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A STUDY ON FACTORS INFLUENCING ONLINE SHOPPING BEHAVIOUR AMONG COLLEGE STUDENTS IN VIRUDHUNAGAR DISTRICT

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Abstract

The rise of e-commerce has significantly transformed shopping behavior, especially among college students who form a major demographic of online consumers. This study aims to investigate the factors influencing online shopping behavior among college students in Virudhunagar. The research explores various aspects, including socio-economic factors, technological accessibility, product variety, price sensitivity, and convenience. A survey methodology was employed to collect data from a sample of college students, with the analysis focusing on their purchasing habits, preferences, and the perceived advantages and challenges of online shopping. The findings reveal that convenience, cost-effectiveness, and the availability of a wide range of products are key motivators for online shopping among students. Additionally, factors such as peer influence, security concerns, and digital literacy were also found to play a significant role in shaping their online shopping behavior. This study provides valuable insights for marketers and e-commerce platforms to better understand the preferences and behavior of college students in the region, helping them tailor their strategies for this growing market segment.

Key words: Internet, Online shopping, Convenience, Consumer Behaviour.

Introduction

Online shopping has become essential part of modern life, especially among college students. With the growth of internet access and digital platforms, many students are turning to e-commerce for its convenience, variety, and competitive pricing. College students, who are tech-savvy and often have limited time and money, find online shopping to be an easy way to purchase products ranging from clothing to gadgets without the need to visit physical stores. Understanding what influences their shopping behavior can help businesses target this growing market more effectively.

This study focuses on exploring the factors that shape online shopping behavior among college students in Virudhunagar. The research aims to understand how different factors, such as social media influence, peer recommendations, ease of use, and financial constraints, affect their buying decision. By examining these factors, the study seeks to provide insights that can guide online retailers in meeting the unique needs and preferences of this consumer group. Through this analysis, the study aims to contribute to a better understanding of the online shopping trends among college students in the region.

Definition

According to Kotler & Keller, 2016 Online shopping behavior refers to the decision making

process of consumers when purchasing products or services through digital platforms. It is influenced by various factors such as convenience, price sensitivity, product availability, trust, digital literacy, and social influences

E-Commerce Development:

Electronic business has seen an exponential development predictable in more noteworthy utilization of this contraction by the merchants. Also the opposition in online business is escalated. In this manner it moves toward becoming added significant for online retailers to acknowledge the predecessor of blockhead tolerating of web based shopping. Such capacity is money to sucker accord the board, which has been acclimated as a capable business activity to achieve accomplishment in the digital financial market. English director Michael Aldrich developed web based shopping in 1979. Web based shopping (some of the time acknowledged as e-tail from 'electronic retail' or e-shopping) is a life systems of digital financial business which enables customers to anon purchase appurtenances or casework from an operator over the internet application an internet browser. Elective names are: e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, online customer facing façade and fundamental store. On the off chance that people purchase things, they will name in a settlement legitimate procedure.

Online Shopping Consumer Decision Making:

Online shopping is the action of affairs appurtenances and casework from merchants over the internet. Since the actualization of the internet, merchants accept approved to advertise their articles to humans who absorb time on internet at their convenience. In the accelerated change in technology and addition of new Electronic high tech accessories allure the adolescent academy travelling apprentice for their affairs and cachet and concern for new launches accomplish them boutique online.

Decision making is the procedure of lessening any wavering or vulnerability about the accessible choice with a specific end goal to accomplish a down to earth and sensible decision.

It is a procedure of choosing an items or administrations to determine a specific issue. Buyers settles or choice all the time. Customer choices are regularly the consequence of a solitary issue encourage all the more once the choice procedure starts, it might advanced and turn out to be more intricate with different objectives. As the buyers moves from a low level of inclusion with the buy to abnormal state of association basic leadership turn out to be more perplexing. Choice procedures are not unmistakable yet rater mix into each other. The basic, leadership is impact by many components, for example, social, culture, training, race, identity, plan of action accessibility and past experience.

Online Shopping Behavior :

Web based shopping otherwise called web based obtaining or online expand, alludes o the utilization procedure by which clients fulfill shopping request through web fro the report of China web based shopping industry improvement (2008-2009), web based shopping can be characterized as the procedure of dealers conveying items or administration to customers, and the components of data stream, co-ordinations that are applicable to this conveying procedure and each connection of generally procedure are done with the assistance of web, Web based obtaining in this theory is mostly decide as a genuine buying conduct that fulfill based on web innovation execution. As the advancement of web innovation and the improvement of web based business advertise, internet shopping turns into a spic and span singular utilization design for purchasers and gets a developing number of consideration from open. Lately, there is a lot of researchers doing research on affecting elements for client internet buying conduct from various perspectives. For instance, in China, Wang (2001) executed an exploration from the sides of socioeconomics, client attributes, exchange security, and online storekeeper to dismember the components that influence customers' web based shopping conduct and to construct an affecting element mode. While some others did the comparative research from the parts of web based shopping dangers, stocks.

