



Research Article

STUDY ON OPINION OF STUDENTS ON ONLINE PRODUCT PURCHASE

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Abstract: The present was conducted at Dharwad district of Karnataka with an objective to study the opinion of college going students on online product purchase. A total of 91 students attending college in University of Agricultural Sciences, Dharwad were the sample of the study. The self structured schedule consisting of 5-sections of dimensions namely socio-economic profile, usage of online websites for product purchasing, ranking of different factors which motivate consumers to shop online from the most effective to least effective motivators was research tool used to collect the data. The student's t-test was used to assess the significant difference between female and male students. The results showed that there is no significant difference between the two variables/groups. And also, relation between pocket money and students' opinion, time spent was tested, the results showed that there is a Significant positive correlation, it means if pocket money was increased their purchasing power also increased automatically.

Keywords: Online Purchase, Product, Motivate

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Introduction

In today's computer era, there is an immense growth in development of information technology. It has spread to business sector too apart from education, transport, medical sectors *etc.* Through e-commerce, different companies are extending their business to from local to global. The development of computer technology and network infrastructure have led changes in ways of selling and buying goods. The online purchase has become popular among consumer offering good service and reasonable price.

In addition, e-commerce has to be adopted as the important expenditure media for being able to offer a wide range of products with the availability of 24 hours and covers a wide area [1].

Perceived benefits are ramifications derived from attributes. The benefits can be physiological, psychological, sociological, or material in nature [2]. Within the online shopping context, the consumers' perceived benefits are the sum of online shopping advantages or satisfactions that meet their demands [3].

Shopping online is more convenient and time-saving when compared to traditional shopping as the changing lifestyles of consumers lack time. Modern human activities make them only have a little time to do the shopping [4]. With the use of internet technology, then appears a new phenomenon which is the online shopping websites. Many people use available online shopping sites to buy things they need. Through online shopping websites, it is believed that the buyer can make savings of time, expense, and effort. In a consumer's point of view, if they feel the needs and desires has fulfilled, it is not likely to make repeat purchases [5]. Perceived risk, Shopping motivations, Experience, Service quality and Trust are five important factors to improve the competitiveness of online shopping [6].

Many considerations made by consumers before deciding to buy a product, one is the service quality. The second factor is price. Marketers should pay attention to prices that are proportional to product quality. The simplest reason to buy online is to buy a product by saving money. In addition to service quality and price, product diversity also needs to be considered by marketers in influencing consumer purchasing decisions [7].

Consumers will prefer online stores that have a large selection of products [8]. The diversity of products is a factor that positively affects purchasing decisions [9].

The development of online business affect lifestyles and attitudes of consumers in making purchasing decisions. The advantages of online shopping *i.e.*, shop any time of the day, compare prices across different websites *etc.* influences consumer buying behaviour [10]. Gender differences not considering product type effect are significant in relationships between effort expectancy and purchase intention and between social influence and purchase intention [11].

Students are more in usage of online sites for product purchasing because they are the one who trust easily and do trial on error in these modern society, when it compares to other peoples. The following were the objectives based on which the study was carried out.

Objectives of study

To study the background/socio-economic profile of college students.

To assess the student's usage of online websites for product and service purchase.

To assess the major motivating factors for online purchase.

To compare the level of positive opinion towards online purchase among female and male students.

Material and Methods

The research was done by using random sampling method on students of University of Agricultural Sciences, Dharwad. A total of 91 responses were recorded at the end of the survey. The responses contained 24 UG, 57 PG and 10 PhD students from various colleges. The survey was done using a questionnaire containing sections to study opinion of students on online product purchase. The questionnaire consisted of general information that includes name, age, father and mother's occupation and family income. Further sections included various questions on which online site they prefer and how much time spent for online purchase *etc.*

Table-2 Respondent's usage of online sites for online purchase N=91

Statement	Amazon	Flipkart	Snapdeal	Others
Most preferred online sites	45.60%	33.30%	-	18.90%
Time spent on online shopping	<1 hour	1-2 hours	2-5 hours	>5 hours
	59.30%	31.90%	7.70%	-
Amount spent on online purchase annually	<1000	1000-5000	5000-10000	>10000
	22%	49.50%	20.90%	7.70%
Frequency of shopping online	Once in a while	Everyday	Once a week	Once in a month
	46.20%	-	13.20%	37.40%
Pocket money per month	<2000	2000-4000	4000-6000	>6000
	46.10%	28.10%	14.60%	11.20%

