

**ONLINE SHOPPING BEHAVIOUR AMONG COLLEGE STUDENTS
IN LUNGLEI TOWN**



*A report submitted to Department of Commerce, Higher And Technical
Institute, Mizoram (HATIM) for the academic year 2022-23*

Submitted by: Vanlalruatkimi

University Reg. No.: 2107108

Prepared under the guidance and supervision of:

CB LALTLANCHHUAHA

Assistant Professor, Department of Commerce

Higher And Technical Institute, Mizoram (HATIM)

HIGHER AND TECHNICAL INSTITUTE, MIZORAM

PUKPUI, LUNGLEI – 796691



CERTIFICATE

This is to certify that the dissertation entitled “Online Shopping Behaviour Among College Students in Lunglei Town” submitted to the Mizoram University for the award of the degree of Bachelor of Commerce, is a record of research work carried out by Vanlalruatkimi, Roll No. 2123BCOM048, IV Semester B.Com. She has fulfilled all the requirements laid down in the regulations of Mizoram University. This dissertation is the result of her investigation into the subject. Neither the dissertation as a whole nor any part of it was ever submitted any other University for any degree.

Date: 8th May, 2023

Place: Lunglei, Mizoram

(CB LALTLANCHHUAHA)

Project Supervisor

HEAD
Department of Commerce
Higher And Technical Institute, Mizoram
Lunglei

(VANKHAWPUIMAWII PACHUAU)

Head, Department of Commerce

(VUANSANGA VANCHHAWNG)

Principal, HATIM

Principal
Higher And Technical Institute, Mizoram
Lunglei

DECLARATION

I, Vanlalruatkimi, hereby declare that the subject matter of this dissertation is the record of work done by me, that the contents of this dissertation did not form to anybody else, and that the dissertation has not been submitted by me for any research degree in any other university or institute. This is being submitted to the Mizoram University for the degree of Bachelor of Commerce.

Date: 04/05/2023

(Vanlalruatkimi)

Place: Lunglei, Mizoram

Student

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Thank you,

Vanlalruatkimi

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CHAPTER-I

INTRODUCTION

1.1 CONCEPTUAL FRAMEWORK:

The online world is essentially an infinite market in which a consumer living in any country in the world can enter into a contractual relationship with a trader operating in any other country in the world. In the case of an online purchase, the consumer can buy the selected product quickly by doing a few clicks from home or work, saving time and energy despite the greater distance resulting from the online endless and unlimited market. Furthermore, online shopping can help consumers with limited mobility make purchases. Because the consumer is not required to visit the trader's premises and is not restricted by business hours, it can place an order at any time.

Such items can also be purchased that are not available in the consumer's immediate surroundings, broadening the consumer's choice of goods even further, and delivery can be requested not only to the consumer's residence but also to the workplace. Online offers can be easily compared, allowing the consumer to purchase the product with the most favourable conditions (price, quality, and other discounts) tailored to the individual's needs.

The advantages of online shopping include its availability around the clock, speed of access, a wider selection of goods and services, accessibility, and international reach.

Aside from the benefits, it is important to understand that there may be risks associated with online purchases, the disadvantages include sometimes-limited customer service, the inability to see or touch a product before purchasing, and the required wait time for product shipping.

1.1.1 MEANING OF ONLINE SHOPPING

The process of purchasing goods or services over the internet, typically from a website or mobile application, is referred to as online shopping. Consumers can browse products or services, compare prices, and make purchases from the comfort of their own homes or using a computer or mobile device when shopping online. This method of shopping has grown in popularity in recent years due to its convenience, wider product selection, and ability to easily compare prices and read reviews from other customers.

These business transactions take place between businesses, between consumers, between consumers and between businesses, and between consumers and businesses. Businesses should authenticate business transactions, control access to resources such as web pages for registered

or selected users, encrypt communications, and implement security technologies such as Secure Sockets Layer to ensure the security, privacy, and effectiveness of online shopping.

1.1.2 ADVANTAGES AND DISADVANTAGES OF ONLINE SHOPPING

Advantages of Online Shopping:

1. **Convenience:** Online shopping allows you to shop from the comfort of your own home or wherever you are, at any time of the day or night.
2. **Variety:** Online shopping provides a wider range of products and brands than conventional stores, providing you with more options.
3. **Comparison:** You can easily compare prices and products from various retailers to find the best deal.
4. **Time-saving:** Online shopping saves you time and effort by eliminating the need to physically travel to different stores.
5. **Reviews:** When shopping online, you can read reviews and ratings from other customers, which can assist you in making more informed purchasing decisions.

Disadvantages of Online Shopping:

1. **Shipping fees:** Many online retailers charge fees for shipping, which can increase the overall cost of buying something.
2. **Lack of physical inspection:** due to the fact that you are unable to examine products before purchasing them, you may be disappointed when the item arrives.
3. **Security risks:** Online shopping requires the exchange of personal and financial information, both of which are vulnerable to safety risks or hacking.
4. **Delayed delivery:** Online shopping can result in delayed delivery times, which can be inconvenient if you need the item right away.
5. **Limited sensory experience:** Online shopping does not allow you to touch, smell, or try on products, which can be important when making certain purchases.

1.1.3 DIFFERENCE BETWEEN ONLINE SHOPPING AND OFFLINE SHOPPING

The main difference between online shopping and offline shopping is the method of purchase. Online shopping involves making purchases over the internet, typically through a website or mobile application, while offline shopping requires physically visiting their store to make a purchase.

Some other key differences between online and offline shopping include:

1. **Convenience:** Online shopping offers the convenience of being able to shop from anywhere, at any time, without having to physically travel to a store. Offline shopping requires traveling to a store during its operating hours.
2. **Selection:** Online shopping provides a broader range of products or services than a physical store. Offline shopping may have fewer stock or inventory options than online shopping.
3. **Pricing:** Due to the ability to easily compare prices and shop around, online shopping frequently offers lower prices. Offline shopping may offer different pricing depending on location and may not allow for easy comparing prices.
4. **Experience:** Offline shopping provides a visual and social experience that cannot be developed online. Online shopping may lack the personal touch and in-person assistance that comes with shopping in a physical store.

Both online and offline shopping have their advantages and disadvantages, and consumers may choose one method over the other based on their personal preferences and needs.

1.2 REVIEW OF LITERATURE

- **Sinha and Kim (2012)** conducted a study on factors influencing Indian consumers' online buying behaviour and discovered that the inclined emphasis on product delivery is significant, which influences buyers' attitudes when conducting online shopping.
- **Deepjyoti Choudhury & Abhijit Dey (2014)** conducted a study, "Online Shopping Attitudes Among the Youth: A University Student Study," to evaluate students' attitudes towards online buying. According to the study's findings, there is a significant link between online shopping and gender, internet literacy, and online product price. Another finding of the study was that there is no significant association between online buying and education or website usability.
- **Kim et al. (2008)** evaluated the impact of trust and risk on an Internet consumer's purchasing choice. According to the study's findings, Internet consumers' trust and perceived risk have a significant impact on their purchasing decisions. Consumer trust, reputation, privacy issues, security concerns, the Website's information quality, and the company's reputation all have a significant impact on Internet consumers' trust in the Website. Furthermore, consumer trust has a strong positive effect on purchasing intention but a strong negative effect on perceived risk. This study also shows that a

consumer's perceived risk decreases the consumer's purchasing intention, whereas a consumer's perceived advantage raises the consumer's purchasing intention.

