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CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING WITH REFERENCE TO COLLEGE STUDENTS IN COIMBATORE CITY, TAMILNADU, INDIA

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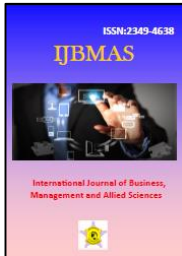
ABSTRACT

The Indian online retailing has been growing rapidly in the last few years thanks to ever expanding Internet penetration in to various regions of India including the vast rural regions, increasing usage of smart phones , tech savvy huge youth population and favorable business environment. Large number of the youth population prefer online purchasing to offline purchase due to certain factors like convenience, discount, wide product selection, etc. In fact, at present this segment of customers form the largest segment of the online customers. The college students as a whole constitute the most important part of the youth segment of online customers. There are about 100 million college students pursue their under graduation in various streams. The one factor that decides longevity and sustainability of an online retailer is: Large group of loyal customers. For online retailers, understanding purchase behaviour of this group of customers (College students) and their expectations towards an online retailer are vital as this will help them to come up with suitable strategies to attract, grow and retain this customer group in its fold. In this backdrop, here, the authors, through this research, try to understand the kind of products that are bought by college students, their frequency and quantum of purchase, the factors that ensure continuous customer patronage and expectations of college students towards an online retailer.

Key Words: Indian E-Commerce Market, Online Retailers, Online Purchase Behaviour, Important Factors in Online Shopping, Customer Expectation

Introduction

The Indian retail industry is one of the most dynamic and fast-growing industries. The factors like entry of new players, rising income levels, large chunk of youth population with purchasing power and easy credit availability propel the growth of this industry at exponential rates. The share of this industry (Care Ratings, 2017) in the Gross Domestic Product (GDP) is around 10%, out of total employment opportunities, this industry generates around 8% of employment and it is valued at USD 672 billion as of 2016. It is growing at a rate of 12% per year. The Indian Brand Equity Foundation (IBEF) predicts that this industry will grow at a Compounded Annual Growth Rate (CAGR) of over 17% over the next 4 years and reach USD 1.3 trillion by 2020.

The Indian Retail Industry is primarily dominated by the unorganized segment whose share in the total retail revenue stands at 90%. The Organized segment's share in the total retail revenue is 10%. Exclusive branded retail stores, Multi-branded retail shops, Convergence retail outlets and E-retailers are the organized retail formats in India. The share of E-retailers in the total retail revenue is around 2.5% (IBEF, 2017). E-retailing or E-commerce is selling of goods and services via electronic media, particularly through the internet, to facilitate exchange of detailed information between buyers and sellers. E-commerce includes business communications and transmissions over networks and through computers, specifically the buying and selling of goods and services, and the transfer of funds through digital communications (Hutt & Speh, 2004). Online shopping has become an integral part of the business. It refers to the shopping behavior of consumer in an online store or a website used for online purchasing purpose (Monsuwe et al.2004). The size of the India E-commerce market in 2016 was USD 16.8 billion. It is expected to grow at a CAGR of 44.77% from 2016-2020 to touch USD 63.7 billion by 2020. (IBEF, 2017). The Internet users in India are expected to increase at CAGR of 15.6% from 432 million at the end of 2016 to 700 million by 2020. This huge increase in the Internet penetration is expected to propel the growth of E-commerce. It is predicted that the launching of 4G networks, rampant availability of smartphones at various price ranges and increasing consumer wealth would make the E-commerce market to attain the size of USD 188 billion by 2025. Once food and grocery were thought of as items not suitable for online trading. However, with the changes in working culture, more importance given to convenience, now, there are many small and large E-commerce companies are selling these provisions. The aforementioned scenario shows that E-commerce will sustain itself as a viable business opportunity not only for established companies in this space but also even for start-ups.

