

A STUDY ON USAGE AND AWARENESS OF E-COMMERCE IN COLLEGE STUDENTS

Harsh Tripathi

Research Scholar, S.D. School of Commerce, Gujarat University

Abstract

In this paper attempt has been made by the researcher to study the usage and awareness of E-commerce in college students of Kadi Taluka. Data is collected from one college of Kadi. Convenience sampling method is used in this research to collect total sample of 177 respondents. Chi-square test is applied to analyse the relationship between usage of E-commerce and demographic variables like gender, monthly income and locality of residence i.e. urban or rural. Study shows only residence has relationship with usage of E-Commerce. Purpose of usage of internet is also analysed to know where the youth is investing time.

Key words-E-commerce, Kadi

INTRODUCTION

E-commerce or Electronic Commerce is related to the purchase and sales of products, services and information via internet. E-commerce is a modern business methodology which fulfils the needs of every individuals as well as organisations. The history of e-commerce began with the beginning of internet. E-commerce helps in reducing the cost with improving the quality of goods and services and increase in the speed of delivery of goods and services. E-commerce helps in decision making to companies as well as individuals. E-commerce is divided into different models like Business to Business (B2B), Business to Consumer (B2C), Consumer to Consumer (C2C) and Consumer to Business (C2B). With the increasing use of e-commerce, it is benefitting many sectors of industries. The sectors like Healthcare, Banking, Tour and Travels. E-commerce deals with many transactions regarding purchase and sales between consumers and business in different manners like retail, wholesale, drop shipping, crowd funding, subscription, physical products, digital products, services etc. Though e-commerce has many advantages it has certain loophole which makes it difficult and challenging to transact. Some of the challenges that affects at the international level are currency conversions, import and export restrictions, laws of each country, tariffs etc. Changing scenario and rapid growth of the economy has increased the number of users using internet and availing the facilities online. According to the Internet and Mobile Association of India (IAMAI), the Internet user base in the country is shown in the table given below:

Year	Internet users
1997	25,000
1999	359,000
2001	1,130,000
2003	3,661,000
2005	6,000,000
2007	9,271,000
2009	13,540,000
2011	84,000,000
2013	213,000,000
2015	250,000,000
2017	437,000,000
2019	525,300,000

Growth of Indian Users in India

Tremendous growth has been seen in e-commerce. A decade ago there was limited access of internet. Internet has gone under an evolution from beginning of instant communication in early 90s to rich source of infotainment and education. This evolution has met customer's expectations along with their needs. With this, there emerged the situation of exploring the unexplored segments for the potential users.

LITERATURE REVIEW

Prameela et al(2020) studied costumers attitude toward online shopping with perspective of Pallakad district of kerala with different age group and observed that the respondents mostly purchase electronic home appliances from online shopping sites and majority costumers uses Flipkart as they consider it user friendly. Price factor is most significant factor among pre purchase factors for decision making process and after sale service is most significant factor of post purchase factors.

K. Prabhakaran (2020) observes in his study on buying behaviour of consumer through online shopping in India, it is found that gender and age is preferably and suitable to online shopping due to their technical knowhow. The shopping reason is to purchase through online but the consumers have to know its problems. The online shoppers are highly admired with marketing strategies have been adopted to attract all types of customers through special offers, quality of product and services, exclusive products, tracking orders and sales performance. The online shoppers are having the tendency of changing lifestyles, ease of use & convenience, security, utility, time effectiveness, outbound logistics and feedback of others about a product which is popularly very cheap in the online shops. The customers should keenly watch the security, technology familiarity, convenience and easy buying, time saving, and variety of product, online risk, and trust of the online vendor. Hence, the consumer purchasing behaviour towards online shopping, their attitude is highly depended with their age is below 25 years, unemployed, undergraduate, and male. Online shopping saves their time and it is comparatively easier than the physical store.

R.Arpana D(2020) studied on changing buying habits of costumers using E-Commerce platform with reference to Flipkart. Researcher observed that online shopping is popular among youngsters of India now a day many students and teenagers uses E-Commerce as they completely aware of online platform. Due to increasing awareness and usage of internet, online business increases and standard of living of people also improved. Researcher also observed that attracting offers directly affects purchasing behaviour of costumers. E-retailers should focus on important aspects of E-Commerce in order to attract more customers towards online shopping.

Rupesh. R (2020) analysed more than 100 research article and studied that the consumer behaviour towards E-Commerce is affected by external factors. Behaviour of consumers varies from country to country. In foreign country, online shopping is routine but in India situation is different then developed countries. Even in India, diversity is seen in different cities of different states.

