



Contemporary Shifts in Student Behavior Regarding Online Shopping

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Abstract:

The landscape of buying among college students has dramatically advanced because of the substantial integration of online platforms. The world of online buying affords an extensive array of products and services, fostering the potential to evaluate fees and pick out the most competitive deals to be had through numerous suppliers. This fashion signifies a conceptual shift in advertising and marketing techniques, harnessing the energy of the net to set up direct, round-the-clock communicate between sellers and up-customers, thereby improving customer service and delight. The enchantment of online purchasing rests on the efficiency it offers, enabling rapid shopping with just a few clicks from the consolation of 1's domestic or place of work. It transcends geographical obstacles, broadening the marketplace scope beyond neighborhood confines and saving enormous time and energy for clients. Substantially, online purchasing is proving instrumental for individuals with decreased mobility, supplying accessibility and the liberty to make purchases without physical constraints.

However, even as online shopping offers several advantages, several transactional and non-transactional problems persist. Customers express discomfort by offering private statistics, mainly credit card info, which acts as a full-size deterrent. Additionally, notwithstanding the capability advantages, consumer engagement with online buying remains gradual because of consideration and safety concerns. This study aims to analyze the changing behavioral patterns and attitudes of college students toward online shopping. By using identifying key influencing elements, gauging pride tiers, and thinking about the effect of education on these styles, it seeks to understand the shift in consumer conduct and choices. This study provides a complete view of the multifaceted panorama of online buying among college students, highlighting the motivating elements, worries, and the future ability of this mode of trade.

Key Words: Online Purchasing, Patron mindset, Conduct, Academic Impact.

Introduction:

In current years, the landscape of trade has undergone a good sized transformation with the surge in online buying. This shift is substantially reported among college students, who have come to be increasingly more reliant on digital structures for their purchasing wishes. The present day behavioral trend toward on-line buying amongst students can be attributed to several key factors. Convenience sticks out as a primary driving force in the back of the burgeoning choice for online purchasing. With irritating academic schedules and numerous extracurricular commitments, students frequently locate themselves strapped for time.

Online purchasing offers them the ability to browse and make purchases at any hour, disposing of the limitations of traditional brick-and-mortar save hours. The potential to keep from the consolation in their dorm rooms or while commuting simplifies the entire purchasing revel in, making it particularly handy. Furthermore, the variety and range of products available on-line cater to the eclectic tastes of the student demographic. Whether or not it is textbooks, electronics, clothing, or groceries, online outlets provide an in depth

array of alternatives. This range no longer best meets the various wishes of students but also allows for easy charge comparison, enabling them to locate the great deals without having to bodily visit more than one shops. The pervasive use of era, specially smartphones, has in addition facilitated the shift toward online purchasing among students. Cell apps and user-friendly websites make the buying revel in seamless and reachable, permitting students to make purchases with some taps or clicks. Moreover, the superiority of distinctive on-line reductions, deals, and promotions tailored for college students acts as a great incentive. Many online systems offer scholar reductions, which can be specially attractive for those on a decent price range.

The recent international occasions, together with the covid-19 pandemic, have additionally expanded the adoption of online buying. Lockdowns and social distancing measures have pushed extra college students towards online retailers, each out of necessity and as a safer alternative to in-man or woman purchasing. The behavioral fashion among college students is unmistakably leaning closer to online purchasing. The benefit, range, technological accessibility,

distinctive reductions, and recent worldwide shifts have all played pivotal roles in steering students towards this widespread and evolving mode of buying. As generation continues to increase, the fashion is possibly to persist and evolve even similarly inside the destiny.

Statement of Problem:

Online purchases are known for his or her price-effectiveness, convenience in transactions, time-saving blessings, and attractive promotional offers. Issues persist about each transactional (discomfort in sharing private records) and non-transactional problems in online buying. A phase of clients stays less knowledgeable and well-known shows minimum hobby in online buying, in spite of the promising future prospects for net-based totally buying. As a result, this take a look at seeks to discover online buyers' attitudes.

Objectives of the Study:

- ✓ To delineate the pivotal elements that have an effect on the net buying behavior of students.
- ✓ To evaluate and examine the satisfaction levels experienced with the aid of college students carrying out online shopping.
- ✓ To analyze how schooling affects the attitudes of college students towards online shopping.