It is well proved fact that higher the internet penetration among the population more the possibility of rapid growth in E-commerce. The Indian Government's initiatives like Digital India are continuously exposing people to online modes of commerce. As the usage of the Internet is increasing, E-commerce will attract more people into its fold. The people from the various walks of life viz. sellers, buyers, users, investors will be accustomed to online mode of commerce. With favorable FDI policies, increasing FDI inflows, domestic investment, and support from key industrial players are driving the growth of the Indian E-commerce market. Out of 444 million Indian urban population, 269 million (60%) are using the internet as of 2016. Whereas, out of 906 million Indian rural population, only 163 million (17%) are the internet users. Hence, there is a great opportunity for increasing internet penetration in the rural areas. The younger generations are the most prolific users of the internet, in urban as well as in rural India. In the backdrop of these facts, the penetration of online retail in India into the total retail market is expected to rise from 2.5% in 2016 to 5% by 2020. In terms of Gross Merchandise Value (GMV), the worth of the Indian E-commerce retail market is around USD 12 billion as of 2016. There are two product segments that dominate the major chunk of the E-commerce business. Electronics is the largest segment with a share of 47% and is expected to grow at a CAGR of 43% by 2020 and it is followed by the apparel segment whose share is 31%. Presently, in E-commerce retailing, 1-1.2 million transactions are happened per day.

There are two types of business models are being adapted by E-commerce companies: 1. Market Place Model. 2. Inventory-led Model. The market place is a digital platform for consumers and sellers. It offers the services like shipment and payment help to sellers by tying up with a few selected logistics companies and financial institutions. The market place does not provide any warehousing facilities for the products. The Government of India has permitted 100% Foreign Direct Investment (FDI) in the market place model under the automatic route. The shopping sites like Jabong and Yepme are adapting the inventory–led model. Here online buyers choose products owned by the online shopping company. The company also takes care of entire process, right from product purchase, warehousing to product dispatch to consumers. The online shopping companies like Flipkart.com, Myntra.com, Amazon.in, JABONG.com, snapdeal, Nykaa.com and Shopclues.com are the key players in the Indian E-commerce market. Many strategies are adopted by online shopping companies which not only bring about dynamism but also intense rivalry in the E-commerce market. These companies are on expansion spree. They are expanding their business to different cities and regions. They are also reaching out to a large number of people by expanding their product lines. E-commerce companies increasingly provide a lot of ancillary services like one day delivery guarantee, e- wallet services, etc., to increase the value of their business in the eyes of consumers. Based on the location, choices, products liked or bought and websites visited, these companies provide personalized experience to customers to cater to their needs. The companies adopt subscription model to provide extra benefits and customized services to customers to suit their needs. Amazon Prime and Flipkart First are examples of this subscription based services.

Many demographic and other factors are also driving the growth of E-commerce market. As of 2017, there are about 100 million on line shoppers and this number is expected to go up to 175 million by 2020. The National youth policy 2014, defines 'youth' as persons belong to the age group of 15-29 years. According to 2011 census, the size of the Indian youth population is 42.2 Crores which constitutes around 34.8% of the total population. According to a population projection by World Bank, by 2021, the size of the youth population would be around 47.9 Crores which constitute 34.1% of the total population. Major chunk of the online consumers belong to this group. The availability of the internet content in vernacular languages, rapid growth in demand from non-metro cities, growth in mobile commerce thanks to rise in smartphone usage, proliferation of cashless transactions and growth of logistics and warehousing facilities are putting the E-commerce business on the sustainable growth trajectory.

If one invokes the Porter's five forces framework to analyze the E-commerce market, the following insights can be drawn: Competition among major players is very high, as there is no switching cost for customers. The players are constantly competing on the basis of price as well as other factors that influence consumers' choice like offers, customer service, etc., Threat of new entrants to the market is very high, as there is not much cost involved in launching an E-commerce website. As there are a lot of sellers with similar products and services and there is no switching cost for customers, threat of substitutes is very high in this market. There are many suppliers for the E-commerce market. Hence, the companies have the power to choose their suppliers. Therefore, the bargaining power of suppliers is low. There are many players in the market with similar products and there is no switching cost for the consumers. Consumers prefer the company that offers the best price among other ancillary services. Therefore, the bargaining power of consumers are very high in this market. The above given analysis shows the importance of giving unassailable value to consumers by a player in this market to build a sustainable business. Having deep insights about the consumer behaviour is the most important step in the journey of creating and delivering value to customers.

