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September 2022
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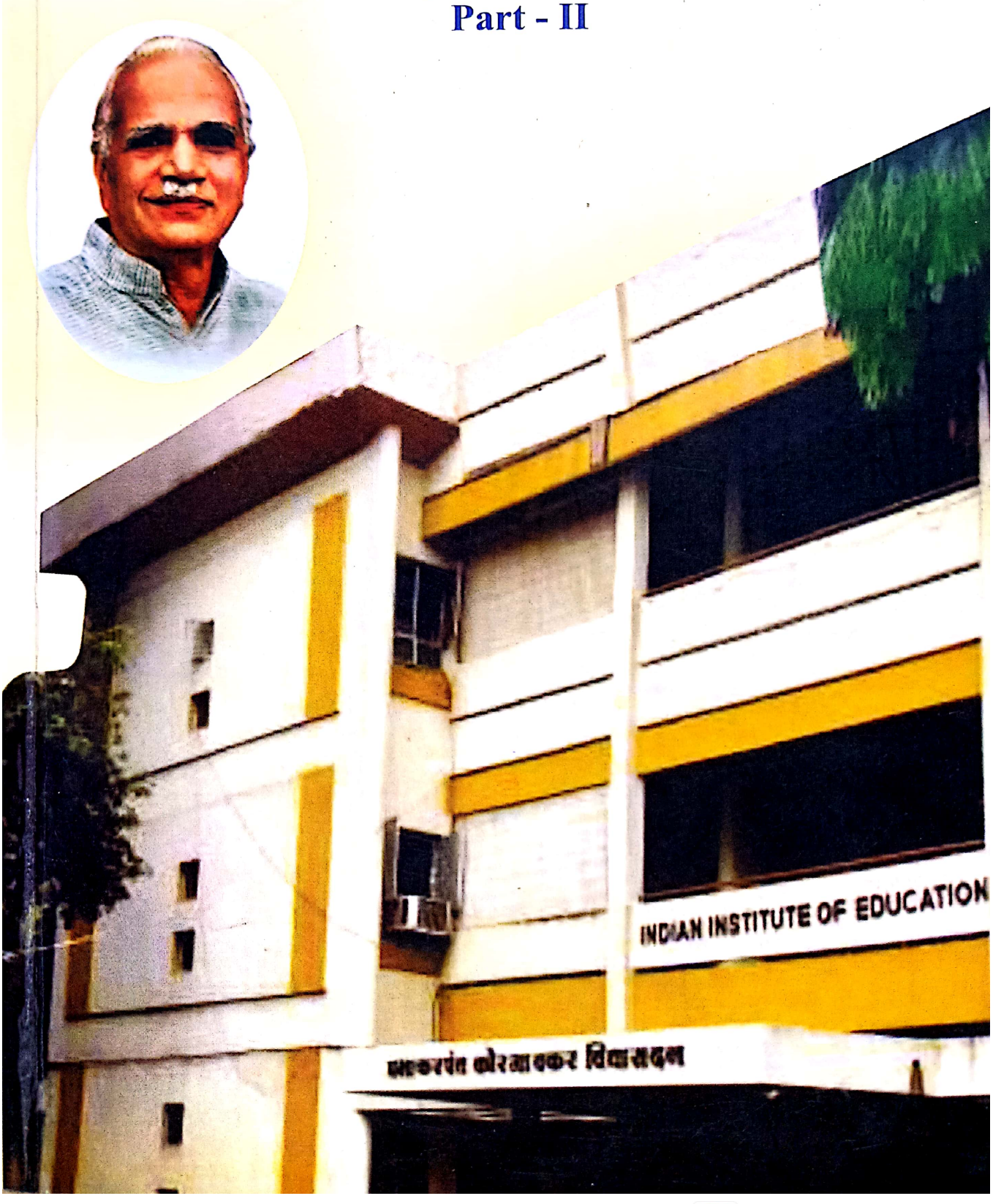

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Education and Society

Since 1977

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September 2022
Part - II

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To Study the Satisfaction Level of College Students Regarding Online Shopping

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Abstract-

Internet is worldwide connectivity of computer network through IPS for communication between sender (network) and receiver (devices). Internet is a channel of communicating people, search information, do research, entertainment and now a day's buy and sell the products and services. Online marketing means promote the business by using tools and techniques of information technology. In the overall world second largest numbers of internet users are in India. Now a day's online marketing play important role in economic development in India. As per global research consumer behaviour is a important factor in today's modern marketing era. The various factors affect on consumer buying behaviour such as personal, social, cultural and psychological factors. Today's market is a consumer oriented market so it is necessary to transfer the products and services as per the needs, wants and demand of the consumer. If products and services are available as per the needs, wants and demand, the consumers are satisfied about products and services. This research paper aims to study the satisfaction level of college students regarding online shopping.

Keywords : Internet, Consumer, Buying Behaviour, Online Shopping.

1.1. Introduction

Online marketing is a source of promoting business by using digital channels like internet, video marketing, email marketing, mobile marketing, social media marketing, blogs marketing website etc. The online shopping is a process where buy and sell the products and services from manufacturer to consumer without any intermediaries. There are basic three types of online marketing such as business to business, business to consumer and consumer to consumer. At the time buying the products and services the personal, economical, non economical, cultural, social and psychological factors are affecting on student buying behaviour. According to Philip Kotler if product performance match with buyers expectations the buyers are satisfy about products and services and product performance falls shorts buyers expectations the buyers are dissatisfy.