Overview of literature:

Amin.P.D and amin.B.'s (2022) look at highlighted gender-primarily based differences in online purchasing sports, displaying that female perceptions considerably have an effect on attitudes and intentions in on-line purchasing, with girls valuing sensory studies and emotional involvement extra than guys who prioritize performance. Banerjee, dutta, and dasgupta (2018) discovered that delight among online consumers correlated with an purpose to preserve online buying in the future, with massive and cutting-edge statistics being the number one influencer for indian clients.

Additionally they observed institutions between on-line purchasing and factors including monthly own family profits and internet usage frequency. Broekhuizen and huizingh (2017) focused at the moderating effect of direct on-line buying experience, figuring out differences in concerns between inquirers and clients and supplied managerial suggestions for enhancing online client loyalty primarily based on enjoy. Torben hansen and jan møller jensen's (2009) study tested gender-

related differences in purchasing orientations, highlighting the need of decreased problem in selecting gadgets for online garb purchases, specially for women across special purchasing conditions. Miao zhao, ruby roy, dholakia (2009) explored how website attributes have an effect on purchaser pride, suggesting that unique website design techniques must be employed based totally on users' online revel in and the evolving relationship among interactive internet site attributes and purchaser delight.

Research methodology:

The studies method constitutes a scientific technique to cope with research issues by using using diverse methodological steps alongside their underlying reason.

Sampling system:

Records for this examine become amassed via a self-based questionnaire. Researchers including vrechopoulos et al. (2023) indicated that the adolescents predominantly have interaction in on-line product buying via the net. As a result, this observe focused on more youthful generation college students above the age of 18 who actively applied the net for numerous purposes. A self-administered questionnaire became allotted to a hundred students within the decided on institute. The accrued statistics underwent thorough modifying to ensure reliability and consistency, finally being prepared into a grasp table for complete evaluation.

Data Source: This observe encompasses both descriptive and analytical dimensions, thereby utilizing a blend of number one and secondary facts sources

Statistics processing and framework of evaluation: The primary data underwent processing and analysis the use of percent evaluation and descriptive information to unveil insights and trends.

Information analysis outcomes and discussion:

The evaluation initiates through offering the demographic profile of the respondents. Eventually, the section discusses the outcomes derived from the information evaluation, encapsulating the expectancies and perceptions of the respondents regarding online shopping practices, thereby imparting a complete view of the conduct and possibilities exhibited by way of the sampled pupil population in 2023.

Table 1: Demographic Characteristics of Respondents

Variables And Categories		N=100	%
Age	18-30 Yrs	100	100%
	31-50 Yrs	0	0%
Gender	MALE	55	55%
	Female	45	45%
Educational Qualification(Pursuing)	Graduation	44	44%
	Post Graduation	36	36%
	Professional	20	20%

Area Of Residence	Urban	40	40%
	Rural	24	24%
	Semi Rural	36	36%
Source Of Income	No Income Pocket Money Only	76	76%
	Less Than 5000(Part Time Job)	16	16%
	5000-10000(Part Time Job)	8	8%
Marital Status	Married	0	0%
	Unmarried	100	100%

The Table -1 showcase demographics trends associated that majority of the respondents were males (55%) and were elderly between 18-30 years (a hundred%). As predicted, 100% of the respondents were unmarried and 76% of the respondents have no income, but received pocket

cash. Majority of the respondents (44%) had been pursuing commencement diploma and simplest 20% were pursuing professional diploma. A most of 76% of the respondents from city and semi-urban place and 24% from rural vicinity.

Table 2: Buying Behaviour of Online Shoppers

Variables And Categories		N=100	%
Online Shopping Frequency	Once In A Month	32	32%
	Once In 2 Month	24	24%
	Once In 6 Month	32	32%
	Once In A Year	12	12%
No. Of Years Since Shopping Through Online	Less Than A Year	24	24%
	1-2 Year	60	60%
	2-3 Year	16	16%
Sources Of Idea About Online Shopping Referred By	Friends/Colleague/Family Member	56	56%
	Online Advertisement	28	28%
	Product Rating	16	16%
Sources Of Idea About Online Shopping Websites	Friends	60	60%
	Search Engine	36	36%
	Advertisement	4	4%
Motivating Factor Of Online Shopping	Wide Variety of Products	64	64%
	Shop At Any Time of The Day	20	20%
	No Need To Travel To The Shop	16	16%
Mode of Payment	Cash On Delivery	76	76%
	Credit /Debit Cards	20	20%
	Bank Transfer	4	4%

"Online shopping behavior among respondents closely mirrors the steps involved in traditional shopping behavior, contingent upon their mental disposition regarding making or abstaining from online purchases.

