



STUDY PROJECT

on

On-line Shopping Habits among Engineering Students

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-students

Introduction

Online shopping (sometimes known as e-tail from "electronic retail" or e-shopping) is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. It is one of the offshoots of the ICT-cum-LPG. It is aimed at providing a hassle-free service to customers across the globe for purchasing a wide range of products, sitting at home. It saves the operational expenditure for the business men. Consequently, the prices of the products are cheaper. It creates great employment opportunities for software professionals for programming, operation, testing and upgrading. The known shopping platforms are Amazon, Flipcart, Snapdeal, Alibaba, Dabang, Quicker etc.

Objectives

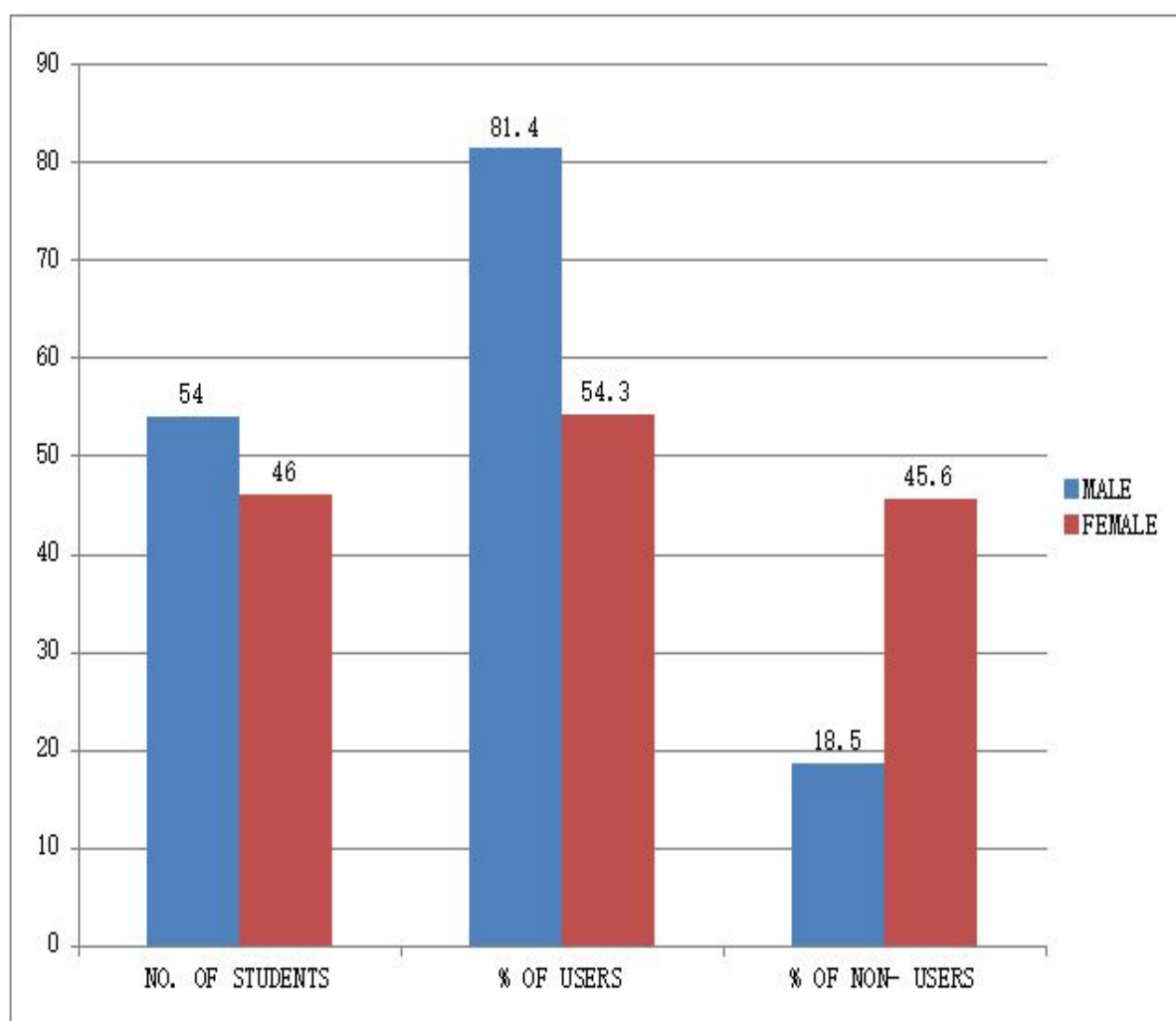
- To know the online shopping habits of the people
- To understand the tendency of online shopping among engineering students
- To see the kind of goods people generally purchase online
- To find out the problems faced by the customers online

Scope & Method of the Study

The study is limited to the random samples from the four years of five branches of DNR Engineering College, Bhimavaram, West Godavari Dt. covering 100 students. The rationale behind the selection of the engineering college is that engineering students are said to be accessing the online shopping more.

