

ISSN 2231-2137

# CONTEMPORARY RESEARCH IN INDIA

A Peer-Reviewed Multi-Disciplinary International Journal

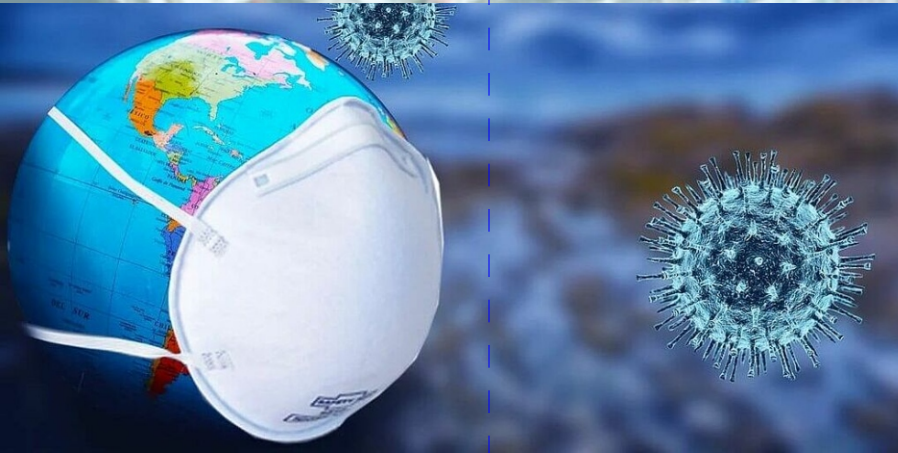
Indexed in Indian Citation Index, Impact Factor : 4.58 (CIF)

NAAS Score 2021 : 3.23

**SPECIAL ISSUE: 15<sup>th</sup> & 16<sup>th</sup> May, 2021**

One Day International Conference on  
**"Rebuilding Humanities in Post-Covid Scenario"**  
and  
**"New Paradigms of Commerce and Management:  
Opportunities and Challenges"**

Organised by  
**Shri Sant Damaji Mahavidyalaya,**  
Mangalwedha, Dist. Solapur (Maharashtra, India)



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129/498, Vasant Vihar, Near Old Pune Naka, Solapur-413001 (Maharashtra, India)  
e-mail: researchspectrum@gmail.com, website: www.contemporaryresearchindia.net  
Cell: 09637335551, 07020828552

## DEPARTMENT OF ENGLISH

One Day International Conference

on

**“Rebuilding Humanities In Post-Covid Scenario”**

Special Issue Editor

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## DEPARTMENT OF COMMERCE

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## *Editorial*



It gives me great pleasure to publish research Journal Contemporary Research in India Peer-reviewed with Indian Citation Index on the occasion of National Conference on "New Paradigms of Commerce and Management: Opportunities and Challenges" and International Conference on "Rebuilding Humanities in Post Covid Scenario" Shri Sant Damaji Mahavidyalaya with the help of Management and all the staff members of our college is making this activity successful.

Right since beginning of our college, there have been conscience and persistent efforts taken towards excellence.

There is wide scope for Humanities, Commerce and Management, Science and Social Sciences. It will try to follow the institute's goal "*Asadhya Te Sadhya Karita Sayas*" The students and the staff members and other participants from India, Research students, Research Scholars have contributed for this conference. The variety of Research Papers received from the scholars which are related to humanities, Digital Humanities, Role of Teachers and Education in the pandemic situation, Covid-19 Pandemic, Post-Covid Literature, How to face Pandemic situation, Literature, Language, Culture, E-commerce, Digitization, Green Marketing, National and International Strategies about Marketing, Finance, and Agriculture; Challenges and Opportunities in Marketing and Covid-19 Pandemic. All these Research Papers will help to all the Researchers and students. I congratulate all of them and I also thank Prof. Dr. Deepak Nanavare for taking the effort to publish this journal in time.

Thank you!!

