ONLINE SHOPPING BEHAVIOUR AMONG HIGHER EDUCATION STUDENTS

Dr.K.Lalitha, **Sri.Y.Chandra Sekhar**

Abstract— Internet has changed the way of businesses, consumers communication, interact and consumer transactions in worldwide. On-line shopping is a recent phenomenon in the field of E-Business and is definitely going to be the future of shopping in the world. Consumers especially youths are playing an important role in online shopping. The growing use of the internet in India has created a basis for tremendous prospects for marketers of today and tomorrow. The customers and consumers of modern times are techno savvy and innovative in their attitude. So, the internet is sure to takeover as the prime marketing and selling channel. Thus, it is imperative for the companies to investigate and understand the factors that influence the decision to purchase online. Drawing a sample of 240 higher-education students from Guntur, this paper has attempted to explore the various factors that may influence the decision to shop online. The results of the study revealed that Internet Traits, Attitudinal Traits and Convenience significantly affect online shopping behavior of young students, while Perceived Risk in terms of financial risk, privacy, security and product guarantee/warrantee hinders the young students to shop online.

Key Words: Online shopping, Internet, Higher education students, privacy , security etc.,

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1 INTRODUCTION

Modern marketing began in the early 1900s. In the twentieth century. the marketing process progressed through three distinct eras. Production, sales, and marketing. Prior to 1960s, firms operated under the premise that production was a seller's market. Product choices were nearly nonexistent because firm managers believed that a superior product would sell itself. This philosophy was possible because the demand for products outlasted supply. During this era, firm success was measured totally in terms of production.

The second era of marketing, started after 1960s, is known as the sales era. During this era, product supply exceeded demand. Thus, firms assumed that consumers would resist buying goods and services deemed nonessential. To overcome this consumer resistance, sellers had to employ creative advertising and skillful personal selling in order to get consumers to buy. The marketing era emerged after firm managers realized that a better strategy was needed to attract and keep customers because allowing products to sell themselves was not effective. Rather, the marketing concept philosophy was adopted by many firms in an attempt to meet the specific needs of customers. Proponents of the marketing concept argued that in order for firms to achieve their goals, they had to satisfy the needs and wants of customers.

The third era of marketing started after 1990s, is known as the strategic concept of marketing. During this era the focus of marketing shifted from the customer or the product to the customer in the context of the broader external environment. Knowing everything there is to know about the customer is not enough.

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To succeed, marketers must know the customer in a context including the competition, government policy & regulation, and the broader economic, social and political macro forces that shape the evolution of markets. In global marketing this may mean working closely with home country government trade negotiators and other officials and industry competitors to gain access to a target country market.

This progress of marketing can easily be understood with the help of the following table.

Era	Pre-1960	1960-1990	After1990
Focus	Product	Customer	Way of doing Business Knowledge & experience Mutually beneficial Relationship everything
Means	Telling & Selling	Integrated Marketing Mix	
End	Profit	Value	
	Selling	A function	

After above progress the marketing crossed the borders i.e. international marketing. A natural component of international business is international marketing. International marketing occurs when firms plan and conduct transactions across international borders in order to satisfy the objectives of both consumers and the firm. International marketing is simply a strategy used by firms to improve both market share and profits. Important considerable factors of international marketing are given as follows.

All countries have their own trade system regulation and restrictions. Common trade systems

regulations and restrictions include tariffs, quotas, embargoes, exchange controls, and non tariff trade barriers.

The second factor to review is the economic environment. There are two economic factors, which reflect how attractive a particular market is in a selected country: industrial structure refers to how well develop a country's infrastructure is while income distributed refers to how income is distributed among its citizens.

Political-legal environment is the third factor to investigate. For example, the individual and cultural attitudes regarding purchasing products from foreign countries, political stability, monetary regulations, and government bureaucracy all influence marketing practices and opportunities.

Finally, the last factor to be considered before entering a global market is the cultural environment. Since cultural values regarding particular products will vary considerably from one country to another around the world, managers must take into account these differences in the planning process. After the internationalization of marketing a new concept come into the market i.e. internet marketing or online marketing.

1.1 What is Internet Marketing

Internet marketing is a component of electronic commerce. Internet marketing can sometimes include information management, public relations, customer service, and sales. Electronic commerce and internet marketing have become popular as Internet access is becoming more widely available and used. Well over one third of consumers who have Internet access in their homes report using the Internet to make purchases**.**

1.2 Online Shopping:

Online shopping is the process of buying goods and services from merchants over the Internet. Since the emergence of the World Wide Web, (WWW) merchants have sought to sell their products to people who spend time online. Shoppers can visit web stores from their homes and shop as they sit in front of the computer.

Consumers can buy a huge variety of items from online stores, and just about anything can be purchased from companies that provide their products online. Books, clothing, household appliances, toys, hardware, software, and health insurance are just some of the hundreds of products consumers can buy from an online store.

