

## Online shopping among college students in Kasaragod: pattern and preference

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### Abstract

Online shopping is growing all over the world and is an easy solution for the people in the busy life. Recently there has been massive change in the way of customer's shopping and online shopping saves crucial time of people. Youth contributes a considerable proportion in India and significantly larger share than global internet users. The increase of online shopping has become a trend for consumers. The study indicates that pattern and preference towards online is mainly due to reasons like cash on delivery, discounts and different type of quality products offered. Increasing use of internet, satisfactorily results in online shopping, rise in standard of living, influence of friendship and attractive offers had affected college students to prefer online shopping.

**Keywords:** Online shopping, College students, Pattern, Preference, Kasaragod.

### Introduction

Increasing number of internet users in today's world leads to great increase in online shopping websites all over the world. Number of people shopping online also increased considerably. Few years back, if people require purchasing anything, they would simply rush to a mall; and now the scenario is changing. Many people would simply start shopping by sitting inside their own house. Through online shopping, people can easily compare goods from multiple brands; and compare products from different retailers, which is not possible while purchasing in the nearby shops.

With the explosion of E-commerce, different purchase and selling pattern and preferences have emerged. These patterns have been measured and collected by numerous independent marketing, business, and even academic studies to understand, how consumers connect with the new adventure of E-commerce (Bodla Bs and Pinki Saini MS, 2017)). As the internet and online shopping is growing at a very fast in worldwide, research on the pattern and preference of online shopping among college students is quite relevant. Internet shopping is secure if one purchases things from trusted websites and is very careful about making online transactions (Lovely Joseph Pullokkaran, 2018). Terms and conditions of online shopping, trust in internet shopping, pattern and preference of buying products, popularity of online shopping are really relevant at present. Therefore there is a need to study whether the pattern and preference of buying products in online shopping among college students is relevant and is attempted in the study.

More specifically, the main objectives are:

1. To review the pattern and preference of online shopping among college students.
2. To analyse the behavioural characteristics of online shoppers, and
3. To find out the website selection criteria and items used in online shopping among college students in Kasaragod district.

### Methods and Materials

Arun Kumar, Siva Kumar and Abhirami Gunasekaran (2017) studied the factors affecting online shopping behaviour of consumers. Marzich Zendeudel, et.al (2015) and Bodla BS and Pinki Saini MS (2017) examined the radical changes in the international business environment in online shopping and electronic commerce. Sunitha CK and Edwin Gnanadhas (2014) and Muhammed Anisur Rahman, et.al (2018) analyzed the online behaviour towards liking and disliking factors. Aurelia Michaud Trevinal and Thomas Stenger (2012), Rami Al-dweeri, et.al (2017) studied the role of online satisfaction and e-trust as mediators in the relationship between electronic service quality and online loyalty. Lovely Joseph Pullokkaran (2018) reviewed the attitude of consumer towards online shopping products Yi Jin Lim, et.al (2016) indicated that there is still a large reservoir of market potential for e-commerce. Amit Kumar Singh and Malsawmi Sailo (2013), Chayapa Katawetawaraks and Cheng Lu Wang (2011) and Vidya M and Selvamani P (2019) stated that consumer behaviour is a complex and challenging field to analyze the markets as preferences vary over a period of time. Anish Thomas (2013) also stated that internet has developed into a new distribution channel and online transactions rapidly increased.

The study is based on primary data collected through questionnaires, surveys and interviews from 125 college students from the five arts and science government, aided and unaided colleges of the Vellarkundu taluk of Kasaragod district.

