

Factors Affecting Students' Attitude towards Online Shopping

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Abstract: *E-commerce is the purchase and sale of goods and/or services via electronic channels like the internet. It is generally understood as the simple activity of buying and selling products and services through the internet. In fact, a few organizations, especially in retail industries, have developed an additional online sales channel as well as leveraged on online advertising and online trading platforms like eBay and Amazon, to attract buyers and sellers. The population selected for the research is Sivaganga District of Tamil Nadu, the sample size selected for this research is 100 and we have used convenient sampling method. The research has also found that there are some other factors which influence online shoppers including, less price, discount, feedback from previous customers and quality of product. For the second research question i.e. who are online shoppers in term of demography: the correlation results for the age and attitudes towards online shopping has showed that elderly people are not so keen to shop online. Whereas for education it is concluded that higher education makes online shopping less attractive, for the income the correlation results are so weak hence we could not conclude anything out of it. It is expected that this study will not only help retailers in India specially Tamil Nadu to devise successful strategies for online shoppers but it will also provide a base for similar studies in the field of students attitudes towards online shopping.*

Keywords: Online Shopping, Attitude, Factors, Business-to-Business, Business-to-Consumer

1. Introduction

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2. Statement of the Problem

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3. Objectives

- To know the attitude of students towards online Purchasing.
- To know the factors that influence on selecting of online Retailers.

4. Research Methodology

It is an exploratory research design well structure questionnaire prepared with data Collection. The questionnaire has three section that relate to the demographic information of students, students' attitude 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 Sivaganga District. In this research study .In this research study a convenience sampling method of non probability sampling has been adopted and samples have been drawn 120 respondents.15 students were randomly selected from in around Sivaganga district colleges. Totally 150 questions were distributed, but 27 questions were not properly filled up and returned 123 questionnaire. Finally rounded off 120 questionnaire were Chosen for Analysis.

5. Data Analysis and Interpretation

Attitude and Behaviour	V.G	G	N	L	V.L	Total Weights	Mean	Rank
Convenience	Frequency							
I get on –time delivery by shopping online.	15	20	20	15	30	295	2.95	XI
I can buy the products anytime 24 hours a day while shopping online	20	25	15	15	25	315	3.15	VIII
It is easy to choose and make comparison with other products while shopping online.	25	30	20	20	5	385	3.85	I
Website Design/Features								
The website design helps me in searching the products easily	10	20	30	10	30	300	3	IV
While shopping online, I prefer to purchase from a website that provides safety and ease of navigation and order	20	15	24	16	25	294	2.94	XII
The website layout helps me in searching and selecting the right product while shopping online	25	30	10	30	5	365	3.65	III
I believe that familiarity with the website before making actual purchase reduce the risk of shopping online	25	20	15	20	20	310	3.10	IX
I prefer to buy from website that provides me with quality of information	22	27	15	18	18	324	3.24	VII
Time Saving								
Online shopping takes less time to purchase	35	20	10	30	5	370	3.70	II
Online shopping doesn't waste time	20	29	15	18	18	330	3.30	VI
I feel that it takes less time in evaluating and selecting a product while shopping online	32	18	17	17	16	331	3.31	V
Security								
I feel safe and secure while shopping online	20	10	10	30	30	290	2.90	XIII
Online Shopping protects my security	10	5	38	42	5	272	2.72	XV
I like to shop online from a trustworthy website	20	12	30	25	13	288	2.88	XIV

6. Findings and Suggestions of the Study

Researcher have found another important attribute that is price of the product or services and discount, as they perceive while shopping online they get items in lower prices and the get better discounts while shopping online. The main benefit for me is that prices are lower in online shops. Feedback from previous buyers is also seen to influence online Shoppers, as the feedback from previous users I found it very helpful to minimize the risk". Online shoppers are also concerned about security issue and quality and reliability of information as one respondent claims "The biggest problem I have with online shopping trusts the product quality and delivery, especially since you rely totally on second hand information i.e. someone is giving you information about the product rather than you seeing it for yourself". People are also concerned about the website design and we have also found from our study as to be the most attractive factor in our study and one respondent believes "The major influence is the display of the product. Prefer products with many pictures from different positions. So after analyzing the statements writers have found that other than four factors 1) Price and discount 2) feedback from previous users 3) Product quality and quality of information are also important factors which influence

consumers to shop online. Researcher have also worked on demographic factors of online shoppers in Sivaganga District, to see a correlation within demography factors such as Age, Income and Education; this will also give an insight to online retailers to see the online shopping attitudes within these demographic factors. The findings that I have gained in this research are as follows; starting from demography the results of correlation results of age indicated that there is a quite strong negative correlation between age and attitude to online shopping.

7. Conclusion

Online shopping is becoming more popular day by day with the increase in the usage of World Wide Web. Understanding customer's need for online selling has become challenge for marketers. Specially understanding the consumer's attitudes towards online shopping , making improvement in the factors that influence consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive edge over others. So, they can build up their strategies to cater online shoppers in Sivaganga District.

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