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A study on the progress of online buying behaviour of the college students in Calicut district

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Abstract

Online retailing in India has shown incredible expansion in the recent years. However as compared to the other countries foremost in online retailing, India is still in its preliminary stage of development. The intention of this study was to discover the factors influencing the online buying behavior of the college students. Convenience sampling method was used to select the sample of college students. Online shopping has become a new trend of shopping nowadays and is quickly becoming an important part of the life. Due to wide broaden internet access by people and E- commerce usage by traders, online shopping has seen a massive growth in recent years. Youngsters have been the mass shoppers online and thus this study finds out the attitude of youth towards online shopping. Online buying or online or online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet using a web browser. The study focuses on online buying preference and problems on online buying.

Keywords: Online Buying, Buying preference, Internet literacy

Introduction

It's the era of World Wide Web. Undoubtedly we can say that one of the major contributions which the 20th century has witnessed the development of internet. Internet is a new information technology that has brought a drastic change in the life of the people. Now it has become a part of modern life across the world which is inseparable. It offers a wide range of benefits like abundant information, convenience, time saving, cost benefits etc.

The wide use of internet has made contributions often in the field of business too. That is nowadays, technology has shortened distances between continents, countries, cities and people. People living in different parts of the world now have almost similar tastes, preferences, perceptions, styles and accessibilities. Online shopping thus has opened up the doors of globalization as it allows consumers to buy products from anywhere around the world. On the other side it would help the E-Retailers or e-vendors to increase customers worldwide. That is, internet has opened up the path for the development of electronic commerce which in short is known as e-commerce. And now, internet has created a paradigm shift in the buying habits of people i.e., online stores or virtual stores has took the place of traditional retail stores in the minds of consumers. The increasing use of internet by the younger generation especially students provides an emerging prospectus for online retailers. The modern young customers, i.e., mainly the student's mindsets are highly innovative in their buying attitude. Many studies reveal that youth are the main buyers who used to shop or buy products online and majority of them agree that online shopping is the most convenient way of shopping. And as a result, organizations also focuses on devising strategies to reach its consumers through the way of internet with an advantage of cutting marketing costs, thereby reducing the price of their products and services in order to stand ahead in the highly competitive market. Apart from this, companies also use this media which provides useful information to the consumers, receiving feedback, and conducting satisfaction surveys etc.

Statement of the problem

Online shopping shows an increasing trend all over the world and it is one of the greatest contribution of internet.

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The purpose of this study is to examine the growth of online buying behavior among college students in Calicut district, Kerala. Nowadays, we have a wide popularity for internet and thus, this topic is a relevant matter of study.

Objectives of the study

- To identify the leading online market among students.
- To know the type of products purchased by consumers through online shopping.
- To understand the main difficulties or problems faced by the online buyers.

Scope of the study

Use of internet is increasing day by day. Everyone is trying to make their life a step more easily, and in which online buying helps. In recent years online shopping has become very popular online shopping bring everything to our doorsteps by avoiding the difficulties of direct shopping. It has been widely accepted by over the entire world. The growth of technology has made this a part of our lifestyle. The advent of plastic money or the debit or credit card and the smooth access to the World Wide Web has brought the shops from around the world to the desktop. It is here, significant that how much online shopping has got acceptance in the mind of youngsters ie, College students because they are the customers in future years.

Research methodology

Research methodology is the description, explanation and justification of various methods of conducting research. Research process consists of a series of action or steps necessary to carry out research effectively. The type of research used in this study is Descriptive research. The sampling method used for this study is Convenience sampling. In this study the students from different colleges were selected on the basis of convenience. Here, for the study 200 students from different colleges were taken as samples.

Data collection

The process of data collection begins after the research problem has been defined and research design has been charted. Primary data for the study was collected through a survey among the college students in Calicut district with the help of questionnaire.

Tools for analysis

Percentage analysis and Weighted Average Method were used for data analysis.

Limitations of the study

- The number of sample is small as compared to the population so the conclusion may not be accurate.
- A thorough study with in a limited period is very difficult.
- Students are indifferent in answering the questionnaire. So there is a chance for biased opinions.

- Many of the students were not willing to give information's.

Review of literature

Archana Shrivastava, Ujwal Lanjewar, (2011) explore her study in online buying, the rate of transmission and adoption of the online buying amongst consumers is still relatively low in India. In view of above problem an empirical study of online buying behavior was undertaken. Based on literature review, four major psychographic parameters namely attitude, motivation, personality and trust were studied with respect to online buying. The online buying decision process models based on all the four parameters were framed after statistical analysis. These models were incorporated with business intelligence, knowledge management and data mining to design Behavioral Business Intelligence framework with a consistent view of online buyer behavior. Research of the Internet shopper has typically included demographic questions of age, education and household income

Hernandez *et al* (2010): in his study meant at analyzing moderating cause of e-purchasing experience. They analyzed the perceptions of probable e-customers and experienced e-customers they found that consumer behaviour change with purchase experience

Bikramjit Rishi (2010): In their study on online shopping is an pioneering option of distribution available in the hands of marketers concludes that online stores are innovative and creative because marketers can conduct experiment with it in form, content, visibility and availability. In India online shopping is measured as a relevant alternative channel for retailing and it is now an important part of the retail experience. This research study is an empirical study to find out the motivators and decisional influencers of online shopping. The sample has been selected from the youngsters as this group of people actually use internet to buy online. The study concluded that reliability; accessibility and convenience are the major motivator factors which motivate the Indian consumer to buy online. Similarly, reluctance and preference are the two decisional factors which influence the decision.