### Results and Discussion

Online shopping is growing all corners of the world. It is a process whereby consumers directly buy goods and services from a seller without intermediary through internet. This shopping is popular for a variety of reasons and more consumers become increasingly familiar with internet and its benefits. Online shopping is becoming popular and getting preference among a group of consumers seeking better value proposition regarding information, convenience, cost and choice. It is revealed that, India's retail e-commerce CAGR is

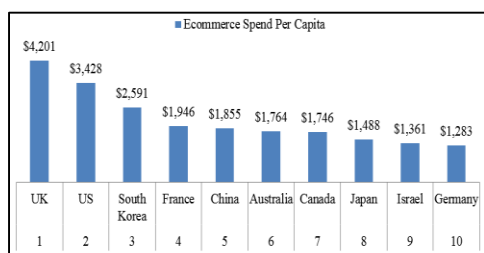
projected to reach 23 percent from 2016 to 2021 (Lovely Joseph Pullokkaran, 2018). The system of online shopping is widely popular since 1990 globally (Table 1).

**Table 1:** Timeline of online shopping

Year	Description
1969	CompuServe, the first major American e-commerce company, is founded.
1979	Electronic shopping is invented by Michael Aldrich.
1982	The Boston Computer Exchange, a prominent bulletin board system-based (BBS) marketplace for selling used computers, launches. This is one of the first, if not the first, ever platforms for e-commerce.
1982	Minitel, a pre-Internet Video text online service, launches. This service could only be used in France.
1984	Electronic Mall by CompuServe, a popular online marketplace, launches. It offered pictures of products in full color.
1986	The United States (US) National Science Foundation (NSF) limits use of the National Science Foundation Network (NSFNET) for academic purposes only.
1990	The first ever web browser called World Wide Web is released by Tim Berners-Lee. Millions who have access to the internet can now browse e-commerce platforms with greater ease.
1992	Book Stacks Unlimited, an online marketplace for selling books, launches. Initially, it launched on BBS, then moved to the internet in 1994, in the form of <a href="http://www.books.com">www.books.com</a> .
1994	Netscape launches Netscape Navigator, a very prominent web browser.
1994	Ipswitch IMail Server became the first software to be sold online and then be available for immediate download.
1995	The NSF lifts its ban of internet commerce on NSFNET.
1995	eBay.com, also an extremely prominent online marketplace, launches. Initially, eBay.com was called AuctionWeb.
1995	DoubleClick, a prominent and influential advertising launches. This one of the first services to serve ads on the internet.
1995	Amazon.com, an extremely prominent online marketplace, is launched by Jeff Bezos.
1996	India MART, a prominent Indian online marketplace, launches.
1996	ECPlaza, a prominent Korean online marketplace, launches.
1997	Netflix, an extremely popular subscription video on demand service, launches. Netflix also offers a DVD delivery service. Netflix only began offering online video streaming in 2007.
1998	PayPal, a very prominent online payment system, launches.
1998	CompuServe is acquired by AOL.
1999	Zappos, a popular online marketplace for shoes and other apparel, launches.
1999	Tradera, an online marketplace similar to eBay.com in function, launches.
1999	Amazon patents its 1-Click service, which allows users to make faster purchases.
1999	Alibaba.com, a very prominent Chinese online marketplace, launches.
2000	Walmart launches its website, allowing customers to shop online.
2000	StubHub, a very popular online marketplace for event tickets, launches.
2000	Google launches Ad Words, an advertising service that allows users to show an advertisement in Google search results that is related to the viewer's search.
2001	Skrill (formerly known as Moneybookers.com), a prominent online payment platform, launches.
2001	Newegg, a very prominent online marketplace for technology, launches.
2001	Costco launches its own business-to-business online shopping system.
2002	Safeway Inc. launches an online delivery service, allowing customers to shop online.
2002	eBay.com acquires PayPal for \$1.5 billion in stocks.
2002	Bossgoo, a prominent business-to-business online marketplace, launches.
2003	Valve launches Steam, the most popular Digital rights management and gaming platform in the world.
2003	Google launches Ad Sense, allowing users to promote their goods on the web based on the product's relevance to the viewer of the advertisement.
2005	Amazon launches its Amazon Prime service, which allows users to expedite shipping on any purchases for a flat annual fee.
2006	Tradera is acquired by eBay.com for approximately \$50 million.
2006	Shopify, a prominent storefront service, launches.
2007	StubHub is acquired by eBay.com.
2007	Hulu, a popular subscription video on demand service, launches. Hulu is composed of various media organizations.
2007	Flipkart, a popular Indian online marketplace, launches.
2007	Facebook launches its Facebook Beacon service to display more relevant information to users by collecting data on their web browsing outside of Facebook. With this, Facebook can also promote products based on whatever is relevant.
2007	Amazon Fresh, a very prominent online food ordering service, launches in Seattle. It has since spread to dozens of cities across the US.
2008	PayPal Credit (formerly known as Bill Me Later), is acquired by eBay.com.
2008	Magento, a popular online storefront service, launches.
2008	Google acquires Double Click for \$3.1 billion in cash.
2008	GOG.com, a prominent online gaming marketplace that offers DRM-free games, launches.

