Consumer Behaviour of College Girl's Students Towards Online Shopping in Shirol Taluka Dist.Kolhapur.

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Abstract:

Consumer behavior towards online shopping refers to the decisions regarding e-commerce purchases has led to an increase in online shopping ,because it is convenient to replace order at any time and any where.

Consumer behavior towards online shopping is influenced by various factors ,price of product, quality , services rendered by seller security in payments ,social factors etc. In pandemic situation COVID-19 situation govt. restriction about get together family, friends offices etc. in that period online shopping is useful and safety. During that situation offline shopping is impossible because spreading virus spreading rapidly through touching or contacting one person to another. To restrict the virus government announced lockdown all country for a longer period, so the sellers and consumers go for adopt the online shopping .to adopt the new strategy seller also change there market policy ,in pricing ,quality and quantity of goods and delivery services.

Keywords: Online shopping, Consumer behavior ,Marketing strategy ,satisfaction.

INTRODUCTION :-

Online Shopping is a form of electronic commerce . E-commence is one of the way of buying and selling of goods and services through online .Internet is the best source while buying online goods and services. When you buy online wider range or Varity of products are available on online retailers. In the world of globalization every business those selling online their products has an great opportunity in future for widening the business.

From customers point of view use of online shopping is increasing day by day because of to shop online at anywhere at any place . any time,24 hrs.by 7 days . In offline shopping we buy products or services during specific timings .Where as in online shopping we can buy any thing on zero hrs. At the same time huge offer given by the

retailers' In the prices of product there will be 10 to 50 % minimum & 50 to 60 % maximum discounts offers to customers. comparatively it is not given by offline shop. They have the fixed rates. Which is Highlighted in offline shops. Replaces or return of goods offers is available in online shopping within one month period customer can replace or return the goods without any cutting. These services are not available in offline shops.

A purchase of goods or services through physical stores or online from retailers is know as Business to Customer(B2C)and in an online shopping to buy goods from one business to another business(B2B) it is also called as Business to business online shopping. In Online shopping customers have an access on Internet and valid method of payment to complete transactions as credit/debit cards. UPI payments or cash on delivery.

One of the earlist trade conducted online was "IBM's Online Transaction Processing

(OLTP) developed   in 1960's .Michel Aldrich was the First user of online shopping in1979. The first world wide web side and browser created by Tim Bemens Lee 1989. Opened for commercial use in 1991.

The concept of online shopping is began in late 1970's and early 1980's .In August 1994 Phil Brandenberger made first secure online transaction.

Foundation of Online Retailer:-

1) AMAZON-1994 Jet Bezos Online book store
2) Meesho(Meri Shop)-December 2015. By Vidit Aatrey & Sanju Barnwal .
3) Myntra -2007 by Mukesh Bansal
4) e-Bay - 1995 by Prime Omidyar.
5) Flip kart .-October 2007 by Sachin Bansal & Binny Bansal.

Rise of Internet I late 1990's and early 2000's played a significant role in shopping e-commerce .In this period consumers gained Internet access and comfort with making online shopping.

In COVID-19 Pandemic situation there was restriction on moving of the people to frilly for travel, shopping or giving or taking services .most of the era's was lockdown .in that period online shopping was one of way to complete needs of the people.

Objective of the Study.-

1) To study the trends of online shopping.

2) To study risk in online shopping

3) To study the benefits of online shopping .

Scope of the study:-

The study looks at Indian online shoppers. Various online retailers including Amazon, Flipkart, Myntra, Meesho are used for collecting data .

Research Methodology.

Sources of data:-

1) **Primary Data**- Which is collected from structured questionnaire's through Google Form .

2) **Secondary data**- Collected from various books , Journals ,websites et..

Sample   Selection:-

154 samples are selected for this research work by researcher .

