

## A REVIEW OF THE RECENT TRENDS IN THE SHOPPING

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### **ABSTRACT**

*The present study is based on the online shopping. E-Commerce has made life simple and innovative of individuals and groups; consumer behavior in online shopping is different from the physical market where the consumer access to see the product. The purpose of the research was to study the college students attitude and satisfaction on online shopping especially in KUALA LUMPUR it has impressed many students to buy the products through online channel. Online shopping or Marketing is the use of technology (i.e., computer, internet) for better marketing performance.*

### **Introduction**

**Online shopping** 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. Alternative names are: e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, online storefront and virtual store. Mobile commerce (or m-commerce) describes purchasing from an online retailer's mobile optimized online site or app.

An online shop evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. In the case where a business buys from another business, the process is called business-to-business (B2B) online shopping. The largest of these online retailing corporations are Alibaba, Amazon.com and eBay.

### **Review of Literature**

**Ballantine (2005)** has studied the effects of interactivity and the amount of product information provided by an online shopping

environment on consumer satisfaction. A web-based experiment was conducted where respondents were exposed to a simulated online retail store. Findings indicate that these two factors had a significant effect on the consumer satisfaction.

**Monsuwe, Dellaert and Ruyter (2004)** have defined "CROI" as a "perceived return on cognitive, behavioural or financial investment made by the consumer." Whereas, "service excellence" evaluates the delivered promises against the performance. If both these dimensions are satisfied, then consumers will judge the Internet shopping performance positively.

In an experimental study undertaken by **Mauldin and Arunachalam (2002)**, the impact of web assurance services and retailer disclosures on purchase intent was studied. They have defined web assurance as the measures taken to reduce information risks and increase online purchasing by improving the reliability of certain information on the website. Their findings indicate that web assurance. In this research they considered TRUSTe, WebTrust and VISA web assurance services for the study.

### **Objective of the study**

1. To know the profile of the respondent.
2. To analysis level of satisfaction of the respondents.
3. To analysis the websites prefer by the respondents.

### **Research Hypothesis**

**H0:** There is no significant relationship between level of satisfaction and age of the sample respondents.

**H1:** There is a significant relationship between level of satisfaction and age of the sample respondents.

**HO:** There is no significant relationship between level of satisfaction and income or Pocket money of the sample respondents.

**H1:** There is a significant relationship between level of satisfaction and income or Pocket money of the sample respondents.

### Methodology

This study is based on the primary data. The primary data have been collected from college students by questionnaire method.

### Sample size

### Analysis and interpretation

### Demographic Profile of the Respondents

**Table 1 Age Wise Classification Of The Sample Respondents**

Age	Number of Respondent	Percentage of Respondent
17 to 19	41	34
20 to 22	57	48
23 to 25	22	18
<b>Total</b>	<b>120</b>	<b>100</b>

(Source Primary Data)

From the table 1 shows that 48% of (57) sample respondents are in the age group of 20 to 22. 34% of the (41) sample respondents are in the age group of 17 to 19 and 18% of the (22) sample respondents are in the age group of 23 to 25.

**Table 2 Gender Wise Classification Of The Sample Respondents**

Gender	Number of Respondent	Percentage of Respondent
Male	52	43
Female	68	57
<b>Total</b>	<b>120</b>	<b>100</b>

(Source Primary Data)

Table 2 exhibits that out of 120 sample respondent 68 (57%) sample respondent are female and 52 (43%) of sample respondents are male.

**Table 3 Marital Status Wise Classification of The Sample Respondents**

Marital status	Number of Respondent	Percentage of Respondent
Married	20	17
Unmarried	100	83
<b>Total</b>	<b>120</b>	<b>100</b>

(Source Primary Data)

The table 3 shows that out 120 sample respondent 83% of the (100) sample respondents are unmarried and 17% of the (20) sample respondents are married.

The primary data collected from 240 college students by purposive sampling method.