*Dr. N. B. Pawar,*  
*Principal,*  
*Shri Sant Damaji Mahavidyalaya, Mangalwedha*  
*Dist. Solapur*

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## TO STUDY THE SATISFACTION LEVEL OF STUDENTS REGARDING ONLINE SHOPPING: A CASE STUDY OF COLLEGES IN KOLHAPUR CITY

*Mr. Umesb D. Dabade, Research Student, Department of Commerce and Management, Shivaji University, Kolhapur*

**Abstract:** Today's, channel of internet communicate people, provide entertainment, collect information and do research and now a day's through internet people buy and sell products and services. Now a day's online buying play important role in Indian and global economy. In India the rapid growth of internet users is impact on increasing trend of online shopping. People buy maximum products and services through online shopping websites and some people are satisfied about online shopping and some dissatisfied about online shopping. Satisfaction level measured through cash on delivery, after sales services, trust, time convenience, better quality products and better security parameters. The main objective of this research paper is to understand the satisfaction level of students regarding online shopping with special reference to colleges in Kolhapur city.

**Keywords:** Consumer, Buying Behaviour, Satisfaction level, Online shopping, E- Commerce.

### 1.1. Introduction

Online shopping is the process where consumers buy the products and services through internet directly from sellers in real time and without any intermediate. At the time of buying the products and services the various economical, non-economical, cultural, psychological and motivational factors affect on buying behaviour of consumer. However, it also implies marketing through the wireless media and through e-mail. Electronic customer relationship management (ECRM) systems are also categorized under Internet marketing.

### 1.2. Statement of the Problems:

E-shopping as it has demonstrated the velocity of its growth is incredibly fast and efficient. Students buy products and services through online shopping sites but some students are satisfied about product and services and dissatisfied regarding products and services. Considering overall situation of students regarding online shopping the researcher

has come across to the investigative question as:- are students are satisfied about online shopping?

### 1.3. Objectives the Study:

1. The objective of this research paper is to analyze the online buying satisfaction of U.G. and P.G students of selected Colleges in Kolhapur city.

### 1.4. Hypotheses of the Study

**H<sub>0</sub>:** The students are not highly satisfied with online shopping

**H<sub>1</sub>:** The students are highly satisfied with online shopping.

### 1.5. Research Methodology:

The researcher will use the convenience sampling method for selecting sample of colleges under the stream Arts, Commerce and science only and select 12 colleges from Kolhapur city. Researcher has use purposive quota sampling method and snowball sampling method and select the 10 U.G. and P.G. students from each college. Total numbers of samples are 120 students who are using online shopping websites for doing shopping.

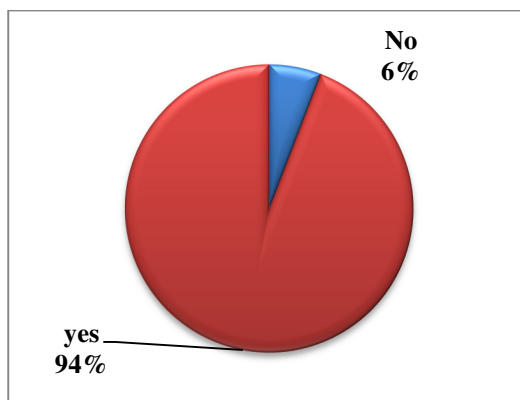
### 1.6. Data Analysis and Interpretation

**Table 1.1: Satisfaction about online shopping**

Parameters	Respondents	Percentages
Yes	113	94.17
No	7	5.83
Grant Total	120	100

Source: Field Survey

**Figure 1.1**



It is necessary to know the satisfaction level of students. Above table and figure shows that 94% students are satisfy about online shopping and only 6% students are dissatisfy about online shopping. It is found that maximum students are satisfied about online shopping services provided by online shopping sites.

#### **Factor analysis of level of satisfaction about online buying behaviour of students-**

The satisfaction level of on online shopping behaviour of students (dependent variable) is

investigated by a structured questionnaire consists of 13 items. Factor Analysis done with the help of Principal Component Method. The questionnaires were administered mostly by UG and PG students selected colleges in Kolhapur city. Researcher completed factor analysis by using SPSS software and it include Descriptive statistics, KMO and Bartlett's Test, Total Variance Explained, Rotation component matrix.

