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ONLINE SHOPPING BEHAVIOUR OF WOMEN STUDENT IN HIGHER EDUCATION IN INDIA

Dr.S. RAJESHKANNA

Assistant Professor in Commerce
Government Arts and Science College
Kadayanallur

Abstract

Online behaviour is one of the recent trends in India because India is one of the largest human resource country compare with other countries. In our country most of the online companies choosing goods and services selling through online, for example amazon, flibkart, snapdeal, myndra etc, like these type of online companies now very big development in our country. The majority of the youngsters to interest online shopping habit, they changing attitude and product selection also followed western culture even food also changing habit of western culture followed by recent youngster society. In particular the higher education student are must interest in these kind of online shopping attitude. In India at present 15.00% percent of the higher educational students to purchase goods and service through online. Therefore, these paper to explore online shopping behaviour of women students in india.

Keywords: *online shopping, consumer behaviour, women student, higher education.*

1. INTRODUCTION

In recent days online shopping is mandate one for all the human beings because of lack of time due to the working condition of our personal life. So, the majority of the people to feel very safe and secure and time constrain of online shopping sites. The most of the online companies there in India, they provide very well offers and festival damakka and varieties of styles and packing, visible of products, availability of 24x7 working nature these are all those things to reflect or to stimulate the cosumer to purchase the

online shopping behaviour. In 2022 the Indian e-commerce market to published online purchase increased 21.5% percent they are reaching 74.8 billion U.S Doller. The Indian e-market expect will grow to 188 billion U.S. doller by in the year of 2025 off which the 15% percent higher education students purchased online shopping they very big interest on this occation because all the people kept android moble, internet and computer equipments. It is very useful for these type of online purchasing habits. Therefore, these paper will explore the online

shopping behaviour of women students in higher education students in India.

OBJECTIVE

1. To study the online shopping trends in India.
2. To find-out the online shopping behaviour of women students in higher education in India.

METHODOLOGY

The research studies in descriptive in nature it is using secondary data research method. The secondary data collected from various books, journals, magazines, research reports, published and unpublished sources.

ONLINE SHOPPING

When the consumer goods and services purchase through online or over the internet is called online shopping. Now-a-days the online shopping is very easy because they reach consumer with different forms like facebook, youtube, twitter, g-mail, and other forms of the online shopping units. In recent days the variety of online companies to focus the online product selling between the consumers like amazon, flibkart, snabdeal, meesho etc. Other objects the new generation companies also to penetrate these kind of online selling activities to attract the online shopping consumers.

CONSUMER BEHAVIOUR

Consumer behaviour is one of the attractive concept in recent days it is depends upon the any person's taste, attitude, wish, expectations, expressions, feelings, mind-set up, product bonding, shopping nature, places etc., these are includes consumer behaviour. It is fully personal buying behaviour of the consumer's that is categorised age of the consumer and income level of the consumer. The entire attitude is depends upon the economic level of the consumer.

WOMEN STUDENT

Women is one of our country eye, in our body with eye we didn't anything like that our country without women we do not anything. Now-a-days most of the women's to interest about the education

because the central and state government to implement many women child schemes that is to stimulate the women child for school education as well as higher education. Now in all over india survey on higher education to published result of which 27.3% percent of the female student to enrolled the higher education, this is what to achieve the women student in our country.

HIGHER EDUCATION

Higher education is one of the second part of education, the school students to equipe our self from school level to college level like these arts and science, humanities, engineering, geology etc. In this part maximum of the village students to uplift through higher education in india. The majority of the government colleges, universities and government aided colleges also to provide quality of higher education to the women students.