### Tools for analysis

The collected data has been analyzed by using following statistical tools:

- Percentage analysis
- Chi-square
- Garret Ranking
- Likert's scaling technique

**Table 4 Educational Qualification Wise Classification Of the Sample Respondent**

<b>Educational Qualification</b>	<b>Number of Respondent</b>	<b>Percentage of Respondent</b>
UG	90	75
PG	21	17
M.PHIL	9	8
<b>Total</b>	<b>120</b>	<b>100</b>

(Source Primary Data)

Table 4 exhibits that out of 120 sample respondent 75% of sample respondent (90) are doing Under Graduation Degree. 17% of the sample respondents (21) are doing Post Graduation Degree and 8% of the sample respondents (9) are doing Master of Philosophy.

**Table 5 Monthly Incomes Or Pocket Money Wise Classification Of The Sample Respondents**

<b>Monthly income / Pocket Money</b>	<b>Number of Respondent</b>	<b>Percentage of Respondent</b>
Upto Rs.500	45	38
Rs.501 to Rs.750	24	20
Rs.751 to Rs.1000	24	20
Rs.1001 to Rs.1500	12	10
Above Rs.1500	15	12
<b>Total</b>	<b>120</b>	<b>100</b>

(Source Primary Data)

Table 5 shows that out of 120 sample respondent 38% of sample respondent (45) are having pocket money upto Rs.500. 20% of the sample respondents (24) are having pocket money Rs.501 to Rs.750 and Rs.751 to Rs.1000. 12% of the sample respondents (15) are having pocket money above Rs.1500 and 10% of the sample respondents (12) are having pocket money Rs.1001 to Rs.1500.

### **Consumer Behavior**

**Table 6 Online Purchase Made By The Sample Respondents**

<b>Purchase Behaviour</b>	<b>Number of Respondent</b>	<b>Percentage of Respondent</b>
Purchased	55	46
Not purchased	65	54
<b>Total</b>	<b>120</b>	<b>100</b>

(Source Primary Data)

Table 6 exhibits that out of 120 sample respondent 54% of sample respondent (65) are not purchase goods through Online shopping and 46% of the sample respondents are purchase goods through online shopping.

**Table 7 Websites Preferred By the Sample Respondent**

<b>Website</b>	<b>Number of Respondent</b>	<b>Percentage of Respondent</b>
Amazon	8	15
Ebay	10	18
Flipkat	6	11
Jungle	7	13
Zabang	5	9

Homeshop18	9	16
Othes	10	18
<b>Total</b>	<b>55</b>	<b>100</b>

(Source Primary Data)

Table 7 exhibits that out of 55 sample respondents 18% of sample respondent (10) are preferring Ebay and other websites for purchase goods in online shopping. 16% of the sample respondents (9) are preferring Zalora for purchase good in online shopping. 15% of sample respondent (8) are preferring Lelong for purchase goods in online shopping. 13% of the

sample respondents (7) are preferring Fashion Valet for purchase good in online shopping.

11% of the sample respondents (6) are preferring ASOS for purchase good in online shopping and 9% of the sample respondents (5) are preferring Shoppop for purchase good in online shopping.

**Table 8 Relationship between Age and Level of Satisfaction of the Sample Respondents**

S.No	Age	Number of respondent	Percentage of respondent
1.	17 to19	22	40
2.	20 to22	26	47
3.	23 to 25	7	13
	<b>Total</b>	<b>55</b>	<b>100</b>

(Source: Primary data)

In order to test hypothesis, Chi-square test has been applied and the result is obtained for the data and presented in the table

S.No	Age	Number of respondent			Total
		High	Medium	Low	
1.	17 to19	9	10	3	<b>22</b>
2.	20 to22	4	15	7	<b>26</b>
3.	23 to 25	2	4	1	<b>7</b>
	<b>Total</b>	<b>15</b>	<b>29</b>	<b>11</b>	<b>55</b>

(Source: Computed data)

Degree of freedom = 4

Calculated value = 4.37

Table value of  $X^2$  at 5 percent level = 9.488

From the table, it is shows that the calculated value of  $X^2$  (4.37) is less than the table value(9.488) at five percent level and so the hypothesis "Age of the respondents does not have any significant relationship with the level of

satisfaction on buying goods through online shopping" is accepted. So it is concluded that the age has no significant relationship with the level of satisfaction towards online shopping.