Review of Literature

Chiagouris and Ray (2010) examined the prospects of online shoppers and their research. The authors suggested that there was a strong linkage between perceptions of website and attitude towards the website for more experienced internet shoppers in comparison to less experienced internet shoppers.

Gounaris, Dimitriadis and Stathakopoulos (2010) undertook a research on online shoppers. They posited that the behavioural intention implied many things such as purchase intentions, site revisit and word-of-mouth. Information, friendliness, adaptation and aesthetics were the four key constituents of e-service quality and they significantly affected the customer's satisfaction towards e-shopping. E-service quality had a significant impact on behavioural intention directly and also through satisfaction.

Khare, Khare and Singh (2012) did a study on the consumer attitude towards online shopping. They analysed the effects of perceived usefulness and ease of use on the consumer attitude towards online shopping. They found that both these factors clearly defined the consumers' attitude toward online shopping in the Indian context. Moreover, they understood that normative beliefs and gender moderated online shopping behaviour.

Shraddha Sharma and Manish Sitlani (2013) did a study on the online shopping behaviour of higher education students in Indore city. They identified that perceived risk, internet traits, attitudinal traits and convenience affected the online shopping behaviour. They suggested that e-retailers must work on risk-reduction strategies to reduce risk involved in online shopping. Hence, risk- reduction strategies, such as money-back guarantee, cash on delivery option, timely delivery of goods, desirable purchasing experience etc., decreased consumers' perceived risk and increased purchase through online. Further, they added that e-retailers must introduce the concept of third party insurance to strengthen the confidence and trust in online shopping.

Research Problem

India has been undergoing a rapid digital transformation. There has been a marked increase in her internet user base. In 2018 they were about 829 million internet users and it is expected that it will touch 829 million by 2021. In 2018 the internet penetration in India was 46.13%. It grows at 24% year on year. The above described scenario puts solid base to the growth and development of the Indian e-commerce industry. It is predicted that the size of Indian e-commerce will be around $200 billion by 2026. The factors like rapid internet and smart phone penetration accelerate the growth of the e-commerce industry. The size of Indian online retail industry in 2018 was around $ 32.70. They were about 120 million online shoppers in India in 2018 and it is predicted that it will touch 220 million by 2025. On average, Indian online shopper spend around $ 224 per year. 75% of Internet users in India falls in the age group of 15-35 years. This age group forms the potential customer base for online shopping. It is expected that by 2020, the Indian online shopping segment will attain the size of $100 billion. In India, there are about 100 million students pursue their under graduation. This group forms one of the significant youth segments of online retailing given the fact that they show deep internet and smartphone savviness and their basic proclivity towards online shopping. Undertaking a research study to understand online purchase behaviour of college students is need of the hour as they constitute one of the largest consumer segments of online retailers.

Objectives of the Study

1. To identify the most preferred online shopping company by college students
2. To know the kind of products bought by college students through online shopping
3. To know frequency and price ranges at which products are bought by college students
4. To discover important factors in the context of online shopping
5. To understand expectations of college students from online shopping companies

Research Methodology

This research is descriptive research. Descriptive research design is adopted for this study. A Survey method was used to collect primary data. A structured questionnaire was administered to collect the primary data. Undergraduate and Post graduate students of Dr.GRD College of Science, Coimbatore participated in the survey. The sample size is: 189. Convenience sampling method was used to select respondents to collect data. A descriptive statistical tool, Percentage analysis, was used to summarize the data. In the light of the stated objectives, an inferential statistical tool, Factor analysis was used. The software package SPSS 21 was used for the data analysis.