GENDER	NO. OF STUDENTS	% OF USERS	% OF NON- USERS
MALE	54	81.4	18.5
FEMALE	46	54.3	45.6

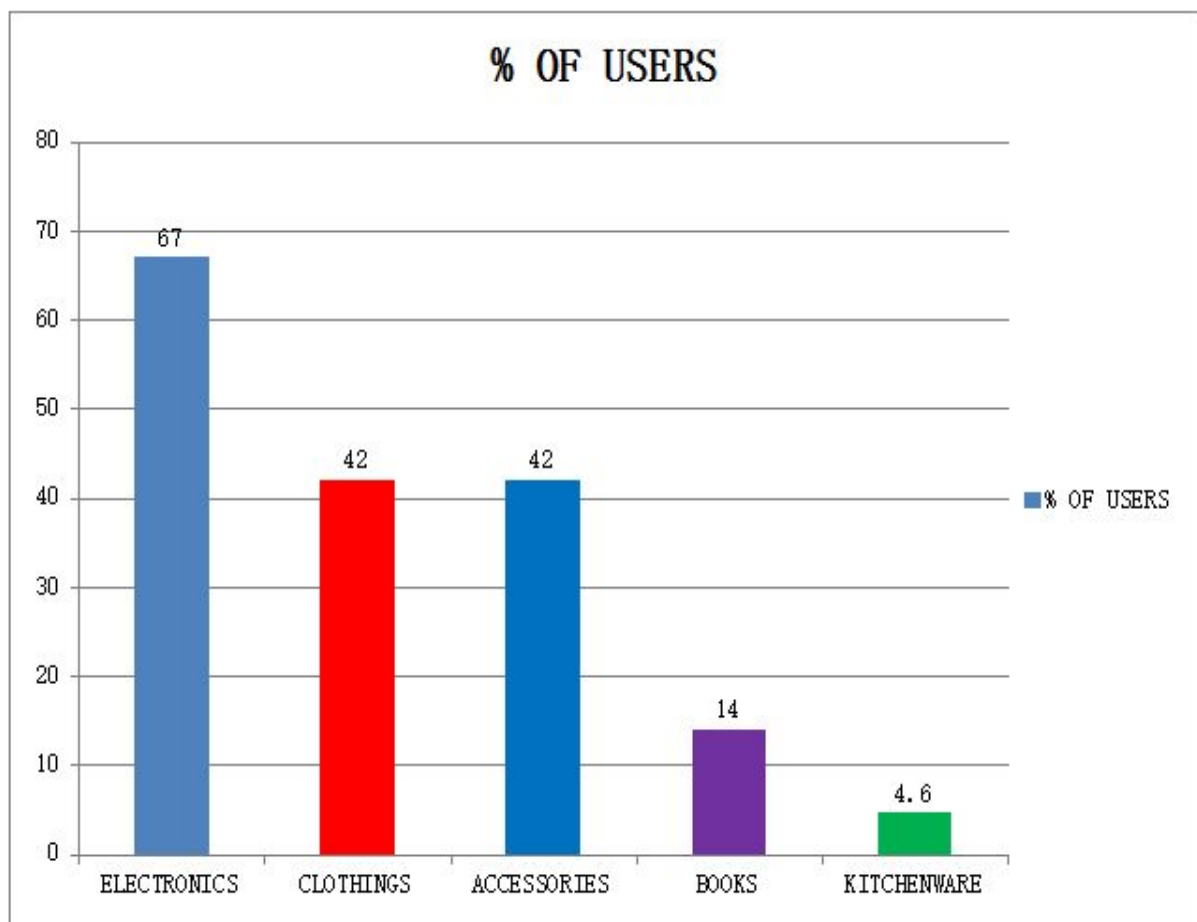
GENDER WISE PARTICULARS



TYPE OF GOODS PURCHASED

TYPE OF GOODS	% OF USERS
Electronics	67
Clothing	42
Accessories	42
Books	14
Kitchenware	4.6