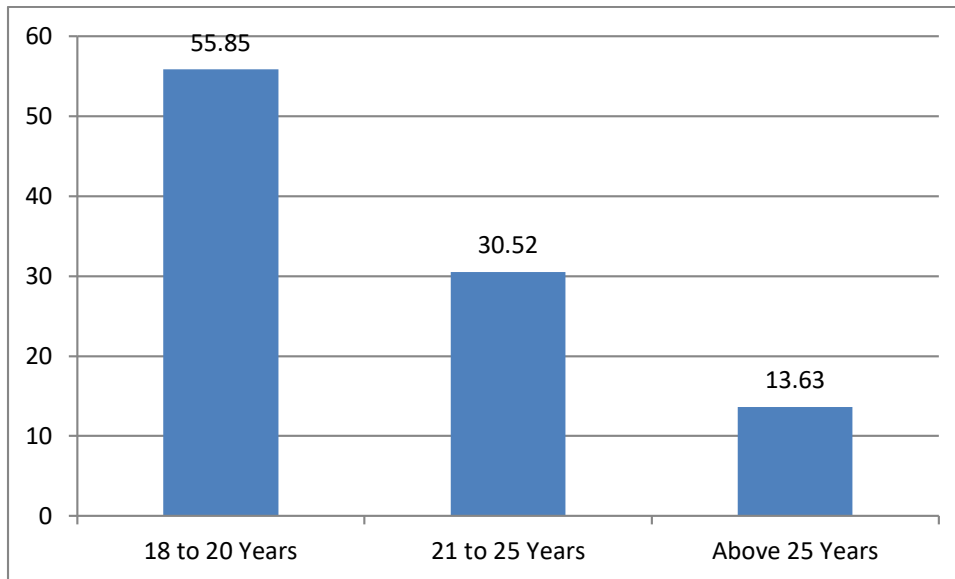**Sampling Method**; Random sampling method is used .

Data Analysis and Interpretation .

The questionnaire was prepared with an aim of understanding behavior of consumers towards the online shopping.

The observation from survey are as follows.

Age wise

Age Group	Total	Percentage
18 to 20 Years	86	55.85
21 to 25 Years	47	30.52
Above 25 Years	21	13.63

According to survey 55.85% respondents are between in the age group of 18 to 20 years. 30.52% respondents are between the age group of 21 to 25 years and 13.63% respondents are between the age group of above 25 years.

2)   Duration of Shopping

| Duration	Total	Percentage
Regular	122	79.7
Some Time	24	15.7
Nothing	8	4.6
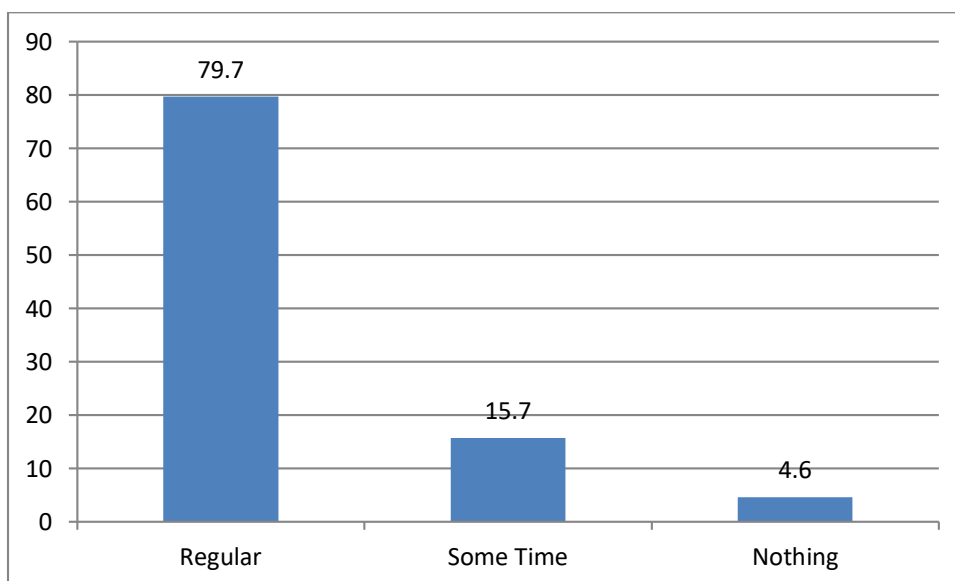
According to survey 79.7% respondents rottenly used online shopping. 15.7% respondents sometimes used online shopping, 4.6% respondents a re never used online shopping.

So it is interpreted that regular use of online shopping is increasing day by day, because if it is convenient, consumers buy goods at any place, it is time saving and wider range of product.