REVIEW OF LITERATURE

Srikanth, (2020), The Internet has picked up the status of as an enthusiastic financially savvy stage, over a rich wellspring of correspondence. It has increased the complexities of the clear demonstration of exchange. "Google" has become the conventional name for "looking through data". Furthermore, for online exchange exercises the stages associated with web-based purchasing can be isolated into disposition arrangement, goal, appropriation and continuation with web-based purchasing. The most significant variables that web-based purchasing conduct in disposition, inspiration; trust, hazard, socioeconomics, site and so on are broadly inquired about and detailed. "Web selection" is broadly utilized as an established structure to consider "appropriation of web-based purchasing". Post reception or continuation with web-based purchasing is the region which despite everything needs prove look into work. Momentum condition of this rising field offers the possibility to recognize territories that need consideration for future scientists.

Paramasivan. C (2016) As the purchasing behaviours of Indian consumer is not healthy, they find it difficult to judge the quality of the product purchased. To create awareness about consumer rights, responsibilities and the working mechanism, a few organizations are started for their betterment and to impart consumer education.

Vinaykumar, (2014), Woman online shopping is under researched. The author found very few published contents on the topic. This impelled the researcher to undergo a brief review of existing, although comparatively small, literature. The literature suggests that women have lesser trust in online shopping as compared to their male counterparts. The strata of women shoppers can be divided in three distinct group's viz., above 55 years of age, 36-55 years and 15-35 years. The growth in adaptation in online shopping has been observed in the age group of 15-35 years. The increased number of working lady in this group is one among the several reasons. Different types of conceptual information presented in the study are the result of observation, in depth reading, and rational judgement of the author.

Mahesh kumar, (2015), Online shopping offers the customer a wide range of products and services wherein he is able to compare the price quoted by different suppliers and choose the best deal from it. Internet marketing is conceptually different from other marketing channels and internet promotes a one to one communication between the seller and the end user with round the clock customer service. The consumer, in case of online shopping can buy the selected product rapidly by doing some clicks from home or work saving time and energy in spite of the larger distance arising from the endless and unlimited market offered by the internet. In addition, the internet can also facilitate the shopping of consumers with reduced mobility. Despite these motivational factors, there are various

transaction and non transaction issues involved such as internet users being uncomfortable while giving their credit card number, personal information, etc.. which act as deterrents. Online shopping is new, and it is at a nascent stage, and there are no hard-and-fast rules to live by .Consumers are slow in showing interest in online shopping. However, the future for internet shopping looks bright and promising.

Table 1
Online Marketing Companies in India



Source: Secondary Data

The above table no.1 shows the various online marketing companies in india, they are choosing marketing place in india and selling different products to customers through online. Such as; amazon, flibkart, snapdeal, shop clues, home shop, yestri, ebay, myantra, pepperfryjabong etc. Like this variety of the companies to competite between the other online companies to sell the product and services through internet for tarking online consumers.

