

## EFFECTS OF ONLINE SHOPPING ON CONSUMER BUYING BEHAVIOUR OF COLLEGE STUDENTS

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### ABSTRACT

*In modern time, consumers are important role play in online shopping. Every consumer wants to save time and energy which used to spend in olden days to do maximum work in the minimum possible time. e-Commerce portals have provided the many facilities for consumers, they are provided in 24x7 services. Customer can purchase the products easily and any time and any location. We have focused some major India e-Commerce portals, FLIPKART, MYNTRA. They are provides many facilities to consumers like free delivery, Discounts during festival season, extra cash back offers etc, These sectors are divided into four segments like (Business to Business) B to B, (Consumer to Consumers) C to C, (Business to Consumer) B to C, (Consumer to Business) C to B. There are two factors i.e. demographical factors (age, gender, education and life style) psychological factors (motivation, perception, beliefs and attitudes) covered in consumer behaviour. This study has focused only college students (age- 18-25 years), because they are much too interested in online shopping. The main reason is their more knowledge about the current technology.*

**KEYWORDS:** e- Commerce, Flipkart, Mynta, Psychological Factors, Demographical Factors.

### Introduction

Online purchasing is part of the e-trade portals; they're provided items and services from customers. Consumers have at once related with the e- retailers or shopkeepers through on-line shopping portals. Consumer has locate any product in keeping with own hobby, and then they're seek the product and visit the outlets internet site and check the product data and fees additionally. E- Commerce portals are beneficial to consumers; because consumers are go to in lots of product traces and contrast the price. Then ultimately consumers are determined to which product is excellent for us.

The agencies have fundamental reason to apply the e- trade portals for cutting the advertising value and reduced the rate of product and services in competitive marketplace. Companies have use the internet to communicate the message, selling the products; take the remarks to related products & offerings and behaviour satisfaction survey with clients. It is protected in four kinds of advertising activities i.e. B to B (Business to business), B to C (Business to clients), C to C (Customers to customers), C to B (Customers to commercial enterprise).

Consumer is an important play function in market, without purchasers is not any which means to any market. Consumer buying behaviour are encouraged the numerous elements, i.e. Social factors, lifestyle factors, economics elements and personal elements.

### Online Shopping Portals

- **Flipkart:** Flipkart is an Indian e-commerce employer primarily based in Bangalore, India. It becomes based by Sachin Bansal and Binny Bansal in 2007. The employer initially targeted on book income, before expanding into other product categories together with patron electronics, style, domestic necessities & groceries, and life-style products.

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- **Myntra:** Myntra is an Indian style e-commerce organization situated in Bangalore, Karnataka, India. The organization became based in 2007 to promote customized gift objects. Established with the aid of Mukesh Bansal along with Ashutosh Lawania and Vineet Saxena; Myntra sold on-call for personalized gift objects. It mainly operated at the B2B (business-to-commercial enterprise) version at some point of its initial years. Between 2007 and 2010, the web site allowed clients to personalize merchandise which include T-shirts, mugs, mouse pads, and others.

In 2011, Myntra started out selling fashion and way of life merchandise and moved far from personalization. By 2012 Myntra offered products from 350 Indian and International manufacturers. The website released the brands Fastrack Watches and Being Human.

### Review of Literature

According to **S.Sathiyaraj & A.Santhosh Kumar et al (2015)**, Consumer is gambling an critical position in on-line purchasing. The growing use of net by means of the more youthful generation in India affords a rising prospect for on-line shops. Many researchers have attempted to perceive the factors that lead to client pleasure and belief of the difficulties that stopping the development of on line purchasing (Scherman & Long, 2003) revealed that the people attitudes do not, by way of themselves, affect one's purpose and/ or conduct. Instead that purpose or behaviour is a result of the style of attitudes that the patron has about an expansion of problems applicable to the situation to hand, in this case online shopping for (Jusoh& Ling, 2012) investigated how socio- demographic (age, earnings, profession, sorts of goods, e-trade experience, and hours used of internet), purchase belief (product perception, customer support and customer risk) and also the internet quality (Bhatnagar, Misra&Rao, 2000)influence consumer influence customer's attitude toward on-line buying. (Keisidou, Sarigiannidis, &Maditinos2011) found out that there may be huge relationship between e-trade enjoy, customer service and mind-set closer to on line purchasing the various respondents. It is also observed that there was no massive relationship between chance, types of goods group and attitude towards online buying a few of the respondents (Delafrooz, Paim, Haron, Sidin, &Khatibi, 2009). The lady keep more from on-line technique consequently online purchasing corporations must recognition greater on girl purchaser (Hardia and Sharma, 2013).