3)　　Types of Products

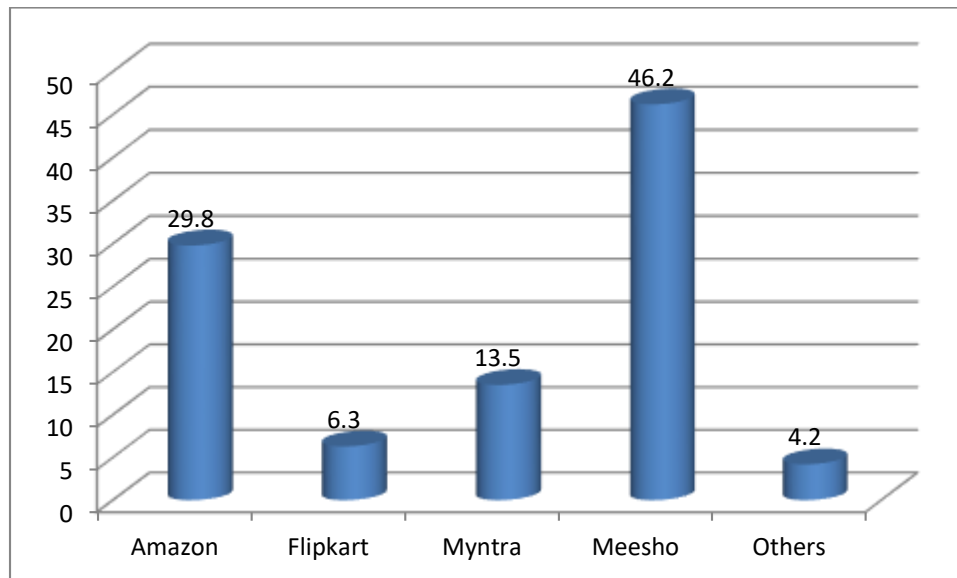| Types	Total	Percentage
Clothes	69	44.8
Electronic Goods	18	11.8
Decorative Products	36	23.5
Kids Wear	21	13.7
Ready Foods	10	6.2
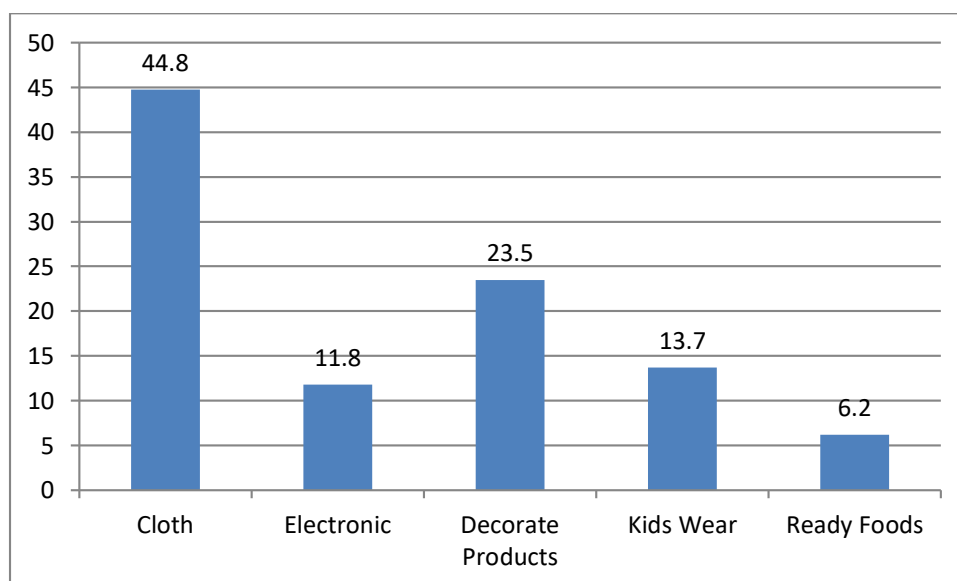
According to survey this table shows that 44.8% respondents prefer for buying clothes. 11.8% respondents prefer for electronic products 23.5% respondents prefer for Decorative products, 13.7% prefer for Kids wear and 6.2% prefer for ready foods.

So it is interpreted that preference for product from each consumer depends upon their needs and liking of products.

