

Chief Editor

Dr. A. Singaraj, M.A., M.Phil., Ph.D.

Editor

Mrs.M.Josephin Immaculate Ruba

EDITORIAL ADVISORS

1. Prof. Dr.Said I.Shalaby, MD,Ph.D.
Professor & Vice President
Tropical Medicine,
Hepatology & Gastroenterology, NRC,
Academy of Scientific Research and Technology,
Cairo, Egypt.
2. Dr. Mussie T. Tessema,
Associate Professor,
Department of Business Administration,
Winona State University, MN,
United States of America,
3. Dr. Mengsteab Tesfayohannes,
Associate Professor,
Department of Management,
Sigmund Weis School of Business,
Susquehanna University,
Selinsgrove, PENN,
United States of America,
4. Dr. Ahmed Sebihi
Associate Professor
Islamic Culture and Social Sciences (ICSS),
Department of General Education (DGE),
Gulf Medical University (GMU),
UAE.
5. Dr. Anne Maduka,
Assistant Professor,
Department of Economics,
Anambra State University,
Igbariam Campus,
Nigeria.
6. Dr. D.K. Awasthi, M.Sc., Ph.D.
Associate Professor
Department of Chemistry,
Sri J.N.P.G. College,
Charbagh, Lucknow,
Uttar Pradesh. India
7. Dr. Tirtharaj Bhoi, M.A, Ph.D,
Assistant Professor,
School of Social Science,
University of Jammu,
Jammu, Jammu & Kashmir, India.
8. Dr. Pradeep Kumar Choudhury,
Assistant Professor,
Institute for Studies in Industrial Development,
An ICSSR Research Institute,
New Delhi- 110070, India.
9. Dr. Gyanendra Awasthi, M.Sc., Ph.D., NET
Associate Professor & HOD
Department of Biochemistry,
Dolphin (PG) Institute of Biomedical & Natural
Sciences,
Dehradun, Uttarakhand, India.
10. Dr. C. Satapathy,
Director,
Amity Humanity Foundation,
Amity Business School, Bhubaneswar,
Orissa, India.



ISSN (Online): 2455-7838

SJIF Impact Factor (2016): 4.144

EPRA International Journal of

Research & Development (IJRD)

Monthly Peer Reviewed & Indexed
International Online Journal

Volume:2, Issue:5, May 2017



Published By :
EPRA Journals

CC License





ATTITUDE OF IT STUDENTS TOWARDS VIRTUAL SHOPPING

Noora Mohamed Kutty¹

¹Assistant Professor, Department of Commerce & Centre of Research, PSMO College, Tirurangadi, Kerala, India

Naeema Mohamed Kutty²

²M.Tech CS Student, Cochin College of Engineering & Technology, Valanchery, Kerala, India

ABSTRACT

Virtual shopping provides an opportunity to the consumers to directly buy goods or services through the internet. A large number of consumers are using this facility for reducing their time spend for shopping and also due to the fact that a huge amount of information is available at their finger tips. College students constitute a major portion of the consumers shopping online. But in spite of the offers given by online retailers to the online consumers, studies show that the growth rate of consumers of online shopping is very less. Information Technology students are more aware of the online shopping sites, pros and cons of shopping online and remedies to the problems of security issues. So, this study deals with the attitude of IT students towards virtual shopping.

KEYWORDS: *virtual shopping, security, online consumers, IT students*

INTRODUCTION

The history of online shopping begins in 1960. EDI (Electronic Data Interchange) permitted companies to carry out electronic transactions. Although the concept of E-Commerce did not touch the daily Internet user till the era of 1990s yet some big players had started to use EDI as early as 1960. The present form of online shopping has evolved over years. The Internet has experienced exponential growth (with its own pitfalls) that has shaped the lives of many. As we know it, the Internet continues to grow with major and minor e-Commerce companies launching their own set of stores. Today, we can literally buy anything via the Internet. That is the wonderland of e-Commerce.

Online shopping or **e-shopping** is a form of electronic commerce which allows consumers to

directly buy goods or services from a seller over the internet using a web browser . Alternative names for online shopping are : e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, online store front and virtual store.

An virtual shop evokes the physical analogy of buying products or services at a bricks and mortar retailer or shopping centre; the process is called business-to-consumer (B2C) online shopping. In the case where a business buys from another business, the process is called business-to-business (B2B) online shopping. The largest of these online retailing corporations are Alibaba, Amazon.com and e bay.

The success of retail business no longer depends on physical stores. This is evident from the fact that a large number of retailers are selling online to a very large number of consumers. Consumers find

it easy to shop online as they can shop from their home or work places or even during a travel. They need not spend their precious time going to shops searching for the products.

Online customers must have access to the Internet and a valid method of payment in order to complete a transaction. Generally, higher levels of education and personal income correspond to more favourable perception of shopping online. Increased exposure to technology also increases the probability of developing favourable attitudes towards new shopping channels. E- Commerce has its own merits and merits. The younger generation is more interested in virtual shopping as they want to enjoy all the facilities provided by the cyber world. Many of them are not at all concerned about the ill effects of internet including cyber crimes. But studies show that the growth rate of consumers of online shopping is very less. Information Technology students are the ones who study in detail about technology, its applications, boons and banes of technology, its aftereffects etc. Hence, there is a need to study the attitude of IT students towards virtual shopping.

OBJECTIVES

- To study the factors motivating Information Technology students to shop online
- To analyse the problems faced by the students while shopping online
- To study the level of satisfaction of respondents regarding Online Shopping

SOURCES OF DATA

Both primary and secondary data are used for the purpose of this study. Primary data were collected from users of online shopping among college students by using questionnaire.

Secondary data were collected from published sources like newspapers, journals, research reports , internet, etc....