Anders Hasslinger; Selma Hodzic; Claudio Opazp (2008): The purpose of this dissertation was to observe if there are many particular factors that influence the online consumer. Price, trust and convenience were identified as important factors. Price was considered to be the most important factor for a mass of the students. Three segments were identified; high spenders, price seekers and bargain seekers. Through these segments we found a disparity of the different factors importance and established implications for online stores aware of some of the discouraging features of online shopping, but these features do not deter them from buying online. The implication for online retailers is that they should focus on making the experience of online shopping more users friendly.

Analysis and interpretation

Table 1: Mostly Used Brands.

SL. No	Brand	Respondents	Percentage
1	E bay	9	4.5
2	Flipkart	55	27.5
3	Mynthra	32	16
4	Snapdeal	15	7.5
5	Naaptol	10	5
6	Jabong	5	2.5
8	Yep me	7	3.5
9	Amazon	28	14
10	Craftsvilla.com	11	5.5
11	Rediff shopping	1	.5
12	Lets buy	2	1
13	Infibeam	6	3
14	Homeshop 18	3	1.5
15	First cry	6	3
16	Tradus.com	5	2.5
17	Yebhi.com	2	1
18	Futurebazar.com	3	1.5

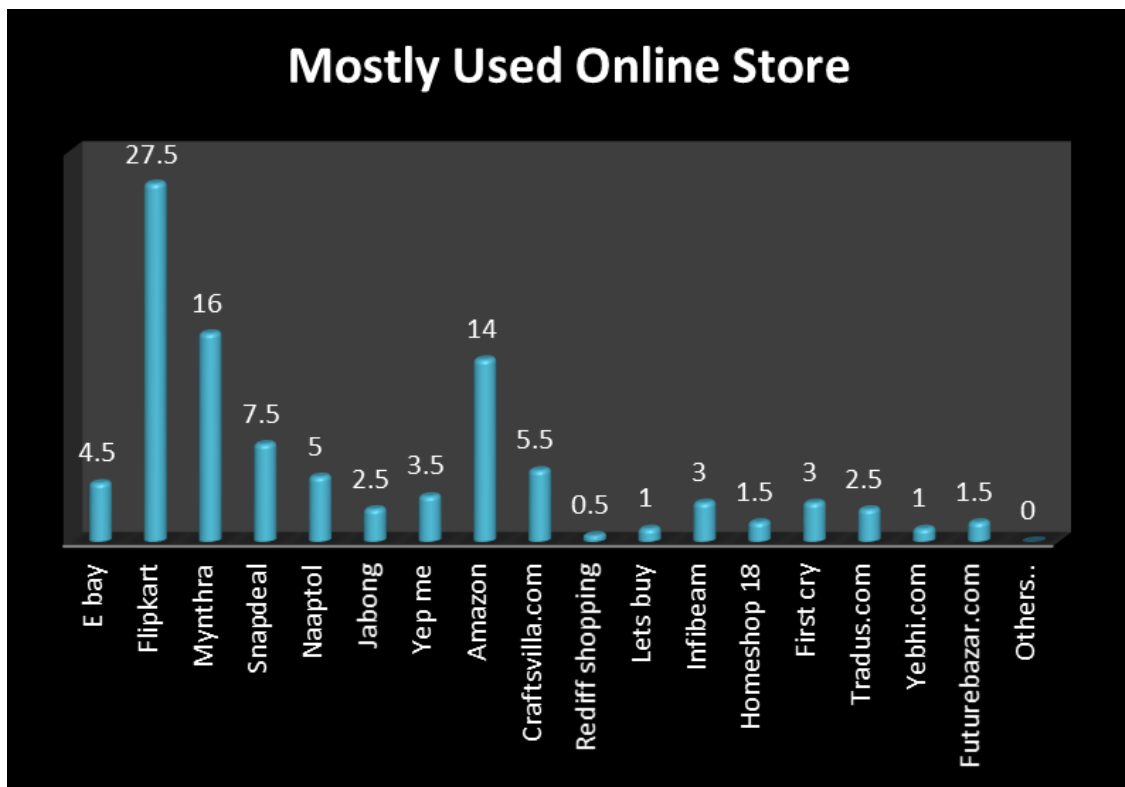


Chart 1

Interpretation: Out of 200 respondents 27.5% said that they use the flipkart.com to purchase products. 16% use Mynthra.com. 14% use amazon.com and 7.5% use

