A Study on E-purchasing of books among PG Students of Vikrama Simhapuri University, Nellore

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Abstract

This study was set to explore the electronic purchase of books among the post graduate students of Vikrama Simhapuri University College, Nellore. The research method used for the study was survey. To know the various aspects of e-purchasing practice among the PG students a structured questionnaire was designed based on the objectives of the study, and that is used to collect the primary data from the respondents. Altogether 125 questionnaires were distributed and 100 questionnaires were received. The results of the study indicate that majority of the respondents purchase educational and professional books in online, and prefer to cash on delivery payment mode.

Keywords

E-Purchasing; Domains; VS University..

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INTRODUCTION

E-Purchasing (E-Commerce can be broadly defined as 'any form of business transaction in which the parties interact electronically rather than by physical exchanges of documents or directly from an officials.' E-Purchase is simply "doing business online" It can mean selling data directly from a website or offering applications for download after they're purchased online . It can also mean utilizing the internet as an alternative sales channel and the entire transaction can take place with no human intervention on the merchant's side. E-Purchase is the Business to Business (B2B) purchase and sale of supplies and services over the internet, An E-Purchase is also sometimes referred to by other terms such as supplier's exchange. E-purchasing automates and extends manual buying and selling processes, from the creation of the requisition through to payment of the suppliers. The term E-purchasing encompasses back - office ordering systems, e-marketplaces and supplier websites.



Fig:1. E-Purchasing of books

The combined use of information and communication Technology through electronic means to enhance extreme and internal purchasing and supply management process these tools and solution delivery arrange of options that will facilitate improved purchasing and supply management. In nowadays majority of the peoples to interest to purchase the all we required the products to purchase the online why because it is very easy and low price to purchase the products. so in present scenario we upcoming so many new E-purchasing company's lunch in India.

E-Purchasing Functions

Electronic systems can be used for purchasing functions such as

- E-requisitioning: creating and approving purchasing requisitions and placing purchase orders using a software system based on Internet technology.
- E-sourcing: Identifying new suppliers for a specific category of purchasing requirements using Internet technology. This may require "E-cataloging", setting up electronic products and suppliers lists.
- E-administration: Gathering and distributing purchasing information from both internal and external parties tracking and accepting goods and authorizing payment using Internet technology

OBJECTIVES OF THE STUDY

The study is based on the following objectives. These are

- To explore the E-purchasing of books practice among the students.
- To examine which type of books purchased by the PG students in online.
- To identify the preferable domain to purchase books.
- To know the preferable payment structure used to purchase books in online

SCOPE AND LIMITATIONS OF THE STUDY

The present study limited only to the books E-purchasing habits of post graduate students of Vikrama Simhapuri University College, SPSR Nellore district of Andhra Pradesh.

METHODOLOGY

The present study was aimed to the books E-purchasing habits of post graduate students at Vikrama Simhapuri University College, SPSR Nellore district of Andhra Pradesh. The population of this study was post graduate students of V. S. University College. For collecting data, questionnaire was used as a research tool. The researcher had distributed 125 questionnaires to the students of various departments. However, the investigator received responses from 100 students only.

ANALYSIS AND INTERPRETATION OF DATA

The analysis of data is one of the most important aspects of the study. The data is analyzed and presented in the form of tables and graphs.

Table 1: Gender wise distribution of respondents

S. No	Gender	Respondents	Percentage
1	Male	63	63.00
2	Female	37	37 .00
	Total	100	100

The above table depicts that 63 % of the Students are Male and 37 % of the students are female. Hence it can be concludes that majority of the male students are contributed to this study.

Opinion of the Purchase of Books in online

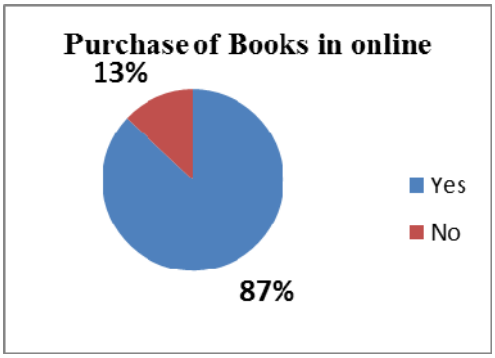


Fig.1:Opinion of the Purchase of Books in online

The above figure-1 presents the details of the satisfaction of purchasing books through online. 87% of the respondents expressed their satisfaction with regard to purchase books in online, only 13% responded negatively. It can be conclude that most of the respondents expressed their opinion that they purchase books in online.

Types of books purchase in online

Figure-2 shows the various categories of book purchasing details. It is clear that 87 (100%) respondents expressed that they purchase educational and professional books, 23(26%) Respondents expressed that purchase fiction & nonfiction books, 21(24%) respondents expressed that purchase entertainment books and 16(18%) respondents expressed that purchase other books in online. It can be concludes that most of the respondents expressed their opinion that they purchase educational and professional books in online.