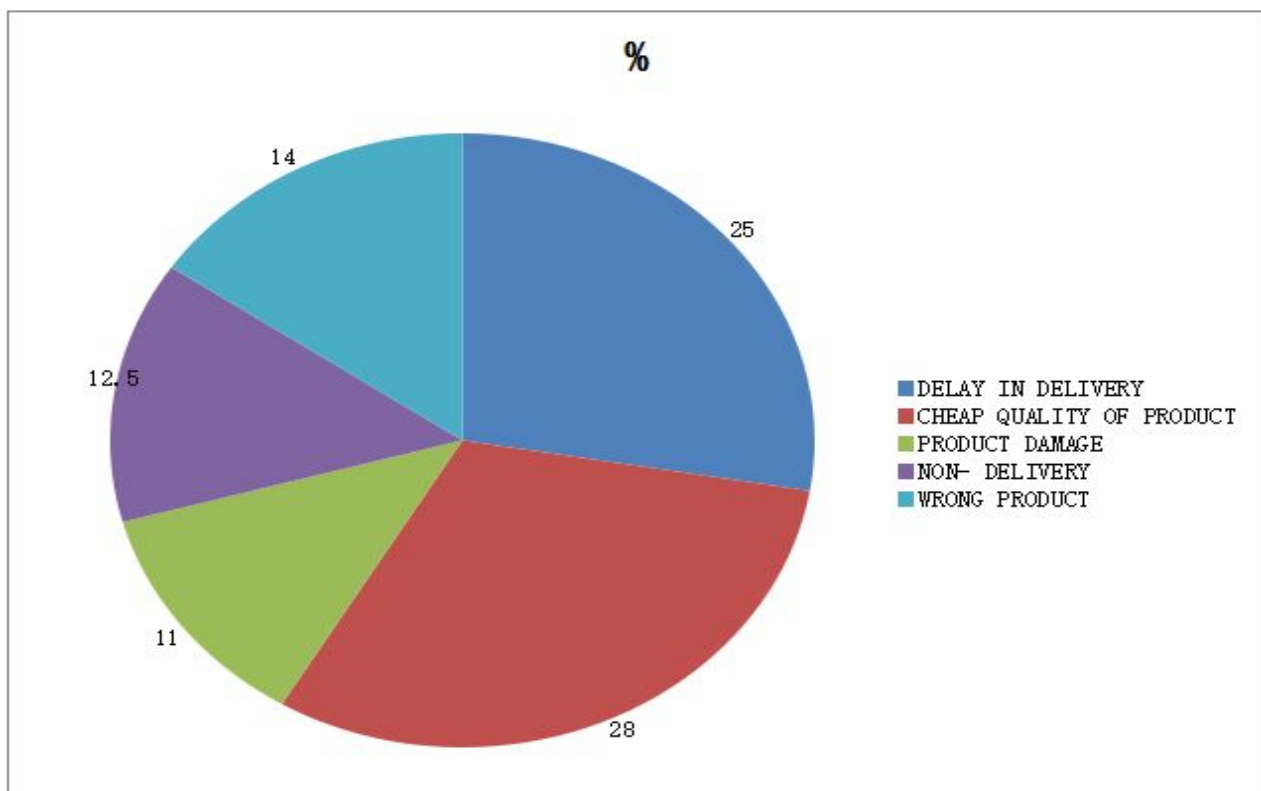
TYPE OF GOODS PURCHASED



PROBLEMS FACED BY CUSTOMERS

TYPE OF PROBLEM	%
Delay In Delivery	25
Cheap Quality Of Product	28
Product Damage	11
Non- Delivery	12.5
Wrong Product	14