- **Forsythe et al. (2006)** investigated the perceived benefits and hazards of online purchasing, as well as to design scales to assess the perceived benefits and risks of online shopping. According to the findings, those shoppers who bought more frequently and spent more money online felt larger benefits and less risk connected with Internet purchasing. Furthermore, perceived benefits were found to be a positive predictor of future intentions to visit and purchase online, whereas perceived risks were found to be a negative predictor of future intentions to purchase online.
- **Vilasini Jadhav and Monica Khanna (2016)** in their report "Factors Influencing Online Buying Behaviour of College Students: A Qualitative Analysis," the main influencing factors of online shopping are availability, low price, promotions, comparison, convenience, customer service, perceived ease of use, attitude, time consciousness, trust, and variety seeking.
- **Dr. G. Nedumaran, Shaik Shaker, and M. Manida (2020)** highlighted in their paper "A Study On Online Shopping Behaviour Of College Students In Hyderabad Region," functionality, privacy, trust, firm reputation, and superficial value are the most influential variables on college students' online purchasing behaviour. According to the report, young students make up the majority of online buyers because they believe that web-based shopping is advantageous and provides easy access to more things and info 24 hours a day, seven days a week.

1.3 RATIONALE OF THE STUDY

Online shopping behaviour among college students in Lunglei is an important topic of research due to the proliferation of e-commerce platforms and the increasing use of digital devices. Understanding the factors that influence college students' online shopping behaviour in Lunglei can provide valuable insights into consumer behaviour and preferences, as well as assist e-commerce businesses in better targeting and designing more effective marketing strategies for this market segment. This study can also identify the challenges that college students face when shopping online, such as payment, trust, delivery, and customer service, which e-commerce companies can address to improve customer satisfaction and loyalty.

The study is to analyse the benefits and challenges of online shopping, their most preferred apps and the most frequently purchased products which influence the college student's behaviour in online shopping.

1.4 STATEMENT OF THE PROBLEM

College students may experience impulse purchases, a lack of physical interaction with products, cyber security risks, procrastination and distractions from academic responsibilities, peer pressure and difficulty addressing issues or concerns about products. Furthermore, it is critical to identify the types of products that college students in Lunglei frequently purchase online, as well as the frequency with which they do so. The goal is to gain insights into this demographic online shopping behaviour in Lunglei, which will help businesses and policymakers make informed decisions about e-commerce in the region.

1.5 OBJECTIVES OF THE PROJECT

1. To study the benefits and challenges of online shopping

This objective aims at finding out the benefits and challenges faced while using online shopping. This helps the researcher in identifying the benefits and challenges of online shopping.

2. To identify the most preferred apps for online shopping

This objective attains to find the most preferred apps among the respondents for shopping online. This helps the researcher in finding the apps which are popular for online shopping and the most preferred apps for online shopping.

3. To analyse the online shopping behaviour of college students.

This objective helps in studying the behaviour of the college students in online shopping. This helps the researcher in studying the behaviour of college students, their preference over online shopping to offline shopping.

4. To identify the most frequently purchased products.

This objective seeks to identify the most frequent purchased products of the respondents. It provides various products that are available in online shopping sites.

1.6 RESEARCH METHODOLOGY

1.6.1 Population of the study

The population of this study includes college students from different age categories residing within Lunglei. It includes the population from both genders.

1.6.2 Sample size

The study was conducted in Lunglei Town. The study consists of 41 respondents who were willing to participate and give their thoughts on the said topic.

1.6.3 Sources of data

Primary data has been collected through structured questionnaire. The questionnaire was distributed by using Google Forms. WhatsApp was used to reach the respondents by sending questionnaire link.

Secondary data were collected through different sources, such sources include journals and thesis published, existing research articles and various websites on the internet.

1.6.4 Design of the questionnaire

Questions were prepared for this study in order to achieve the objectives of the study. The questions used in the survey were close-ended questions. The respondents were asked to choose from the pre-defined responses, or from a set of multiple choice questions and Likert scale questions. Google forms were used in order to distribute the questionnaire.

1.6.5 Period of the study

The research was conducted for a period of about three months, from February to April. The time taken for the distribution of questionnaire was approximately one week.

1.6.6 Data analysis procedure

The data in this study was displayed using several techniques such as bar graph, pie charts and tables were utilized to analyse and understand the obtained data. This is done with the help of Microsoft Excel.

1.7 LIMITATIONS OF THE STUDY

- The source of data collection is primary data, which is based on the questionnaire distributed through Google forms and could be biased.
- The study is solely based on 41 respondents.
- The scope of this study is limited to Lunglei town area alone, making it only relevant to that community. It was discovered that gathering and analysing the primary data took a lot of time.
- The reliability of the study's conclusion depends on the accuracy of the respondents' responses.

CHAPTER-II

ANALYSIS AND INTERPRETATION

2.1 Demographic Profile

Demographic profile gives information about research participants and is required to determine whether the people in a study are a representative sample of the target population for generalization purposes.

Table 2.1. Demographic Profile

Demographic profile	Classification	No. of the respondents (N= 41)	Percentage (%)
1. Gender	Male	16	39%
	Female	25	61%
	Others	0	0%
2. Age	Below 17 years	0	0%
	18-22 years	39	95.1%
	23-27 years	2	4.9%
	Above 27 years	0	0%
3. Stream	Arts	15	36.6%
	Science	3	7.3%
	Commerce	21	51.2%
	Others	2	4.9%

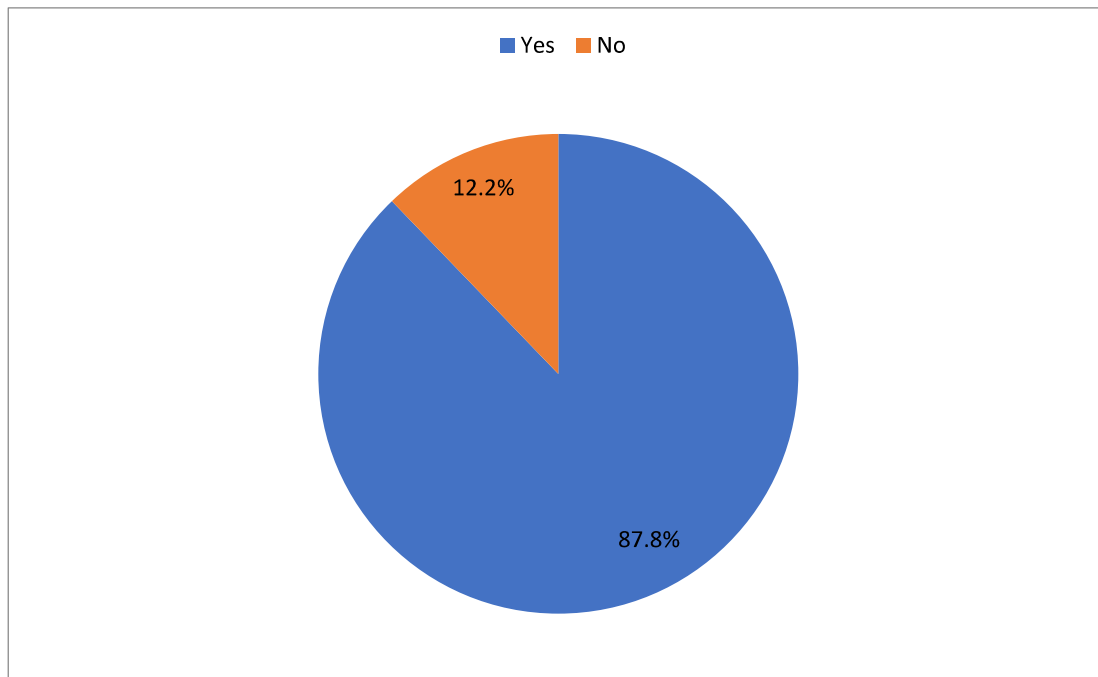
Source: Primary data

Interpretation:

Table 2.1 shows the demographic profile of the respondents based on their gender, age and stream. According to the data given above, out of the total respondents, 61% of the respondents are female and 39% are male. The majority of the respondents belong to the age category of 18-22 years with 95.1% and 23-27 years with 4.9%. It also indicates that 51.2% are commerce students, 36.6% are arts students, followed by science and others with 7.3% and 4.9%.

Table 2.2 Time comparison of online shopping and manual purchase

Comparison	Frequency	Percentage
Yes	36	87.8%
No	5	12.2%
Total	41	100

Figure 2.2 Comparison on online shopping saves time over manual purchase

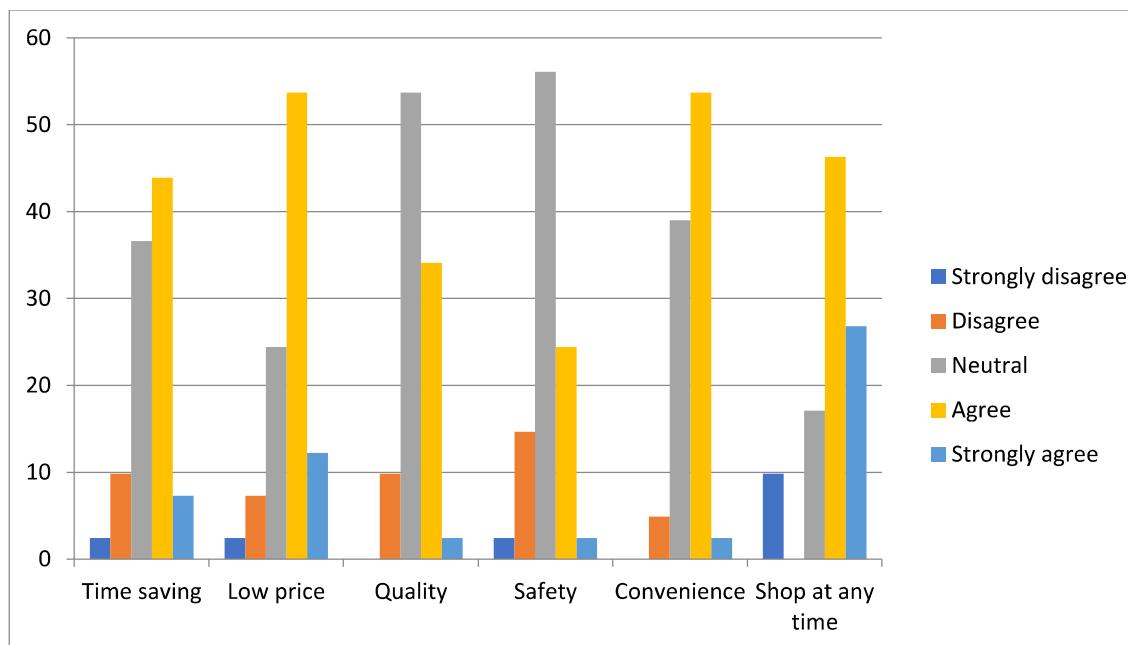
Source: Primary data

Interpretation:

Table 2.2 and figure 2.3 compares online shopping to manual purchases, demonstrating which saves more time. The majority of respondents (87.8%) believe that online shopping saves more time than manual purchases, while 12.2% believe that manual purchases save time.

Table 2.3 Reasons for choosing online shopping

Reasons	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Time saving	2.4%	9.8%	36.6%	43.9%	7.3%
Low price	2.4%	7.3%	24.4%	53.7%	12.2%
Quality	0	9.8%	53.7%	34.1%	2.4%
Safety	2.44%	14.63%	56.1%	24.39%	2.44%
Convenience	0	4.9%	39.0%	53.7%	2.4%
Shop at any time	9.8%	0	17.1%	46.3%	26.8%

Figure 2.3 Reasons for choosing online shopping

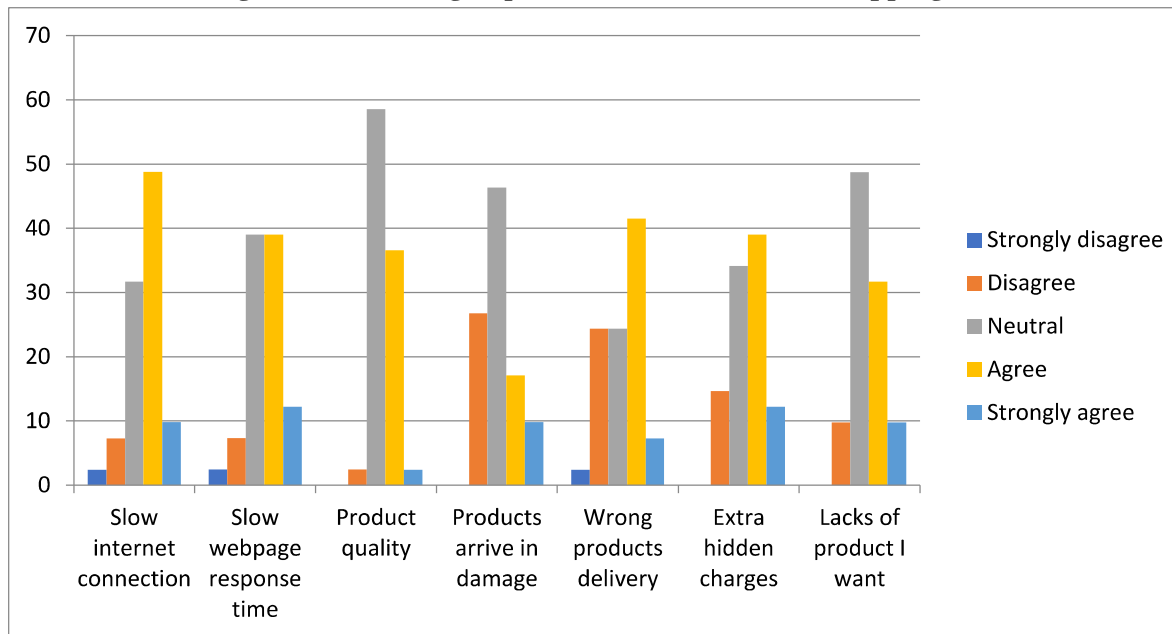
Source: Primary Data

Interpretation:

Table 2.3 and figure 2.3 shows the reasons why respondents choose online shopping, 43.9% agreed on time savings, 53.7% agreed on low prices, 53.7% voted for neutral in quality and safety aspects, 53.7% agreed on convenience, and 46.3% voted for shop at any time.