Shopping Frequency: As per Table 2, the majority of respondents engage in regular online shopping. Thirty-two percent shop monthly, 24% every two months, and 32% every six months, with only 16% shopping annually. 60 percent prefer purchasing online for 1-2 years. A smaller percentage (32%) has been shopping online for 2-3 years. While online shopping trends have existed in India for decades, the recent surge in online shopping is relatively new. **Data Seeking and Purchase Decisions:** The primary sources for information on online shopping are friends, colleagues, and family members (56%), followed by online ads (28%), and only 16% from alternative

sources. Furthermore, the majority gather information about shopping websites primarily from friends and search engines, with a minor 2% via press or media ads. **Motivational Factors:** The availability of a wide range of products significantly motivates most respondents to engage in online shopping. Additionally, the convenience of shopping at any time and eliminating the need to visit physical stores are also considerable motivators.

Mode of Payment: Seventy-six percent of respondents opted for free home delivery and made payments upon product receipt. Twenty percent used credit or debit cards for payment. Regarding the relationship between factors influencing online shopping and the educational qualifications of respondents:

Hypothesis: The assertion posits no significant relationship between the educational qualifications of respondents and the factors influencing online shopping."

Table-3 Educational Qualification of the Respondents and Factors influencing Online Shopping

Factors	Educational Qualification			Total
	Graduation	Post-Graduation	Professionals	
Easy Payment	4	2	2	8
No Need To Travel	5	6	2	13
Shopping At Any Time	11	10	6	27
Global Brand	6	6	6	18
New Variety Of Product	18	12	4	34
Total	44	36	20	100

Table-4 Test Statistics

Chi- Square	D	F	Significant Value Significant/Not Significant
5.0521	12	.751	Not Significant

Table-3 and 4 depict the relationship between Educational Qualification of the respondents and factors influencing Online Shopping. For a majority of the graduates and post graduates, "wide variety of products" was the major factor for influencing online shopping. Majority of professionals, Shop at any time and access to global brand are the major factors influencing online shopping. Table-5 states that at the 5% level of significance, the chi-square value (.751997) is not significant. Therefore, educational qualification of the respondents and factors influencing online shopping are independent.

Suggestions:

Government regulation for privateness disclosure: regulation should mandate online buying platforms to transparently detail their privacy guidelines to solve conflicts. Collaboration among companies and banks for improved safety: collaboration among groups and banks to set up direct online debts can mitigate fears associated with the usage of credit cards for online purchases, accordingly fostering accept as true with. Outsourcing payment processing for security: on-line stores ought to outsource fee processing to organizations supplying relaxed e-fee solutions to address the growing complexities and safety concerns. Government enforcement of stringent measures against online fraud: implementing a felony framework to make certain stringent measures towards on-line fraudsters will enhance self assurance among present and ability on-line customers.

Huge lower priced high-speed net get entry to: the government should prioritize providing inexpensive, high-pace internet get right of entry to national to inspire wider participation in online buying. Innovative income advertising strategies: online marketers have to rent modern and accessible sales merchandising strategies to draw and have interaction clients in online buying reports. Simplification of online buying: conscious efforts to lessen the complexities of on-line purchasing will encourage greater customers to participate in online purchasing.

Consumer guarantee measures: appoint strategies like money-again guarantees, sturdy after-income carrier, product replacements for damages, and a 24/7 customer service mobile to instill self belief in consumers.

Conclusion:

Online shopping maintains to advantage vast popularity driven by way of several factors: Online customers are commonly young, surprisingly knowledgeable, and gifted internet users.

They show off a strong high-quality inclination closer to online purchasing, albeit with exceptionally slight spending. These research findings provide treasured insights for online retailers to better understand customers' expectations and behaviors. Know-how the determinants influencing online consumers' attitudes permits retailers to devise and execute e-commercial enterprise strategies efficaciously, gaining a competitive side. Convenience remains the foremost driver for online buying. Subsequently, on-line vendors need to emphasize the marketing blend, focusing on product great, competitive pricing, discounts, loose delivery, and fostering a sincere reputation. Those strategies will make contributions significantly to the boom and sustainability of online buying practices

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