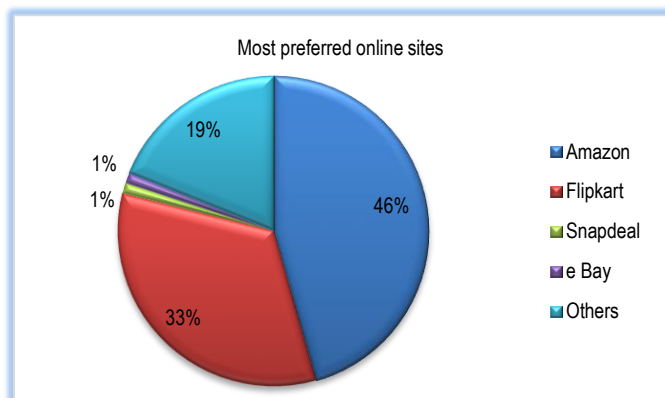


Fig-1 Most preferred online sites by the respondents



Fig-2 Time spent by respondents on online shopping

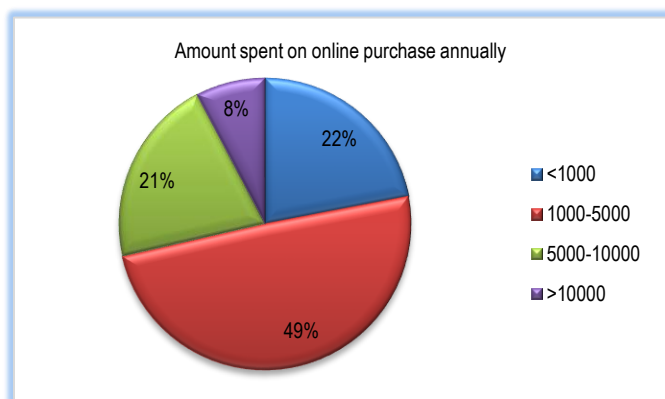


Fig-3 Amount spent on online purchase annually

Third section consisted the most preferred online site for product and purchase. Fourth session included 5-point Likert scale ranging from strongly agree to strongly disagree which was used to elicit responses to ascertain the student's opinion towards the product purchase. Final section included ranking of factors which motivate consumers to shop online. The statistical tools used were frequency, percentage, student's t-test, Likert scale, Correlation and garret ranking scale.

Results and discussion

Socio economic profile of the respondents

As the study was to get the opinion of the students towards online purchase, the students who were studying in University of Agricultural Sciences, Dharwad were selected for the study. Students age group was between 18 to 26 years [Table-1].

Table-1 Age group of the respondents N=91

Age	Frequency	Percentage (%)
18-20	18	19.78
21-23	39	42.85
24-26	34	37.36

As shown in the data [Table-2], 45.60 per cent students were using Amazon, 33.30 per cent were using Flipkart and 18.90 per cent of students used other sites for online product purchasing.

59.30 per cent of people spent less than one hour for shopping online, 31.90 per cent spent 1-2 hours and 7.70 per cent spent 2-5 hours for shopping online. Further the table explained that most of the people i.e., 46.20 per cent and shop once in a while online when compared to monthly (37.4%) and weekly (13.20%). The money spent annually for online shopping by respondents was Rs 1000/- to 5000/- (49.50%).

Table-3 Relation between pocket money and opinion of students and Time spent for Shopping online N=91

Particulars	Opinion	Time spent
Pocket money	0.03242	0.03955

According to the [Table-3], there is a significant positive correlation between opinion of students and time spent on online shopping and pocket money; that is, as pocket money gets increased, so does positive opinion of online shopping and time spent for online purchase.

Table-4 Usage of different types of online products and services by the respondents N=91

Particulars	Yes		No	
	f	%	F	%
Cosmetic/Jewelry	42	46.66	49	54.44
CDs/Book	68	75.55	23	25.55
Clothes/Shoes	84	93.33	7	7.77
Household furniture	26	28.57	65	71.42
Groceries	48	52.74	43	47.25
Toys	40	43.95	51	56.04
Movies/Theatre tickets	61	67.03	30	32.96
Electronic gadgets	66	72.52	25	27.40
Hotel reservation	48	52.74	43	47.25
Stocks/bonds	23	25.27	68	74.72
Airplane/railway ticket	69	75.82	22	24.17