F. Akath (2020) studied attitude in online shopping among college students of Kanyakumari district. Researcher observed that physical shopping is very time consuming compared to online shopping. People perceived that online products are cheaper compared to physical market. Study suggests that safety and security of E-Commerce transactions is optimized then highly competitive and dynamic environment can be created.

RESEARCH GAP

Many researches have undertaken in the area of usage and awareness of customers in E-Commerce. It is found that studies have been done with different age group and gender. There is hardly any study on awareness and usage of E-commerce in Kadi taluka and that too specifically among college students. Purpose of using internet among college students of Kadi taluka also requires some research. Few demographic analysis with E-Commerce is also lacking with specific region. This study is an attempt to fill the above identified gaps.

RESEARCH METHODOLOGY

Objectives of Research

1. To study the purpose of usage of internet among college going students.
2. To study the awareness of E-commerce among college going students.
3. To study the demographic factors contributing behind usage of E-commerce among college going students.

Sample size of study

Universe for the study is students of all colleges of Kadi taluka. As study is an attempt to know the awareness and usage of e-commerce among college going students of Kadi taluka only, sample size finalized for the study is 177 respondents of college of Kadi taluka.

Scope of the study

Government has implemented many schemes to promote digital platform. This study is an attempt to know the awareness and usage of E-commerce among college going students. This study is limited to Kadi taluka only. Sample is restricted to only one college.

Hypothesis of the study

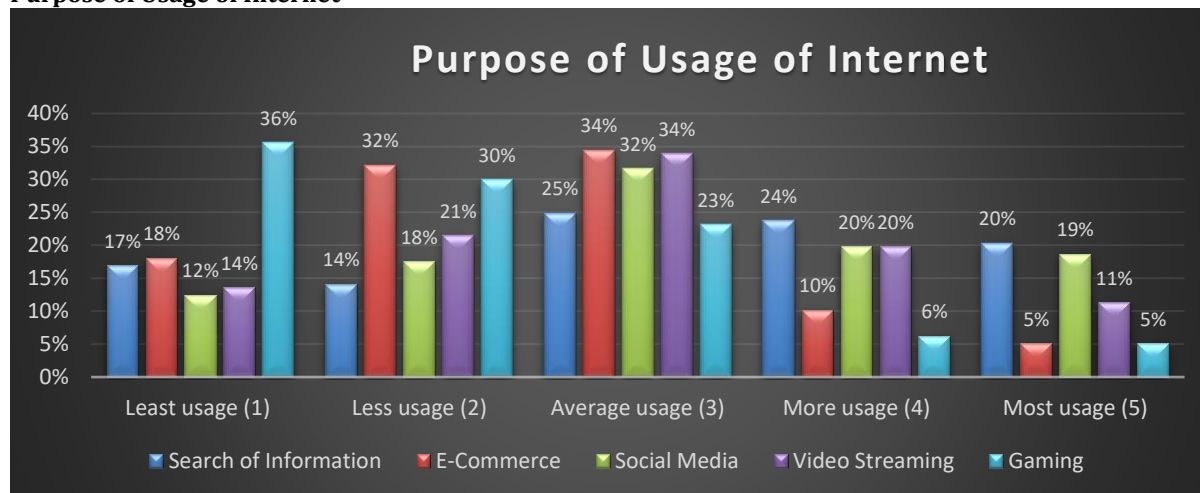
- H01: There is no significant difference between gender and usage of E-commerce among respondents.
H02: There is no significant difference between monthly family income and usage of E-commerce among respondents.
H03: There is no significant difference between locality of residence and usage of E-commerce among respondents.

Limitations of study

1. Sample of study is restricted to one college and 177 respondents only.
2. Study is restricted to Kadi taluka only.
3. Study is restricted to college students only.
4. Every statistical technique have their own limitations, same are applicable to this study also.

DATA ANALYSIS

Purpose of Usage of Internet



The study reveals that around 15% of the respondents are using internet for the purpose of e-commerce. Maximum respondents i.e. around 66% are not using internet for the Gaming purpose. Around 44% of the respondents are using internet for information search. Approximately 39% respondents are maximum using internet for social media.

