

## A critical analysis of online transactions among college students

**Dr. Sanjay Tekade**

Associate Professor, JN College, Wadi, Maharashtra, India

### Abstract

The online transactions have gained huge momentum in recent era. The present government has promoted online transactions in a big way. The majority of population have started using it. The various studies have shown that the college are using online transaction quiet often. This research paper is an attempt towards judging the factors responsible for this scenario.

**Keywords:** online transaction, college students

### 1. Introduction

(Kumar) The E-commerce business in India has seen exponential growth over the last decade. This growth is due to many contributory factors, including rapid adoption of technology by Indian consumers, large increases in the number of internet users, new enabling technologies, innovative business models and alternative payment options offered by E-commerce companies. (kumar) online shopping is one of the most popular activities that take place on internet. Online 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. Since the emergence of the World Wide Web, merchants have sought to sell their products to people who surf the Internet. The online business is here to stay and will continue to blossom. There have been incidences where the online business has performed well and has hampered the growth of traditional business in big way. The growth of internet and Smartphone era are increased. The online transaction are online purchase and selling without face to face conversation. People initially use credit cards and debit cards but now use an e-wallet like Paytm etc. Its shows customer with virtual wallet for online payment and empowering to buy product and service on the web. Review of literature Cash less transaction are not possible without internet, hence government must investigate in infrastructure which will promote internet. Free wifi zones must be made available at market place.

According to David B. Humphrey, Lawrence B. Pulley, and Jukka M. Vesala (November 1996): states that it's consist of initiated, processed and received electronically. The scope of the e-payment services provider controls the business concepts from person to person. Observe in "Growth of E-Commerce in India" that though online travel and hotel bookings has the lion's share of e-commerce market, their share has comparatively fallen over the years due to the recent increase and consequent rise of e-tailing services.

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### Research Methodology

#### Objectives of study

1. To study the profile of students availing online transaction.

2. To study the reasons for availing online transaction

#### Hypothesis

The family income is not associated with online transaction  
The primary data was collected from 100 respondents. The method of data collection was simple random sampling method. The main questions of questionnaire were discussed below

**Table 1**

Particulars	Categories	Number of Respondents	Percentage %
Gender	Male	56	56%
	Female	44	44%
Age	0-18	24	24%
	18-20	22	22%
	20-22	21	21%
	22-25	31	31%
	25 & above	02	02%
Qualification	U.G. []	45	45%
	P.G. []	20	20%
	Professionals []	30	30%
	Ph.d []	05	05%
Family's Gross Annual income	Below 4 lakh	35	35%
	4 to 8 lakh	20	20%
	8 to 12 lakh	35	35%
	12 to 16 lakh	10	10%

**Table 2: Are you aware about online transaction?**

Sr. No	Particular	Frequency	Percentage
1	Yes	96	96 %
2	No	1	1 %
3	Partially	3	3%
	Total	100	100

**Table 3: Have you done transaction online?**

Sr. No	Particular	Frequency	Percentage
1	Yes	84	84 %
2	No	1	0
3	Sometimes	15	15%
	Total	100	100

**Table 4:** How often have you done transaction online?

Sr. No	Particular	Frequency	Percentage
1	Daily	12	12%
2	Weekly	24	24 %
3	Monthly	31	31 %
4	Occasionally	33	33 %
	Total	100	100%

**Table 5:** which type online transaction used by you

Sr. No	Which payment option do you use for online Transaction?	Frequency	Percentage
1	Credit card	15	15 %
2	Debit card	42	42 %
3	Net Banking	23	23 %
4	E-Wallet	20	20 %
5	Others	0	0 %

**Table 6:** Why you have used online transaction

Sr. No	Particular	Frequency	Percentage
1	Convenience	22	22 %
2	Easy to use	18	18 %
3	Security	36	36%
4	Speed	3	3 %
5	Cash back/Discount	21	21 %

**Table7:** Testing of hypothesis

Sr. no.	Expected
1	23.5
2	22.0
3	33.0
4	21.5

The chi square value is 24.2 while table value is 7.851. The chi square value is more than table value. Hence the null hypothesis that is rejected. Hence we can say that The family income is not associated with online transaction

**Conclusion and recommendation**

From the above data it is clear that majority of respondents are using online transaction. The main source of it is debit or credit card. The college students are using it to purchase the latest trends or because they are getting cash back. The credit system or EMI are also encouraging them to use it. The various apps can use specially designed packages or schemes for college students.

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