Table 2
2011 Census of Female Literacy Rate in All over India

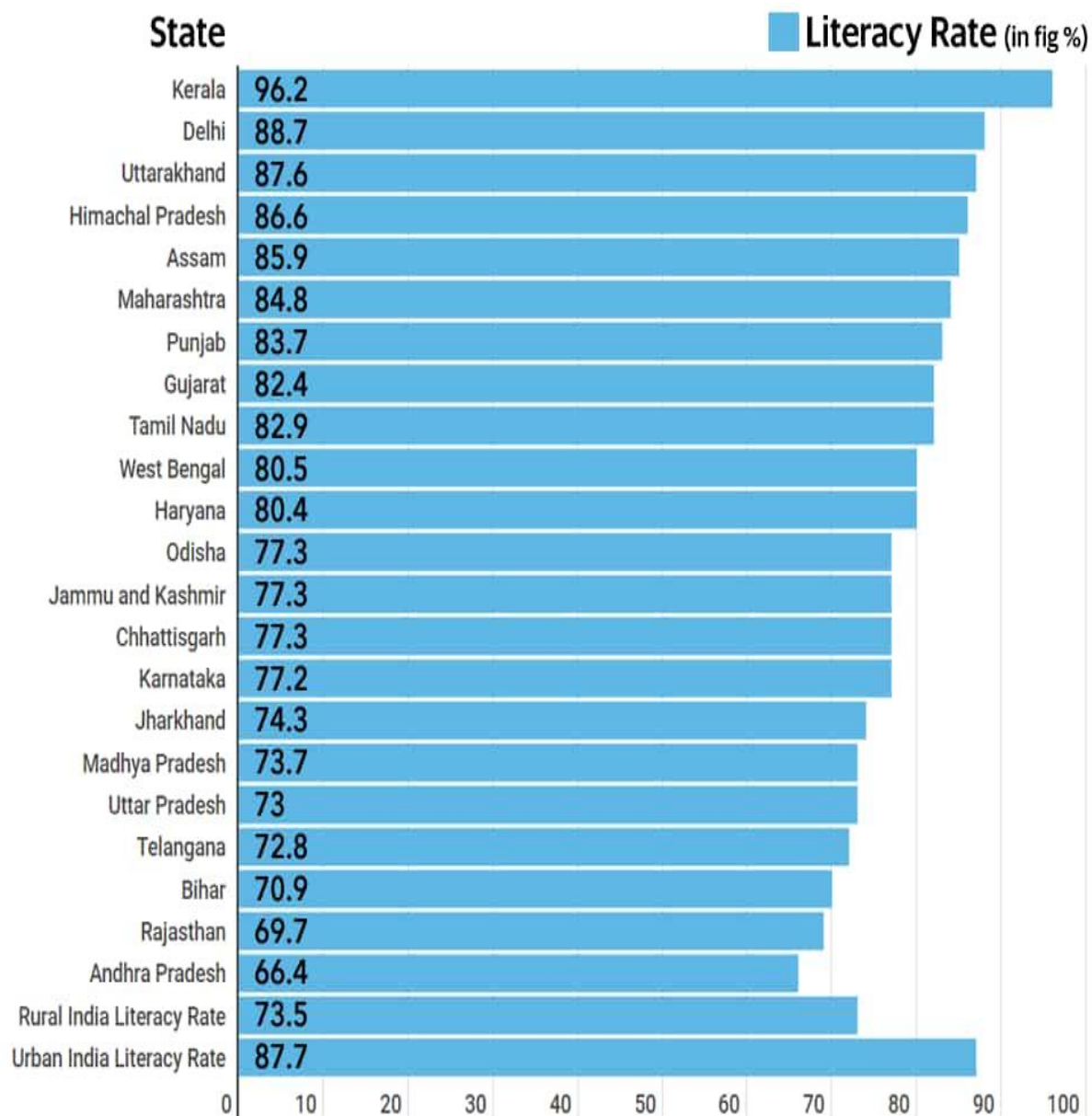
States	Female Literacy Rate (%)				Change in (%)		
	1981 a	1991 b	2001 c	2011 d	81-91 (b-a)	91-01 (c-b)	01-11 (d-c)
Andhra Pradesh	24.1	32.7	50.4	59.7	08.6	17.7	09.3
Arunachal Pradesh	14.0	29.7	43.5	59.5	15.7	13.8	16.0
Bihar	16.5	22.9	33.1	53.3	06.4	10.2	20.2
Delhi	62.6	67.0	74.7	80.9	04.4	07.7	06.2
Goa	55.1	67.1	75.4	81.8	12.0	08.3	06.4
Gujarat	38.4	48.6	57.8	70.7	10.2	09.2	12.9
Haryana	26.9	40.5	55.7	66.7	13.6	15.2	11.0
Himachal Pradesh	37.7	52.1	67.4	76.0	14.4	15.3	08.6
Karnataka	33.1	44.3	56.9	68.1	11.2	12.6	11.2
Kerala	75.6	86.2	87.7	91.9	10.6	01.5	04.2
Madhya Pradesh	19.0	28.8	50.3	60.0	09.8	21.5	09.7
Maharashtra	41.0	52.3	67.0	75.4	11.3	14.7	08.4
Manipur	34.6	47.6	60.1	73.1	12.9	12.5	13.0
Meghalaya	37.2	44.8	59.6	73.7	07.6	14.8	14.1
Mizoram	68.6	78.6	86.7	89.0	10.0	08.1	02.3
Nagaland	40.4	54.7	61.5	76.6	14.3	06.8	15.1
Orissa	25.1	34.7	50.5	64.3	09.6	15.8	13.8
Punjab	39.7	50.4	63.4	71.3	10.7	13.0	07.9
Rajasthan	14.0	20.4	43.9	52.6	06.4	23.5	08.7
Sikkim	27.4	46.7	60.4	76.4	19.3	13.7	16.0
Tamil Nadu	40.4	51.3	64.4	73.8	10.9	13.1	09.4
Tripura	38.0	49.6	64.9	83.1	11.6	15.3	18.2
Uttar Pradesh	17.2	25.3	42.2	59.2	08.1	16.9	17.0
West Bengal	36.0	46.5	59.6	71.1	10.5	13.0	11.5
Andaman & Nicobar	53.2	65.5	75.2	81.8	12.3	09.7	06.6
Chandigarh	69.3	72.3	76.5	81.3	3.0	04.2	04.8
Lakshadweep	55.3	72.9	80.5	88.2	17.6	07.6	07.7
Puducherry	53.0	65.6	73.9	81.2	12.6	08.3	07.3
India	65.4	29.85	39.29	53.0	9.44	13.71	12.4