4)   Use of Website

Website Used	Total	Percentage
Amazon	46	29.8
Flipkart	11	6.3
Myntra	21	13.5
Meesho	71	46.2
Others	5	4.2

According to survey 46.2% respondents gives first preference to Meesho, then 29.8% respondents gives preference to Amazon, 13.5% to Myntra, 6.3% to Flifkart and 4.2% to others.

5)   Financial Position

Financial Position	Total	Percentage
Self Employee	32	20.4
Government Employee	4	2.3
Private Employee	7	4.6
Depending on Parents	111	72.7
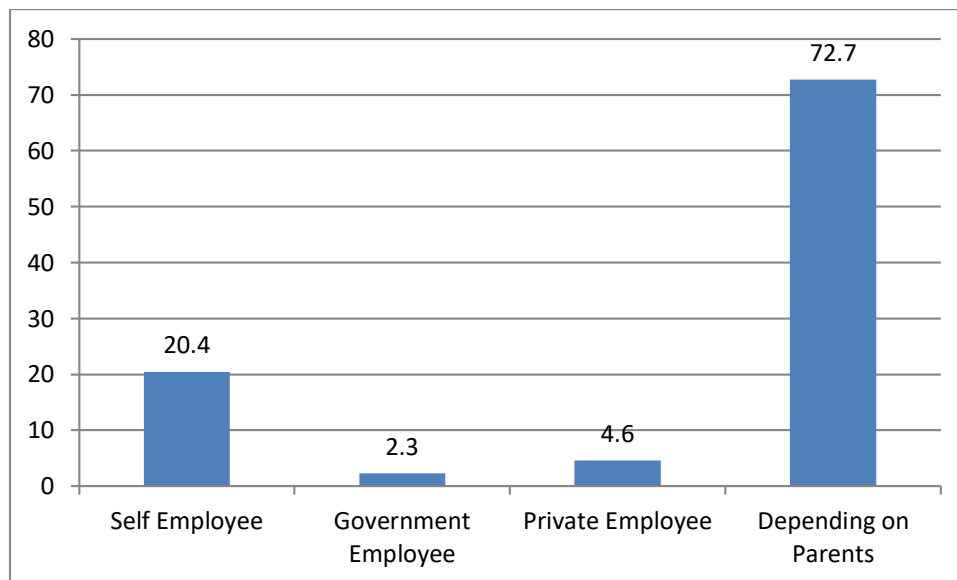
This table shows that 72.7% respondents depends on parents, 20.4% are self employed, 4.6% are private employed and 2.3% are government employee.

**6)   Whether online Shopping is Risky**

Whether online Shopping is Risky	Total	Percentage
YES	48	31.70
NO	85	54.90
Not Sure	21	13.4
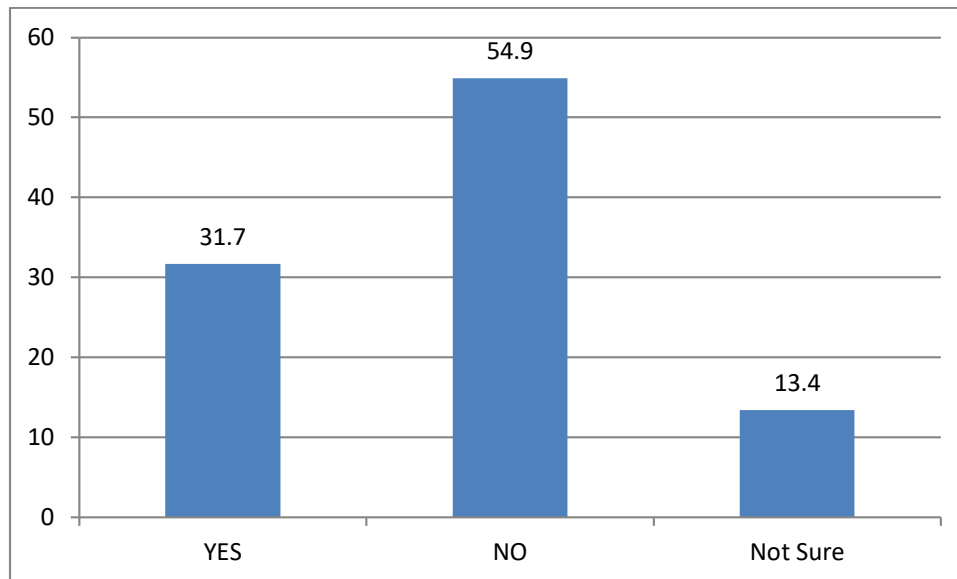
This table show that 54.90% respondents says that online shopping is not risky, 31.70% respondents experience about online shopping is risky and 13.4% respondent are not sure about it is risky or not.

