

An Investigation into the Elements That Impact the Online Shopping Patterns of Engineering College Students in Jhansi

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Article Info.

E-ISSN: 2583-6528

Impact Factor (SJIF): 5.231

Available online:

www.alladvancejournal.com

Received: 18/Aug/2023

Accepted: 01/Sep/2023

Abstract

The abstract outlines a conducted study aimed at examining the factors that affect the online shopping habits of engineering college students situated within the Jhansi District of Uttar Pradesh, India. The rapid emergence of online shopping within the E-Business sector is transforming the global retail industry. While it has gained traction in many parts of the world, its expansion in the extensive Indian consumer market is still developing. This research thoroughly investigates this phenomenon, utilizing both qualitative and quantitative research methods to assess how demographic variables impact different aspects of online shopping behavior, including contentment, intentions for future purchases, frequency of shopping, quantity of items purchased, and expenditure. The study relied on questionnaires to gather data, and the findings unveil that demographic factors such as age, gender, marital status, family size, and income significantly influence online shopping behavior in India. The insights derived from this study furnish valuable information for upcoming research ventures and practical implications within this field.

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Keywords: Online shopping behavior, Students, Retail industry, Customer, Online Shopping Preferences.

1. Introduction

The retail industry in India is in the midst of a transformative journey, marked by a keen emphasis on expansion and growth. Distinct from its Asian counterparts, India's retail sector is gradually emerging as a prominent global player, a trend underscored by the country's ongoing evolution as a developing nation. Driven by an unwavering pursuit of excellence and innovation, India is strategically positioning itself to capitalize on the burgeoning opportunities within the expansive realm of the retail market. This landscape is uniquely characterized by the nation's rich cultural diversity, a feature that empowers businesses to introduce a diverse range of products tailored to cater to a multifaceted spectrum of consumer segments.

Within this dynamic retail milieu, the focus of the present study is on exploring the intricate intricacies of online shopping behavior exhibited by students enrolled in engineering colleges situated within the Jhansi District of Uttar Pradesh, India. By meticulously delving into the myriad factors that exert influence over the online shopping preferences of this specific demographic, this study aims to cast light on the intricate interplay between demographic

variables and the evolving landscape of online consumer behavior. The culmination of this investigative effort is poised to substantially enhance our understanding of the multifaceted factors that significantly shape the contours of online shopping behaviors within this unique context.

Online shopping behavior, commonly known as internet purchasing behavior or internet-based shopping behavior, encapsulates the procedure of obtaining goods or services via the digital realm of the internet. When potential consumers identify a need for a particular product or service, they initiate an online quest to gather information relevant to that need. This pursuit can manifest through active searching or passive attraction to information associated with the felt need. Subsequently, they assess available alternatives and ultimately make a selection that aligns most effectively with their criteria for fulfilling the identified need. The process culminates in a transaction, followed by the provision of post-sales services.

Central to this research is the concept of online shopping attitude, denoting the psychological state of consumers as they engage in online purchasing activities. Acknowledging the extant studies that have independently examined various

factors impacting online shopping behavior, these investigations often isolate a subset of major influencers. However, an inherent limitation of this approach lies in the potential oversight of interplay and interactions among both included and omitted factors, which subsequently impedes the generalizability of findings.

Thus, this study emerges as a pivotal endeavor, striving to comprehensively illuminate the nuanced nexus between demographic factors and the evolving landscape of online shopping behavior among engineering college students in the Jhansi District of Uttar Pradesh, India. Through this exploration, it endeavors to provide a holistic and nuanced perspective that captures the diverse and interconnected facets influencing online shopping behaviors within this unique and dynamic context.

2. Literature Review

Consumer Attitudes and Online Buying: Schiffman, Scherman, and Long (2003) assert that individual attitudes do not function in isolation to determine buying intentions or behaviors. Instead, consumer attitudes encompass a spectrum of viewpoints on various relevant issues, ultimately shaping their decisions. The evolution of the online buyer profile has been noteworthy. Once primarily associated with young, educated males with higher incomes, risk tolerance, and lower dependence on traditional retail channels (Ernst & Young, 2001; ^[1] Mahajan, Muller & Bass, 1990) ^[4], this profile has evolved over time.

