

PalArch's Journal of Archaeology
of Egypt / Egyptology

**"IMPACT OF ONLINE SHOPPING BEHAVIOUR AMONG COLLEGE
STUDENTS IN KARAIKUDI"**

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-- Palarch's Journal Of Archaeology Of Egypt/Egyptology 18(1). ISSN 1567-214x**

**Keywords: E-Commerce, Online Shopping, Satisfaction level on E-Commerce,
Online Shopping' Behaviour.**

ABSTRACT

E-Commerce market is flourishing and poised for robust growth in Asia. E-Commerce market in India has enjoyed phenomenal growth of just about 50% within the last five years. Albeit the pattern of online business has been making adjusts in India for a very long time, the satisfactory biological system has now started to fall set up. There are 4609 Students in Karaikudi. In order to give due representation to all the Colleges of Karaikudi "Stratified Random Sampling Technique" has been used to select the respondents. It is based on the sample survey method where 197 responses were collected but due to the incomplete response 7 responses were rejected and finally 190 respondents were selected for the study. The examination brought to accordingly that online customers are youthful, profoundly taught, dynamic, concentrated, and are master clients of the web; they have a solid positive fulfilment towards internet shopping and normally spend an extremely low sum on web based shopping. Through the findings of this research, online retailers could better realize online consumers' expectations and the determinants of online shopping' behaviour.

1. INTRODUCTION

E-commerce is often thought of as an activity wherein the customer uses the web to order a product or service. As a rule, the exchange may happen online moreover. Web based shopping places a significant interest on the use of the web. An ever increasing number of individuals are acquiring certainty about buying items on the web. Numerous million dollars are being contributed by hazard capital assets during this area. Many million dollars are being invested by risk capital funds during this sector. Indian buyers are showing confidence within the online e-commerce. Currently the retail industry in India is accelerating. India is worked up to grow to be a most vital player within the retail market. By 2015, the entire market size is estimated to be around US\$ 600 billion, thereby registering a CAGR of seven .45 per cent since 2000. The E-Commerce market is flourishing and poised for robust growth in Asia. The e-Commerce market in India has

enjoyed phenomenal growth of just about 50% within the last five years. Albeit the pattern of web based business has been making adjusts in India for a very long time, the satisfactory environment has now started to fall set up. On the opposite hand the purchasing of product from traditional market is constant since years. Many purchasers choose purchasing offline so on examine the product and hold the possession of the product just after the payment for the product. With the rise of E-Commerce, the mobile makers have made their way by introducing Mobile shopping by launching apps. The apps get more convenient as it's handy or portable and may be accessed from anywhere and anytime given the web connection. India is one among the quickest developing retail online business markets in 2015, developing at the speed of 129.5 percent. The growing number of Internet users within the country helped web merchants in steadily whittling away consumers' scepticism about buying goods and services online. As many as 106,086 websites are registered daily and quite 25% are for niche businesses.

2. LITERATURE REVIEW

HarunOzkisi & Murat Topaloglu (2019)¹ The Internet has been an essential part of everyday life with the information technologies developing rapidly. It has become a standard place for people where they impart with others, do banking transactions, shop then on. Notably, supplying all types of needs through online shopping has become an impressive phenomenon. Electronic web based shopping systems which are growing in number day by day have took the place of traditional, face-to-face and written trade systems supported record forms. Not only the advantages has it offered for purchasers preferring online shopping, but also the benefits it provides for the businesses make it popular for each side . This study aims to research the sentiments and thoughts of school students about online shopping. The study was conducted on college students studying at Trakya University, Kesan Yusuf Capraz School of Applied Disciplines. The students' feelings and thoughts about online shopping were evaluated by analyzing the obtained data.