Source: Secondary Data

The above table no. 2 shows the female literacy rate in all over india, the state of kerala goes to first place of female literacy ratio (90.0), Mizoram (89.0), Lakshadweep (88.9), Andaman, Chandigarh, puducherry and goa placed at 81.3 percent of literacy rate, himachal

Pradesh (76), Sikkim (76), maharashtra (75), Manipur (73), megalaya (73), Tamil Nadu (73) respectively. And finally Punjab 71.0 percent and west Bengal 71.0 percent of the female students to placed the literacy ratio.

Table 3
State Wise Higher Education Women Students Literacy Rate (2020)In India

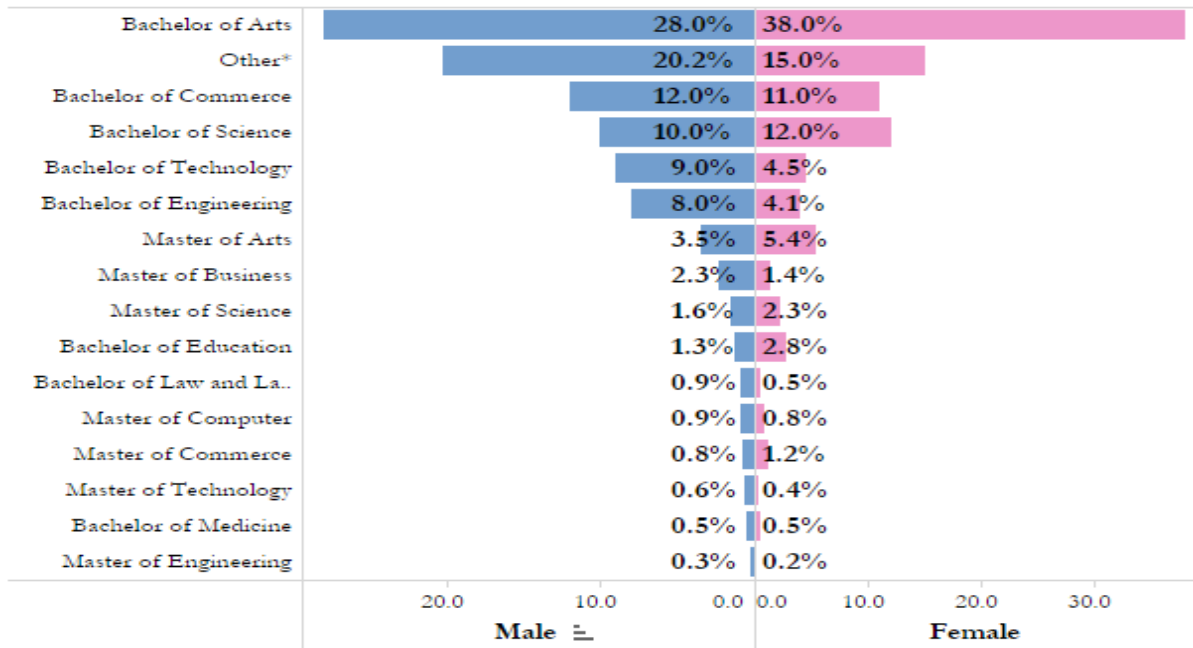


Source: Secondary Data

The above table no.3 shows the state wise higher education women literacy rate (2020) in India, in Kerala goes to first place of women students literacy rate compare with other states of India. In Delhi 96.2 percent, in Uttarakhand 87.6 percent, Himachal Pradesh 86.6 percent, Assam 85.9 percent, in Maharashtra 84.8 percent, in purjab 83.7 percent, in Gujarat 82.4 percent, in Tamil Nadu 82.9 percent, in west bangal 80.5 percent, in Haryana

80.4 percent, in Odisha 77.3 percent, in Jammu and Kashmir 77.3 percent, in Chattisgarh 77.3 percent, in Karnataka 77.2, in Jharkand 74.3 percent, in Madhya Pradesh 73.7 percent, in Uttar Pradesh 73 percent, in Telangana 72.8 percent, in Bihar 70.9 percent, in Rajasthan 69.7 percent in Andhra Pradesh 66.4 percent, in rural India literacy rate 73.5 percent, urban India literacy rate 87.7 percent.

Table 4
Women Students Entrolment In Higher Education Rates In India
Higher Education Enrolment Rates
By Course



NOTE: Others* include all other courses

Source: Secondary Data

The above table no. 4 shows the women students enrolment in higher education rates in India, the majority of the women students to enrolled higher education in India. The bachelor of arts 38 percent of the women students to enrolled, other degree also enrolled by women students 15 percent, bachelor of commerce 11 percent of the women students to enrolled, bachelor of science 12 percent of women students to enrolled, bachelor of technology 4.5 percent of women students to enrolled, bachelor of engineering 4.1 percent of the women students to enrolled, master of arts 5.4 percent women students to enrolled, master of business 1.4 percent women students to enrolled, master of science 2.3 percent women students to enrolled, bachelor of education 2.8 percent of women students to enrolled, bachelor of law 0.5 percent of women students enrolled, master of computer 0.8 percent of women students to enrolled, master of commerce 1.2 percent of women students to enrolled, master of technology 0.4 percent of women students to enrolled,

