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A Case Study on Online Shopping In VIT University, Vellore Campus

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Abstract: By this paper, we are taking VIT University, Vellore as our case study for attempting to solve problems faced by students related to online shopping. A survey has been conducted to bring out the main causes by these problems. The primary focus of this paper lies in bringing out the problems and its causes with some of the possible solutions given by the people who use online shopping at VIT University, Vellore.

Keywords: Online Shopping, VIT University, Suggestions, Problems, Statical data on Online Shopping

I. INTRODUCTION

Nowadays, online shopping is a fast growing phenomenon because internet has become easily accessible then ever with projections stating that number of internet users will reach around 730 million by 2020 in India. With the rapid growth in electronic commerce (e-commerce) businesses are trying to gain competitive advantage by using the e-commerce platforms to bring their products in front of customers even if their business is situated far away from the customer. Online shopping is very common and most used mode of buying things in a college campus and thus here in VIT university students use online shopping platforms extensively but it is usually noticed that students are not happy with the services provided by shopping platforms. The main objective of this paper is to bring out the causes of dissatisfaction among students in VIT University, Vellore campus.

II. LITERATURE SURVEY

Solomon [1] studied the Consumer behaviour and said that it is the study of the processes involved when an individual selects, purchases, uses or disposes of products, services, ideas, or experiences to satisfy needs and desires. In view for the Internet to spread out as a retail channel, it is imperative to realise the consumer's mind-set, intention and conduct in light of the online buying practice. Lepkowska-White, and Rao referred vendor characteristics, security of transactions, content for privacy and customer characteristics as factors influencing electronic exchange. Donthu and Garcia [2] proposed that risk aversion, innovativeness, brand consciousness, price consciousness, importance of convenience, variety-seeking propensity, impulsiveness, attitude toward advertising, attitude toward shopping, and attitude toward direct marketing would influence online shopping behaviour. Schiffman, Scherman, & Long [3] in his study researched that "yet individual attitudes do not, by themselves, influence one's intention and/or behaviour. Instead that intention or behaviour is a result of a variety of attitudes that the consumer has about a variety of issues relevant to the situation at hand, in this case online buying. Over time the Internet buyer, once considered the innovator or early adopter, has changed. While once young, professional males with higher educational levels, incomes, tolerance for risk, social status and a lower dependence on the mass media or the need to patronise established retail channels, Sultan and Henrichs [4] in his study concluded that the consumer's willingness to and preference for adopting the Internet as his or her shopping medium was also positively related to income, household size, and innovativeness. Vijay, Sai. T. & Balaji, M. S., revealed that Consumers, all over the world, are increasingly shifting from the crowded stores to the one click online shopping format. However, in spite of the convenience offered, online shopping is far from being the most preferred form of shopping in India. A survey among 150 internet users, including both users and non-users of online shopping, was carried out to understand why some purchase online while others do not. The results suggested that convenience and saving of time drive Indian consumers to shop online; while security and privacy concerns dissuade them from doing so. The work of Kim and Park using U.S. samples suggests that their positive attitudes as well as willingness to search for pre-purchase information leads to a strong likelihood that they will buy online. Online shoppers, are required to have computer skills in order to use the Internet for shopping. Hence, those who are not comfortable with using the computer, will likely do their shopping at the traditional store, modern shop, or discount store because it will be faster shopping there than in the Internet shop. Goldsmith and Flynn state that the home catalog is another traditional selling channel where people can shop at home because of the varieties of products offered in the catalog. They can order through the phone or by mail. It is convenient except that they are not able to touch and feel products before purchasing.

III. LIMITATIONS

The survey had been carried out only among the students neglecting the professors and other staff in the campus. A detailed study over more number of people and longer duration would have provided more accurate results.