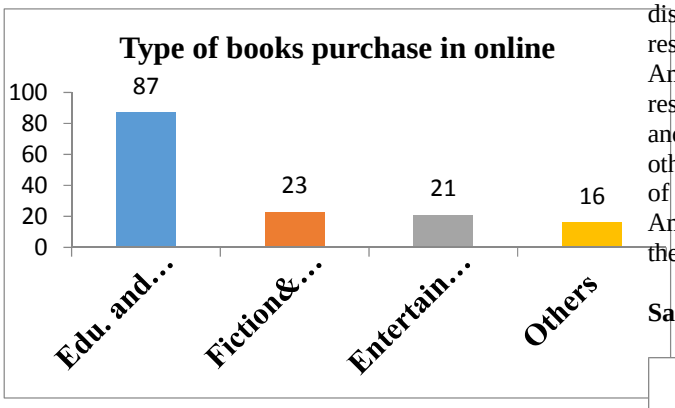


Figure: 2: Types of books purchase in online

Preferable domains to purchase the books

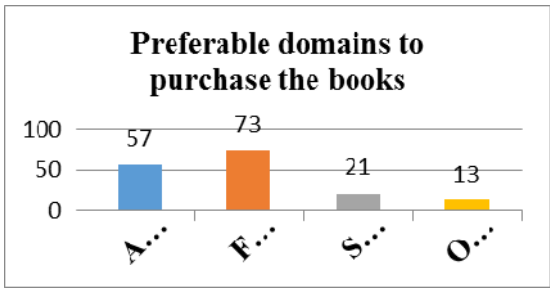


Fig. 3:Preferable domains to purchase the books

The above figure-3 depicts that 73(84%) respondents expressed that they purchase books in Flip kart, 57(66%) respondents expressed that they purchase in Amazon, 21(24%) respondents expressed that the prefer to purchase in Snapdeal and 13(15%) respondents expressed that they purchase in other domains. Majority (84%) of the respondents prefer to purchase of books in online through the Flipkart domain

Offer/Discounts

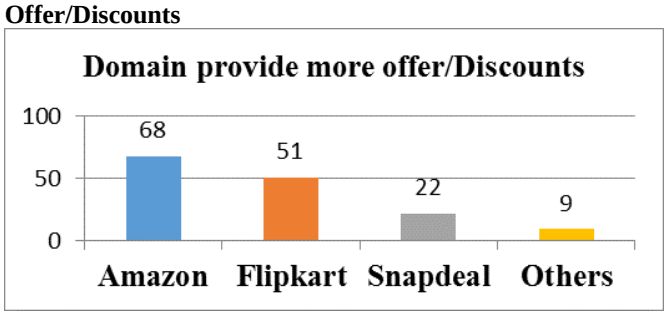


Fig. 4: Offer/Discounts

The above figure explains the offers and discounts providing domain names. Those 68(78%) respondents expressed that best offers are giving in Amazon, 51(59%) respondents Flipkart, 22(28%) respondents expressed that offers to provide Snapdeal and 9(10%) respondents expressed that purchase other domains. Hence, it can be concludes that most of the respondents expressed their opinion that Amazon domain provide the best offers to purchase the books in online.

Satisfaction of the condition of received books

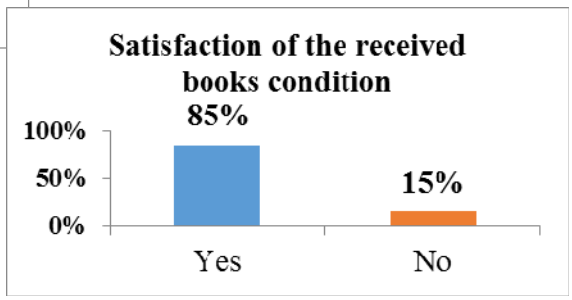


Fig.5: Satisfaction of the condition of received books

The above figure indicates that 74(85%) of the respondents expressed satisfaction with regard to received the books in good condition in online purchase, where as 13(15%) of the respondents expressed they are not satisfied with regard to the received books. It can be concludes that most of the respondents expressed their opinion that they received the book in good condition through the purchase in online.

Mode of Payment prefer to purchase the books

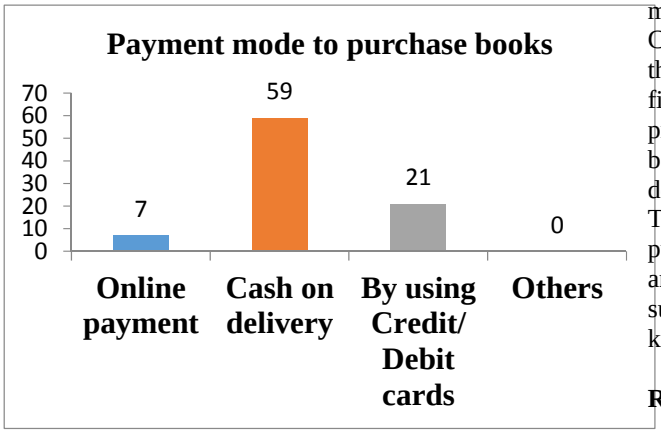


Fig. 6: Mode of Payment prefer to purchase the Books

Figure-6 shows that 59(68%) respondents expressed that they prefer to purchase the books on online through cash on delivery, 21(24%) respondents by using credit/debit cards, and 7(8%) respondents expressed that to purchase the books on online payment. Hence, it can be concludes that most of the students expressed their opinion that they purchase the books in cash on delivery mode.

SUMMARY OF FINDINGS

The major findings of the study are

- 87% of the students are satisfied with the books purchasing through in online.
- Majority of the respondents purchase educational and professional books in online
- Majority (84%) of the respondents prefer to purchase the books in Flip kart domain.
- Majority (78%) of the respondents opined that Amazon domain provide more offers to purchase books.
- 87% of the respondents are received the book in good condition, and they satisfied with the purchase of books in online
- Majority (68%) of the respondents prefer to purchase the books on cash on delivery payment mode.

CONCLUSION

The information and communication technology revolution made changes in the day to day human life. Online shopping also one of the new trend and it is growing with high pace. The rise of use of internet makes it to become a popular shopping method. E-Commerce technology had provided the new way for the consumers to make orders within minutes. The findings of this study lead to conclude that students prefer to purchase the educational and professional books in online; they purchase books in popular domains like Amazon, Flip kart and Snap deal etc. There are disadvantages involved in online purchasing like payment, identity, security, privacy and lack of personal customer service etc., it is suggestible to the consumers must be make prior knowledge and cautious before making order.

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