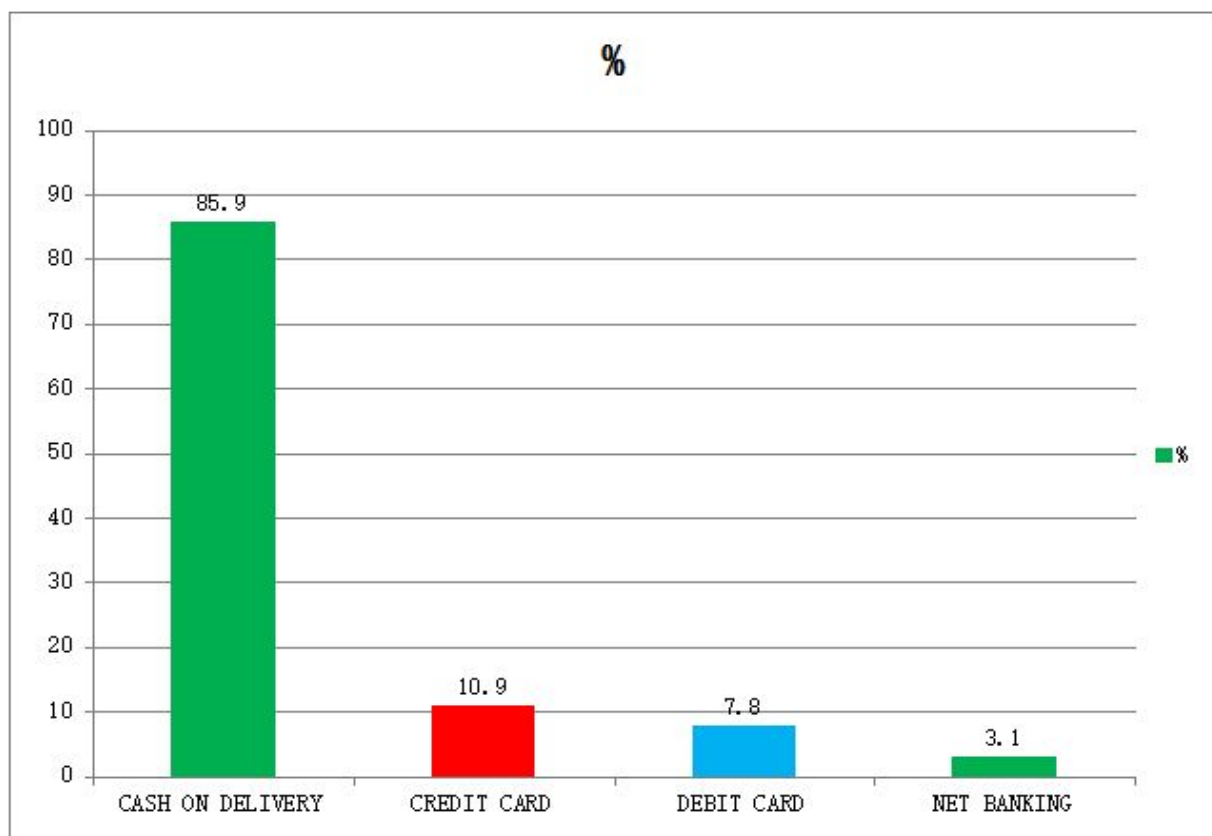
PROBLEMS FACED BY CUSTOMERS



OPTIONS FOR PAYING THE BILL BY USERS

TYPE OF PAYMENT	%
Cash On Delivery	85.9
Credit Card	10.9
Debit Card	7.8
Net Banking	3.1

