of the total samples, because of the services which it provides. The basic reason for which flipkart is rated number one is because of the cash on delivery option which is provided by it in the campus of the University. Even some thinks that the offers and discounts on

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this site are very much valuable. Even the time which it takes in delivering the product is also reasonable. The next site which is more preferred is Myntra.com, with 12 percent of total liking by the students.

CONCLUSION

In the research it was found that more than ¾ samples use internet for shopping. Most of the students do shopping occasionally. This means that they shop only when they are in need. The number of students doing shopping rarely is almost is least whereas the number of often and very often is more as compared to rarely and Never. The survey saw that 75 percent of them use flipkart in order to shop. In terms of product categories books are the most purchased product category (96 percent), clothes (69 percent) is the second preference of the students of CUJ.

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