SAMPLE DESIGN

The data were collected from 60 Students studying Information Technology in various colleges in Malappuram District in Kerala like Calicut University Institute of Engineering & Technology, MEA College of Engineering, Pattikkad and MES Engineering College, Kuttippuram.

Owing to the difficulty in creating a sample frame, snowball sampling which is a form of non-random sampling was used for selecting the samples from the population.

ANALYSIS OF THE DATA

Factors motivating students to shop online

The users of virtual shopping among the IT students are on a rise. There may be many reasons for the increasing interest shown by these students towards virtual stores. The following table analyses the factors motivating them to go for online shopping.

Table 1.1 Weighted Mean Score of Factors Which Motivates the Consumers for Online Shopping

Factors	Weighted mean score	Rank
Time Required	8.36	2
Easy purchase	9.51	1
Superior selection	8.11	3
Ability to shop at any time	8.11	3
Reasonable price	6.11	5
High standard product	6.36	4
As status symbol	4.02	8
Only for curiosity	4.44	7
Non availability at traditional shops	5.07	6

(Source :Primary data)

Interpretation

The above table 1.1 reveals that although many factors motivate IT students to use online sites for shopping, the ease of purchasing online is the most important motivating factor behind which comes the lesser amount of time required for purchasing online. Variety of choices and ability to

shop at any time are the next most motivating factors which are given equal weightage by the students and the least preferred factor as per their opinion is the usage of online shopping sites as a symbol to show their status.

Problems faced by the students while shopping online

The online sites for shopping are not free from all inconveniences to the consumers. They also pose some irritations to the users. Though the students are regularly using the online sites for

shopping, some of them have faced some problems at times. The following table analyses certain such problems.

Table 1.2 Problems Faced by Respondents while Shopping Online

Factors	Always	Some Times	Never	Mean Score
High Price	5	30	25	1.67
Poor Quality	6	28	26	1.67
Security Problem	8	29	23	1.75
Payment Problems	7	22	31	1.60
Delay in Delivery	10	18	32	1.46
Disappearance of Website	5	25	30	1.58
False Information	8	32	20	1.8
Total Mean Score				11.53
Average Mean Score				1.64

(Source : Primary data)

Interpretation

The above table 1.2 shows the mean score analysis of the occurrence of problems while making online purchases. The mean score obtained is below 2, which implies that respondents rarely face problems. False information given in some sites is the major problem faced by the respondents followed by security risks. But these problems are not strong enough to restrain them from purchasing online.

Satisfaction Level of Respondents Regarding Online Shopping

Satisfaction of consumers plays an important role in accelerating the growth rate of business enterprises. The consumers become regular purchasers only if they are satisfied with the products and services offered to them. Hence, it is significant to study the level of satisfaction of the respondents regarding the online shopping done by them.

Table 1.3 Mean Score of Satisfaction Level of Respondents Regarding Online Shopping

Factors	Highly Satisfied	Satisfied	Neutral	Not Satisfied	Not at All Satisfied	Mean Score
Quality	7	51	1	1	0	4.06
Price	10	41	3	6	0	3.91
Speed of Delivery	12	26	12	9	1	3.65
Mode of Payment	19	33	6	2	0	4.15
Choice of Goods	28	22	6	3	1	4.21
Security	16	29	17	8	0	4.38
Offers	18	21	12	8	1	3.78
Total Mean Score						28.14
Average Mean Score						4.02

(Source : Primary data)

Interpretation

In this study seven factors were considered as seen in table 1.3 to measure the satisfaction level such as quality, price, speed of delivery, mode of payment, choice of goods, security and offers. All the factors have obtained mean score values above 3 which implies that the IT students are satisfied with online shopping.

FINDINGS

- Most of the respondents use online shopping facility for purchasing electronics.
- People are aware about all the factors regarding online shopping such as quality, mode of delivery, payment method, choice of goods, security and online shopping sites.

- Easy of purchase is the major factor which influences a person to purchase through online.
- Even though people are satisfied with online shopping they are silent about the conversion of traditional shopping to online shopping
- False information given in certain sites is the major problem faced by the respondents but they are able to overcome this problem by identifying the sites that can be trusted.

CONCLUSION

Now a days most of the internet users are doing online shopping. The concept of online shopping is spreading at a rapid rate the main source

of which are the friends. Most of the shoppers have good awareness regarding online shopping sites, procedure of shopping and other aspects related. Eventhough they are satisfied with all the attributes of virtual shopping, there are certain problems associated with it such as reliability of information, security problem, etc. If the companies try to provide more innovative facilities to over come these problems, it will enhance the growth of online shopping.

The study concluded that in spite of the problems faced by the respondents while using online shopping sites for making purchases, the IT students are very much interested in shopping over the net. Many of them are overcoming these problems by identifying the online shopping sites that can be trusted and making their purchases through these sites only.

REFERENCES

1. Constantinides, E., (2004), "Influencing the online consumer's behaviour: The web experiences", *Internet Research*, vol. 14, no. 2, pp.111-126.
2. Dickson, P.R., (2000). "Understanding the trade winds: The global evolution of production, consumption and the internet", *Journal of Consumer Research*, vol. 27, no. 1, pp. 115-122.
3. Korgaonkar, P.A. and Karson, E.J., (2007), "The influence of perceived product risk on consumers' e-tailer shopping preference", *Journal of Business and Psychology*, vol. 22, no. 1, pp. 55-64.
4. Whysall, P., (2000), "Retailing and the internet: a review of ethical issues", *International Journal of Retail & Distribution Management*, vol. 28, no. 11, pp.481-489.
5. Yu, T. and Wu, G, (2007), "Determinants of internet shopping behavior: An application of reasoned behavior theory", *International Journal of Management*, vol. 24, no. 4, pp. 744-762, 823.