#### **KMO and Bartlett's Test**

##### **1.2 KMO and Bartlett's Test**

<b>KMO and Bartlett's Test</b>		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.871
Bartlett's Test of Sphericity	Approx. Chi-Square	658.038
	df	78
	Sig.	.000

Source: Field Survey

KMO and Bartlett's Test measure strengths of various variables used for analysis. Sampling adequacy measured by KMO test which can be greater than 0.5 for satisfactory factor analysis. Table 1.2 show that Kaiser Meyer-Olkin (KMO) value is 0.871 which is greater than 0.5, so factor analysis is useful. Bartlett's test of sphericity is another

parameter of measure the strength of variables. Above table 4.21 shows that Bartlett's test of sphericity is significance is (.000) less than 0.05 this means that correlation matrix is not an identity matrix. It indicates that factor analysis is useful to measure satisfaction level of students regarding online shopping behaviour.

**Descriptive Statistics-**

**Table 1.3-Descriptive Statistics**

Parameters	N	Mean	Std. Deviation	Rank
Cash on delivery	120	4.23	1.163	1
Trust and past purchase experiences	120	3.7	1.261	6
Provide consumers with real time feedback	120	3.4	1.331	12
Times saving	120	3.78	1.182	4
24*7 shopping available	120	3.97	1.223	2
The description of products shown on the websites are very accurate	120	3.51	1.077	11
Easy payment option	120	3.78	1.047	5
Place convenience	120	3.58	1.241	9
Good After sales services(Return Policy)	120	3.26	1.381	13
quality of the Products	120	3.64	1.044	8
Better security for personal details	120	3.53	1.166	10
Better security for payment and delivery	120	3.86	0.882	3
People are interested about online shopping	120	3.67	0.929	7

**Source:** Field Survey

Above table 1.3 shows that descriptive statistics for all the variables of level of satisfaction about online shopping behaviour of students. It is found that cash on delivery is an important parameter which is measure level of satisfaction of students regarding online buying. The mean of this parameter is highest that is 4.23.

**Total Variance Explained**

**Table 1.4 Total Variance Explained**

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.629	43.297	43.297	5.629	43.297	43.297	4.226	32.510	32.510
2	1.368	10.525	53.821	1.368	10.525	53.821	1.971	15.161	47.670
3	1.024	7.875	61.697	1.024	7.875	61.697	1.823	14.027	61.697
4	.897	6.897	68.594						
5	.752	5.782	74.376						
6	.664	5.110	79.486						
7	.541	4.160	83.646						
8	.501	3.854	87.500						
9	.445	3.425	90.925						
10	.347	2.667	93.592						
11	.323	2.486	96.078						
12	.272	2.096	98.174						
13	.237	1.826	100.000						

Extraction Method: Principal Component Analysis.

**Source:** Field Survey

Above table 1.4 shows that 13 parameters of satisfaction level extracted from the analysis along with their Eigen values. It is observed that only three factors extracted 61.70% information. First factor calculated for 43.30% of variance, the second factor calculated for 10.53%, and the third factor calculated for 7.88%. Remaining 10 parameters are not significant.

**Rotated Component Matrix<sup>a</sup>**

**Table 1.5 - Rotated Component Matrix<sup>a</sup>**

	Component		
	1	2	3
Cash on delivery	.572		
Trust and past purchase experiences	.795		
Provide consumers with real time feedback	.789		
Times saving		.540	
24*7 shopping available	.529		
The description of products shown on the websites are very accurate	.691		
Easy payment option	.706		
Place convenience	.736		
Good After sales services(Return Policy)	.643		
quality of the Products			.792
Better security for personal details		.779	
Better security for payment and delivery		.760	
People are interested about online shopping			.777
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.			
a. Rotation converged in 7 iterations.			