Influencing Factors on Online Shopping Adoption: Sultan and Henrichs (2000) ^[8] identified that a consumer's willingness to embrace online shopping is positively correlated with factors such as income, household size, and innovativeness. These elements underscore the role of socio-economic factors in shaping consumer preferences for online buying. Vijay and Balaji (2009) ^[9] Carried out a questionnaire among 150 individuals who use the internet, including both those who engage in online shopping and those who do not, with the aim of identifying the incentives and obstacles linked to online shopping in India. The results highlighted the role of convenience and time-saving as drivers for online shopping adoption, juxtaposed with security and privacy concerns that deter some consumers.

Consumer Attitudes and Purchase Intent: Kim and Park's (2005) ^[3] study involving U.S. samples affirmed that positive attitudes towards online shopping and a willingness to seek pre-purchase information correlate strongly with the likelihood of making online purchases. This emphasizes the critical role of consumer attitudes in shaping their intent to engage in online transactions.

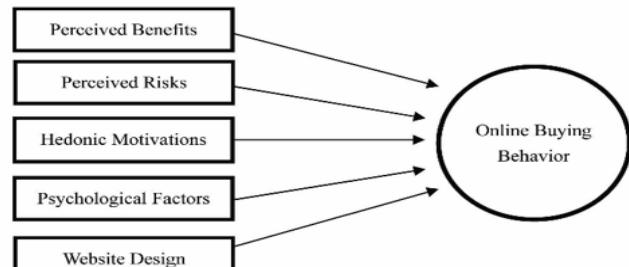
Digital Literacy and Shopping Preference: Monsuwe (2004) ^[5] posited that consumers' level of comfort with using computers significantly influences their shopping choices. Individuals adept in computer skills are more inclined to engage in online shopping, whereas those less proficient may opt for traditional retail environments for a faster and more familiar shopping experience.

Alternative Channels and Consumer Behavior: Goldsmith and Flynn (2004) ^[2] highlighted the significance of alternative selling channels like home catalogs, where consumers can shop remotely via phone or mail order. While offering convenience, this mode lacks the tactile experience of physically touching and examining products, which can impact purchasing decisions.

In today's dynamic retail landscape, understanding consumer attitudes is pivotal in driving successful online shopping

experiences. Factors such as socio-economic status, digital literacy, convenience, privacy concerns, and attitudes towards online shopping play essential roles in shaping consumer behaviors. Marketers must consider these insights to effectively target and engage their audience in the ever-expanding realm of e-commerce.

3. Conceptual Model



Source: Generated by Authors

Fig 1: Conceptual Model of Online buying behaviour.

4. Research Objectives

- To investigate and analyze the factors that affect the online shopping habits of engineering students in the Jhansi District of Uttar Pradesh, India.
- To study how demographic factors influence different facets of online shopping conduct.
- To evaluate the extent of recognition and uptake of online shopping patterns among engineering college students in the Jhansi District.

5. Research Hypothesis

- H1:** There is a positive correlation between consumers' positive perceptions of online shopping benefits and their frequency of online purchasing.
- H2:** Consumers' perception of risks associated with online shopping is negatively related to their online buying behavior.
- H3:** Hedonic motivations significantly contribute to positive online purchasing behavior exhibited by consumers.
- H4:** Psychological factors have a positive impact on consumers' decisions to engage in online buying.
- H5:** The aesthetic and content-related elements of website design have a direct influence on consumers' online buying behavior.

6. Data Analysis & Interpretation

Table 1: Demographic Profile

Demographic Category	Frequency	Percentage (%)
Gender		
Male	56	56.0
Female	44	44.0
Total	100	100.0
Age		
Under 21	30	30.0
21-29	50	50.0
30-39	20	20.0
Total	100	100.0

Source: Generated by Author

The demographic data offers important insights into the participant composition, setting the stage for investigating the link between positive perceptions of online shopping benefits and heightened online purchasing behavior. With a balanced gender distribution (56% male, 44% female) and varied age representation (30% under 21, 50% 21-29, 20% 30-39), the study aims to explore how different demographics perceive online shopping benefits and whether these perceptions correspond to varied online purchasing behaviors. The upcoming analysis will gauge the correlation between positive perceptions and actual online purchases, considering factors like gender and age, to uncover potential connections within the participant groups.