Characteristics of Students

High scholars are brand cognizant yet not really mark faithful. Companions, whose conclusions they esteem, vigorously to young ladies. The piper Jaffray report expresses that companions had the most impact over teenager buy choices and around 50 percent of both guys and females and said online networking affected them. Shopping is a centre social movement for teenaged young ladies who will probably be influenced by famous people than young men. 'The Teenage Girl as Consumer and Communicator,' a 2010 report from Euro RSCG Worldwide PR, demonstrated that teenaged young ladies are savvy customers with more than 60 percent sitting tight for things to go at a bargain before making a buy. Seventy-seven percent said they will probably purchase a diminished value article than one at the maximum.

Online purchase Intension of college students:

Expectation eludes o the degree of cognizant exertion that an individual will take after to favour his/her conduct; goal is likewise viewed as one of the motivational segments of conduct (Ajzen 1991). Buy goal will happen when an individual arrangement to purchase a specific ware or administration later on. With regards to E-commerce, online buy goal can be characteristics has a circumstance when a manyearnings to purchase a specific item or administration through the site.

Statement of the problem

Young consumers are found to be favored online shopping better than in retail store based purchase on recent years. The specialist distinguished the announcement of issue through different writing study referred to that there has been significant components that change the conduct of understudies in the ongoing decade. They are eager to encounter and to have a go at utilizing the new innovation. In this way the understudies are demonstrating more enthusiasm on web based shopping. Be that as it may, all things considered, circumstance understudy's conduct towards web based shopping isn't up agreeable to them. They confronting more issues like they can't contact and feel item, request takes a few days to convey delivery are frequently inordinate, poor after deals administration, merchandise exchange is troublesome, absence of access of require innovation, saw danger of electronic shopping, security of online exchange, PC education and utilization of charge card and so on., Based on the over few distinguished issues, there are some different investigations worried on other zone like marketing factors, website factors, customer trust worthiness, reference factor, psychological factors, online distribution but no study found so far in district wise on factors influencing online shopping among the college students.

Objectives of the study

- To study the consumers preference towards online shopping
- To analyze the factors influencing the online shopping behavior of college students.

Research methodology

Methodology deals with the research design, selection of samples, methods of data collection and data analysis.

Research design

Research design is nothing but a scheme of work, to be undertaken by a research at various stages. Pauline V.Young states that "Research design is the logical and systematic planning and directing and directing a piece of research". A research design should cover the area of study, field of study, size of sample, nature of data, method of data collection and data analysis. The person study has been explanatory and descriptive in nature.

Sampling technique

Sampling design

Convenient sampling method has been adopted for studying the factors influencing online shopping behavior among college students.

Sampling size

In order to collect the necessary information from the online shopping behaviour,

preferences, and the factors influencing their decisions among college students, 80 respondents were collected.

Collections of Data

For the study in hand both the primary and secondary data is collected.

Primary Data

The primary data for the study is collected directly from target respondents through structured questionnaire.

Secondary Data

The secondary data for the study is collected from different sources such as trade journals, articles, newspapers, magazines, internet, reports related to the factors influencing online shopping behavior among college students.

FACTORS INFLUENCING ONLINE SHOPPING BEHAVIOR AMONG COLLEGE STUDENTS

❖ Demographic Factors

Gender

We can arrange sex into two classifications-male or female. Ladies in our general public have begun buying the greater part of the merchandise things and other family unit products, free of the choices of their spouses. In any case, men still settle on most acquiring choices identifying with vehicles, TVs, iceboxes, cameras and other customer durables. In this manner, who will buy, the item, influence the investigation of customer conduct.

Age

Newborn child, youngsters, Juvenile, youthful grown-ups, develops grown-ups, senior residents, and so forth. Our needs, wishes and yearnings all change with age.

Marital status

Single, connected with, wedded, isolated, dowager, and so on. Hitched individuals dependable constitute a more grounded market for homes, life coverage, buyer durables, and kids' apparel than unmarried individuals. In this way the life of dowager and her shopping propensities are distinctive, as it were, when contrasted with a normal wedded lady of a similar age. Therefore it is critical to consider the conjugal status of a shopper before concentrate his/her purchasing conduct.

Ethnic factor

Low class, while collar class, high society and so forth. Ignority bunch wherever have generally gotten less instruction, less social open doors and earned lower salaries than others. The state of such individuals are most likely changing yet at the same time the utilization example of minority gathering individuals both sort and quality of products they buy, contrast from others.

