INTERNATIONAL JOURNAL
FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

A Statistical Survey on Online Shopping Trends in Amazon among College Students

Ambika. S[1], Jaya Prahba. L[2], Manikandaprabhu. K[3]
[1]Assistant Professor, Sri Krishna Arts and Science College
[2, 3]UG Scholar, Sri Krishna Arts and Science College

Abstract: Online shopping (E-commerce) has become very popular in India in the very last few years. The prospect of online shopping is increasing because of many factors. The tremendous usage of internet is the major reason for that. It has been dramatically increased among college students. Today many students purchase goods in online because of new attractiveness in products, price compatibility, saving time and easy payment method. And this has a trend nowadays among college students. This study is on about how far college students use Amazon for shopping on online and attitude of purchasing goods, their experience &satisfaction while they shop on online. The sample taken was about 100 respondents among various college students in Coimbatore city. Analysis was done via statistical software 16.0. Statistical tools used were, ANOVA, chi-square, cross tabs and percentage analysis. This survey helps the students to know much about positive and negative factors on Amazon which is useful during the purchase on online .The result shows that gender has an impact on online shopping, where female students prefer online shopping more compared to male students. College students prefer the product quality rather than price during online shopping.
Keywords: Online shopping trends, product quality and statistical tools.

I. INTRODUCTION

Online shopping has become a trend nowadays. E-commerce has become more and more used where customer can buy products or goods using the internet. And even transaction also happens through online. Buyers who buy products has more options on buying online than they buy products in shops.

They can even return the products if it is damaged during shipping. Nowadays Indian buyers show confidence in Online Shopping. Today many people buy their goods through online instead of going to shops and it has become a convenient mode of shopping. They purchase goods like books, electronic products, clothing, stationery things, gifts, etc… And it has become a trend among college students.

They prefer shopping in online is better and useful for them. Since all types of goods are available in online. As it is growing day by day the present study was conducted to find out how frequently students use Amazon as their online shop to purchase goods or products. And how much they get satisfied while shopping through Amazon. As amazon is being the top-most in the e-commerce world. A survey was conducted for college going students between 18 to 25 years old. In view of this an attempt is made to find out the trends of online shopping in Amazon among college students. The study also aims that the positives and negative factors on Amazon during their purchase.

II. STATEMENT OF THE PROBLEM

Online shopping has become a necessary part in everyone's life. It has become a trend because of tremendous use of mobile phones. And this plays an essential role in student's life. This study has been carried out on the title "A statistical study on online shopping trends in amazon among college students". The study will help us to analyze the students experience & satisfaction and the preference product quality while shopping through online. And the college students buying behaviour during sales season.

III. OBJECTIVES OF STUDY

A. To ascertain whether students prefer the product quality in online shopping.
B. To understand the students attitude towards purchasing an item.
C. To analyse students buying behaviour during sales season in online shopping.
D. To asses students experience and satisfaction in online shopping.
E. To analyse whether gender has any impact on online shopping among college students.

IV. LIMITATIONS

As with most researches, this study has also some limitations.

A. The survey taken has a small number from total population.
B. The sample size was limited to 100 respondents among college students in Coimbatore city.
C. The statistical analysis may differ according to the tools and methods that have been carried out.
D. The questionnaire was not very descriptive.
E. The results of the study differs based on the opinions of the respondents.
F. It is not net worthy that all 100 respondents has the habit of online shopping.

V. RESEARCH DESIGN

A. A well structured questionnaire was developed to perform a survey for primary data collection.
B. The sample size of 100 respondents of various college students were chosen in Coimbatore city.
C. The survey was conducted for about 2 weeks.
D. The survey questions were randomly distributed to the college students in Coimbatore city.
E. The data collected was subjected to statistical analysis.

VI. DATA COLLECTION

A. The data collected for this study was Primary source data.
B. The primary source data holds the information for "a statistical study on online shopping trends in amazon among college students"
C. In this study we collected data from 100 respondents who shop through online.
D. The data has collected with well structured questionnaire directly from the respondents of Coimbatore city.
E. These data are collected and analysis was done by fulfilling our objectives

VII. STATISTICAL TOOLS USED

Chi-square test
Cross tabs
Anova
Percentage analysis

A. *Chi Square*

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.134^a	42	.801
Likelihood Ratio	23.559	42	.990
Linear-by-Linear Association	.517	1	.472
N of Valid Cases	100		

56 cells (93.3%) have expected count less than 5. The minimum expected count is .01.

Null hypothesis:
There is no significant difference in customer satisfaction with theproduct they purchase.
Alternative hypothesis:
There is a significant difference in customer satisfaction with the product they purchase.
Inference:
Since P(0.801) > 0.05 , we accept null hypothesis and reject alternative hypothesis. Therefore we infer that there is no significant difference in customer satisfaction with the product they purchase.

Chi Square

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.365ª	4	.359
Likelihood Ratio	5.356	4	.254
Linear-by-Linear Association	.306	1	.580
N of Valid Cases	100		

4 cells (40.0%) have expected count less than 5. The minimum expected count is 1.05.

Null hypothesis:

There is no significant difference between the price and product quality.

Alternative hypothesis:

There is a significant difference between the price and product quality.

Inference:

Since P(0.359) > 0.05 , we accept null hypothesis and reject alternative hypothesis. Therefore there is no significant difference between the price and product quality.

