ONLINE.COMM:

THE DOMAIN OF E-COMMERCE

Editor

Rev.Dr.A.Antony Pappuraj S.J

DEPARTMENT OF COMMERCE

ARUL ANANDAR COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University

Reaccredited (3rd Cycle) by NAAC at 'A' grade with a CGPA of 3.66

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ONLINE SHOPPING HABITS AMONG STUDENTS OF ARUL ANANDAR COLLEGE, KARUMATHUR

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Introduction

The rapid growth of computer use and the internet, both in business and at home, offers are easy way in which purchases can be made: consumers can make purchases online. Customers can search on the internet for products according to their specifications and then they can complete the purchase online; this enables the customer to find products by search engine quickly. Also, there exist virtual shopping carts that can record the choices that a customer makes. Then, the customer can click the "pay" button to initiate a credit card purchase of the selected products; the products will be sent to the customer in the address that the customer has provided. There are already a number of websites created for selling products in India catering to both brand new and second hand products. These websites include "Amazon", "Flipkart", "snap deal", "OLX" among others. In this environment of customer choice, students have the ability to search for a range of products on the internet often with better choice and experience compared with traditional retail shopping.

Students use computers perhaps more than any other group. They use computers in studying, chatting, gaming and in most areas of their lives. In their academic life they need computers to process their work; at home they use computers for communication, entertainment and recreation. Computer also plays a very important role in the student's education.

Arul Anandar College - An Overview

Arul Anandar College (Autonomous) a minority catholic co educational Institution, affiliated to the Madurai Kamaraj University, is one among the nine colleges, run by the Madurai Province of the Society of Jesus. In 2014 the college was reaccredited by NAAC at 'A' grade with a CGPA of 3.66. The college offers 14 UG programmes, 6 PG Programmes and 4 Research centres. Students from all parts of the state study here. About 3000 students are studying at present.

The college has students belonging to various economic backgrounds. However, majority of the students hail from middle class families. Agriculture and business are the main sources of income for most of the families.

Significance of the study

In recent years, online shopping has become very popular. the growth of technology has made these a part and parcel of everyday lifestyle. The advent of plastic money or the debit / credit card and the smooth access to the World Wide Web has brought the shops from around the world to the desktop. We personally have seen many of our friends surfing through various online shopping sites and purchasing things. Student community has become so strong that even the parents seek the help and advice of their children before making big purchases. This is solely because of their exposure to web and social media. Students who are well versed in the use of internet and active in social media, know about online markets and have tried at least some of them.

Objectives of the study

1. To examine the popularity of online shopping among students of AAC.
2. To identify the various advantages and disadvantages of online shopping.
3. To study about online shopping sites and the services they provide.
4. To explore the factors influencing online shopping habits.