Scope of the Study

Online retailers will come to understand purchase behaviour of college students. When these retailers come to know about the kind of products that are bought by them, their purchase frequency, average amount they spend on online purchase, important factors that decide the choice of an online retailers and their fundamental expectation towards online retailers will be quite revealing. Among academicians, authors, researchers, industry experts and students who are interested in online retailing will gain a lot of invaluable insights about online purchase behaviour of college students.

Data Analysis and Interpretation

Percentage Analysis

Table 1: The Most Preferred Online Shopping Company by College Students

Name of the online shopping company	Frequency (n = 189)	Percentage
Amazon.in	113	59.8
Flipkart.com	56	29.6
Clubfactory.com	3	1.6
Myntra.com	5	2.6
Ajio.com	1	0.5
Swiggy.com	2	1.1
Limeroad.com	1	0.5
Jabong.com	1	0.5
Shein.in	1	0.5
Voonik.com	1	0.5
ebay.com	1	0.5
Lifestylestores.com	1	0.5
Olx.in	1	0.5
Uae.Souq.com	1	0.5
Snapdeal.com	1	0.5

Source: Primary Data

The above table reveals that the kind of online shopping companies, by and large, preferred by college students for their online shopping. Around 60% of them made their online shopping from Amazon.in, around 30% of chose Flipkart.com as their portal for online shopping and about 3% of them did their online shopping at Myntra.com.

Table 2: The Kind of Products Bought By College Students through Online Shopping

Sl. No	Products	Percentage (n = 189)	Sl. No	Products	Percentage (n = 189)
1	Shoes	58	70	Shorts	01
2	Watches	47	71	Sling Bag	01
3	Mobile Phone	47	72	Photo Frame	01
4	Dress	47	73	Jewellery	01
5	Bags	30	74	Sneaker	01
6	Mobile Phone case	29	75	DVD/CD	01
7	Head Phone	27	76	Traveler Bags	01
8	Books	25	77	Cap	01
9	Mobile Accessories	22	78	Music Systems	01
10	Electronics	19	79	Face wash	01
11	Flip-flops	17	80	Play Station 4	01
12	Pen drive	14	81	Earrings	01
13	Cosmetics	12	82	Tupperware	01
14	Power Bank	13	83	Printer	01
15	T-shirts	11	84	Showcase items	01
16	Shirts	09	85	Flower pots	01
17	Wallets	08	86	Automobile spare parts	01
18	Gift Articles	08	87	Kajal	01
19	Foot wear	08	88	Medicines	0.5
20	Laptop	08	89	Panties	0.5
21	Toys	08	90	Laptop shell	0.5
22	Sun Glass	07	91	Laptop Bag	0.5
23	Sandal	06	92	VR Box	0.5
24	Trimmer	06	93	DTH	0.5
25	Appliances	06	94	Anti-virus	0.5
26	Household items	05	95	Lipsticks	0.5
27	Television	05	96	Ring	0.5
28	Speakers	05	97	Amway Products	0.5
29	Decorative items	05	98	Bat and Ball	0.5
30	Perfume	05	99	Antique	0.5
31	Gadgets	05	100	Kurtis	0.5
32	Stationary items	05	101	OTG (On-The-Go) cable	0.5
33	External Hard Disc	04	102	Blue tooth Speaker	0.5
34	Chains	04	103	Air Conditioner	0.5
35	Jeans	04	104	Helmet	0.5
36	Car accessory	04	105	Car kits	0.5
37	Kitchen Products	04	106	Cupboard	0.5
38	Socks	03	107	Doormat	0.5
39	Track Pants	03	108	Makeup set	0.5
40	Recharger	03	109	Tyres	0.5
41	Bed Spreads	03	110	Supplements	0.5
42	Furniture	03	111	Pet feeds	0.5
43	Grocery	03	112	Locket	0.5
44	Sports items	03	113	Bangles	0.5