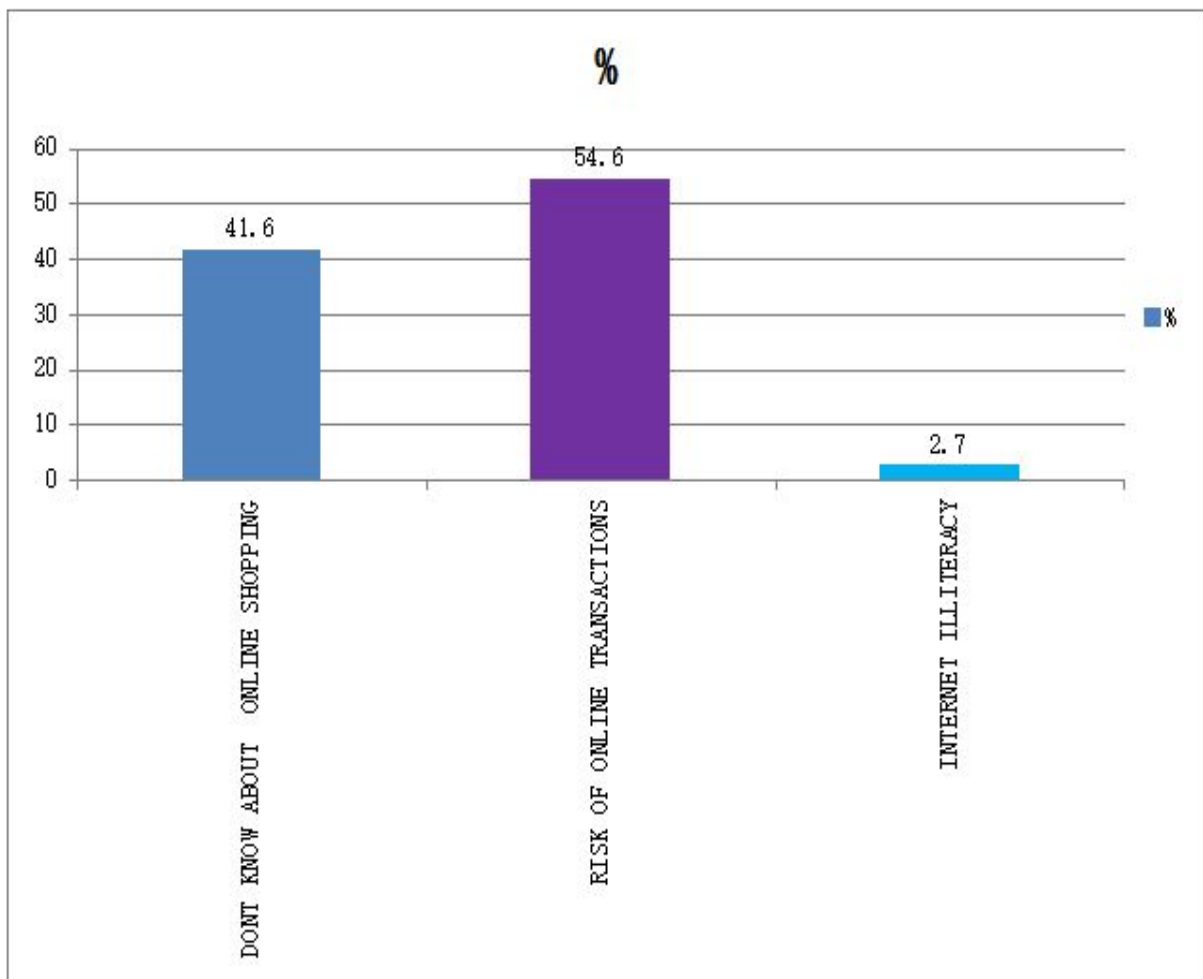
PAYMENT OPTIONS



REASONS FOR NON- USING TOLD BY STUDENTS

REASON	%
Dont Know About Online Shopping	41.6
Risk Of Online Transactions	54.6
Internet Illiteracy	2.7