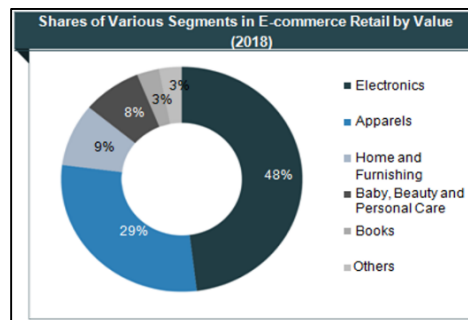
2009	BitCoin, a very prominent crypto currency launches, and changes how consumers can pay for online purchases or even in restaurants.
2009	Big Commerce, another popular online storefront service, launches.
2009	Amazon acquires Zappos.com for \$1.2 billion.
2010	HBO Go, a popular subscription video on demand service that offers streaming of exclusively HBO content, launches.
2010	Groupon, a prominent online marketplace, launches.
2011	Magento is acquired by eBay.com.
2011	Google Wallet, a prominent online payment system similar to PayPal, launches.
2011	Facebook Beacon is shut down due to privacy concerns.
2012	Instacart a popular and growing online food ordering and delivery, launches.
2013	Google Express (formerly known as Google Shopping Express), a service similar to Amazon Fresh and Instacart launches in several cities across the US, starting with San Francisco.
2013	Facebook begins letting users sponsor posts, which helps give their posts or products more publicity among their friends, followers, and those to whom the post is relevant.
2013	China becomes the largest e-commerce market in the world.
2014	Singles' Day sales on Alibaba sites reach US\$9.3 billion.
2014	Jet.com, an online marketplace, launches.
2014	Apple Pay, a prominent payment system in the form of a mobile app that mimics a credit or debit card, launches.
2015	Singles' Day sales on Alibaba sites reach US\$14.3 billion.
2015	Pinterest enters the e-commerce scene by adding Buyable Pins, a feature that allows users to sell their pins to other users.
2015	Google launches Android Pay, a prominent payment system similar to Apple Pay.
2015	Cyber Monday sales set a new record of \$3 billion.
2016	Walmart announces it will be acquiring Jet.com for \$3 billion.
2016	Singles' Day sales on Alibaba sites reach US\$17.7 billion.
2016	Alibaba announces it will be acquiring a controlling stake in Lazada Group for around US\$1 billion.
2018	Flipkart is acquired by Walmart.
Source: WebsiteBuilderExpert.com	

The rapidly increasing popularity of online shopping is truly a global phenomenon (figure 1). It is estimated that 1.8 billion people worldwide purchase goods online and global e-retail sales amounted to 2.8 billion U.S. dollars and projections show a growth up to 4.8 trillion U.S. dollars by 2021 (Vidya M and Selvamani P, 2019).



**Fig. 1:** Purchase online by Top 10 Countries in the world  
**Source:** WebsiteBuilderExpert.com

The Indian e-commerce market is expected to grow to US \$ 200 billion by 2026 from US \$ 38.5 billion as on 2017. The digital transformation in the country expected to increase India's total internet user base to 829 million by 2021 from 636.73 million in 2019. India's E-commerce revenue is expected to jump from US \$ 39 billion in 2017 to US \$ 120 billion in 2020, growing at an annual rate of 51 percent (Vidya M and Selvamani P, 2019). Since 2014, Government of India has announced various initiatives like Digital India; Make in India, In India, electronics is currently the biggest contributor to online retail sales with a share of 48 percent, followed closely by apparel at 29 per cent (Figure 2).