**Haq (2014)** found out that the perception of on line buyers is unbiased in their age and gender but not independent of their qualification and earnings on gender. Four key dimensions (internet site excellent, dedication factor, customer support and protection) of online shopping are recognized and more particularly, customers' perceptions of the customer service, dedication and internet protection of on line shopping exhibit enormous relationships with their online buying intention. (Ranganathan and Ganapathy, 2002) identified that the internet site dimensions along with buy aim, safety and privacy have extra impact on the purchase conduct of on line shoppers.(Minjoon, Zhilin, &Daesoo, 2004) exposed six key online retailing service nice dimensions as perceived by on-line customers: reliable/prompt responses, get right of entry to, ease of use, attentiveness, safety, and credibility. The outcomes display that there may be substantially a high quality dating between the overall carrier pleasant and pride.

**Gupta and Khincha (2015)** recognized that time saving and coins on transport centers are predominant factors that have an effect on the net shopping conduct of customers and are glad with on line purchasing. The different attributes like appropriate pricing, duty, website facts fine, and reliability must additionally be introduced into the web sites for the reason that human beings recollect these variables to aid their selection. (Jiradilok, Malisuwat, Madan, and Sivaraks, 2014) said that range, website device pleasant, and tangibility haven't any impact on purchasing aim in client's choice despite the fact that the respondents were pretty satisfied with these dimensions. (Yulihisri, Islam and Daud, 2011) identified that ease of use, compatible, privateness, security, normative beliefs, self-efficacy, and attitude additionally influenced the purchaser's shopping for aim on buying on-line. (Liao and Cheung, 2001) show that the existence content of products, transactions security, rate, vendor satisfactory, IT training and Internet usage considerably affect the preliminary willingness of purchasers to store on the internet. The factors that motivated or prevented on-line consumer behaviours need to be cautiously concerned through the web shops, who can utilize the best advertising and marketing communications to help the patron's buy decision making process and enhance their overall performance (Mittal, 2013).

**Chang, Cheung, and Lai (2005)** classified the determinants of e-purchasing behaviour into 3 categories: perceived characteristics of the internet as an income channel, seller and product traits, and on line purchaser characteristics. The spatial attributes did now not have a considerable have an impact on on-line shopping for, and the intra-metropolitan and inter-metropolitan variations have been on

account of confounding factors (Krizek, Li, & Handy, 2005). According to Hansvander, Tibert, & Marcel (2003), perceived chance and perceived ease-of use are antecedents of attitude toward on-line purchasing. The impact of perceived chance turned into strongly negative in each cases, and the impact of perceived ease-of-use changed into tremendous in one case. Trust in save is in a roundabout way related to a tremendous mind-set through its direct terrible effect of perceived danger. The e-purchasing purpose is not tormented by perceived benefits and has high-quality impact on mind-set towards on line purchasing (Shahriar&Masoud, 2010).

### Objectives of the Study

To find out the effect of the online shopping on consumer buying behaviour

### Hypothesis

**H<sub>0</sub>:** To find out the online shopping do not effect on consumer buying behaviour

**H<sub>1</sub>:** To find out the online shopping effect on consumer buying behaviour

### Research Mythology

Research approach is the specification of the technique for auguring the statistics needed to shape the look at Universe:

- Universe for entrepreneurial survey became India
- Sample length: one hundred thirty 5
- The pattern duration modified into 130 5 respondents

### Sampling Techniques

For this survey comfort sampling method became executed. Sampling is likely the easiest approach of sampling, due to the reality people are decided on primarily based on availability and willingness to take part. Useful outcomes may be received, but the effects are susceptible to large bias, because folks that volunteer to participate may be special from people who choose no longer to (volunteer bias), and the pattern may not be consultant of various traits, such as age or intercourse. Note: volunteer bias is a hazard of all non-chance sampling strategies.

### Collection of Data

Primary Data: The primary statistics is likewise known as first hand records. The information gathered first time is called primary data. This record is particular in nature. The primary data for this research take a look at became performed with assist of questionnaire. The record was accumulated from one hundred thirty five respondents.

### Secondary Data

The information became collected from secondary assets which include books magazine, Google pupil, vintage studies papers, Google internet sites and Internet and so forth...

### Data Analysis

Table 1

Descriptive Statistics			
	Mean	Std. Deviation	N
Do you shop online?	1.13	.333	64
Which of these websites have you already used or visited?	1.41	.660	64
How much do you spend on online shopping during festival season?	2.80	1.011	64
What would be your payment method if you buy online?	3.77	.904	64
Have you got one particular favorite item that you normally like purchasing online?	2.77	1.178	64
Select the sources which you use for gathering information about various products.	1.75	1.098	64
What influenced you to buy an online?	2.34	.895	64
Which method of sales promotions is more effective for you to buy?	1.41	.886	64

**Descriptive Method:** it is an appropriate choice when the research aim is to identify characteristics, frequencies, trends, correlations, and categories.

It can use both qualitative and quantitative research method.