45	Wall Stickers	02	114	Hand Bag	0.5
46	Gaming Console	02	115	Mug	0.5
47	Camera	02	116	Mosquito Bat	0.5
48	Belt	02	117	Selfie stick	0.5
49	Air coolers	02	118	Sports Shoe	0.5
50	Blankets	02	119	Arts and Crafts	0.5
51	Face cream	02	120	Tank pad	0.5
52	Game CDs	02	121	Overcoat	0.5
53	Shampoo	02	122	Football	0.5
54	Snacks	02	123	Notebooks	0.5
55	Tempered glass	02	124	Chain Lubricant	0.5
56	Tops	02	125	Fashion Accessories	0.5
57	Bottles	02	126	Night dress	0.5
58	Gym gears	02	127	Cutlery items	0.5
59	Trousers	02	128	Hoodies	0.5
60	Hair accessories	02	129	Scratch guard	0.5
61	Glouse	02	130	Lights	0.5
62	Food Items	02	131	Pillow	0.5
63	Soap	02	132	Iron Box	0.5
64	Ornaments	02	133	Dresser	0.5
65	Health & Wellness	02	134	Blue tooth ear phone	0.5
66	LED Light	02	135	Tiffin box	0.5
67	College Bag	02			
68	Bike accessory	02	136	Loafer	0.5
69	Car cover	02			

Source: Primary Data

The above Table No: 2 gives a list of products that are being bought by college students from online shopping companies. From the table, one can also infer that Shoes (58%), Watches (47%), Mobile Phone (47%), Dress (47%), Bags (30 %), Mobile Phone case (29%), Head Phone (27%), Books (25%), Mobile Accessories (22%) and Electronics (19%) are the top 10 products bought by college students from online shopping companies.

Table 3: Age, Gender, Frequency and Price Range of Online Purchase of the Respondents

Variables and Categories	Frequency (n = 189)	Percentage
Age of the Respondents(in Years)		
17-19 Years	116	61.4
20-22 Years	57	30.2
23-25 Years	16	8.5
Gender of the Respondents		
Male	134	70.9
Female	55	29.1

Frequency of the Purchase		
Once in a fortnight	09	4.8
Once in a Month	73	38.6
Once in two months	37	19.6
Once in three months	70	37.0
Price Range of Online Purchase		
Below 500 Rs	15	7.9
501-5000 Rs	136	72.0
5001-10000 Rs	22	11.6
10001-15000 Rs	5	2.6
15001-20000 Rs	6	3.2
20001-25000 Rs	2	1.1
Above 30000 Rs	3	1.6

Source: Primary Data

From the above table one can understand that majority of the respondents (61.4%) belong to the age group of 17-19 Years and 30.2% of them belong to the age group of 20-22 Years. Majority of the respondents (70.9%) are male. 38.6% of respondents buy products through online once in a month and 37% of the respondents go for an online purchase once in three months. For the majority of the respondents (72%), the price range of their online purchase is Rs 501 – 5000.

Important Factors in the Context of Online Shopping – Factor Analysis

Table: 4: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.701
Bartlett's Test of Sphericity	Approx. Chi-Square	958.142
	df	325
	Sig.	0.000

From the above table, it is concluded that as the significance value is $p < 0.000$, the factor analysis to identify important factors in important factors in the context of online shopping is valid. As the Kaiser-Meyer-Olkin Measure of Sampling Adequacy value is 0.701, which is more than 0.5, this implies that this factor analysis for data reduction is effective.

Table 5: Communalities

Sl. No	Statement	Initial Eigen Values	Extraction
1	Offering products with much reduced price	1.000	0.714