IV. DATA COLLECTION

A survey was conducted to understand the issues faced by the users generally while online shopping. Using this survey it has been tried to know the major problems faced. Then it has been tried to know some possible solutions for them in the form of suggestions. A survey questionnaire was prepared by means of google forms which contained 16 questions including both subjective as well as objective type questions and got it duly filled by users. The sample population of the survey takers varied from male to female among various departments. The age of the respondents are between 18 years to 24 years. We asked the users suggestions on each of the objective type questions and what kind of improvement they would like to see in current online shopping system in VIT University, Vellore campus.

V. OBSERVATIONS AND INFERENCES

The result of the survey has been analysed to bring out the causes of problems related to online shopping.

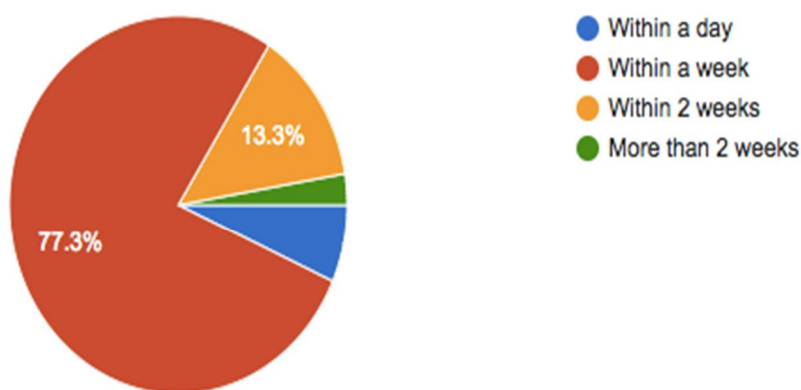


Fig.1 Pie chart depicting Percentage share in how many days the order gets delivered

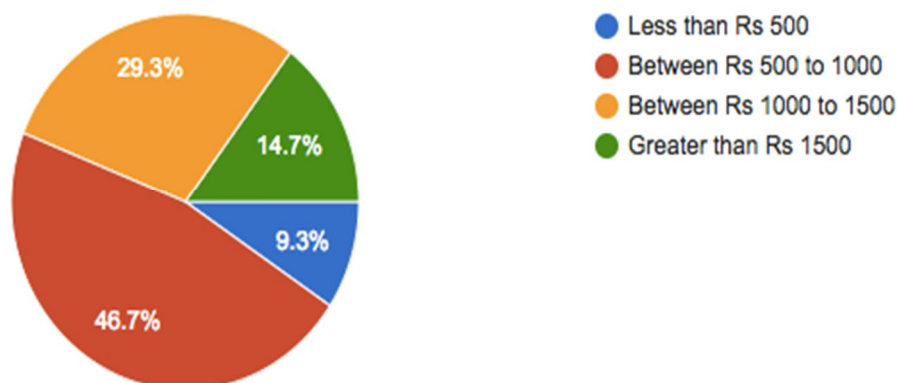


Fig.2 Pie chart depicting Percentage share that the usual order lies in which range in terms of cost

The pie chart(Fig.1) describes the number of days in which the order gets delivered to students in VIT University, Vellore campus. The survey reveals that more than half of the students (77.3%) receive their order within a week and for about 13.3% of students receive their orders within 2 weeks, while only 6.7% of people receive their orders in a day. Which clearly infers that the delivery system is not that fast and being college students it will be much better if they receive their orders within a day.

The pie chart(Fig.2) represents the range in which order of students usually lies in terms of cost in Indian Rupees. The survey reveals that most of the orders lie in the range of Rs.500 to Rs.1000 which is 46.7% of the orders as students usually don't buy expensive things until and unless they want to buy something specific. The second most number of orders are of range Rs1000 to Rs.1500 which according to survey 29.3% of the total orders made by students of VIT University, Vellore.