7)   Payment Method

| Payment Method	Total	Percentage
Cash on Delivery	128	83
Debit/Credit Card	5	3.6
UPI	21	13.4
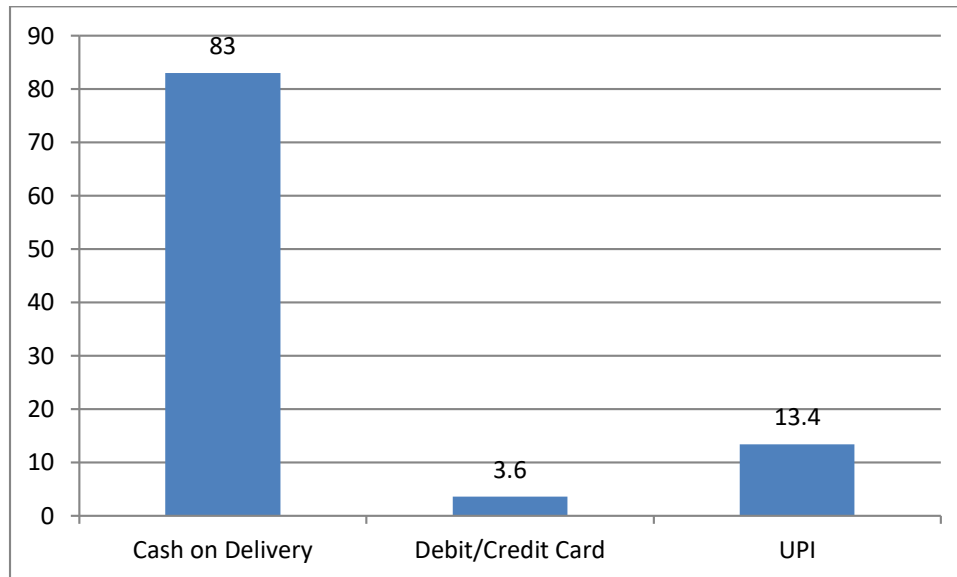
This table shows that 83% of respondents are used cash on delivery, 13.4% respondents used UPI and 3.6% used Debit or Credit card.

It is interpreted that maximum respondents uses cash on delivery method for payment.

8)   Satisfaction Level of the Product

| Satisfaction of the Product	Total	Percentage
YES	126	81.70
NO	23	14.90
Not Sure	5	3.4
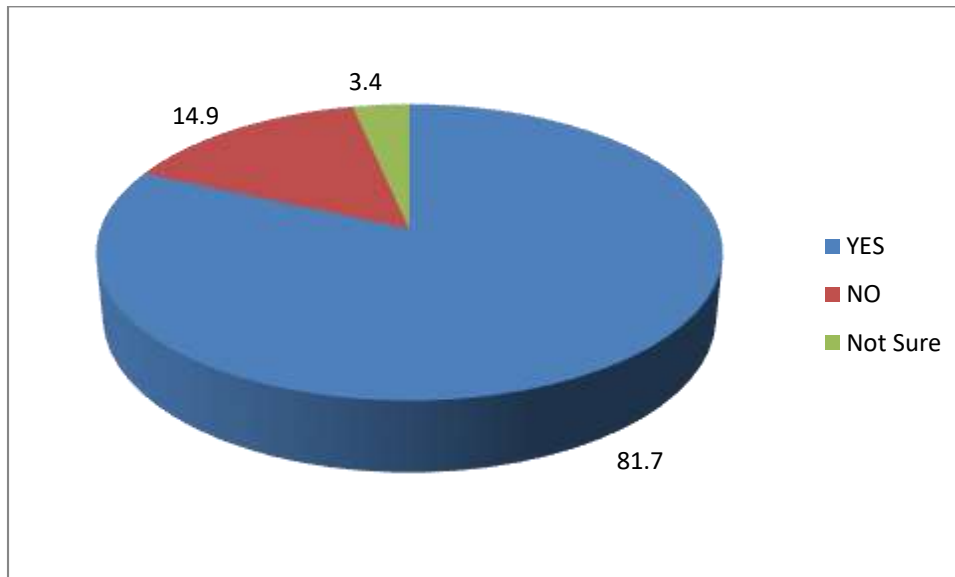
Above table shows that 81.70% respondents are satisfied about their buying product. 14.90% respondents are not satisfied and 3.4% respondents are not sure about it.