Table 2.4 Challenges/ Problems faced in online shopping

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Total
Slow internet connection	2.4%	7.3%	31.7%	48.8%	9.8%	100
Slow webpage response time	2.44%	7.32%	39.02%	39.02%	12.2%	100
Product Quality	0	2.44%	58.54%	36.59%	2.43%	100
Products arrive in damage	0	26.8%	46.3%	17.1%	9.8%	100
Wrong products delivery	2.4%	24.4%	24.4%	41.5%	7.3%	100
Extra hidden charges	0	14.63%	34.15%	39.02%	12.2%	100
Lacking the products I want	0	9.76%	48.78%	31.70%	9.76%	100

Figure 2.4 Challenges/ problems faced in online shopping

Source: Primary Data.

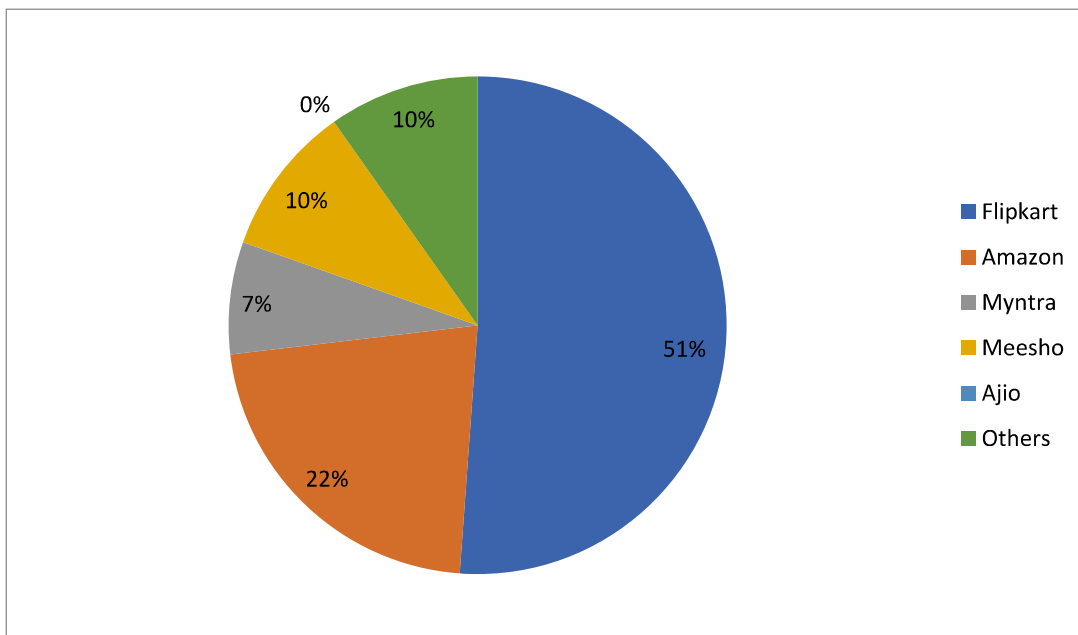
Interpretation:

According to Table and figure 2.4, we can see the challenges or problem faced by the respondents in online shopping.

- 1) Many respondents agreed that slow internet connections are a problem, with 48.8% agreeing, 9.8% strongly agreeing, 7.3% disagreeing, and 2.4% strongly disagreeing. 31.7% have no opinion and select neutral.
- 2) Slow webpage response time is a problem, 39.02% of respondents agreed and 12.2% strongly agreed, while 7.32% strongly disagreed, 2.44% said they strongly disagreed. Overall, respondents' attitudes towards slow webpage response time are mixed, with some expressing strong opinions and others remaining relatively neutral.
- 3) Majority of the respondents 58.54% doesn't have opinion whether product quality is a problem.
- 4) Product arrive in damage may not be a problem as 46.3% choose neutral.
- 5) 41.5% of the respondents agreed that wrong product delivery is a problem.
- 6) 39.02% of respondents agreed that there is a problem of extra hidden charges.
- 7) The majority of those surveyed (48.78%) do not perceive a problem with not having the desired product.

Table 2.5 Most Preferred Apps for Online Shopping

Apps for online shopping	Frequency	Percentage
Flipkart	21	51.2%
Amazon	9	22%
Myntra	3	7.3%
Meesho	4	9.8%
Ajio	0	0
Others	4	9.8%
Total	41	100

Figure 2.5 Most preferred apps for online shopping

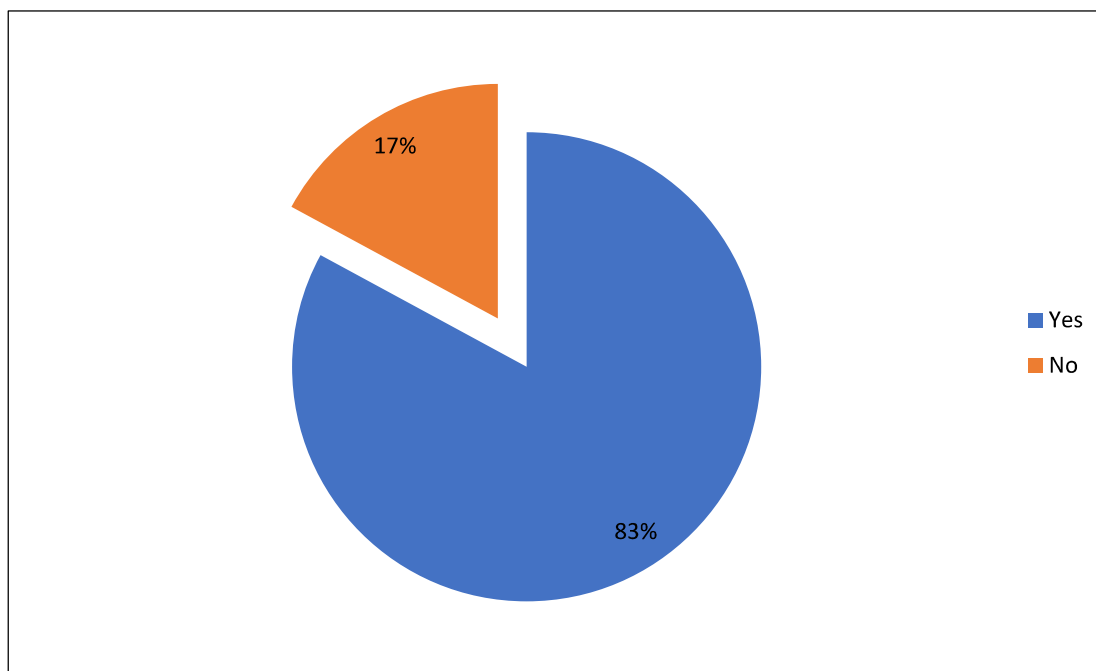
Source: Primary data

Interpretation:

Table 2.5 shows most preferred apps by the respondents for online shopping. The majority of the respondents 51% preferred Flipkart and 22% preferred Amazon which could be due to the fact that both platforms offer good deals and discounts more often than the others. Myntra is the least preferred app.