**Table 9 Relationship between Monthly Income or Pocket Money and Level of Satisfaction of the Sample Respondents**

S.No	Monthly Income / Pocket Money	Number of respondent	Percentage of respondent
1.	Upto Rs.500	17	31
2.	Rs.501 to Rs.750	12	22
3.	Rs.751 to Rs.1000	14	25
4.	Rs.1001 to Rs.1500	4	7
5.	Above Rs.1500	8	15
	<b>Total</b>	<b>55</b>	<b>100</b>

(Source: Primary data)

In order to test hypothesis, Chi-square test has been applied and the result is obtained for the data and presented in the table

S.No	Monthly Income / Pocket Money	Number of respondent			Total
		High	Medium	Low	
1.	Upto Rs.500	5	10	2	17
2.	Rs.501 to Rs.750	5	4	3	12
3.	Rs.751 to Rs.1000	5	6	3	14
4.	Rs.1001 to Rs.1500	0	3	1	4
5.	Above Rs.1500	0	5	3	8
	<b>Total</b>	<b>15</b>	<b>28</b>	<b>12</b>	<b>55</b>

(Source: Computed data)

Degree of freedom = 8

Calculated value = 8.043

Table value of  $X^2$  at 5 percent level = 15.507

From the table, it is shows that the calculated value of  $X^2$  (8.043) is higher than the table value(15.507) at five percent level and so the hypothesis “Monthly Income / Pocket Money of the respondents does not have any significant relationship with the level of satisfaction on

buying goods through online shopping” is accepted. Therefore it is concluded that there is no relationship between Monthly Income / Pocket Money of the respondent and level of satisfaction towards online shopping.

**Table 5.35**

**Factors influence the respondents to purchase through online shopping**

Factors	Score	81	69	62	56	50	44	38	31	19	Total	A. Mean	Rank
Using internet for online shopping is easy	F	24	38	8	12	4	8	4	4	8	110	61.04 %	I
	Fx	1944	2622	496	672	200	352	152	124	152	6714		
Shopping online is fun & enjoy	F	10	10	22	10	20	14	6	12	6	110	52.31%	IV
	Fx	810	690	1364	560	1000	616	228	372	114	5754		
Prices are driven down by a large number of competing stores	F	10	8	10	12	8	12	18	18	14	110	46.27 %	VII
	Fx	810	552	620	672	400	528	684	558	266	5090		
Access to wide range and	F	26	10	2	8	16	8	22	8	10	110	52.67 %	III
	Fx	2106	690	124	448	800	352	836	248	190	5794		

deeper product selection													
Special offer for a popular brand in online	F	10	4	10	6	4	26	12	10	28	110	42.58 %	IX
	Fx	810	276	620	336	200	1144	456	310	532	4684		
The availability of after sales services	F	4	20	10	12	10	4	24	18	8	110	48.13 %	V
	Fx	324	1380	620	672	500	176	912	558	152	5294		
Delivery methods	F	18	2	10	6	14	16	8	20	16	110	47.13%	VI

A.Mean= Arithmetis Mean

From the table shows that the factors influencing the online shopping. Using internet for online shopping is easy is secure the first rank. The second rank for Prices is less compared with retail stores. The third rank for Access to wide range and deeper product selection. The fourth rank for shopping online is

fun & enjoy. The fifth rank for the availability of after sales services. The sixth rank for Delivery methods. The seventh rank for Prices is driven down by a large number of competing stores. The eighth rank is for Shop online for the sensitive goods. The ninth rank for Special offer for a popular brand in online.

