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AN ANALYSIS OF ONLINE SHOPPING BEHAVIOUR AMONG COLLEGE STUDENTS

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Abstract: Internet based buying offers the consumer a huge extent of things and companies wherein he can look at the price referred to through different providers and select the pleasant sport plan from it. Internet publicizing is mindfully superb comparable to different selling channels and internet hoists an prepared correspondence among the trader and the give up patron with consistent patron care. The consumer, in case of web purchasing can purchase the picked thing unexpectedly through doing a couple of ticks from domestic or work saving funding notwithstanding the greater distance rising up out of the never-ending and boundless market added by using the web. Furthermore, the net can similarly paintings with the purchasing of consumers with diminished movability. No matter those uplifting components, there are extraordinary alternate and non exchanges issues protected, as an example, web clients being extraordinary while giving their MasterCard wide variety, man or woman records, and so forth which move approximately as impediments. Digital purchasing is new, and it's far at an early phase, and there aren't any firm guidelines for effective dwelling. Clients are postponed in showing hobby in net purchasing. Anyways, the future for internet shopping appears high-quality and empowering.

IndexTerms-Consumer attitude, Advertising channels, Promotion strategies, Wide variety of products.

1. INTRODUCTION

The universe of web basically can be considered as a relentless market, where a client residing in any country of the world can get into a legitimate association with a merchant working in another country of the world. According to this viewpoint a cross-line purchase is the place where the purchaser buys stock from any web seller settled wherever on the planet outside his/her country of home. In light of the qualifications in language and establishment environment, other than on occasion in business customs it is particularly principal to consider whether to buy the picked thing from a web store worked by a new representative. The client, in case of online shopping can buy the picked thing rapidly by doing a couple of ticks from home or work saving investment regardless of the greater distance rising up out of the relentless and boundless market introduced by the web. Furthermore, the web can moreover work with the shopping of purchasers with diminished flexibility. Since the purchaser doesn't have to go to the premises of the seller, and isn't limited by the initial times, he/she can present a solicitation reliably. Such things can similarly be purchased that are not available in the ecological components of the customer, hence the determination of items is basically greater, and in addition the movement can be referenced not simply to the spot of home anyway to the workplace, as well. The recommendations on the web can be conveniently pondered, thusly the customer can buy the thing with the best circumstances (worth, quality, and various limits) redid to individuals needs.

2. REVIEW OF LITERATURE

Ithnin et al (2022) there is an expansion in the client's value, permitting the person to answer well to web based shopping. **Daroch.B et al (2021)** there were numerous issues or issues that customer's face while utilizing online business stage. **Kuswanto et al (2020)** the way that understudies are a possible market, the web-based commercial center ought to put more spotlight available division is likewise critical to figure out a proficient showcasing technique. **Diebes et al (2019)** The Social media influence building client relationship and its components like Brand mindfulness, information, and expectation to purchase. **Gao et al (2019)** the social presence emphatically influences site ID and buy aim, while telepresence just decidedly influences site ID. **Jukariya et al (2018)** the review recognized that there are Transaction security and various installment choices, Personal protection and security, Product cost and quality, the speed of access and later - deals administration were not many central points that influence understudies' internet shopping conduct.

3. OBJECTIVES

1. To discover the important thing elements influencing online buying conduct of college students in Karaikudi.
2. To analyze the delight level amongst better college students in Karaikudi.
3. To examine the role of schooling in college students` attitude towards on line purchasing.

4. STATEMENT OF THE PROBLEM

Electronic purchasing of items, both exorbitant and humble, is inescapable to significantly greater loosen up recently in view of solace, quick trades, saving time, appealing arrangements unique offers, etc. Despite these enticing components, there are different contingent and non-esteem based issues included like web clients being abnormal while giving their charge card number, individual information, etc which go about as obstructions. Web shopping is new, and it is at a beginning stage, and there are no firm rules for successful living. Consumers are delayed in showing interest in web shopping. In any case, the future for web shopping looks splendid and empowering. Thusly, this examination means to investigate the attitude of online client.

5. SCOPE OF THE STUDY

Online shopping is a current phenomenon that has developed great importance in the modern business environment. The evaluation of online shopping has opened the door of opportunity to exploit and provide a competitive advantage over firms. This study analyzed the different issues of online shopping among college students. The present study is both descriptive and evaluative and examines the impact of integrated marketing communications on online shopping behaviour among college students in the two Colleges students.

6. RESEARCH METHODOLOGY

According to the authority sites of two Colleges for the year 2021-2022, there are 3144 Students in these schools. To give due portrayal to the Colleges of Karaikudi "Stratified Random Sampling Technique" has been utilized to choose the respondents. This study is done by utilizing both the essential and optional information. It depends on the example review strategy where 110 respondents were gathered however because of the deficient respondents 10 respondents were dismissed lastly 100 respondents were chosen for the review.

7. DATA ANALYSIS RESULTS AND DISCUSSION

The study results are coordinated as follows, in the main segment, the segment profile of the respondents is introduced. The part presents the aftereffects of information examination and close with assumption and impression of the respondents (Students concentrating on in two schools) in Karaikudi in regards to Online Shopping.