It is interpreted that, online shopping is convenient, there is no need to go to shop, huge offers about price of products, shipping service, wider range of product so they are satisfied.

9)   Challenges of Online shopping

Challenges	Total	Percentage
Internet Connection	35	22.9
Payment Details	41	26.8
No Personal Interaction	78	50.3
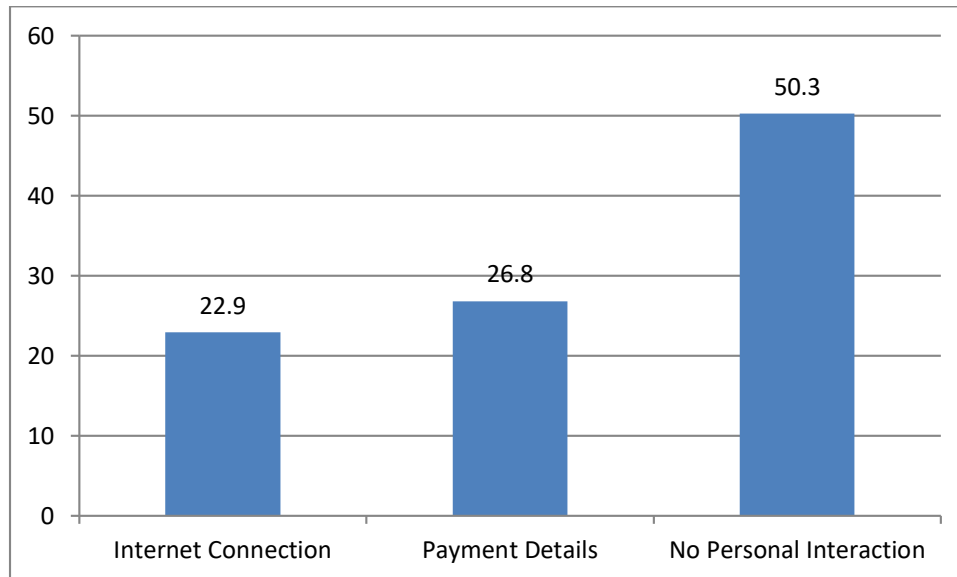
Above table shows that 50.30% respondents face challenge of no personal interaction. 26.80% respondents face challenge of payment and 22.9% respondents face challenge of internet connection.
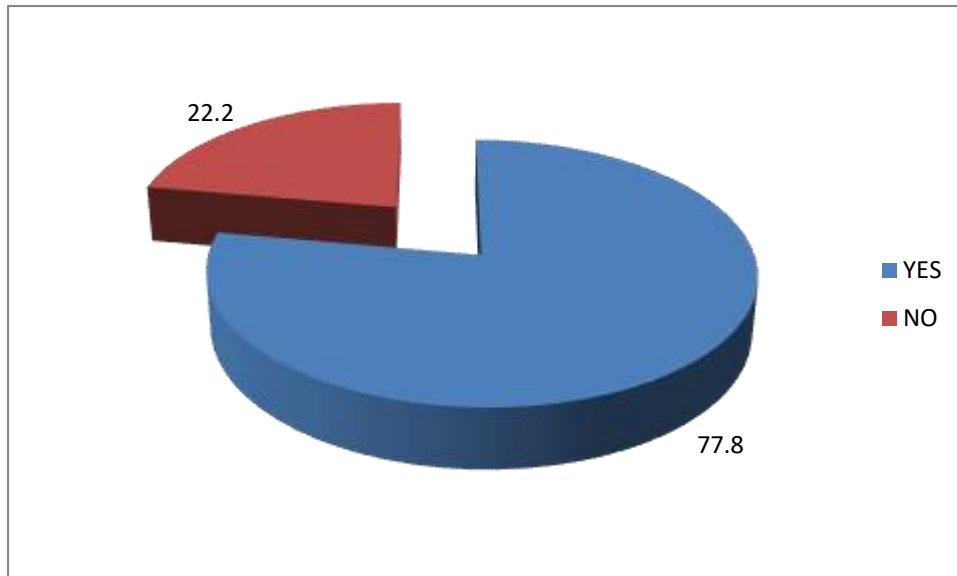
10) **COVID -19 Effect**

