

Factors Influencing Behaviour's of Students In Higher Educational Institutions Towards Online Shopping In Tiruchirappalli District

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Abstract

The entire business world is depending on the positive behaviour of the active customers. In the dynamic environment the students are interested to purchase their needy through the online shopping due to the offers, discounts, and other benefits offered by the companies. The study focuses on the understanding of the student's behaviour towards online shopping because they are the future India. If the online marketers understands the expectation of their customers they can be stand in the market. The strategy of the seller should be changed and it will convert the potential buyers into actual buyers. In this article an attempt is made to find out the factors influences to go for online shopping and also analyses that the demographical factors of the customers affects their buying behaviour.

Key ward: online shopping, College students, attitude of the student.

1. Introduction

Online searching could be a growing development globally (Brown, Cajee, Davies & Strobel, 2003; Kau, Tang & Ghose, 2003), associated has shown an upward trend of customers World Health Organization square measure searching on-line (Kau et al., 2003). This ascertained growth has been created attainable by the developments within the net access. According to www (2012), Internet access grew from 2.6 million in 2010 to 8.2 million in 2012. In African country, the study any unconcealed that seven.9 million South Africans access the web on their cell phones. Of the 7.9 million that access the Internet from their cell phones, 2.48 million access it only from their cell phones and do not have access to computers. Cell phones are easy carry and they can place orders whenever and where ever they are. The online marketing is continually changing according to the expectation of consumers due to the innovation in the electronic instruments. They are initially access internet through the personal computers. After the innovation of laptop, smart phones, tabs and other gadgets, the marketers are getting orders through orders through the day. It is easy for purchasing the products for the customers from anywhere at any time (24X7). Due to this reason the study aims to bring out the factors influencing the students in Tiruchirappalli district both from rural and urban and Arts & Science students and Professional students. This study is focusing on attitude of the students toward their online purchasing. Whether this purchasing through

online is providing satisfaction up to their level of expectation and what are the factors influences on their online purchasing. For the purpose of the study 100 respondents have been selected on convenient sampling technique.

2. Review of Literature

K.M Makhitha, “Factors Influencing Generations Y students’ Attitude towards Online Shopping (2014) Generation Y students have not embraced online shopping since the outcomes of this study showed that majority of this Generation Y students didn't search on-line. This is despite the very fact that students access the net a lot of often on a usual. This contradicts the findings from alternative studies that students are a lot of doubtless to buy on-line since they use the net often. However, on-line looking remains in its infancy in militia compared to alternative countries. Therefore, on-line retailers might still think about factors vital to Generation Y students on-line looking. This would be helpful to steer Generation Y students to buy on-line as on-line retailers can accommodate their desires. This analysis study solely investigated the Generation Y students in one university.

M. Mahesh Kumar ,& Sobha.P.G, (2015), “ Online Shopping Behavior Among Higher Education Students With Special Reference To Palakkad, Kerala, India” Online shopping is becoming increasingly popular for a variety of reasons. The study delivered to so that web shoppers are young, highly educated, active, intensive, and are expert users of the internet; they have a strong positive perception towards online shopping and usually pay a awfully low quantity on on-line looking. The findings of this analysis have confirmed that the perceived promoting combine and perceived name might impact on the consumers’ perspective of adopting on-line looking. Through the findings of this analysis, online retailers could better realize online consumers’ expectations and the determinants of consumers’ behavior. By understanding the key drivers that might impact on on-line consumers’ perspective towards on-line looking, on-line retailers would be able to formulate and implement their e-business strategy with efficiency and effectively and possess stronger competitive advantage.

Ajay Kumar Sharma , Archana T & Selvam V, “Factors Influencing Youngsters Behavior Towards Online Shopping In Vellore District Of Tamilnadu(2016) The teenagers are very much concerned about the way the net websites sellers are meeting their expectations. The study found that four parts are most significant in influencing, teenagers’ behavior whereas going for on-line looking. These factors are promoting methods of the corporate, Delivery System, Product diversity and Browsing Speed. These factors if thought of in analyzing factors influencing teenagers behaviour, will explain 69.860% of variance in the data collected. It means that these four parts satisfy sixty nine.860% expectations of the teenagers.

Ms. Richa Modiyani, Mr. Kapil Jain, & Ms. Rimzim Menghwani, “Perception of Undergraduate and Postgraduate management students towards online shopping in NMU region”; (2016) , For the analysis of data descriptive statistics have been applied. In the gift study a trial has been created to research the perception of the scholars towards on-

line looking and comparative study of underneath graduate & post graduate students on online shopping. In nutshell, through this study it is found that majority of management students of North Maharashtra University are well aware of the online shopping as 100% of them have made on-line purchase that indicates the growing quality of the net looking among the kids. Major draw card of on-line looking is that the ease and discounts accessible for various quite product. Understanding the young web shoppers modify the e-retailers to develop appropriate promoting strategy so as to draw in and convert potential client as a lively customers.

3. Importance of the Study

Recent pat online shopping is gaining its popularity among the college students. In Tiruchirappalli district more number of higher education institutions like arts and science colleges and engineering colleges and Medical College are functioning. So there is huge scope for studying the online shopping behaviour of the students. This will help to understand the student's behaviour in online shopping and the shoppers can change their approaches according to the expectations of the consumers. It also analyses the various factors which are affecting the online buying behaviour of the students. So that the study is to be considered as an important one in this period.

3.1 Implications of the Study

The online market has a great potential for youth segment. If the demographic options area is known, it is easy for the firms to modify their strategy according to their need. It will help them for speedy growth of their business.

4. Objectives of the Study

The main aim of the study is to find out the factors why the youngsters especially the college students are most interested to go for online shopping.