Table 2.6 Feelings of the respondents when shopping online

Particulars	Frequency	Percentage
Yes	34	82.9%
No	7	17.1%
Total	41	100

Figure 2.6 Feelings of the respondents when shopping online

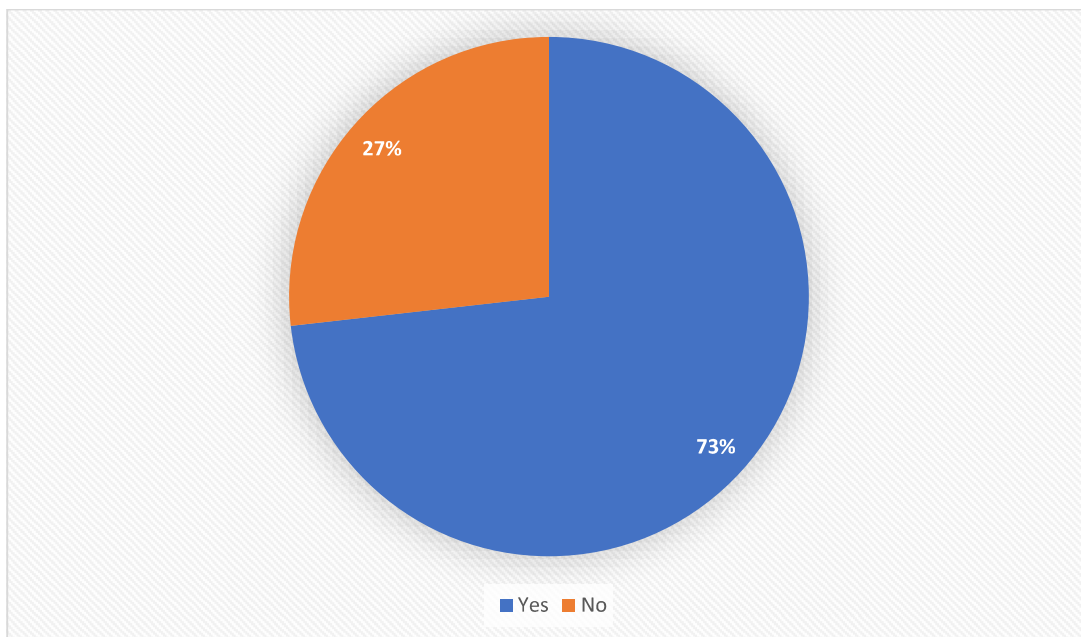
Source: Primary data

Interpretation:

Table 2.6 shows a classification based on the number of respondents who felt safe shopping online. Among 41 samples, 82.9% of respondents feel secure while shopping online, while 17.1% do not consider themselves secure because of certain reasons such as privacy issues and online frauds, etc.

Table 2.7 Thoughts on online shopping being risky

Particulars	Frequency	Percentage
Yes	30	73.2%
No	11	26.8%
Total	41	100

Figure 2.7 Thoughts on online shopping being risky

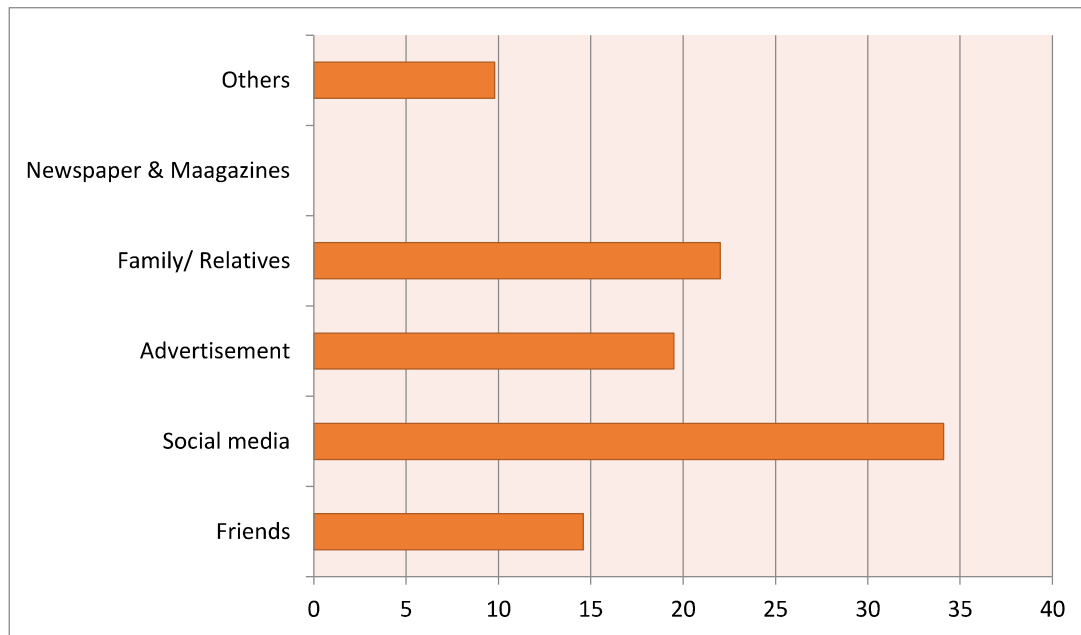
Source: Primary data

Interpretation:

Table 2.7 illustrates the replies to the question of whether online shopping is risky. The majority of the respondents 73% answer yes and the remaining 27% answer no. As a result, the majority of respondents believe that online shopping is risky.

Table 2.8 Introduction of online shopping to respondents

Sources	Frequency	Percentage
Friends	6	14.6%
Social media	14	34.1%
Advertisement	8	19.5%
Family/ Relatives	9	22%
Newspaper & magazines	0	0
Others	4	9.8%
Total	41	100

Figure 2.8 Introduction of online shopping to respondents

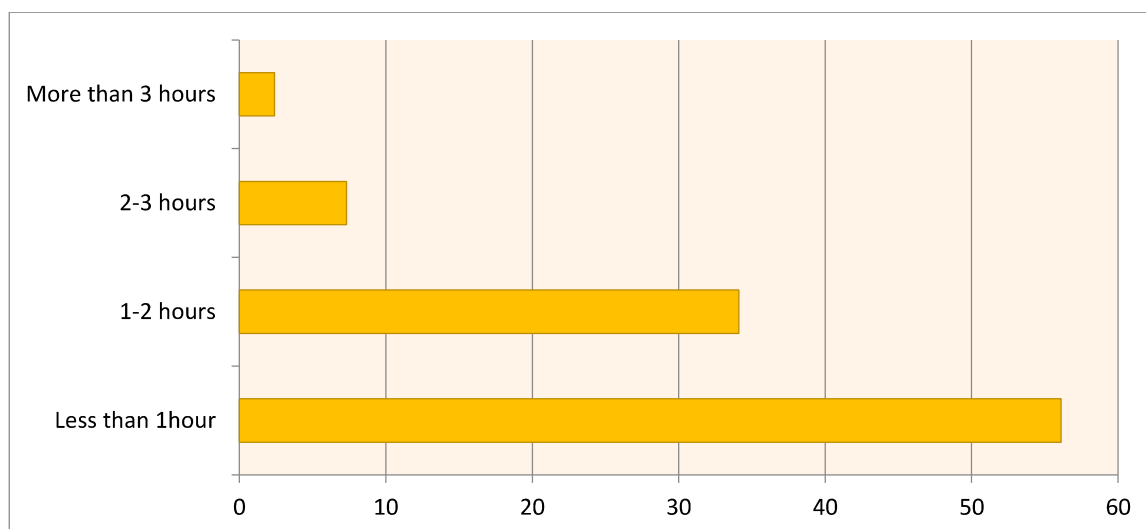
Source: Primary data

Interpretation:

According to table 2.8, 34.1% of respondents heard about online shopping through social media, 19.5% heard about it through advertisements, 22% heard about it from family/relatives, 14.6% found out about it from friends, and 9.8% discovered about it from other sources.