Many people choose to shop online because of the convienience. Online stores almost never close. The internet has generated a tremendous level of exicetment through its involvement with all kinds of electronic business and procedures ranging from e-Commerce, e-Business, e-CRM, e-Supply chain, e-Marketing, e-Payment, e-Payment, e-Entertainment, e-Ticketing, and e-Governance. Online shopping is gradually becoming a well-accepted way to purchase various kinds of products and services, including computer products, automobiles, travel products, camera, ipod, and books.

2 REVIEW OF LITERATURE:

A literature review is a review is a description of the literature relevant to a particular field or topic. A critical literature review is a critical assessment of the relevent literature. The following are the various past studies reviewed for the present study.

Sita and Mishra (2007) in their study on "Consumer Attitude towards Online Shopping for clothing" analysed about the association between demographic characteristics of online consumers and their attitude towards online shoping behavior for clothing. This study is based on a sample of 200 internet users in NCR Delhi. The findings show that consumers have positive attitude towards online shopping but low attitude towards online purchase of clothes. The analysis shows that city and sex do not affect consumer's attitude but age and income indicates a significant association. The issue of trust enjoys ability and trial policy seems to be major concerns for the consumers but convience and technological advancement play a major role in online shopping.

Objectives of the Study
1. To study the present scenario of online marketing in India particularly online and offline marketing approach of higher education students
2. To examine the online shopping behavior of higher education students
3. To find out the problems faced by the student regarding online shopping in the study area.
4. To suggest measures for enhancement of online marketing business.

3 SCOPE OF THE STUDY

Online shopping is popular among the students community. In the study area more number of higher education institutions like arts and science colleges and engineering colleges are functioning. Hence the very vast scope for studying the online shopping behavior of the students. This will help to understand the student's behavior in online shopping. It also analyses the various factors which are affecting the online buying behavior of the students.

3.1 Sample Design:

Since the population of the study is unknown and infinite in nature. Selected 240 students pursuing higher education students and who interested in online shopping. They are selected from the colleges functioning in and around Guntur. For present study, 240 students from the colleges in and around Guntur are selected by snowball sampling technique.

Limitations of the study:

This study is descriptive and analytical in nature. It covers both primary and secondary data. Pretested interview schedule is used for the collection of primary data. Secondary data were collected from standard books, journals and websites.

4 IMPLICATIONS:

1. The online market has a great potential for youth segment. If the demographic features are considered carefully then it can be easily identified that maximum number of respondents of online shopping are lying in age group of 18- 25 years. There is wide mismatch in this segment compared with the global market therefore the e-commerce companies in line with manufacturers and service providers should target this segment for rapid future growth of their business.

2. The buying behaviour of youth can be elaborated through findings obtained through survey. By focussing on various factors identified in this study, the corporate can make their marketing strategies in better way. It will help to convert their potential customers into active customers. By improving the after sales services, providing more secured payment options, timely delivery of the goods with better packaging can further boost the demand of various products and services through web stores.

3. The market segments like toys, flowers and house wares must be targeted by the marketers on through e-tail penetration. And the market for other products and services must be expanded through more awareness among the customers.

4. As many people (approx. 21 percent of sample) has shown fear of unsecured transactions in online payment therefore the e-stores specifically mention about the security of transactions of their e-stores which will increase the faith of customers for online shopping

5. Further the strategist can also focus on the internet penetration plan of the government to understand the future scope of size of online shopping in India.

5 CONCLUSION

The large numbers of studies have been conducted by various research scholars and academicians nationally and across the globe, exploring the factors that may affect online buying behavior of various consumers. This research work is an attempt to explore the factors that may affect the attitude of consumers in Delhi towards online shopping. The study was conducted by drawing a sample of 160 respondents pursuing higher education, professionals and employed through kwiksurvey.com and with various institutions among March 2014 to May 2014. Relying on existing literature; variables were considered and offered to respondents in form of a closed ended questionnaire to mark their responses on a five point Likert scale. The collected data was analyzed with the help of statistical package for social science (SPSS17). The results revealed four important factors viz. perceived risk, perceived enjoyment, perceived ease of use and perceived usefulness to be affecting the online shopping behavior of consumers in Delhi. As per the data collected and analyzed through SPSS17 it is clear that the hypothesis 1 has been accepted i.e. There is a significant relationship between perceived risk and attitude toward online shopping and the remaining three hypothesis have been rejected i.e. there is no significant relationship between online shopping and perceived enjoyment, perceived ease of use and perceived usefulness. Out of four, Perceived Risk is the most significant factor that may affect online shopping behavior of consumers in Delhi. Perceived risk indicates the lack of trust among consumers and many other reasons like that of chance of being cheated, inferior quality of products, non returnable policy etc.

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