Control Veritable		Do you shop online?	Which of these websites have you already used or visited?	How much do you spend on online shopping during festival season?	What would be your payment method if you buy online?	Have you got one particular favourite item that you normally like purchasing online?	Select the sources which you use for gathering information about various products.	What influenced you to buy an online?	Which method of sales promotions is more effective for you to buy?	Gender	Occupation:	Age
Do you shop online?	Correlation	1.000	.343	-.395	.046	-.207	.130	-.253	-.121	-.142	.102	.206
	Significance (2-tailed)	.	.006	.001	.718	.101	.306	.044	.341	.262	.422	.102
	Df	0	62	62	62	62	62	62	62	62	62	62
Which of these websites have you already used or visited?	Correlation	.343	1.000	-.350	.295	.002	.164	-.186	-.070	.015	.127	.114
	Significance (2-tailed)	.006	.	.005	.018	.988	.195	.140	.585	.908	.316	.369
	Df	62	0	62	62	62	62	62	62	62	62	62
How much do you spend on online shopping during festival season?	Correlation	-.395	-.350	1.000	-.053	-.041	.025	.131	.058	-.039	.041	-.142
	Significance (2-tailed)	.001	.005	.	.678	.750	.844	.302	.648	.760	.750	.263
	Df	62	62	0	62	62	62	62	62	62	62	62
What would be your payment method if you buy online?	Correlation	.046	.295	-.053	1.000	.141	.004	.062	.081	.132	.015	-.248
	Significance (2-tailed)	.718	.018	.678	.	.265	.975	.627	.524	.300	.905	.048
	Df	62	62	62	0	62	62	62	62	62	62	62
Have you got one particular favourite item that you normally like purchasing online?	Correlation	-.207	.002	-.041	.141	1.000	.334	.123	.214	.394	-.014	-.154
	Significance (2-tailed)	.101	.988	.750	.265	.	.007	.334	.089	.001	.912	.223
	Df	62	62	62	62	0	62	62	62	62	62	62
Select the sources which you use for gathering information about various products.	Correlation	.130	.164	.025	.004	.334	1.000	-.008	-.073	-.008	.172	-.010
	Significance (2-tailed)	.306	.195	.844	.975	.007	.	.950	.564	.951	.174	.940
	Df	62	62	62	62	62	0	62	62	62	62	62
What influenced you to buy an online?	Correlation	-.253	-.186	.131	.062	.123	-.008	1.000	.141	-.175	-.238	-.049
	Significance (2-tailed)	.044	.140	.302	.627	.334	.950	.	.265	.168	.059	.702
	Df	62	62	62	62	62	62	0	62	62	62	62
Which method of sales promotions is more effective for you to buy?	Correlation	-.121	-.070	.058	.081	.214	-.073	.141	1.000	.128	.095	.133
	Significance (2-tailed)	.341	.585	.648	.524	.089	.564	.265	.	.315	.456	.295
	Df	62	62	62	62	62	62	62	0	62	62	62
Gender	Correlation	-.142	.015	-.039	.132	.394	-.008	-.175	.128	1.000	.286	.010
	Significance (2-tailed)	.262	.908	.760	.300	.001	.951	.168	.315	.	.022	.937
	Df	62	62	62	62	62	62	62	62	0	62	62
Occupation:	Correlation	.102	.127	.041	.015	-.014	.172	-.238	.095	.286	1.000	.089
	Significance (2-tailed)	.422	.316	.750	.905	.912	.174	.059	.456	.022	.	.482
	Df	62	62	62	62	62	62	62	62	62	0	62
Age	Correlation	.206	.114	-.142	-.248	-.154	-.010	-.049	.133	.010	.089	1.000
	Significance (2-tailed)	.102	.369	.263	.048	.223	.940	.702	.295	.937	.482	.
	df	62	62	62	62	62	62	62	62	62	62	0

a. Cells contain zero-order (Pearson) correlations

Correlation research is a type of non- experimental research method, in which a researcher measures two variables, understands and assesses the statistical relationship between them with no influence from any extraneous variable. This table is show that there is relationship between two or more variables, every variable are relationship between every variables.

### Suggestions

- Always place orders from a secure connection
- Know the merchant and their reputation
- Avoid offers that seem “too good to be true
- If you are buying a Gift Card, read the Terms and Conditions
- Don't use an e-store that requires more information than necessary to make the sale.
- Need to create a password for the site? – make it unique.
- Is the site secure?
- Use a Credit Card or PayPal
- Always check the company's shipping terms.
- Use a reliable internet security program.

### Conclusion

It is evident from the study that after investigating 20 odd factors obtained through rigorous literature Survey only 4 clustered factors were showing a significant impact on the buying behaviour of online Users. Hence we can say that factors affecting consumer buying behaviour during E-Commerce are:

- **Customer Benefit Includes:** Website design helps easy access of site, various brands comparability and fast delivery services.
- **Fast, Economic and Secured Purchase Includes:** All time connectivity of internet, fast surfing speed, Secured return policy and economic data packs.
- **Trend with Technology Includes:** New fashion products available at very short time, cash less Transactions, smart phones help to connect anywhere anytime.
- **Easy Availability Includes:** Data packs are affordable for a middle class family, various companies can Easily update site with the help of IT.

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