Income factor

Low, low centre, centre, upper centre, upper and so on. As individual's salary decides to an extremely incredible degree the sort and nature of items he purchases. Individuals with low salary are compelled to spend the majority of their cash for nourishment, lease, attire and different fundamentals. As they turn out to be more prosperous, they tend to buy higher quality things and purchase more unnecessary items. Obviously, individuals gaining a similar measures of cash may spend it in various routes relying on other individual components.

Education

Ignorant, essential training, secondary school instruction, school training, college instruction, proficient training, and so on investigates have demonstrated that inclinations in music, workmanship, excitement, nourishment, garments, vehicles and so on. are affected by the degree, kind and nature of one's instruction. As a rule the more taught an is, the all the more segregating a customers.

Occupation

Untalented, semiskilled, gifted, adminstrations, proficient, agents and so on. The item

inclinations of cushy labourers have a tendency to be very not quite the same as that of manual specialists, consequently the review and expectation of the conduct of a purchaser is facilitated in the event that we know precisely his occupation.

❖ **Customer’s factor**

Brand Name

The brand name is colossal-and we’re not simply discussing brand and value. The manner in which the brand name sounds and the pictures it summons both effect the buy choice. That is the reason thinking of good organization names is such a pivotal errand when propelling a brand or item.

Product placement

In physical retail conditions, item position is colossally significant. You’re clearly going to see much better outcomes if your items is on an end top in a profoundly dealt region of the store versus concealed on the base rack in a back comer. This has nothing to do with the item itself, yet is completely identified with area.

Packaging

While some would contend bundling is an item related factor, most would concur it’s a non-items factors. On the off chance that you evacuate the bundling and discard it so as to get of the item, its not part of the item itself. All things considered, you should invest a lot of energy and exertion consummating bundling in the vent that you need to catch eye and emphatically impact buy choice.

Reputation

During a time where web based life is the best, informal showcasing is the way to advancing and keeping up a positive notoriety. ‘Clients don’t give much weight to dealer message any anger,’ composes business master Kristin Zhivago. ‘They talk legitimately to one another. What your present clients are staining about you will either enable you to sell more-or head out businesses.

Pricing

The fifth non-item factor that purchasers consider is evaluating. The test here is deciding exactly how value delicate your objective market is. In certain businesses, cost is the main non-item factors. In others, it assumes an exceptionally negligible job.

Payment options

Vary for country and urban clients. Clients in the metros are furnished with choice of money down while propel installment is required for non-metro clients or country zone clients. Clients have a dread that whether they will get the item or not if propel installment is finished.

Delivery delay

It is chiefly as a result of the coordination’s issues like wither the organizations have outsourced coordination’s organization that does not consider the criticalness of on-time conveyance or the online purchaser is situated in little city rustic territory.

Service delay

What is asserted is not given. For the most part there is a postponement in the administration accommodated the merchandise obtained online because of little administration group that is gathered in enormous urban areas just like metro.

High delivery charges

Free home conveyance alternative can be profited by clients dwelling in key/metro urban areas.

**Table-1
Consumer preferences of online shopping**

Particulars	Frequency	Percentage
Convenience	12	15
Price and Discounts	27	33.75
Variety of option	19	23.75

Ease of access	13	16.25
Technology and trend	9	11.25
Total	80	100

Source: primary data

Inference

It is inferred from above table that 15 percent of the respondents says that convenience, 33.75 percent of the respondents says for price and discounts, 23.75 percent of the respondents say for variety of option, 16.25 percent of the respondents say for Ease of access and 11.25 percent of the respondents say that technology and trend of online shopping behavior among college students.

Table-2
Factors influencing online shopping behavior among college students

Particular	Frequency	Percentage
High price	8	10
Lack to option	10	12.5
Delivery charges	13	16.25
Low quality	31	38.75
Fake products	18	22.5
Total	80	100

Inference

It is inferred from above table that 10 percent of the respondents says the High price factor influenced, 12.5 percent of the respondents say that lack of options factor influenced, 16.25 percent of the respondents says the delivery charges factor influenced, 38.75 percent of respondents says that low quality factor influenced, 22.5 percent of the respondents says that fake products of factors influencing consumer behavior among college students.

Conclusion

Based on the analysis, it was concluded that the online shopping behavior of college students is primarily influenced by factors such as convenience, affordability, and variety of choices, with technology adoption and peer recommendations playing supporting roles. The study revealed that students prioritize platforms that offer seamless user experiences, competitive pricing, and secure transactions, highlighting the importance of trust and accessibility. Additionally, social influence, particularly through reviews and social media, significantly impacts their purchasing decisions. These findings emphasize the need for online retailers to focus on personalized marketing strategies, trust-building measures, and affordability to cater effectively to the preferences of the demographic.

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