1. To know the socio economic status of the students
2. To know the factors influenced for online purchasing.
3. To offer some suggestions to the sellers based upon the study.

5. Research Methodology of the study

It is an exploratory research design well structure questionnaire prepared with data from previous studies. The questionnaire has two sections that relate to the demographic information of students and factors influence in selection of online purchase were collected with five point Likert scale start from Strongly agree to Strongly disagree. The survey was

conducted in various colleges of Tiruchirappalli district both in urban and rural area. In this research study a convenience random sampling method of non probability sampling has been adopted and samples have been drawn 100 respondent. The primary data have been collected with the help of self administered questionnaire. Secondary data have been collected from the books, websites and articles.

6. Limitations of the Study:-

1. Primary data is collected with special reference to Tiruchirappalli district only.
2. The research is completely focused those who are pursued their higher education.

7. Results and Discussion

The survey results are organized as follows, in the first section, the demographic profile of the respondents is presented. The sections are presented the results of data analysis and conclude with expectation and factors influenced of the respondents in Tiruchirappalli district both rural and urban regarding Online Shopping.

Table 1 Respondent Profile

Particulars		No. of respondents	% of Respondents
Age of student	18-20	22	22
	21-25	78	78
	Total	100	100
Place of student	Rural	32	32
	Urban	68	68
	Total	100	100
Gender	Male	63	63
	Female	37	37
	Total	100	100
Education	Under graduate	23	23
	Post graduate	73	73
	Research scholar	3	3
	Total	100	100
Family income	Below Rs. 5000	2	2
	5001-10000	17	14
	10001-20000	13	15
	20001-30000	15	14
	30001-40000	21	31
	Above 40000	32	24
	Total	100	100

Sources: Primary data

Table 1 shows that majority of students that is 78 comes under the age group

of 21-25 are using online purchasing. Majority of the students that is 68 living in urban areas are buying through online. Majority of the students that is 63 are male category when compare with female students. Majority of the students that is 73 are post graduate in online buying. Majority of students comes under the income group of Rs.40000. The following table explains the buying behavior of online shopping.

Table 2: Buying Behaviour of Online Shopping		
Particulars	No of Respondents	% of Respondents
Frequency of Online Shopping		
Once in a Month	28	28
Once in 2 Months	21	21
Once in 6 Months	37	37
Once in a year	14	14
Total	100	100
No. of Years Since Shopping Through Online		
Less than a year	48	48
1-2 Years	36	36
2-3 Years	16	16
Total	100	100
Sources of information About Online Shopping		
Friends& Relatives	56	56
Advertisement	28	28
others	16	16
Total	100	100

Source : Primary Data

37 of them are buying goods through on line once in 6 months. They are interesting to place orders of electronic goods and computer or laptops ancillary goods because of the price and offers. 48 percent of them are started their purchasing recent past only. Friends and relatives are the most influenced factor goes for online shopping.

Table - 3 Motivational factors for online shopping								
Particulars	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied	Total	Mean	Rank
Desired Products	42	38	8	7	5	100	401	1
Mode of Payment	36	42	5	11	6	100	386	2
Range of Products	33	38	12	6	11	100	367	3
Price of products	33	26	12	17	12	100	341	4

Delivery Cost	27	22	6	32	13	100	308	5
Packing	21	27	21	13	18	100	306	6
Offers & Benefits for orders	33	21	3	21	22	100	304	7
Quality of products	18	26	5	24	27	100	262	8
Delivery Period	12	17	9	29	33	100	220	9
Convince of delivery time	11	19	7	29	34	100	217	10
Security	14	12	6	36	32	100	214	11
After Sales service	11	16	4	32	37	100	202	12

Source : Primary Data

With this above table, it is observed that the products those who are in needy such the things are available in the online shopping. They felt that the mode of payment is easy for them. They feel of fear about the safety of their banking transactions. The delivery time and the period of delivery is also constraint for their purchasing.

8. Findings of the study

- Majority of students that is 78 comes under the age group of 21-25 are using online purchasing. Majority of the students that is 68 living in urban areas are buying through online. Majority of the students that is 63 are male category when compare with female students. Majority of the students that is 73 are pursuing their post graduavation. Majority of students comes under the income group of Rs.40000.
- 37 of them are buying goods through on line once in 6 months. They are interesting to place orders of electronic goods and computer or laptops ancillary goods because of the price and offers. 48 percent of them are started their purchasing recent past only. Friends and relatives are the most influenced factor go for online shopping.
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Suggestions

According to the cense 2011 the students population is considerably higher while compare with other group of people. They are the trend setter for any kind of product. Therefore the online retailer should add some more product line for their consumption like books other than that of electronic goods. The online retail store should strengthen the payment method and convenient delivery time with short span of time which encourage students to buy more variety of products.

10. Conclusion

Online shopping is becoming increasingly popular for a variety of reasons especially to the student community. The study reveals that the youngsters are so sharp and are expert users of the internet. They are having a strong positive perception towards online shopping. The findings of this research shows that the perfect marketing mix have confirmed and the reputation gained only with the help of positive attitude of the customers. Through the findings of this research, online retailers could better realize online consumers' expectations and the determinants of students' behaviour. By understanding the key drivers that could impact on online students' attitude towards online shopping, online retailers would be able to formulate and implement their online business strategy efficiently and effectively and possess stronger competitive advantage. The main feature of the online shopping is convenience. For example, online vendors should pay more attention to applying the marketing mix of variety of product with quality, more offers, free delivery fee, with short period of delivery and safer payment system do their best to build, enhance, and maintain their good reputation.

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