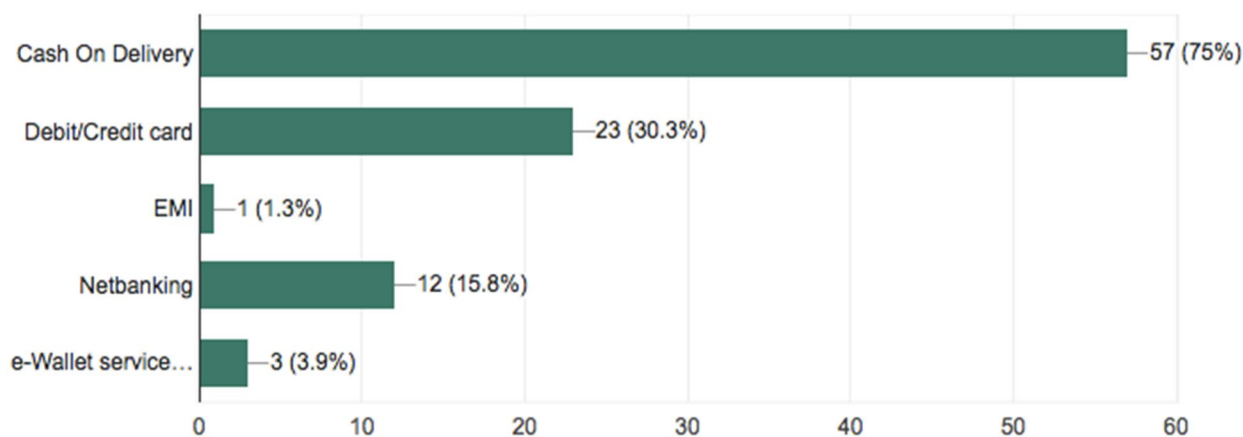


Fig.3. Bar Graph depicting the most preferable mode of payment

The bar graph(Fig.3) depicts the most preferable mode of payment for the orders according to the students. As the bar graph clearly depicts that 75% of students prefer Cash on Delivery mode of payment to pay for their orders which is obvious as paying through cash is the most easy and convenient method to pay for students because this option not only gives them the option to pay after checking their received order and if there is any disparity between the ordered product and received product then it will be best for students to return/refund it. The second most preferable mode is paying through Debit/Credit cards which is 30.3% and the reason is mostly because in VIT University, Vellore each and every student has a card issued by Indian Bank which is compulsory for students to have with them which makes Debit/Credit card payment the second most preferable option after Cash on Delivery. Followed by Credit/Debit card payment there is Net banking which is 12% preferable then E-Wallet payment option (3.9%) and at last comes EMI option which is just 1.3% preferable among the students.

The Pie Chart(Fig.4) depicts that within how many days usually the order gets refunded after applying for the refund. As it can be seen from the percentage share in the Pie chart that 47.4% of orders get replaced in not less than a week which makes the replacement/refund process very slow as replacement/refund process should be fast enough so that the user can buy the required product again from some other platform or get his/her product replaced with a new one. About 32.9% of users say that their product gets replaced/refunded within 2 weeks which is astonishing because 2 weeks is a huge amount of time whereas, according to the survey only 9.2% of the users get their refund/replacement done within a day which is the ideal case and needs for better satisfactory service to the customers.

The Pie Chart(Fig.5) depicts the behaviour of students when they notice some kind of offer on the products they want or even not need at that time.

As the survey suggests that 35.1% of the customers buy as soon as they find some good offer on the product and second case which is very close to the first case by percentage share of 33.8% is that customer notices the offer or discount percentage on the products although don't buy them right through still making them notice the platform for offers gives high probability that they might refer the product due to offer present on that product to someone else.