Table 2.9 Time spent on online shopping

Particulars	Frequency	Percentage
Less than 1 hour	23	56.1%
1-2 hours	12	34.1%
2-3 hours	3	7.3%
More than 3 hours	1	2.4%
Total	41	100

Figure 2.9 Time spent on online shopping

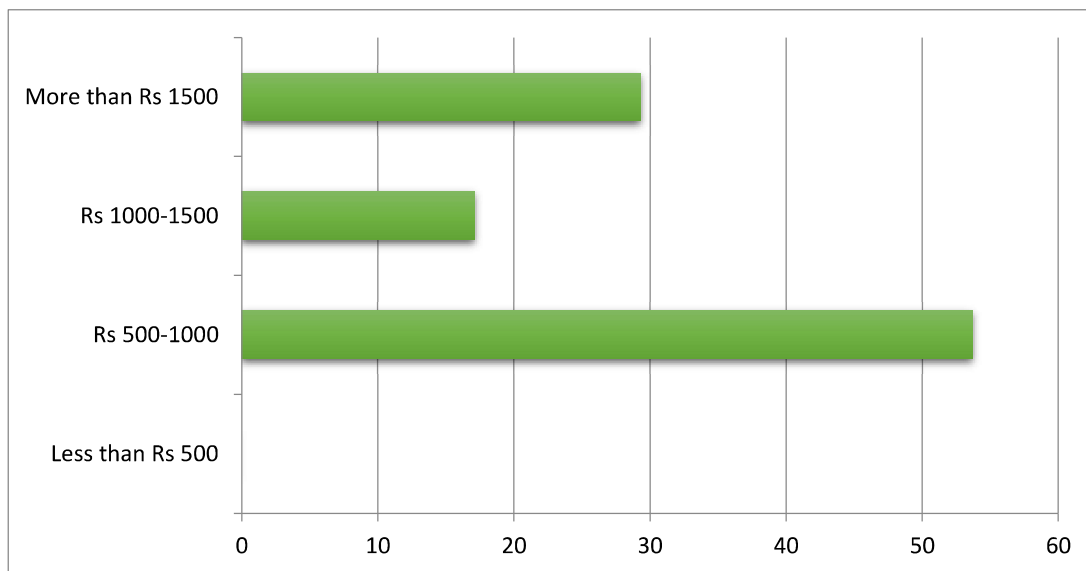
Source: Primary data

Interpretation:

Table 2.9 highlights the respondents' time spent shopping online. Of the respondents, 56.1% spent less than an hour, 34.1% spent between one and two hours, 7.3% spent between two and three hours, and 2.4% spent over three hours.

Table 2.10 Expenditure on online shopping

Money spend	Frequency	Percentage
Less than Rs.500	0	0
Rs.500-1000	22	53.7%
Rs.1000-1500	7	17.1%
More than Rs.1500	12	29.3%
Total	41	100

Figure 2.10 Expenditure on online shopping

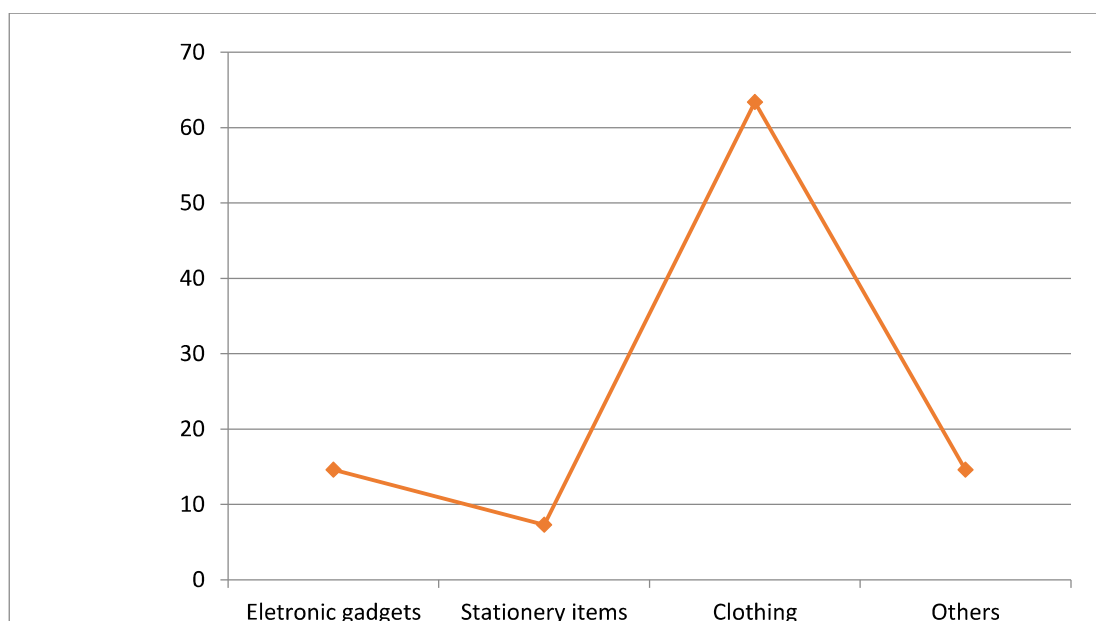
Source: Primary data

Interpretation:

According to table 2.10 reveals the average money spends on online shopping. Among 41 samples 53.7% of the respondents spend between Rs.500-1000 per online shopping, 29.3% of the respondents spend more than Rs.1500 per online shopping, 17.1% of the respondents spend between Rs.1000-1500.

Table 2.11 Products purchased the most

Products	Frequency	Percentage
Electronic gadgets	6	14.6%
Stationery items	3	7.3%
Clothing	26	63.4%
Others	6	14.6%
Total	41	100

Figure 2.11 Products purchased the most

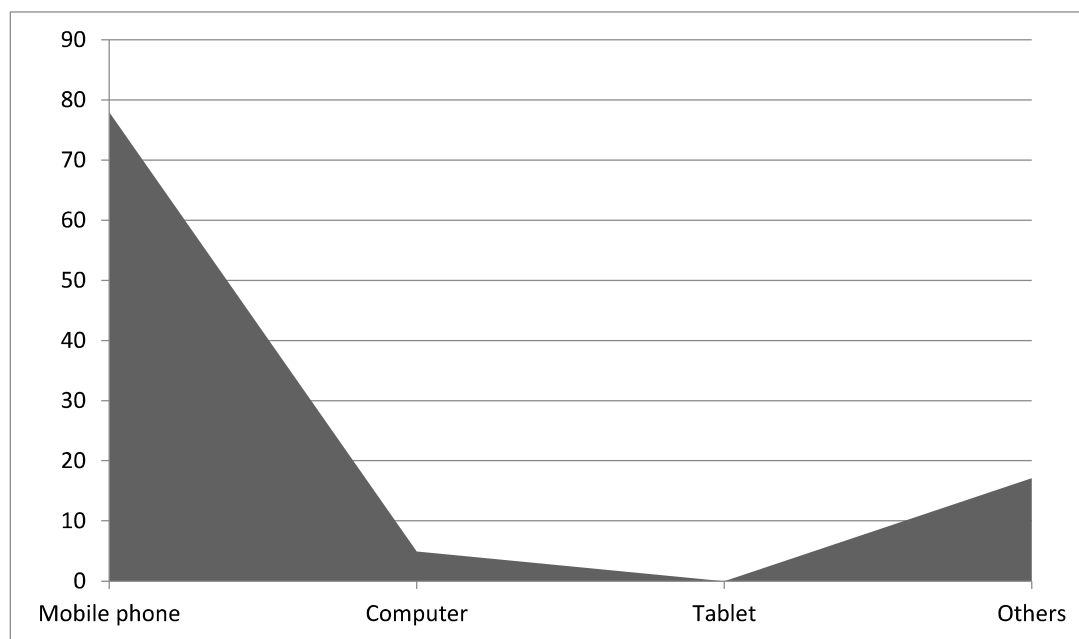
Source: Primary data:

Interpretation:

Table 2.11 shows the products which is purchased the most by the respondents. Clothing is the most often purchased commodity (63.4%), whereas stationery is the least rarely purchased goods (7.3%).

Table 2.12 Medium used for online shopping

Medium	Frequency	Percentage
Mobile phone	32	78%
Computer	2	4.9%
Tablet	0	0
Others	7	17.1%
Total	41	100

Figure 2.12 Medium used for online shopping

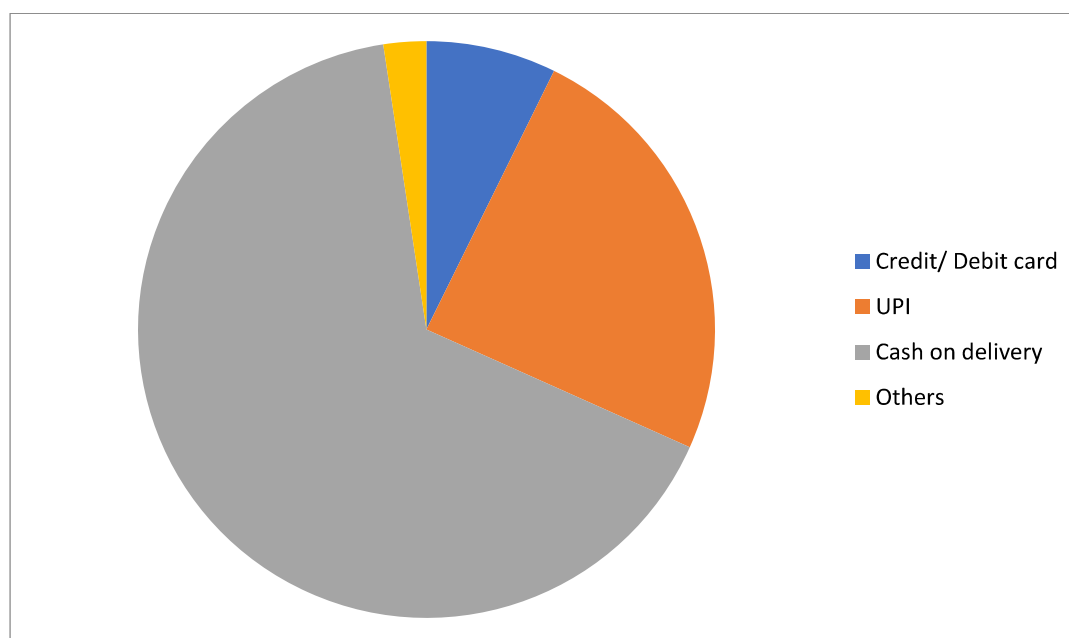
Source: Primary data

Interpretation:

According to table 2.12, around 78% of respondents used mobile phones as a medium of online shopping, 17.1% preferred others gadget and 4.9% used computers as a medium of online shopping.

Table 2.13 Preferred payment methods

Payment method	Frequency	Percentage
Credit/ Debit card	3	7.3%
UPI	10	24.4%
Cash on delivery	27	65.9%
Others	1	2.4%
Total	41	100

Figure 2.13 Preferred payment methods

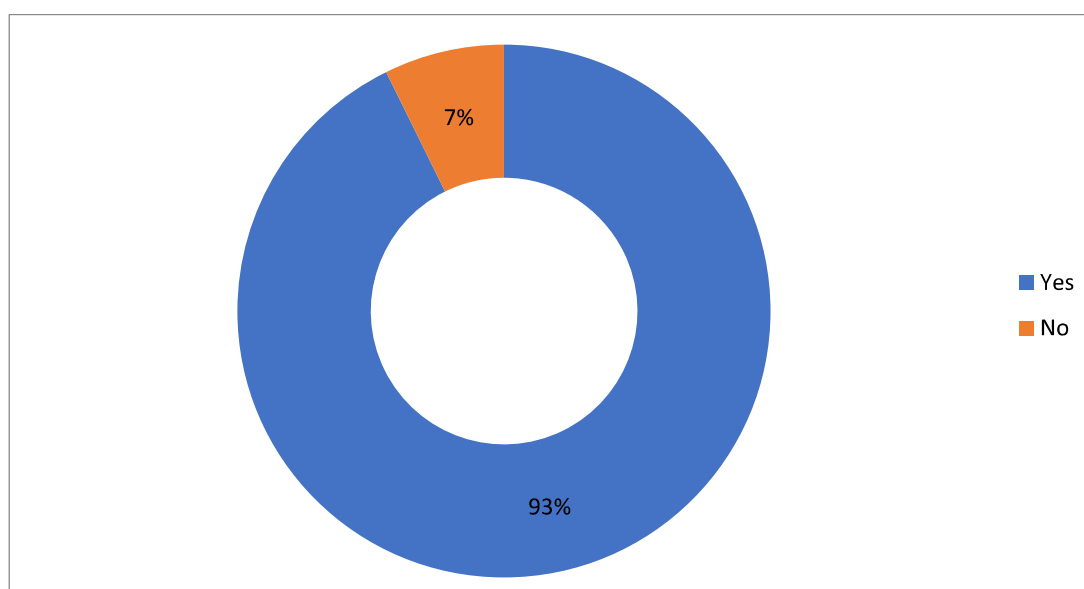
Source: Primary data

Interpretation:

Table 2.13 shows the payment method used by the respondents about 65.9% of the respondents used cash on delivery, 24.4% of the respondents used UPI while 7.3% used credit/ debit card and 2.4% of respondents used others.

Table 2.14 Efficiency of shopping online over offline shopping

Particulars	Frequency	Percentage
Yes	38	92.7%
No	3	7.3%
Total	41	100

Figure 2.14 Efficiency of shopping online over offline shopping

Source: Primary data

Interpretation:

The above table 2.14 illustrates that online purchases are more efficient than offline purchases. 93% of 41 respondents replied yes, believing that online purchases are more efficient than offline purchases, while 7% said no.

CHAPTER-III

RESULTS AND DISCUSSIONS

This chapter deals with the representation of major findings of the study in relation to socio-demographic factors and online shopping pattern of the students. It describes the major findings related to the choice of online shopping, the awareness and the most preferred choice of online shopping.