**Fig. 2:** Share of various segments in E commerce  
**Source:** India Brand Equity Foundation: E-commerce in India.

Online shoppers commonly use a credit card to make payments, however some system enable users use alternative means, such as, billing to mobile phones and landlines, cash on delivery, cheque, debit card, direct debit, electronic money of various types, gift cards, postal money order, wire transfer and the like.

In recent years, a numbers of students also used online shopping regularly. Male students make more online purchases and spend more money on online than female students. Online shoppers commonly use a credit/debit card or cash on delivery in order to make payments in the study area. College students commonly used payment methods like, Credit Cards, Mobile Payments, Bank Transfers, E-wallets, Prepaid Cards and Direct Deposit. Once payment has been accepted, the goods are delivered in the different ways like shipping, in-store pick-up, digital distribution, will call and COBO (in Care Of Box Office). Customers regularly used

websites like, flipkart.com, amazon.in, snapdeal, myntra.com, clubfactory.com, jabong.com, homeshop18, infibeam.com, shopclues.com, paytm.com, futurebazar.com, yebhi.com, limeroad.com, pepperfry.com, and ebay.com.

**Table 2:** Preference, purchasing level and reason for online shopping in the study area

Preference	
Item	Percentage
Online	89.6
Offline	10.4
<b>Total</b>	<b>100.0</b>
Purchasing level	
Number of Times per Year	Percentage
Below 3	45.6
3 – 6	28.0
6 – 9	15.2
9 Above	11.2
<b>Total</b>	<b>100.0</b>
Reason for online shopping	
Reason	Percentage
Choice /variety	36.0
Convenience	9.6
Easy to compare	7.2
Discount	29.6
Deals	17.6
<b>Total</b>	<b>100</b>

Source: Primary data

Online buying pattern refers to the typical way in which consumer buy goods or available services. The pattern of online shopping determine registration, re-engagement, personal dashboard, saving, favorites, ratings and reviews. Table 2 shows the preference, purchasing level and reason for online shopping in the study area. Majority of students preferred online shopping (89.6 percent.) Most of the students are purchasing one to three times in online (45.6 percent). It also shows that 36 percent students prefer online because of choice or variety; 29.6 percent due to discount and 17.6 percent on account of the deals.

**Table 3.** Frequency of purchasing and device used by buyers in the study area

Frequency of purchasing		Device used for purchasing	
Frequency	Percentage	Electronic Device	Percentage
Everyday	0	Smart phone	73.6
Weekly	14.4	Desktop	9.6
Monthly	23.2	Laptop	15.2
Festival season	62.4	I Pad	1.6
<b>Total</b>	<b>100.0</b>	<b>Total</b>	<b>100.0</b>

Source: Primary data

Table 3 shows the frequency of purchasing and electronic device used. 62.4 percent students purchases during festival seasons, 23.2 percent monthly and remaining 14.4 percent weekly. 73.6 percent used smart phone for their purchase, 15.2 percent are using laptop and 9.6 percent used desktop.

**Table 4:** Approximate amount used for a single online purchase in the study area

Spending Amount for single online purchase (in Rs.)	Percentage
Less than 1000	44.8
1001 -3000	12.8
3001 – 5000	5.6
5001 – 10000	17.6
More than 10000	19.2
<b>Total</b>	<b>100.0</b>

Source: Primary data

Majority of the students (44.8 percent) are paying less than Rs 1000 for a single online purchase. 19.2 percent are spending more than Rs 10000, 17.6 percent between Rs 5000 to 10000 and 12.8 percent in between 1000 to 3000 rupees (Table 4). Table 5 shows websites used for online shopping; 31.2 percent used flipkart, 16.8 percent used amazon, 11.2 percent snapdeal, 9.6 percent myntra and 7.2 percent used club factory.