Note: Multiple choice responses

According to [Table-4], availability of product online was the most effective motivating factor for online purchasing when compared to other factors like promotional offers, reasonable prices, choice of goods and easy comparison [6]. Increased Internet penetration, improved security measures, convenience of shopping in lives pressed for time, and, of course, dozens of retailers to choose

Table-7 Opinion towards online shopping N=91

Statement	Weighted mean	Mean Sq.	Standard deviation
Shopping on internet saves time and money	4.34832	19.5393	3.89757
It is a great advantage to be able to shop at any time of the day	4.35955	19.7303	3.92056
I prefer traditional/conventional shopping to online shopping.	3.70787	14.7191	3.31832
Online shopping is risky	3.35955	12.2584	2.9831
Online shopping will eventually supersede traditional shopping	3.74157	14.7978	3.32508
A long time is required for the delivery of products and services	3.51685	13.4944	3.15872
Selection of goods available on the internet is very broad	4.11236	17.573	3.66888
The description of products shown on the websites are very accurate	3.61798	13.9551	3.21513
The information given about the product on the site is sufficient	3.58427	13.764	3.19058
Online shopping is as secure as traditional shopping	3.48315	13.2584	3.12655
While shopping online I hesitate to give my credit card no.	3.51685	13.5618	3.16938
Internet reduces the monetary cost of traditional shopping	3.58427	13.9663	3.22212
Necessity of having a bank account or credit card creates difficulty	3.48315	13.2809	3.13014
I prefer cash on delivery than payment via credit/debit card	3.91011	16.4944	3.54743
I will purchase only if there is provision of home delivery	4.05618	17.4944	3.66582
Online shopping infrastructure in India is underdeveloped	3.39326	12.6742	3.04646

from-these are a few factors that are attracting more and more consumers to shop online [11]. The main influencing factors for online shopping were identified as availability, low price, promotions, comparison, convenience, customer service, perceived ease of use, attitude, time consciousness, trust and variety seeking[12].

The above data showed [Table-4] that majority of the students were purchasing the products like clothes/shoes (93.33%) followed by CDs/books and electronic gadgets. The other products purchased online were cosmetics/jewellery, groceries, toys etc. Similarly, majority of the students were using online services like booking flight/railway ticket (75.82%) followed by booking tickets for watching movies. The other services availed online by the students were hotel reservation, buying stocks and bonds.

Table-5 Comparison of opinion on online shopping among male and female students N=91

Particulars	Frequency	Mean	S. D	t value
Gender				
Female	48	26.35	4.17	0.48
Male	41	25.78	6.47	
Category				
UG	24	27.04	6.63	0.33
PG	67	26.41	4.57	

From the above [Table-5], the data shows that there was no significance difference between female and male, UG and PG when compared their opinion towards online shopping. Factors that influence the purchasing decisions through online are trust, price, and time [1]. Gender differences not considering product type effect were significant in relationships between effort expectancy and purchase intention and between social influence and purchase intention [12].

Table-6 Data on factors (from 1-7) which motivate consumers to shop online from most effective to least effective N=91

Factor	Value	Score	Mean	Rank
Availability	7	79	59.75	1
Best price/ cheap products	21	66	53.07	3
Promotional offers	36	57	53.71	2
Easy comparison of products and their price	50	50	50.11	5
Better customer service	64	43	50.10	6
Saves time	79	34	49.46	7
Variety and choice of goods and services	93	21	53.00	4

The weighted mean scores were calculated to study the opinion of the students towards online purchase. Further the findings revealed that student's opinion towards online opinion was that they were shopping on internet to save time and money, easy to shop anywhere and at any time and the advantage of home delivery [Table-6] [13]. Perceived usefulness, perceived security, perceived privacy, perceived good reputation, and willingness to customise are the important antecedents to online initial trust [14].

Conclusion

The survey showed that most of the students were using Amazon and Flipkart sites for online shopping. The average time used for online shopping by the respondents was less than one hour. Based on the responses recorded, the frequency of online purchases was once a month. The most preferred motivating factor for online shopping was the easy availability of products. There was no statistically significant difference between the female and male students' opinions towards online shopping. The data showed that there was a positive correlation between pocket money and opinion towards online shopping in students, i.e., if pocket money had increased, the positive opinion towards online shopping would increase. And also, relation between the pocket money and time spent by respondents was analysed the results showed that positive correlation, it means pocket money had increased the time spend on online shopping was increased.

Application of research

The study provides an insight to the e commerce sites about the factors that motivate the young consumers to shop online and the changes that need to be incorporated

Research Category: Extension Education

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