7.1 Online buying Behavior of Students

In online shopping students plays a vital role because they are young generation who wants buy products with wide variety of ranges at affordable prices.

Table –1 Buying Behavior of Online Shoppers

Variables and Categories	N=100	%
Internet based totally shopping Frequency		
Once in a Month	36	36%
Once in 2 Months	22	22%
Once in 6 Months	32	32%
Once in a year	10	10%
No. Of Years when you consider that buying through online		
Less than a year	18	18%
1-2 Years	68	68%
2-3 Years	14	14%
Wellsprings of idea about on-line shopping		
Referred by Friends/ /Colleague / Family member	48	48%
Saw an Online Advertisement	27	27%
Product Ratings	25	25%
Resources Of concept about online buying websites		
With the Recommendation of Friends	56	56%
Search Engine	38	38%
Advertisement in the Press and Media	6	6%
Motivating thing of on-line buying		
Wide Variety of Products	68	68%
Shop at any Time of the Day	22	22%
No need to Travel to the shop	10	10%
Mode of Online Payment		
Cash on Delivery	68	68%
Credit / Debit Cards	26	26%
Bank Transfer	6	6%

Source: Primary Data

Table -1 reveals that the 36% of students shop through online once in a month, only 10% of students shop through online once in a year. Majority of the students (68%) have 2 years experience in online shopping. Most of the students (48%) got the idea of online shopping from friends and colleague.

7.2 Students Attitude towards Online Shopping

The students attitude towards online shopping includes Time saving, Any time anywhere purchase, Various types of products, etc.,

Table-2

Respondents Attitude towards Online Shopping

Respondents Attitude towards Online Shopping	Mean	SD
1.Online buying saves time	1.96	.39
2.Buying may be finished at any time	1.71	.51
3.Extensive sort of products	1.81	.58
4. Accurate description approximately product	2.10	.90
5. On line buying is as relaxed as conventional purchasing	3.15	1.65
6. On line shopping is unstable	3.76	1.56
7.Longtime is needed for the shipping of product	2.24	1.64
8.Necessity of having financial institution A/C or credit card create issue	3.40	1.39
9.Chance of losing privateness	1.95	.53
10.Complicated as compared to traditional buying	3.751	1.63

Note: Things are estimated on 5 point scale where strongly agree =1 and strongly disagree =5

Source: Primary Data

As per Table-2, the ordinary mean demeanor score for the statements 1-3 and 9 was under 2, showing respondents positive response towards these attestations. Through these enunciations respondents agree that electronic shopping is save time of the purchasers, it offers wide grouping of things and exact depiction about thing .Also agree that buyers can shop thing at whatever point of the day. As per clarification 5 respondents accepted that, web shopping isn't basically essentially as secure as regular shopping. Respondents solidly can't resist the urge to go against the attestations 6, 8 and 10. That's what they accepted, web shopping isn't unsafe, it isn't perplexing when diverged from traditional shopping and need of having bank A/c not raise any kind of hell. In clarification 7, respondents agree that extended time frame is required for conveying the thing. By agreeing with the declarations 9, respondents anticipated that they adversity their security.

Hypothesis

Ho: There is no significant relationship between instructive functionality of the respondents and variables affecting online shopping.

Table-3

Educational Qualification of the Respondents and Factors influencing Online Shopping

Factors	Educational Qualification			Total
	Graduation	Post Graduation	Professionals	
Easy payment	6	3	2	11
No compelling reason to tour	4	5	1	10
Shop every time	13	8	4	25
Admittance to global logo	5	5	5	15
Extensive assortment of object	15	16	8	39
Total	43	37	20	100

Source: Primary data

Table-4

Test Statistics

Chi- square	D. f	Significant value	Significant/not significant
5.0521	12	.751997	Not significant

Table-3 and 4 depict the association between Educational Qualification of the respondents and factors affecting Internet Shopping. For a bigger piece of the graduated class and post graduated class," wide variety of things" was the main consideration for influencing electronic shopping. Bigger piece of specialists, Shop at whatever point and induction to overall brand are the fundamental contemplations influencing web shopping. Table-5 communicates that at the 5% level of significance, the chi-square regard (.751997) isn't tremendous. Thusly, enlightening ability of the respondents and parts affecting web shopping are free.

8. CONCLUSION

Online shopping is ending up being logically notable for an arrangement of reasons. The assessment brought to likewise that internet based clients are energetic, significantly instructed, dynamic, serious, and are ace clients of the web; they have a strong positive insight towards web shopping and overall spend an extraordinarily low aggregate on electronic shopping. The revelations of this assessment have attested that the evident publicizing mix and saw reputation could influence on the buyers' attitude of embracing web shopping. Through the revelations of this assessment, online retailers could all the more promptly recognize online buyers' presumptions and the determinants of customers' direct. By understanding the key drivers that could influence on web-based clients' demeanor towards web shopping, online retailers would have the choice to characterize and execute their e-business method beneficially and satisfactorily and enjoy more grounded ferocious benefit. The greatest driving part for web shopping is solace. For example, online dealers ought to zero in nearer on applying the advancing mix of high thing quality, lower esteem, markdown, free transport cost, or unqualified present and set forth some bold energy to build, overhaul, and stay aware of their extraordinary standing.

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