**Table 5:** Websites used for online shopping in the study area

Websites	Percentage
Flipkart.com	31.2
Amazon.in	16.8
Snapdeal.com	11.2
Myntra.com	9.6
Jabong.com	6.4
Pepperfry.com	5.6
Shopclues.com	1.6
Infibeam	4.8
Yebhi.com	3.2
Clubfactory.com	7.2
Ebay.com	2.4
<b>Total</b>	<b>100.0</b>

Source: Primary data

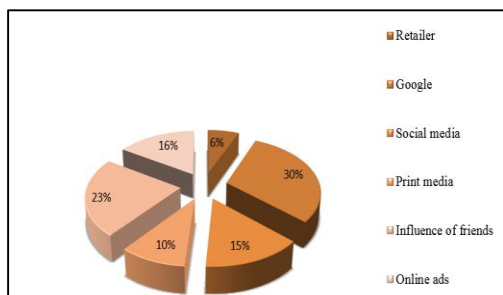
Table 6 shows the preference of shopping of commodities through internet and retail store. Majority (86.4 percent) are buying electronic gadgets through internet and through retail store furniture.

**Table 6:** Preferred commodities purchased through online in the study area

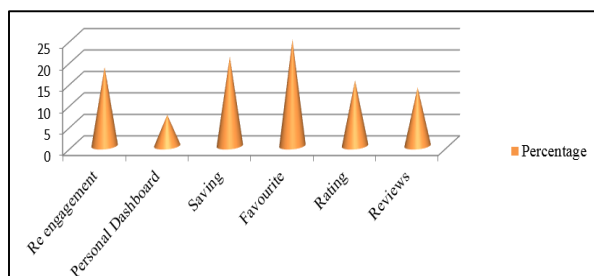
Items	Through internet (in Percent)	Through retail store (in percent)
Groceries	13.6	86.4
Cosmetics	47.2	52.8
Books/CDs	70.4	29.6
Clothes	45.6	54.4
Furniture	5.6	94.4
Electronic gadgets	86.4	13.6
Toys	33.6	66.4
Cinema Tickets	78.4	21.6
Railway ticket/Bus ticket	59.2	40.8

Source: Primary data

Fig. 3 Shows the methods used for comparing products online; majority of students (30.4 percent) used Google, 23.2 percent through friends influence and 16 percent through online ads. Majority of students (24.8 percent) purchased after adding the product through their favourite list, 20.8 percent purchased based on saving and 18.4 percent purchased pattern is re-engagement (Fig. 4).



**Fig. 3:** Preferred methods used for comparing products online in the study area.



**Fig. 4:** Pattern that induced shopping online in the study area.

**Table 7:** Problems faced in online shopping in the study area

Problems	Percentage
Delay in delivery	78.4
Cheap quality of product	21.6
Product damage	25.6
Non-delivery	55.2
Source: Primary data	

Table 7 shows the problems of online shopping; 78.4 percent are of the opinion is delay in delivery, 55.2 percent problem is non-delivery, 25.6 percent is product damage and 21.6 percent mentioned about cheap quality of the product.

**Conclusion**

Due to the fast moving life style, online shopping has been growing drastically in Kerala. Development of internet penetration, increasing adoption of devices like smart phone, laptops and tablets and access to internet and shift in buying behaviour among the consumers has contributed to this. The study indicates the pattern and preference of online as positive due to cash on delivery, discounts, and different levels of quality of product. Increasing use of internet, satisfactory results in online shopping, rise in standard of living, influence of friends and attractive offers had affected students to shop online. College students mostly attracted online shopping of electronic products through smart phones.

Flipkart is the most used online shopping site. Most of the students purchased two or three times frequently in one year and cheaper price is the main motivation for shopping electronic products online.

**Source of Funding**

None.

**Conflicts of Interest**

None.

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