**TABLE 5.36**

**CONSUMER SATISFACTION ON ONLINE SHOPPING**

FACTORS	H.S (5)	S (4)	M (3)	D.S (2)	H. D.S (1)	TOTAL	RANK
Quality of the product purchased	58	42	8	-	2	484	I
	<b>290</b>	<b>168</b>	<b>24</b>	-	<b>2</b>		
Try new materials	36	52	16	6	-	448	VI
	<b>180</b>	<b>208</b>	<b>48</b>	<b>12</b>	-		
Convenient, easy & quick purchase procedure	44	44	22	-	-	462	III
	<b>220</b>	<b>176</b>	<b>66</b>	-	-		
Anywhere shopping	44	38	18	10	-	446	VII
	<b>220</b>	<b>152</b>	<b>54</b>	<b>20</b>	-		
More choices	46	44	14	-	6	454	V
	<b>230</b>	<b>176</b>	<b>42</b>	-	<b>6</b>		
Saves physical effort	46	48	6	10	-	460	IV
	<b>230</b>	<b>192</b>	<b>18</b>	<b>20</b>	-		
Product comparison	18	68	18	4	2	426	VIII
	<b>90</b>	<b>272</b>	<b>54</b>	<b>8</b>	<b>2</b>		
Gift & Discount	42	44	18	2	4	448	VI
	<b>210</b>	<b>176</b>	<b>54</b>	<b>4</b>	<b>4</b>		
Buying information	56	40	10	2	2	476	II
	<b>280</b>	<b>160</b>	<b>30</b>	<b>4</b>	<b>2</b>		

H.S= Highly Satisfied S= Satisfied M=Moderate D.S=Dissatisfied H.D.S =Highly Dissatisfied

The table 5.34 shows that satisfaction in online shopping. The Quality of the product purchased is main factor for satisfaction; Buying information is the second factor for satisfaction; Convenient, easy & quick purchase procedure is the third reason for satisfaction in online shopping; Saves physical effort is fourth reason for satisfaction; More choices is the fifth reason for satisfaction; Try new materials and Gift & Discount are the sixth reason for satisfaction; Anywhere shopping is the seventh reason for satisfaction in online shopping and Product comparison is the eighth reason for satisfaction in online shopping.

## Findings

- 48% of (57) sample respondents are in the age group of 20 to 22. 34% of the (41) sample respondents are in the age group of 17 to 19 and 18% of the (22) sample respondents are in the age group of 23 to 25.
- 68 (57%) sample respondent are female and 52 (43%) of sample respondents are male.
- 83% of the (100) sample respondents are unmarried and 17% of the (20) sample respondents are married.
- Most of the sample respondent 75% (90) are doing Under Graduation Degree. 17% of the sample respondents (21) are doing Post Graduation Degree and 8% of the sample respondents (9) are doing Master of Philosophy.
- Maximum percentage of 38% sample respondent (45) are having pocket money upto Rs.500. 20% of the sample respondents (24) are having pocket money Rs.501 to Rs.750 and Rs.751 to Rs.1000.
- 54% of sample respondent (65) are not purchase goods through Online shopping and 46% of the sample respondents are purchase goods through online shopping.
- Most of the respondents 18%(10) prefer Ebay and other websites for their purchase.
- The factors influencing the online shopping. Using internet for online shopping is easy is secure the first rank.
- The Quality of the product purchased is the main factor for satisfaction

## SUGGESTION

- ❖ The e-retailers have to improve their promotional activities more.

Because they didn't reach the consumer atleast 50%.

- ❖ The maximum respondents prefer ebay. The other e-retailers has to improve their market throw advertisements.
- ❖ There is a communication gap between the e-retailers and consumers. The gap must be filled by the e-retailers and the steps must be taken to bridge the gap.
- ❖ Majority of the online users are female the e-retailers must take any step to attract the male consumers too.

## Conclusion

From this study the researcher concludes that all e-retailers take necessary promotional activities to increase their marketing share and reduce the communication gap with their consumers. The e-retailers try to attract male consumer because female consumer only maximum prefer online shopping for that they try to attract male consumers too. Online shopping is secured purchase behavior to improve its efficiency it attract more customer and also good market share in future. The online shopping behavior among college students in KAULA LUMPUR is good and to retain its customer they improve their promotional activities to lead it.

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