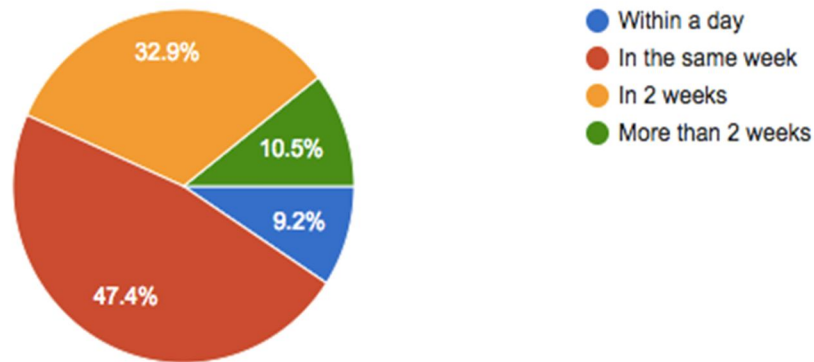


Fig.4.Pie Chart depicting Percentage share that within how many days refund is done

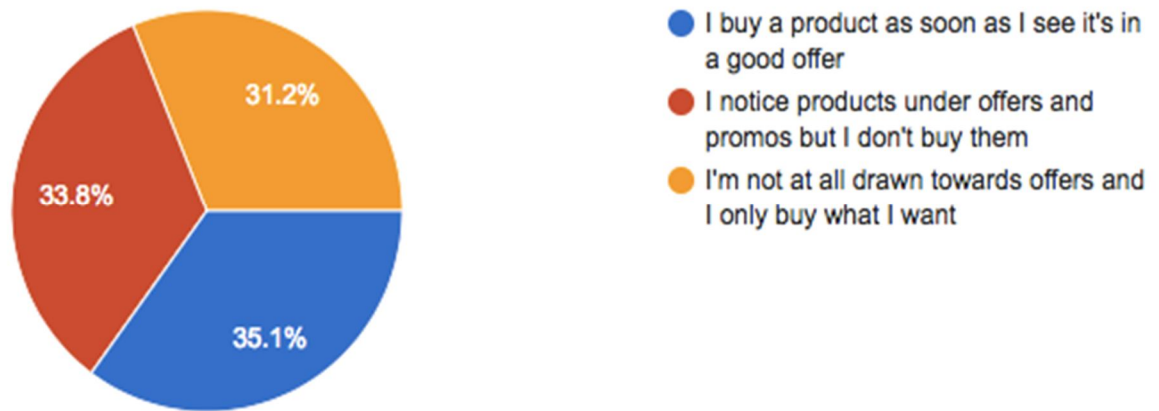


Fig.5 Pie Chart depict the behaviour of students when they notice some offer on online shopping platform

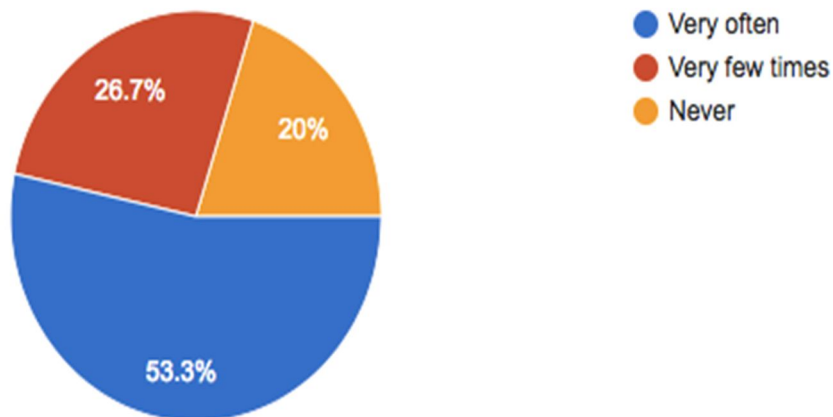


Fig.6 Pie chart depicts the experience of students that their order gets received by someone else

The Pie Chart(Fig.6) depicts the experience of students that their orders gets received by someone because in case of VIT University, Vellore Campus there is a specific place near to hostels where all delivery people have to gather from 11:30am to 2:30pm everyday and from here only all the students have to collect their orders and as the delivering time is limited and not throughout the day thus during these hours there is huge rush near each and every delivery person because it is estimated that each day around 5000 orders gets delivered by these delivery person and as the delivery is not to room but via person so there are huge chances that the order gets exchanged which leads in huge problem for students. As the survey suggests this itself as whopping 53.3% of the students says that their orders have got exchanged due to rush very often and 26.7% of people have experienced this problem at least more than once. While only 20% of the people haven't experienced this ever till date.