COVID -19 Effect	Total	Percentage
YES	126	81.70
NO	28	18.30
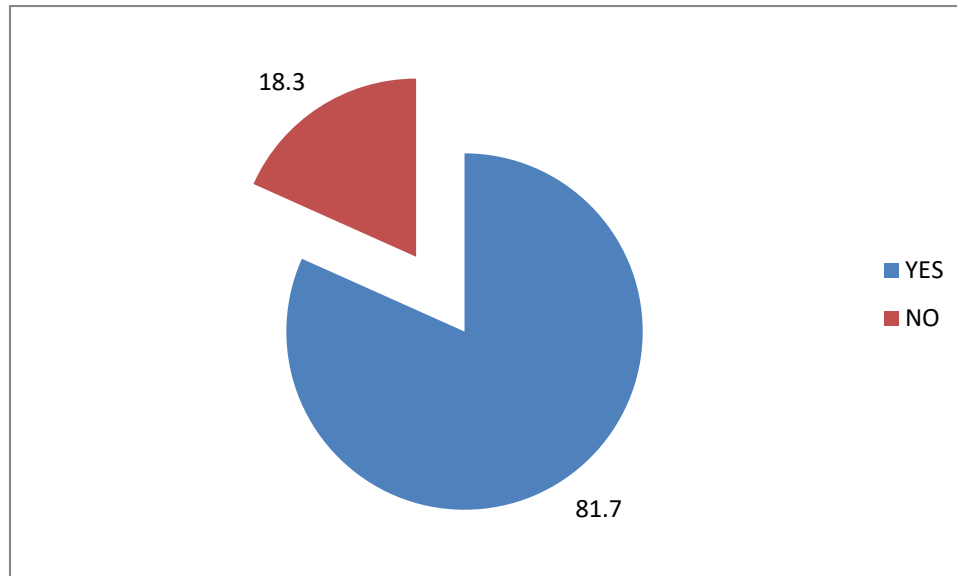
Above graph and table shows that 81.70 % respondents are agree for that in COVID-19 situation and after COVID-19 situation users of online shopping is increasing. Only 18.34 % respondents are not agree for that situation.

11) Wider Selection

| Wider Selection	Total	Percentage
YES	120	77.8
NO	34	22.2

Above table shows that 77.8% respondent noted that there is wider range of products for selection and 22.2% respondents are not agree for that.

It is interpreted that as compared to offline shopping, in online shopping there is wider range of products for shopping.

12)   Online Shopping Broadcast

Online Shopping Broadcast	Total	Percentage
YES	132	85.8
NO	19	12.1
Not Sure	3	2.1
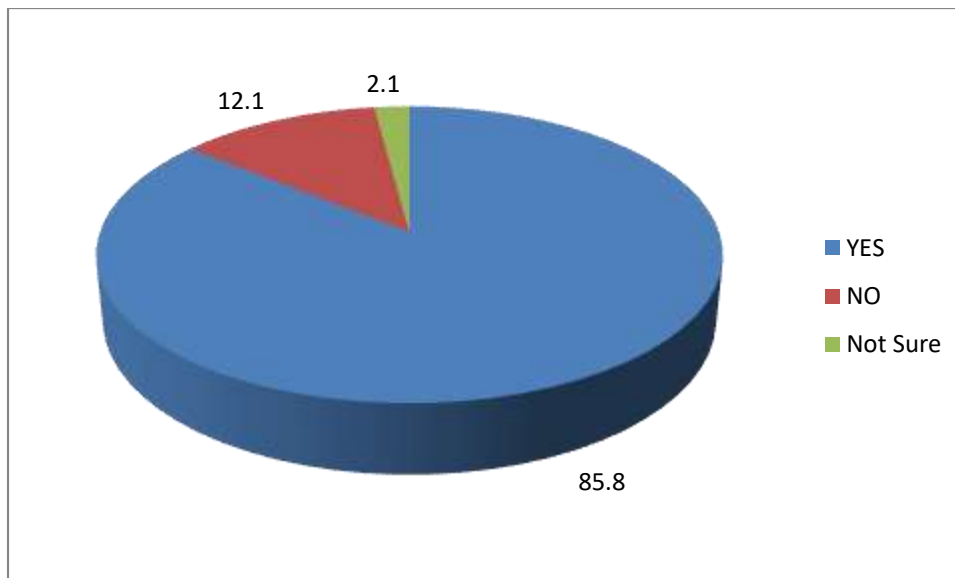
Above graph shows 85.8 % of consumers agree to convey there friends and family members towards online shopping .12.1 % percentage are disagree and 2.1 % of consumers not sure there mind.