Gender and usage of E-commerce

Usage of E-Commerce	Female	Male	Grand Total
Yes	56	50	106
No	45	26	71
Grand Total	101	76	177

Out of total 177 respondents 57% respondents are female and rest are male. Among the female respondents, 55% female respondents are using E-Commerce while among the male respondents 66% are using E-Commerce. Chi-square test has been applied to know whether gender difference contributes to usage of E-Commerce or not. As p value for the same is 0.16458 which is more than 0.05, null hypothesis i.e. There is no significant difference between gender and usage of E-Commerce among respondents is accepted. As proportion of male respondents in usage of E-Commerce is higher compared to female respondents, null hypothesis is accepted.

Monthly Family Income and Usage of E-Commerce

Usage of E-Commerce	Monthly family Income of respondents						Grand Total
	Less than ₹ 10,000	₹ 10,000 to ₹ 20,000	₹ 20,000 to ₹ 30,000	₹ 30,000 to ₹ 40,000	₹ 40,000 to ₹ 50,000	More than ₹ 50,000	
Yes	20	28	19	13	11	15	106
No	15	15	10	10	10	11	71
Grand Total	35	43	29	23	21	26	177

Out of total 177 respondents 19.77% people earn less than Rs.10,000 per month, 24.30% earn between Rs. 10,000 to 20,000. Percentage of people who earn between Rs. 20,000 to 30,000 are 16.38%. 13% respondents earning is between Rs. 30,000 to 40,000. Percentage of the respondents whose income is between Rs. 40,000 to 50,000 are 11.86%. The respondents who earned more than Rs. 50,000 monthly are 14.69% from total 177 respondents. 59.88% respondents are using E-commerce from total respondents. Chi-square test has been

applied to know whether monthly family income of respondents impacts the usage of E-Commerce or not. As p value for the same is 0.89699 which is more than 0.05, null hypothesis i.e. there is no significant difference between monthly family income and usage of E-commerce among respondents is accepted. It is observed that income of person doesn't persuade respondents to use E-commerce. There is no relationship between family income and usage of E-commerce.

Residency of E-Commerce and Usage of E-Commerce

Usage of E-Commerce	Rural	Urban	Grand Total
Yes	38	68	106
No	36	35	71
Grand Total	74	103	177

Out of total 177 respondents 41.80% respondents stay in rural area and rest 58.20% stay in urban area. In urban area, 66% respondents are using E-commerce. In rural area 51.35% respondents using E-commerce. As p value for chi square test is less than 0.05 (0.04954), null hypothesis is rejected. i.e. There is significant difference between residency of the respondents and usage of E-Commerce. Whether respondents are residing in the rural area or urban area, it has relation with the usage of E-Commerce.

FINDINGS AND CONCLUSIONS

Study reveals that most of the students use internet for social media. Gaming and E-Commerce activities are least in the list. As hypothesis of relationship between usage of E-commerce and monthly family income is rejected. It can be said that monthly family income has direct relation with the usage of E-commerce. Hypothesis for relationship between gender and usage of E-commerce has also been rejected. As study is restricted to Kadi taluka only there are chances that gender differences may prevail in study region which could be the reason of rejection of null hypothesis between gender and usage of E-commerce. To a surprise, hypothesis for relationship between residency of students and usage of E-commerce is accepted i.e. it has no relation with the usage of E-commerce.

REFERENCES

- <https://www.shopify.in/encyclopedia/what-is-ecommerce>
- P. T. Joseph, S.J. (2019). E-COMMERCE: An Indian Perspective, Sixth Edition. New Delhi :PHI Learning private limited.
- Prameela, P., Prabha, P., & Kanniammal, K. (2020). Customers Attitude Towards Online Shopping: A Study With Special Reference To Palakkad District, Kerala. *Our Heritage*, 68(44), 653-661.
- PRABAKARAN, K. (2020). BUYING BEHAVIOUR OF CONSUMERS THROUGH ONLINE SHOPPING IN INDIA-A SYSTEMATIC REVIEW. *Our Heritage*, 68(54), 1161-1169.
- Arpana, D. (2020). A STUDY ON CHANGING BUYING HABITS OF THE CUSTOMERS USING E-COMMERCE PLATFORM WITH REFERENCE TO FLIPKART. *Studies in Indian Place Names*, 40(40), 2172-2176.
- Dahake, R., & Mansuri, A. K. J. (2020). A Study on Consumer Behavior towards Emerging Online Shopping in Vidarbha Region-Review of Litration. *Our Heritage*, 68(9), 395-412.
- AKSHAYA, F. A. S., & RATHIHA, R. (2020). College Students' Attitude on Online Shopping in Kanniyakumari District. *Studies in Indian Place Names*, 40(18), 672-677.