1.2. Statement Of The Problems:

The online shopping is a rapidly growing in today's modern marketing era. The youth mostly prefer the online shopping platform for buy the

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products. The company can achieve organizational objectives maximization profit and maximization sales through customer satisfaction. Today's market is customer oriented so it is necessary to identify the needs and wants of consumer and satisfy the consumers. Considering the overall situation of market the researcher has come across the investigation question as- are the college students are satisfy about online shopping?

1.3. Objectives The Study:

The objectives of this research paper are to study the demographic profile and to study the satisfaction level of college students regarding online shopping.

1.4. Hypotheses Of The Study

H_0: The students are not highly satisfied with online shopping

H_1: 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 stream 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. The sample size of study is 120 college students who buy the products and services through online shopping platform.

1.6. Analysis And Interpretation Of Data

1.6.1. Demographic Profile

Table -1. 1.

Parameters	Parameters	Respondents	%
Gender	Male	71	59.17
	Female	49	40.83
	Total	120	100
Education	Under Graduate	79	65.83
	Post Graduate	41	34.17
	Total	120	100
Stream	Arts	24	20
	Commerce	59	49.17
	Science	37	30.83
	Total	120	100
Monthly Income of Family in	Below Rs. Rs.25, 000	37	30.83
	Rs. 25,001 to Rs.50, 000	30	25
	Rs.50, 001 to Rs.1, 00,000	30	25
	Above Rs.1, 00,001	23	19.17
	Total	120	100

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Instruments used for online shopping	Phone Accessibility	107	58.79
	Tab	8	4.4
	Personal Computer	25	13.74
	Laptop	42	23.07
	Total	182	100
Amount Spend for online shopping	Below Rs.1, 000	69	57.5
	Rs. 1,001 to Rs. 5,000	42	35
	Rs.5, 001 to Rs.10, 000	9	7.5
	Total	120	100
Mode of online shopping payment	Credit Card	16	8.38
	Debit Card (ATM)	66	34.55
	Cash Card	4	2.09
	Cheque	0	0
	Cash on delivery	105	54.97
	Total	191	100

(Source: Field Survey)

1.6.2. Satisfaction level of Students

1.6.2.1- Satisfaction about online shopping

Table 1.2

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

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1.6.2.2. Parameters of Level of satisfaction about online shopping

Table 1.3

Sr. No.	Parameters	HS	S	N	D	SD	Total
		5	4	3	2	1	
1	Cash on delivery	340	124	30	4	9	507
		67.6	24.46	5.92	0.79	1.78	100
2	Trust and past purchase experiences	170	196	57	6	15	444
		38.29	44.14	12.84	1.35	3.38	100
3	Provide consumers with real time feedback	110	208	57	12	21	408
		26.96	50.98	13.97	2.94	5.15	100
4	Times saving	185	184	63	12	10	454
		40.75	40.53	13.88	2.64	2.2	100
5	24*7 shopping available	260	152	39	16	9	476
		54.62	31.93	8.19	3.36	1.9	100
6	The description of products shown on the websites are very accurate	120	164	87	48	2	421
		28.5	38.95	20.67	11.4	0.48	100
7	Easy payment option	170	188	54	42	0	454
		37.44	41.41	11.89	9.26	0	100
8	Place convenience	155	156	96	8	14	429
		36.13	36.36	22.38	1.86	3.27	100
9	Good After sales services(Return Policy)	110	168	78	10	25	391
		28.13	42.97	19.95	2.56	6.39	100
10	Quality of the Products	95	252	66	16	8	437
		21.74	57.67	15.1	3.66	1.83	100
11	Better security for personal details	110	204	81	16	12	423
		26	48.23	19.15	3.78	2.84	100
12	Better security for payment and delivery	120	272	51	18	2	463
		25.92	58.75	11.01	3.89	0.43	100
13	People are more interested about online shopping	105	216	90	28	1	440
		23.86	49.09	20.45	6.36	0.24	100

(Source: Field Survey)

5. H.S- Highly Satisfied, 4. S-Satisfied, 3. N- Neutral, 2. D- Dissatisfied, 1. H.D-Highly Dissatisfied.

1.6.2.3. Factor Analysis

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, Correlation matrix, KMO and Bartlett's Test, Communalities, Extraction Method: Principal Component Analysis, Scree plot, Rotation component matrix.

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1.6.2.3.1. KMO and Bartlett's Test

Table 1.4

KMO and Bartlett's Test		
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 4.29 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.

1.6.2.3.2.Total Variance Explained

Table 1.5 Total Variance Explained

Comp-onent	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumula tive %	Total	% of Variance	Cumula tive %	Total	% of Variance	Cumulati ve %
SP1	5.629	43.297	43.297	5.629	43.297	43.297	4.226	32.510	32.510
SP2	1.368	10.525	53.821	1.368	10.525	53.821	1.971	15.161	47.670
SP3	1.024	7.875	61.697	1.024	7.875	61.697	1.823	14.027	61.697
SP4	.897	6.897	68.594						
SP5	.752	5.782	74.376						
SP6	.664	5.110	79.486						
SP7	.541	4.160	83.646						
SP8	.501	3.854	87.500						
SP9	.445	3.425	90.925						
SP10	.347	2.667	93.592						
SP11	.323	2.486	96.078						
SP12	.272	2.096	98.174						
SP13	.237	1.826	100.00						
Extraction Method: Principal Component Analysis.									

(Source: Field Survey)

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Above table 4.33 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.

1.6.2.3.3.- Rotated Component Matrixa

Table 1.6

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

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

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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. Hypotheses Testing:

H_0: The students are not highly satisfied with online shopping

H_1: 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 1.7

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_0

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Above table 4.45 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. Conclusion

This research paper concludes that the colleges students are satisfy about online shopping.

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