2	Site sells good quality products	1.000	0.465
3	Delivery of the product is quick	1.000	0.542
4	Offering of flexible payment options	1.000	0.492
5	Gives option of COD	1.000	0.737
6	Vast collection of products at various price points	1.000	0.588
7	App and its Versatility	1.000	0.597
8	Ease of Using the website	1.000	0.501
9	Option of Reviewing and Comparing Products	1.000	0.742
10	Trust that personal data will be protected	1.000	0.535
11	Tracking orders and keep in touch with customers	1.000	0.591
12	Easy to return faulty products	1.000	0.636
13	Easy to get repayment or correct products	1.000	0.704
14	Proper guidance to avail warranties and guarantees	1.000	0.511
15	Low delivery charges	1.000	0.581
16	Convenient Delivery	1.000	0.568
17	Guidance to choose right products	1.000	0.623
18	Intentions to satisfy needs	1.000	0.718
19	Satisfy the aftersales requirements	1.000	0.602
20	No out of stock situation happens	1.000	0.585
21	Guidance to use products rightly and properly	1.000	0.410
22	Packages and safety of goods are good	1.000	0.535
23	Very good Brand Image	1.000	0.678
24	Ads are useful to choose right products	1.000	0.569
25	Liking of the Price bundling	1.000	0.614
26	Liking of the Freebies	1.000	0.672
Extraction Method: Principal Component Analysis.			

The above table, as indicated by extraction values, shows that the level of variation brings about by an underlying factor on a particular item which are given in the form of a statement. For instance, the item, ' Intentions to satisfy needs', has the extraction value of 0.718, which means that 71.8% variation happened in this item is being caused by an underlying factor.

Table 6: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.574	17.592	17.592	4.574	17.592	17.592	2.324	8.938	8.938
2	1.806	6.948	24.539	1.806	6.948	24.539	1.967	7.567	16.505
3	1.662	6.393	30.933	1.662	6.393	30.933	1.941	7.466	23.970
4	1.498	5.760	36.693	1.498	5.760	36.693	1.731	6.657	30.628
5	1.397	5.373	42.066	1.397	5.373	42.066	1.707	6.565	37.192

6	1.299	4.996	47.063	1.299	4.996	47.063	1.555	5.981	43.173
7	1.164	4.478	51.541	1.164	4.478	51.541	1.542	5.930	49.103
8	1.104	4.246	55.787	1.104	4.246	55.787	1.383	5.319	54.422
9	1.003	3.859	59.646	1.003	3.859	59.646	1.358	5.224	59.646
10	0.986	3.793	63.440						
11	0.901	3.467	66.907						
12	0.825	3.173	70.080						
13	0.785	3.019	73.099						
14	0.768	2.953	76.052						
15	0.723	2.779	78.831						
16	0.674	2.594	81.425						
17	0.640	2.462	83.887						
18	0.605	2.326	86.214						
19	0.595	2.289	88.503						
20	0.555	2.135	90.638						
21	0.530	2.039	92.677						
22	0.468	1.799	94.476						
23	0.453	1.741	96.217						
24	0.416	1.599	97.816						
25	0.357	1.371	99.188						
26	0.211	0.812	100.00						
Extraction Method: Principal Component Analysis									

The above table shows a list of the eigenvalues associated with each linear component (Factor) before extraction (Initial Eigenvalues) and after extraction (Extraction Sums of Squared Loadings). Before extraction, 26 linear components are identified within the data set. The eigenvalues associated with each factor or component represent the variance explained by that factor. In the Extraction Sums of Squared Loadings three factors are identified based on their eigenvalues which are given in the form of Percentage of Variance. From this one can come to the conclusion that the component 1 or factor 1 explains 17.592%, factor 2 explains 6.948%, factor 3 explains 6.393%, factor 4 explains 5.760%, factor 5 explains 5.373%, factor 6 explains 4.996%, factor 7 explains 4.478%, factor 8 explains 4.246% and factor 9 explains 3.859% of variations in the data.