bachelor of medicine 0.5 percent women students to enrolled, and finally master of engineering 0.2 percent of women students to enrolled.

SUGGESTIONS

1. The majority of the women have to engage the higher studies in India, the central and state government to facilitate the higher education schemes to the women students.
2. The Tamil Nadu government to introduced “PuthumaiPengalThittam” as this scheme to promote the women college students to fulfil the school studies in government schools. Hence, majority of the women students to join the higher studies scheme.
3. The maximum of the online companies to provide higher educational students demandable products at the time. Hence, it is increasing number in future days.
4. The major of the higher educational students not prefer the study oriented products, so, they are prepared and purchased other than study oriented

products. So, we encourage these kinds of activities.

5. The online shopping is one of the risky factor at present because the consumer details were thefted and used malpractices and the online products also very damaged and unbelievable one, therefore, the variety of online companies to prove these kind of negative part of this function.

CONCLUSION

Online shopping is one of the emerging concepts for upcoming and new generation people they are not like that purchasing on physical store. They are mostly prepare online shopping sites in India, because, they are provide variety of products styles, design, guarantees, warrantees, easy payment activities, door delivery options etc. That's why they will prepare the online shipping sites. In particular the majority of the companies were cheating of the consumer off which the higher education women students were affect the online company's product. Therefore, online shopping sites are very fast and good manner at the same time the higher education students affect that kind of activities. Finally, the central and state government to consider and regulate the online shopping sites and activities is not affect the consumer welfare in India.

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