**Source:** Field Survey

Rotation component matrix is used for interpretation easier. Looking at the rotated reduce the number of factors on which the variable component matrix and using loadings greater than under study area have high loading. Rotation is not .50. We see the following pattern any change anything but data analysis and

**Factor- 1- Mode of payment and Services of websites**

Sr. No.	Statement	Factor loading
1	Cash on delivery	.572
2	Trust and past purchase experiences	.795
3	Provide consumers with real time feedback	.789
4	24*7 shopping available	.529
5	The description of products shown on the websites are very accurate	.691
6	Easy payment option	.706
7	Place convenience	.736
8	Good After sales services(Return Policy)	.643

**Factor – 2- Time Convenience and security**

Sr. No.	Statement	Factor loading
1	Times saving	.540
2	Better security for personal details	.779
3	Better security for payment and delivery	.760

**Factor-3- View of online shopping**

Sr. No.	Statement	Factor loading
1	Quality of the Products	.792
2	People are interested about online shopping	.777

It is observed that the factor analysis is reducing numbers of parameters of satisfaction level of students there are reduced factors from 13 to 3. There are only three parameters are characterized by factor analysis. Students are maximum satisfy with three variables such as mode of payment and services of websites, time convenience and security and view of online shopping.

**1.7. Hypothesis Testing -**

**H<sub>0</sub>:** The students are not highly satisfied with online shopping

**H<sub>1</sub>:** The students are highly satisfied with online shopping.

Researcher used one sample T test for this hypothesis. One sample T test is used whether the mean of single variable is different from specific constant. In this hypothesis satisfaction level of students is a single variable so one sample T test is useful to test this hypothesis.

**Table 1.6**

One-Sample T TestS							
	Test Value = 3						
	Table Value (t Value)	df	Sig. (2-tailed) (p Value)	Mean Difference	95% Confidence Interval of the Difference		Result
					Lower	Upper	
Satisfaction Level	8.124	12	.000	.846	.62	1.07	Reject H <sub>0</sub>

Above table 1.6 shows that one sample t test for testing this hypothesis. As per the students satisfaction level score above 3 has been considered as satisfy and strongly satisfy level of students satisfaction so the test value 3 has used. It shows that the 'p' values for students satisfaction level is 0.000, which is less than the significant value i.e. 0.05 ('p' value < 0.05). So reject the null hypothesis and alternative hypothesis is accepted. It means that the students' satisfaction level is very high regarding online shopping.

**1.8. Findings**

1. It is found that 94%students are satisfied about online shopping services provided by online shopping sites. (Table 1.1)
2. It is reveals that Kaiser Meyer-Olkin (KMO) value is 0.871 which is greater than 0.5, so factor analysis is useful. It shows that Bartlett's test of sphericity is significance is (.000) less than 0.05 this means that correlation matrix is not an identity matrix. It indicates that factor analysis is useful to measure satisfaction level of students regarding online shopping behaviour. (Table 1.2)

3. It is found that cash on delivery is an important parameter which is measure level of satisfaction of students regarding online buying. The mean of this parameter is highest that is 4.23. (Table 1.3)
4. It is observed that only three factors extracted 61.70% information. First factor calculated for 43.30% of variance, the second factor calculated for 10.53%, and the third factor calculated for 7.88%. Remaining 10 parameters are not significant. (Table 1.4)
5. It is found that only three parameters are characterized by factor analysis. Students are maximum satisfy with three variables such as mode of payment and services of websites, time convenience and security and view of online shopping. (Table 1.5)
6. It shows that rejects the null hypothesis and accepts the alternative hypothesis. It means that the students' satisfaction level is very high regarding online shopping. Because the 'p' values for students satisfaction level is 0.000, which is less than the significant value i.e. 0.05 ('p' value < 0.05). (Table 1.6)

### 1.9. Conclusion-

This research paper concludes that students are strongly satisfied about online shopping. It is also conclude that students are satisfied about Mode of

payment and Services of websites, Time Convenience and security and view of online shopping.

### 1.10. References

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