Table 7: Extraction Method: Principal Component Analysis

Rotated Component Matrix[a]									
	Component								
	Factor 1	**Factor 2**	**Factor 3**	**Factor 4**	**Factor 5**	**Factor 6**	**Factor 7**	**Factor 8**	**Factor 9**
Easy to return faulty products	0.722								
Easy to get repayment or correct products	0.699								
Delivery of the product is quick	0.584								

	1	2	3	4	5	6	7	8	9
Site sells good quality products	0.523								
Packages and safety of goods are good	0.421								
Proper guidance to avail warranties and guarantees	0.421								
Convenient Delivery		0.703							
Low delivery charges		0.632							
Tracking orders and keep in touch with customers		0.625							
Ease of Using the website		0.416							
Satisfy the aftersales requirements			0.750						
Trust that personal data will be protected			0.659						
No out of stock situation happens			0.466						
Guidance to choose right products				0.758					
Intentions to satisfy needs				0.625					
Guidance to use products rightly and properly				0.459					
Very good Brand Image					0.767				
Ads are useful to choose right products			0.414		0.507				
Offering products with much reduced price						0.739			
Liking of the Price bundling						0.655			
Liking of the Freebies						0.555			
Vast collection of products at various price points							0.711		
App and its Versatility							0.683		
Gives option of COD								0.804	
Offering of flexible payment options								0.497	
Option of Reviewing and Comparing Products									0.804

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.[a]

a. Rotation converged in 21 iterations.

From the above table one can identify the most important nine factors in the context of online shopping, particularly from the perspective of college students. Based on the items involved in the first factor, one can name that as "Essential activities of a successful online shopping company". Going by the factor loadings, the second factor can be called as "Essentials of efficient delivery". As far as third factor is concerned, by looking into the factor loadings, it can be labelled as "Essentials of winning over trust of young customers". The fourth factor and its variables indicate a few aspects of proper guidance on the part of online shopping companies. Hence, it can be named as "Essentials of proper guidance". The fifth factor can be called as "Brand image through sensible advertisement". For the sixth factor can be aptly named as "Essentials of pricing in the context of online shopping', The items loading in the seventh factor puts importance not only on having vast collection of products at various price ranges but also on easy accessibility to catalog of those products through a mobile app. Therefore, this factor can be named as "The app based accessibility to vast collection of products". The eighth factor can be termed as "Payment options". The ninth factor is all about giving options to review and compare products.

Table 8: Expectations of college students from online shopping companies

Sl. No	Expectations	Percentage (n = 189)
1	Good quality products	53
2	On time delivery	48
3	Reliable Price	40
4	Huge selection of goods	26
5	Offers	14
6	Original Branded products	14
7	Low delivery charges	11
8	Quick return option	11
9	Matching products	09
10	User friendly website	06
11	Quick exchange option	06
12	No damaged products	06
13	COD at all locations	04
14	Friendly customer care	03
15	No out of stock	03
16	After sales service	03

Source: Primary Data

The above table enlists the fundamental expectations of college students from an online shopping company. Going by the percentage of students expecting a particular aspect from an online shopping company, the aspects like 'having good quality products (53%)', 'on time delivery (48%)', 'reliable price (40%)' and 'huge selection of goods (26%)' are the most important fundamental expectations of college students from an online shopping company. However, it seems that all these aspects are too important for college students which should not be ignored by online shopping companies.

Results & Findings

This research reveals the most preferred online shopping company by college students. This study shows the exhaustive list of products that are bought by college students and at the same time one can come to know the major products that are purchased by them through online. This study shows

frequency and price ranges at which products are bought by college students. This research discovers the following factors as important factors in the context of online shopping: "Essential activities of a successful online shopping company", "Essentials of efficient delivery", "Essentials of winning over trust of young customers", "Essentials of proper guidance", "Brand image through sensible advertisement", "Essentials of pricing in the context of online shopping', "The app based accessibility to vast collection of products", "Payment options" and "Giving options to review and compare products". At the end, this research summarizes expectations of college students from online shopping companies.

Conclusion

Attracting and retaining customers have been a daunting task for online retailers as they have alternatives with virtually no switching cost. In online retailing space, the company that wins over loyalty of customers will have the possibility of earning profit. The first step in retaining a large number of customers and making them loyal customers is understanding their purchase behaviour and discovering factors that are responsible for giving value to customers continuously. This study throws light on these issues in the context of college students.

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