3. STATEMENT OF THE PROBLEM

Web based shopping offers the client a wide scope of items and administrations wherein he can think about the cost cited by various providers and pick the best arrangement from it. Web showcasing is reasonably not quite the same as other advertising channels and web elevates a balanced correspondence between the vender and the end client with nonstop client assistance. The shopper, in the event of web based shopping can purchase the chose item quickly by doing a few ticks from home or work saving time and energy disregarding the bigger distance emerging from the unending and limitless market offered by the web. What's more, the web can likewise encourage the shopping of buyers with diminished versatility. Regardless of these inspirational components, there are different exchange and non exchange issues included, for example, web clients being awkward while giving their Visa number, individual data, and so on, which go about as impediments. Internet shopping is new, and it is at an early stage, and there are no rigid life affirming guidelines .Consumers are delayed

¹ Topaloglu, H. O. (2019). Identifying College Students' Feelings and Thoughts about Online Shopping . *Procedia Economics and Finance*, 39, 17-23.

in showing interest in web based shopping. In any case, the future for web shopping looks splendid and encouraging. Web based buying of products, both costly and modest, is pervasive to a lot bigger reach out as of late because of accommodation, quick exchanges, saving time, appealing deals limited time offers, etc..Despite these persuasive variables, there are different value-based and non-value-based issues included, for example, web clients being awkward while giving their MasterCard number, individual data, and so forth which go about as impediments. Web based shopping is new, and it is at an incipient stage, and there are no firm life affirming principles. Consumers are delayed in showing interest in internet shopping. Notwithstanding, the future for web shopping looks splendid and encouraging. Thusly, this investigation plans to analyze the disposition of online customer.

4. OBJECTIVE OF THE STUDY

1. To identify the effect of promotional activities on Buying Behaviour of the Students.
2. To study the customers level of satisfaction with regards to online shopping.

5. HYPOTHESIS OF THE STUDY

- There is no significant difference between gender and student's effect of promotional Activities on buying behaviour.

6. RESEARCH METHODOLOGY

As per the official websites of five Colleges for the year 2019-2020, there are **4609** Students in Karaikudi. In order to give due representation to all the Colleges of Karaikudi “**Stratified Random Sampling Technique**” has been used to select the respondents. The following Table-1.1 shows the sample size College-wise distribution.

Table 1 Selection of Sample Units

COLLEGES	POPULATION	SAMPLE SIZE (3%)
Alagappa Chettiar College of Engineering and Technology	1916	57
Dr Umayal Ramanathan College for Women	1507	45
Alagappa Government Arts College	1637	49
Alagappa Polytechnic College	1521	46
Total	6581	197

Source: Official websites of Colleges 2017-2018

This study is carried out by using both the primary and secondary data. It is based on the sample survey method where 197 responses were collected but due to the incomplete response 7 responses were rejected and finally 190 respondents were selected for the study.

7. ANALYSES - IMPACT OF ONLINE SHOPPING BEHAVIOUR AMONG

COLLEGE STUDENTS SOCIO-ECONOMIC PROFILE OF THE RESPONDENTS

Socio economic profile is both quantitative and qualitative aspects of selected human population. The following section presents the social and economic profile of the respondents which includes composition, Gender, Age, Educational Qualification and use of Online Shopping and respondent's awareness about Online Shopping.

TABLE 2 SOCIAL PROFILE OF THE RESPONDENTS

S.No	Social Factors	Classification	Frequency	%
1.	Gender	Male	82	43.16
		Female	108	53.84
		Total	190	100.0
2.	Age	17-20 years	105	55.26
		21-25 years	63	33.16
		Above 26 yrs	22	11.58
		Total	190	100.0
3.	Educational Qualification	Graduate	86	45.26
		Post-Graduate	63	38.42
		Engineering / Diploma	31	16.32
		Total	190	100.0

Source: Primary Data

The Table 2 shows that 82 respondents (43.16%) are male; and 108 of them (53.84%) are female. From this we understand that the female respondents take part in the study more than the male respondents. The researcher has chosen respondents from a wide range of age category from 17 years and above. From the Table 4.1 it is understood that most of the respondents' i.e 55.26 percent are in the age category of 17-20 years followed by 20-25 years and Above 26 years who comprise 33.16 per cent and 11.58 percent respectively. Most of them 86 have completed their Graduate followed by 63 respondents who have completed their Post- Graduate education, 31 respondents have completed only their Engineering /ITI education. In the study area, in the past year using the Online Shopping services was used only by Graduates followed by Post- Graduates.