FINDINGS OF THE STUDY

The main findings of a research study; what the study showed, revealed, or indicated. This usually refers to the entire set of results rather than the conclusions or suggestions reached as a result of those results. Findings are the investigation's most important outcome. It's essentially a major fact discovered throughout an investigation. Facts and phrases, observations, and experimental data are all examples of research findings.

The outcome of the survey and data analysis is explained as follows:

The frequency table for demographic profile of the respondents showed that majority of the respondents are college students. More than half of the respondents are female which signifies women spent more times and are more invested in online shopping.

3.1 Demographic factors

This chapter is going to discuss the results of statistical analysis and interpretation of data.

- **Gender:** More than half of the respondents, 61% are females, which highlights that female are more active in online shopping than men.

- **Age:** 95.1% of the respondents are between 18-22 years, 4.9% of the respondents are 23-27 years, and there is no below 17 years and also above 27 years.

- **Stream:** Out of the total respondents, 51.2% are commerce students and 36.6% are arts students, followed by science and others courses students that are 7.3% and 4.9% each. In this study commerce students are using online shopping the most.

3.2 Benefits and challenges of online shopping

In the survey conducted, the benefits of the online shopping were studied. It was found that majority of the respondents chose online shopping for its time saving feature. It eliminates the hassle of going out and spending hours in the shop.

Another benefit of online shopping is low price. The reason could be because the products are available at lower prices and we can compare the prices of the product at different sites.

Majority of the respondents found online shopping to be convenient. This could be because people can shop at any time according to their convenience at any time.

Along with the benefit, the challenges were also studied. The study revealed that majority of the students faced problems with online shopping in regards to slow internet connection, slow webpage response time, wrong products delivery, extra hidden charges and lack of products.

3.3 To identify the most preferred apps for online shopping

In this study, it was observed that majority of the respondents i.e., 51.2% prefer Flipkart and 22% preferred Amazon. Some of the respondents purchase products from others, few of them purchased from Myntra.

3.4 The online shopping behavior of college students and determining their most purchased products

The study reveals that majority of the respondents feel secured with online shopping, and most of the respondents' sources of online shopping is from social media. More than half of them spends less than one hour normally for online shopping. As majority of them are college students having no regular income, their expenditure is comparatively lower than working adults. Around 500-1000 rupees is spent by more than half of the respondents in online shopping. Mobile phone is the device used for online shopping and the payment is normally made through cash on delivery. The study also reveals that respondents are feeling more efficient when shopping online rather than local shopping due to the fact that it is easy and convenient to use.

CHAPTER-IV

CONCLUSION AND SUGGESTIONS

4.1 Conclusion

The goal of this study is to examine college students' online shopping habits. The study was carried out with the specific goal of studying and analyzing the factors influencing online shopping behavior among students in Lunglei Town.

Online purchasing is becoming increasingly popular for a variety of reasons. According to the study, online customers are young, highly educated, active, intensive, and experienced internet users; they have a strong positive attitude towards online shopping and spend a relatively small amount of money on it. In the e-commerce market, the young demographic holds a lot of promise. When the demographic characteristics of online shoppers are closely examined, it is clear that the majority of them are between the ages of 18 and 22.

4.2 Suggestions

1. As shown from the data collected, almost all of the highly active internet users and online shopping customers belong to a very young age, it is advised that customers must be more aware and conscious about the price breakdown of the products. Ignorance of such small detail results in unnecessary spending of money. For students who are relying on parent's income, it is very important to be aware of the hidden charges imposed by the online shopping sites.
2. The government should provide a faster, more secure internet connection for everyone to shop online.
2. Many customers are facing problems with the poor internet connection even though online shopping itself is very convenient and easy to use. Therefore, in order to implement a stable and secure internet connection for residents living at the outskirts of town, network service providers such as Bharti Airtel Limited and Reliance Jio Limited Lunglei branch can take steps for them.
3. It is also advised that customers who are experiencing wrong products delivery should make complaints at the website/apps where they make an order. Ignorance of such activity hinders the growth of a good delivery services in Lunglei town.

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APPENDIX

“A Study on Online Shopping Behaviour Among College Students in Lunglei town” is a study conducted by Vanlalruatkimi of 4th Semester B.com, Hatim for the completion of Bachelor of Commerce. I would be very grateful to you if you could kindly spend your precious time and give answers to it. In no way will your response be used to identify you. It will be used for academic purpose only. Please try to answers all the questions.

PART-A: Demographic factors

1. Gender of the respondents

- (i) Male ()
- (ii) Female ()
- (iii) Others ()

2. Age of the respondents

- (i) **Below 17 years** ()
- (ii) **18-20 years** ()
- (iii) **Above 21 years** ()

3. Stream

- (i) **Arts** ()
- (ii) **Science** ()
- (iii) **Commerce** ()
- (iv) **Others** ()

PART-B: Benefits and challenges of online shopping

1. Do you think online shopping saves time over manual purchase?

- (i) **Yes** ()
- (ii) **No** ()

2. Reasons for choosing online shopping

Reasons	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Total
Time saving						
Low price						
Quality						
Safety						
Convenience						
Shop at any time						

3. Have you face challenges/ problems in online shopping?

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Total
Slow internet connection						
Slow webpage response time						
Product Quality						
Products arrive in damage						
Wrong products delivery						
Extra hidden charges						
Lacks of product I want						

PART-C: Factors influencing the respondent's decision in online shopping

1. Which website do you use frequently?

- (i) **Flipkart** ()
- (ii) **Amazon** ()
- (iii) **Myntra** ()
- (iv) **Meesho** ()
- (v) **Ajio** ()
- (vi) **Others** ()

PART-D: Online shopping behaviour of college students

1. Do you feel secure while shopping online?

- (i) **Yes** ()
- (ii) **No** ()

2. Do you think online shopping is risky?

- (i) **Yes** ()
- (ii) **No** ()

3. How did you get to know about online shopping?

- (i) **Friends** ()
- (ii) **Social media** ()
- (iii) **Advertisement** ()
- (iv) **Family/ Relatives** ()
- (v) **Newspaper & Magazines** ()
- (vi) **Others** ()

4. How much time do you usually spend in Online Shopping?

- (i) **Less than 1 hour** ()
- (ii) **1-2 hours** ()
- (iii) **2-3 hours** ()
- (iv) **More than 3 hours** ()

5. How much money do you usually spend on online shopping?

- (i) **Less than Rs.500** ()

- (ii) **Rs.500-1000** ()
- (iii) **Rs.1000-1500** ()
- (iv) **More than Rs.1500** ()

PART-E: Most frequently purchased products

1. Which products have you purchased the most?

- (i) **Electronic gadgets** ()
- (ii) **Stationery items** ()
- (iii) **Clothing** ()
- (iv) **Others** ()

2. Which medium do you prefer browsing products on online shopping?

- (i) **Mobile phone** ()
- (ii) **Computer** ()
- (iii) **Tablet** ()
- (iv) **Others** ()

3. Which of the following payment mode do you prefer the most?

- (i) **Credit/ Debit card** ()
- (ii) **UPI** ()
- (iii) **Cash on delivery** ()
- (iv) **Others** ()

4. Do you feel online purchase is more efficient than offline purchase?

- (i) **Yes** ()
- (ii) **No** ()