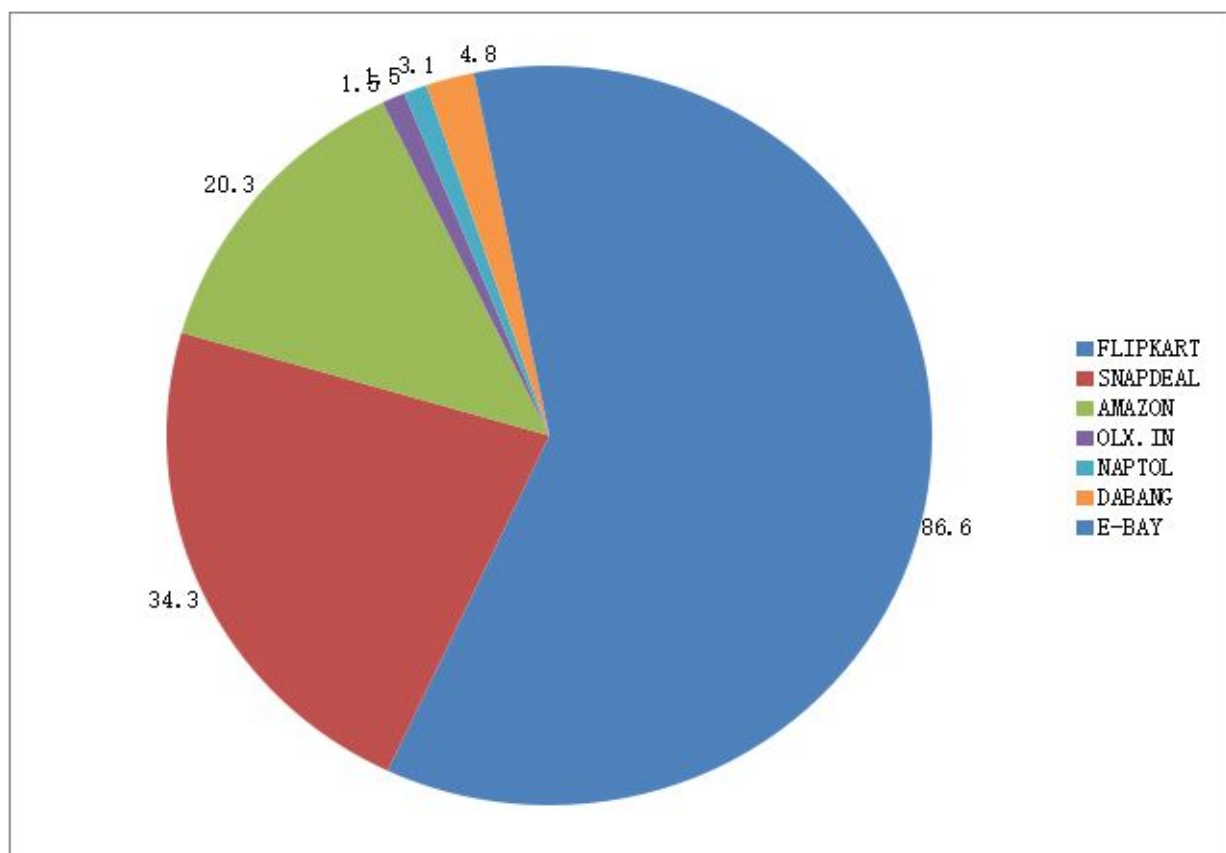
REASONS FOR NON- USING



SITES USED BY USERS

NAME OF THE SITE	% OF USERS
FLIPKART	86.6
SNAPDEAL	34.3
AMAZON	20.3
OLX.IN	1.5
NAPTOL	1.5
DABANG	3.1
E-BAY	4.8

% OF CUSTOMERS USING DIFFERENT SITES



REPORT

STUDY PROJECT

The present study primarily reveals that men are using online shopping more than women. Electronic items are placed first among different items purchased through online. Clothing is next to electronics. This indicates that local electronic market is weak in meeting the customers' needs. Problems faced by the customers in online shopping are delay in delivery, product damage, wrong product, poor quality of products and even non- delivery too. Service providers must take care of the delivery system. Most of the customers opt for cash on delivery to pay the bill. This is a matter of reliability of service providers and also suspicion on online transactions like net banking. A large no. of non- users cited the risk in online transactions as the main reason for staying away from online shopping. Flipkart is the site which is used by more no. of users.

RECOMMENDATIONS

- ❖ Service providers must take care of complete process from maintenance of website to delivery of product.
- ❖ They have to focus on creating faith among users that online transactions are completely reliable. It helps to achieve less cash society which is the main objective of RBIs current monetary policy.

Questionnaire

**ONLINE SHOPPING HABITS AMONG STUDENTS: A CASE STUDY OF
DNR ENGINEERING COLLEGE, BHIMAVARAM, W. G. DT.**

1. Name of the student:

2. Gender :

3. Branch of study: ECE/CSc/Mech/Civil/EEE & Year of study: I/II/III/IV

4. Have you ever purchased anything through online shopping?

Yes No

5. What type of goods do you generally purchase through online?

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6. Have you faced any problem while shopping online?

Yes No

7. If yes, tick the problem you have faced.

Delay in delivery cheap quality product

Product damage Non- Delivery

Wrong product please specify if any other

8. Which option do you prefer to pay the bill?

Cash on delivery Credit card Debit card Net banking

9. If you haven't shopped online, please tick the reason:

I don't know about online shopping

Risk of online transactions

Internet illiteracy

Please specify if any other

10. Name the online sight which you feel, is prompt in delivery and fair in the quality of goods?

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STUDENTS AT DNR ENGINEERING COLLEGE, BHIMAVARAM



INTERACTING WITH ENGINEERING STUDENTS AND TAKING INPUTS