COLLEGE - WISE DISTRIBUTION OF THE RESPONDENTS

The researcher had categorized the respondents based on the College. The study is conducted on students of Colleges in Karaikudi which is one of the important factors which helps researcher to assess the aim of the Online Shopping Services. Table 3 shows the College wise classification of the respondents.

TABLE-3 COLLEGE - WISE DISTRIBUTION OF THE RESPONDENTS

S.No	Name of the College	Frequency	Percentage (%)
1.	Alagappa Chettiar College of Engineering and Technology	56	29.47%
2.	Dr Umayal Ramanathan College for Women	44	23.16%
3.	Alagappa Government Arts College	48	25.26%
4.	Alagappa Polytechnic College	42	22.11%
	Total	190	100.00

Source: Primary Data

The Table 3 shows that, 29.47 percent of the respondents mostly from Alagappa Chettiar College of Engineering and Technology. 25.26 percent of the respondents from Alagappa Government Arts College followed by 23.16 percent of the respondents from the Dr Umayal Ramanathan College for Women.

PURPOSES FOR USING ONLINE SHOPPING

The Table 4 shows the purposes for using online shopping.

TABLE 4 PURPOSES FOR USING ONLINE SHOPPING

S.No	Purposes	Frequency	Percentage (%)
1	Garments items	59	31.05
2	Groceries & Food Products	45	23.68
3	Electronics goods & Health and fitness products	66	34.74
4	Books /Stationery	20	10.53
	Total	190	100.0

Source: Primary Data

The Table 4 shows that 23.68 percent of the respondents use for Groceries & Food Products, 31.05 percent of the respondents use for Garments items, 10.53 percent of the respondents use in online payment of Books /Stationery. It shows that majority of the respondents use in online payment 34.74 percent of Electronics goods & Health and fitness products.

RELATIONSHIP BETWEEN COLLEGE STUDENT'S EFFECT OF PROMOTIONAL ACTIVITIES ON BUYING BEHAVIOUR AND GENDER PROFILE

In the descriptive analysis of College student’s effect of Promotional Activities on buying behaviour among selected College at Madurai and gender. Now in this section the researcher attempts to test whether the gender profile of the respondents which affect

t effect of Promotional Activities on buying behaviour among selected College. For this purpose the researcher has framed the hypothesis and tested it with the help of ANOVA test and the results are presented in Table 5

Ho: ‘There is no significant difference between gender and student’s effect of promotional Activities on buying behaviour.

TABLE- 5 RELATIONSHIP BETWEEN COLLEGE STUDENT’S EFFECT OF PROMOTIONAL ACTIVITIES ON BUYING BEHAVIOUR AND GENDER PROFILE

Source: Computed Data

Since p value is more than 0.05 the null hypothesis is accepted at 5 % level of significance. Hence it is concluded that there is no mean difference between satisfaction level about student’s effect of promotional Activities on buying behaviour and gender of the respondents’ in the study area. Based on the Tukey HSD test, the respondents who have responded with respect to opinion also do not have any significant difference.

GENDER-WISE SATISFACTION LEVEL OF STUDENT ON ONLINE SHOPPING EXPERIENCE

The following Table 6 shows that satisfaction level of student on online shopping experience and gender respondents only.