13)   **Future of Online Shopping**

Future	Total	Percentage
Lower Side	61	39.6
Higher Side	93	60.4
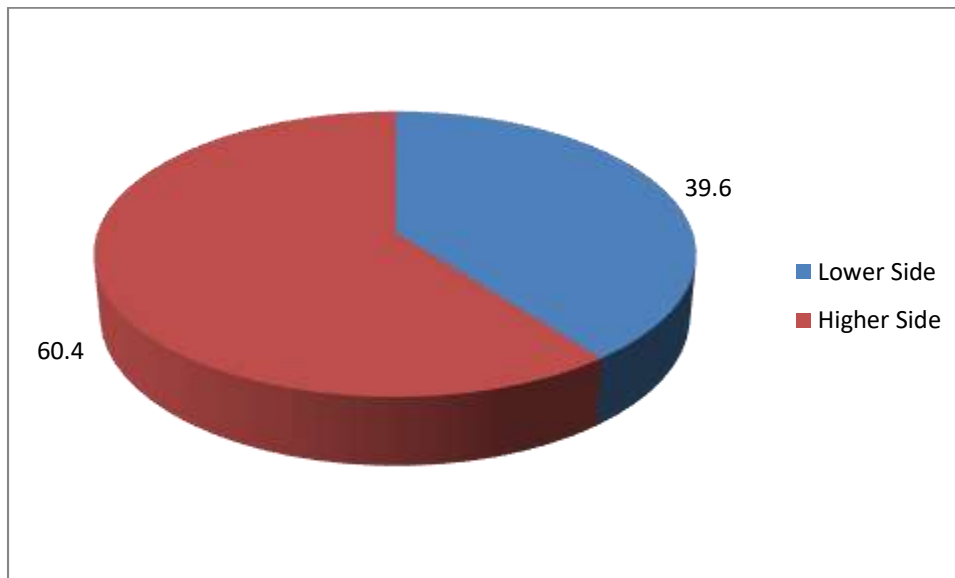
. The graph shows that 60.4 % of respondents are in favors of that future of online shopping is very brighter and will increase towards higher side .while only 39.6 % respondents are doubtful about the future of online shopping

Suggestion:-

1) Most of the Goods or Products advertise of website from You tube channels and from Face books are fake. So researcher suggested that while using online shopping they should place their purchasing orders from reliable website such as Amazon, Meesho, Flip kart etc.

2) While placing orders consumer should see all the details about delivery condition such as return or exchange policy.

Concussion:-

Trends of Online Shopping in Increasing

Day-by-day, because online shopping consumers used internet, social media's like Facebook, Instagram, young generation are the maximum users of online shopping. This research paper shows that maximum college girl students gives preference to online shopping and it is beneficial which is related to price, discount offers.

To study the risk in Online Shopping

When you are shopping some websites are fake, consumers can use only reputed websites.

- Hacking of card details and personal information/details. Be careful about using passwords and personal details.

- Problem of delivery, exchange and refund. To buy online is easy but it creates problem choose option of one time password, it generates new OTP every time, your Debit card / Credit card will be safe.

- To read all descriptions and conditions of purchase/delivery and carefully. Purchase only from reputed sellers.

To study the benefits of Online Shopping

- Convenience – anytime, anywhere.

- Wider range product / variety which is not available in offline shops.

- Huge discount offers.

- Time saving – complete your shopping.

- Home delivery

- No crowds

- Seasonal discounts

For these reasons Online shopping is beneficial.

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