A. The Primary Causes behind the Online Shopping problems are as follows

- 1) Number of days in which order gets delivered
- 2) Price of the products which are usually high.
- 3) Time taken to either replace or refund the product.
- 4) Cash on Delivery most preferable mode of payment but not usually provided for all kind of products by online shopping platforms.
- 5) No room to room delivery system existing in VIT University, Vellore Campus.

Thus, the main causes for the problems related to online shopping in VIT University, Vellore campus has been determined successfully.

VI. SUGGESTIONS

As the part of the questionnaire addressed to the solution of the parking lot availability problem. Some of the specific suggestions from the respondents are as follows

A. *Decrease in the delivery time*

Most of the users suggested that the time taken to get the order delivered should be decreased from the usual delivery time of a week to almost delivery time of two days. Delivery time can be reduced by increasing the number of sellers near VIT University, Vellore itself and also increasing the stock in shops.

B. *Increase in discount offers for students*

Majority of the users reported that the prices of goods are usually very high with delivery price as an extra amount which they are asked to pay if order value is less than a specific amount. So as per users, the price of products can be reduced by providing the privilege of special discounts and offers specifically targeted to college students as it is usually seen that money is the key issue which defines the behaviour of college students towards online purchases also the delivery cost even if the order value is less than a specific amount should be removed for students.

C. *Fast refund/replacement policies*

Refund/Replacement is the issue which is very critical for students specifically because if there is the need of replacement/refund for the order then it means the service hasn't been satisfactory also in the case of refund the money which defines the behaviour of students towards online purchases is in stake thus it makes difficult for them to cope with the situation. Thus users suggested that faster refund/replacement policies should be implemented by the service providers by keeping excess of stock with them so that it doesn't take more than 2 days in a usual case.

D. *Availability of Cash on Delivery option for each and every order*

Cash on delivery according to the survey is the most common and preferable mode of payment for the orders but still in many cases users have reported that cash on delivery is not made available due to some reasons unknown to them. So according to the users it is suggested that cash on delivery option for all kind of orders is a must as being a student in college campus, cash is the most common and easy mode of payment for any kind of product thus making cash on delivery for online purchasing most convenient mode.

E. Room to Room Delivery

Right now in VIT University, Vellore delivery of any kind of online order is done at a common place near both Men's and Women's hostel during time 11:30 am to 2pm this leads to chaos among students as well as delivery person as everyday there are huge number of order and time is limited. Thus it is suggested by the users that delivery should be done room to room and time of delivery should not be fixed which makes it easy for delivery person to deliver the order. This will reduce the cases of order being received by someone and order delivery will become more systematic.

VII. CONCLUSIONS

The study was conducted to bring out the problems faced by students in online shopping at VIT University, Vellore campus. The main components of this case study are found out to be the large number of days taken by delivery services to deliver the product, behaviour of students towards offers and discounts as finance plays key role for students while shopping online, room to room delivery system. To overcome these problems there is definitely a need to design a new system and policies for both VIT University, Vellore and online shopping platforms and thus we need to take into account the various constraints and solutions suggested by the users. While making a stock godown and making more and more shops nearby to VIT University, Vellore seems to be like a possible solution, but it is not viable and permanent solution for all the problems faced by the users. We will be looking at optimisation of current facilities available to solve the problem faced by the users. Using the data obtained in the survey, we will be proceeding further to formulate a mathematical model for balancing the supply and demand to solve problems.

VIII. ACKNOWLEDGMENT

The authors of this study gratefully acknowledge the suggestions and advice of every student of VIT University, Vellore campus for bringing out the causes and some suggestions to ease out the problems faced with the online shopping. Thereby, helping in achieving the primary objective of this paper.

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