TABLE -6 Independent Samples Test

S.No	Statement	F	Sig.	t	df
1	Time Saving	.004	.947	-.657	108
				-.661	88.621
2	Information Availability	.626	.431	-.105	108
				-.104	84.329
3	Less Stress	.158	.691	-.623	108
				-.622	86.473
4	Less Expensive	.839	.362	-.375	108
				-.385	94.696
5	Best Offers	2.468	.119	-.727	108
				-.756	97.529
6	Helpful for old and disable people	.888	.348	.067	108
				.069	93.635
7	Service Quality	.242	.623	-.459	108
				-.456	85.239
8	Easy Ordering System	.316	.575	.181	108
				.179	83.361
9	Shopping fun	.346	.558	-.128	108
				-.131	92.223
10	Getting a good buy offering Coupon discount	.056	.813	-.506	108
				-.512	90.497

11	Allowed to buy another brand when Coupon, Price discount, Free sample & Buy one get one free are given	.596	.442	-.112	108
				-.111	83.438
12	Buy the same brand even when Coupon, Price discount, Free sample & Buy one get one free on the other brands	1.091	.299	-.153	108
				-.157	93.519
13	Buy a brand that offers Coupon, Price discount, Free sample & Buy one get one free.	.552	.459	-.020	108
				-.019	80.471
14	Buy the brand product earlier than planned.	1.556	.215	-.569	108
				-.584	94.435
15	Buy more quantities of the same product.	.020	.889	-.771	108
				-.779	90.010
16	Buy brands that offer Coupon, Price discount, Free sample & Buy one get one free	.702	.404	-.575	108
				-.578	88.559

Source: Computed Data

From the Table 7 it is inferred that the Levene's test for equality of variances with a p-value at 5% (95% confidence) which is less than significance. It indicates that variances for the male and female are equal for all factors related to the satisfaction level of student on online shopping experience and gender wise are more than value at 5% level. Therefore, the null hypothesis is accepted and hence it's concluded that there is no significance difference between male and females with satisfaction level of student on online shopping experience.

8. SUGGESTIONS

- The government should compel the web shopping sites to detail their privacy for conflict resolution.
- Online security is found to be major issue influencing the longer term diffusion of online shopping. The fear of buying online by employing a credit would be reduced if the businesses and different banks collaborate, and therefore the banks maintain online accounts directly.
- As the intricacies and security issues encompassing e-instalments increment, online retailers can re-evaluate the instalment handling work to organizations giving secure e-instalment arrangements.
- To boost the arrogance of the prevailing and new internet buyers, government should provide adequate legal frame work to make sure stringent measures are taken against people that enjoys online fraud.

9. CONCLUSION

India may be a country where people like to board dreams. They worship celebrities they treat them as god. Marketer uses this very preposition so on influence their target customer is also existing or potential once. Inherently, marketing techniques are intended to possess an immediate impact on buying behaviour, which is implies their short-term focus. Tool are often interrelated as an example, by using advertising to market promotion or as we've seen by using competition to reinforce public relation. The target of the study was to factors influencing internet buyers

and consumers and to review level of satisfaction with regards to online shopping with special reference with Online Shopping in Karaikudi. Online shopping is becoming increasingly popular for a spread of reasons. The study delivered to therefore that internet buyers are young, highly educated, active, intensive, and are expert users of the internet; they need a robust positive satisfaction towards online shopping and usually spend a really low amount on online shopping. The discoveries of this examination have affirmed that the apparent advertising blend and saw notoriety could affect on the buyers' mentality of receiving internet shopping. Through the findings of this research, online retailers could better realize online consumers' expectations and therefore the determinants of consumers' behaviour. By understanding the key drivers that would impact on online consumers' attitude towards online shopping, online retailers would be ready to formulate and implement their e-business strategy efficiently and effectively and possess stronger competitive advantage. The most important driving factor for online shopping is convenience. For instance, online vendors should pay more attention to applying the marketing mixture of high product quality, lower cost, discount, free delivery fee, or free gift and do their best to create, enhance, and maintain their good reputation. Advertisement tools are more effectively influence the scholars buying behaviour and also personal selling.

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