Snapdeal. The least number of websites accessed by the respondents to purchase products online is Rediff shopping

Table 2: Most frequently purchased products

SL. No	Products	Respondents	Percentage
1	Books	30	15
2	Dress Materials	43	21.5
3	Foot wares	67	33.5
4	Electronic gadgets	34	17
5	Sports items	15	7.5
6	Others	11	5.5

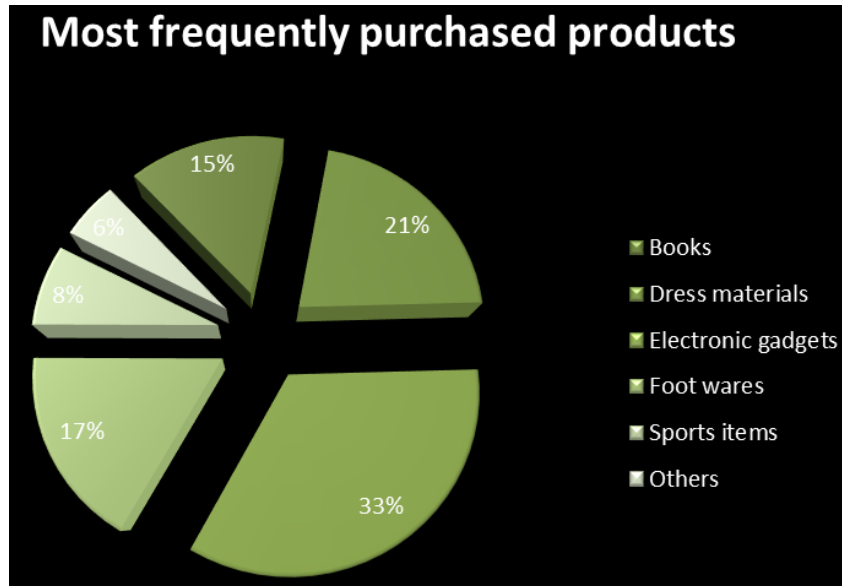


Chart 2

Interpretation: The graph reveals that most of the students visit virtual stores to purchase Electronic gadgets such as laptops, cameras, smart phones etc. And 21% of them visit

to purchase Dress materials. Out of 200 respondents 17% of them use online store to buy foot wares

Table 3: Classification on the basis of difficulties faced by online buyers

Rank	Weight	Payment related problems		Over complicated checkout process		Return problems		Delay in delivery		Defective products	
		Frequency	Weightage	Frequency	Weightage	Frequency	Weightage	Frequency	Weightage	Frequency	Weightage
1	5	12	60	0	0	55	275	23	115	10	50
2	4	11	44	22	88	26	104	29	116	12	48
3	3	30	90	17	51	15	45	25	75	15	45
4	2	34	68	26	52	5	10	11	22	23	46
5	1	12	12	36	36	0	0	12	12	40	40
Total		274		227		434		340		229	
Average		54.8		45.4		86.8		68		45.8	

Source: Primary data

Interpretation

Here the weightage is given as 5,4,3,2 and 1 to the preferences of rank 1st, 2nd, 3rd, 4th and 5th. The table reveals the following:

1. The difficulty in returning the product is the main disadvantage of online shopping.
2. Delay in delivery is the second problem faced by the online customers.
3. Difficulty in e- payment may be because of security issue which ranks as third disadvantage in online buying.
4. Getting defective products and over complicated checkout process are also some among the disadvantages faced by online customers.

Findings

- In this study it is found that majority of the respondents buy's Electronic Gadgets through online stores ie, 33%, Dress materials (21%), is the second mostly purchased online product.
- The study reveals that Flipkart is mostly used virtual stores among the respondents. That is, 27.5%, of them always use Flipkart. Myntra is the second mostly visited site among the students. Rediff shopping, Lets buy and Yebhi.com are the least used online stores among the respondents.

- The major disadvantages online customers face are problems regarding the returning of the products and second one is delay in delivery.

Suggestions

- The online sellers has to make aware and give guidelines to their customers regarding the returning of the products and more over they have to speed up in settling the problems regarding returning of products.
- Online retailers have to speed up their product delivery system so that their customers can get the ordered product soon as they order with in time.
- The virtual stores should ensure their products quality before its delivery.
- The E-Retailers should ensure the security of the online transactions.
- The online retailers should ensure that their websites are always out of malwares and virus attacks.

Conclusion

This cyber world, with an increased internet diffusion, gives a hassle free environment for the people to buy online. Today the technology is getting developed per second and now we have a digitalized world in the field of market too. Through this study, conducted among the college students on the growth in online buying, it can be concluded that there is an growing trend among students to buy online as

compared in terms of years. The most important explanation behind the change in the attitude of students to convert from traditional shops to virtual stores is due to its convenience that is the convenience to shop from their home itself using a device.

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