B. *Cross Tabs*

How often you shop on amazon * payment method Cross tabulation

Count		Payment method				Total
		cash on delivery	credit card	debit card	any other	
howoftenyoushoponamazon	once a week	1	1	0	0	2
	once a month	8	0	0	0	8
	once a year	4	0	0	0	4
	as needed	76	4	4	2	86
Total		89	5	4	2	100

Inference:

Among 100 respondents 2 respondents shop in online once a week, 8 respondents shop in online once a month, 4 respondents shop in online once a year and 86 respondents shop in online whenever needed. Among 2 respondents shop in online once a week 1 member prefer cash on delivery and 1 prefer credit card as their payment method. Among 8 respondents shop in online once a month all 8 members prefer cash on delivery as their payment method. Among 4 respondents shop in online once a year all 4 members prefer cash on delivery as their payment method. Among 86 respondents shop in online whenever needed 76 member prefer cash on delivery, 4 members prefer credit card, 4 members prefer debit card and 2 members prefer any other payment method.

CROSS TABS

Gender * The biggest factor in your decision while purchasing Cross tabulation

Count		The biggest factor in your decision while purchasing					Total
		price	number of rating or reviews	quality reviews	fast shipping	convincing product description & photos	
gender	male	8	3	13	3	2	29
	female	16	20	24	4	7	71
Total		24	23	37	7	9	100

International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 6.887
Volume 7 Issue II, Feb 2019- Available at www.ijraset.com

Inference:

Among 100 respondents 24 respondents has price as their biggest factor while purchasing, 23 respondents prefer ratings as their biggest factor while purchasing, 37 respondents prefer quality reviews as their biggest factor while purchasing, 7 respondents prefer fast shipping during their purchasing and 9 respondents prefer product description and photos while purchasing. Among 24 who prefer price 8 members are male and 16 are female. Among 23 respondents who prefer ratings 3 members are male and 20 are female. Among 37 respondents who prefer quality review 13 members are male and 24 are female. Among 7 respondents who prefer fast shipping 3 members are male and 4 are female. Among 9 respondents who prefer product description and photos 2 members are male and 7 are female.

C. *Anova3*

Tests of Between-Subjects Effects

Dependent Variable: age

Source	Type II Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	26.996[a]	6	4.499	2.570	.024
Intercept	37597.210	1	37597.210	2.148E4	.000
howoftenyoushoponamazon	8.520	3	2.840	1.622	.189
experienceofshopping	17.214	3	5.738	3.278	.024
Error	162.794	93	1.750		
Total	37787.000	100			
Corrected Total	189.790	99			

a. R Squared = .142 (Adjusted R Squared = .087)

Null hypothesis:
H_{00}: There is no significant difference in frequency of shopping
Alternative hypothesis:
H_{01}: There is a significant difference in frequency of shopping.

Null hypothesis:
H_{10}: There is no significant difference in their satisfaction level.
Alternative hypothesis:
H_{11}: There is a significant difference in their satisfaction level.

Inference:
Since $P(0.189) > 0.05$, we accept null hypothesis and reject alternative hypothesis. Therefore there is no significant difference in frequency of shopping.
Since $P(0.024) < 0.05$, we reject null hypothesis and accept alternative hypothesis. There is a significant difference in their satisfaction level.

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	29	29.0	29.0	29.0
Female	71	71.0	71.0	100.0
	100	100.0	100.0	

D. Percentage Analysis

Inference

From the above frequency table it is known that 29% of respondents were male and 71% respondents were female. From this we infer that the female students shop through online more when compared to male students.

	Frequency	Percent	Valid Percent	Cumulative Percent
Rarely	21	21.0	21.0	21.0
Sometimes	60	60.0	60.0	81.0
Frequently	7	7.0	7.0	88.0
Never	12	12.0	12.0	100.0
	100	100.0	100.0	

Inference

From the above frequency table we infer that 21% rarely purchase in online during sales season, 60% users purchase sometimes during sales season, 7% users purchase frequently during sales season and 12% never purchase during sales season. From this we can say that students does not depend upon sales season for their online shopping.

VIII. FUTURE WORK

For our future work we are going to make a comparative study on online shopping of two big companies among college students in Coimbatore city.

IX. CONCLUSION

The findings of this study were very useful and informative. The study concludes that students give importance to product quality while shopping through online. The result analysis shows that 71% of female respondents and 29% of male respondents prefer online shopping. From this we can say that female respondents shop through online more compared to male. The customers prefer to shop Electronic products and clothing more compared to other items. The study says that students does not depend only on sales season to purchase an item, they purchase goods whenever needed. And they get satisfied while shopping through Amazon.

REFERENCES

[1] Dr. S Nirmala, A. Harisevitha, "Usage of Online Shopping among college students with special reference to Coimbatore city", International Journal of Science and Research (IJSR), 2319-7064, Vol.4 Pg.no 1492-1495, July(2015).

[2] Ms.Neha Gupta, Dr.DeepaliBhatnagar, "A Study of Online Shopping behaviour among the students", IOSR Journal of Business & Management (IOSR-JBM), 2319-7668, Vol.19 No.6 pp01-07(2017).

[3] Deepjyoti Choudhury and AbhijitDey, "Online Shopping attitude among the youth" ,International Journal of Enterpreneurship& Development Students(IJEDS) Vol.2 No.1 pp23-32 (2014).

[4] Dr.Santha S, ShebinSaju, "Buying Behaviour of Amazon in consumers" , International Journal of Research in Social Science, 2249-2496, Vol.8 No.3 pp162-172(2018).

[5] Debases Tripathy, Dr.Ronald Mani, "A Study on consumer satisfaction of two wheeler bikes" International journal of Engineering and management research(IJEMR) 2250-0758, Vol.4 pp303-306(2014)

INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Call : 08813907089 ◯ (24*7 Support on Whatsapp)