H1: Positive Perceptions of Online Shopping Benefits Correlate with Increased Online Purchasing by Consumers.

Hypothesis H1 is supportable given the p-value of 0.001, which falls beneath the typical threshold of 0.05. The constructive coefficient signifies a positive connection between consumers' recognition of online shopping advantages and their engagement in online purchasing. However, it's important to highlight that the Pearson correlation coefficient stands at 0.321, implying a somewhat moderate connection between these factors. This condensed data is outlined within the correlation table provided.

Table 2: Correlation between Positive perceptions of online shopping & online shopping

Perceived Advantages	Online Buying Behavior	
	Pearson Correlation	.321**
	Sig. (2-tailed)	.001
	N	100

Source: Generated by Author

H2: Consumers' Perception of Risks Associated with online Shopping is Negatively Related to Their Online Buying Behavior.

Hypothesis H2 can be accepted as the calculated p-value of 0.047 is below the accepted threshold of 0.05. Additionally, the Pearson correlation coefficient yields a value of -0.5, indicating a negative correlation between the perceived risks and online buying behavior variables. The correlation details are succinctly presented in the table below.

Table 3: Association between Perceived Risks and Online Shopping

Perceived Risks	Online Buying Behavior	
	Pearson Correlation	-0.500*
	Sig. (2-tailed)	0.047
	N	100

Source: Generated by Author

H3: Hedonic Motivations Significantly Contribute to Positive Online Purchasing Behavior Exhibited by Consumers.

Hypothesis H3 is rejected as the obtained p-value of 0.149 surpasses the standard threshold of 0.05. Consequently, it can be concluded that the association between hedonic motivations and online buying behavior lacks statistical significance, as indicated in the results below.

Table 4: Correlation between Hedonic motivations & online purchasing behavior.

Hedonic Motivations	Online Buying Behavior	
	Pearson Correlation	0.145
	Sig. (2-tailed)	0.149
	N	100

Source: Generated by Author

H4: Psychological Factors have a Positive Impact on Consumers' Decisions to Engage in Online Buying.

Hypothesis H4 is confirmable based on the computed p-value of 0.03, which is lower than the usual threshold of 0.05. This suggests a favorable connection between psychological factors and online purchasing conduct. Moreover, the Pearson correlation coefficient of around 0.7 signifies a robust correlation between these two aspects. A succinct summary of the correlation between psychological factors and online buying behavior is provided in the table below.

Table 5: Correlation between Psychological factors & consumers' online buying decisions.

Psychological Factors	Online Buying Behavior	
	Pearson Correlation	-0.698*
	Sig. (2-tailed)	0.003
	N	100

Source: Generated by Author

H5: The Aesthetic and Content-related Elements of Website Design have a Direct Influence on Consumers' Online Buying Behavior.

Hypothesis H5 is not supported, given that the calculated p-value of 0.379 surpasses the standard limit of 0.05. This suggests that the statistical significance is absent in the connection between aesthetics and online purchasing behavior, as indicated in the accompanying table.

Table 6: Correlation between Website design elements and buying behavior

Website Design Elements	Online Buying Behavior	
	Pearson Correlation	0.086
	Sig. (2-tailed)	0.379
	N	100

Source: Generated by Author

Conclusion

This study contributes to the existing empirical knowledge concerning internet shopping behavior, offering insights specific to the context of Jhansi, India. Nevertheless, there are certain methodological limitations to acknowledge. The sample size, consisting of 100 respondents from Jhansi, may limit the generalizability of the findings. The use of convenience sampling introduces potential biases and might not accurately represent the broader population. Moreover, the research focuses on a limited set of five variables, omitting other potentially influential factors in internet shopping behavior. This underscores the need for future investigations to delve into these parameters and employ larger-scale surveys for enhanced representativeness.

The scarcity of research on online buying behavior in India necessitates researchers to draw upon literature from other countries to establish theoretical foundations. This study addresses this gap by offering valuable insights into the factors shaping the online purchasing patterns of Indian consumers. The findings hold implications for business practitioners and e-marketers seeking to enhance their online retail sales. However, while insightful, the study's findings may not be exhaustive, prompting the call for further research to validate and expand upon these conclusions.

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