

Perception of College Students Towards Online Buying

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Abstract

Online buying is a type of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet using a web browser. Consumers can buy the products by visiting the website or through various online shopping apps available. There is tremendous growth in online buying day by day. The study is to assess the perception of college students towards online buying. The study entitled perception of college students towards online buying was conducted among a sample of 50 students at S N M Training College, Moothakunnam using a questionnaire. Nowadays youngsters are more engaged in the digital world. Online shopping became part of their lifestyle. The study helped to find out the online buying behaviour of students with respect to various factors like convenience, offers, wide range availability..etc. The study also helped to understand the frequency of online buying and satisfaction in online buying. It will also give some suggestions which is very helpful for the online sellers to increase their sales.

Introduction

Nowadays shopping is made easier for customers from the comfort of their own homes or workplace. Shopping is made more easier and convenient for the buyers through internet. Online buying replacing the conventional buying system. In this busy world most of the people are preferring online buying. The convenience and wide variety of products availability at a click

distance is increasing the number of online buyers. Various studies were arriving about online buying. Buying behaviour will differ among people depending on their socio- demographic factors. Online shops has created it's own place in the area of business. The digitalization and technological advancement have also increased the scope for online buying.

Need and Significance

Online shopping is one of the fastest growing business sectors. Online buying is the process whereby consumers directly buy goods or services from a seller in real time, without an intermediary service over the internet. The world is moving towards digitalization. Most of the people are using the internet and go through so many websites a day. Online buying has become one of the unavoidable factors in people. It has many benefits as compared to traditional buying. The usage of mobile phones among students increased during the current situation.so it is more relevant to explore how far the students react to this online buying. Hence an attempt is made to study the Perception of College students towards online buying.

Objectives of the Study

The objectives of the study are ;

- To study the frequency of online buying of students.
- To study factors influencing online buying behaviour of students.
- To identify the range of amounts spent for online buying.
- To study the satisfaction of students in online buying.

Methodology

The study was entitled the perception of college students towards online buying. Both primary and secondary data had been collected. The primary data have been collected from 50 samples through a convenient sampling method from the students of SNM Training College with the help of a questionnaire. The secondary data have been collected from various online journals and websites. For data analysis statistical tool percentage is used. Tables, charts and diagrams were also used for graphical representation.

Limitations of the Study

Following were the major limitation for conducting the study;

- Incorrect answers from the respondents was a problem.
- The study was limited to 50 which may not reflect the perception of others.
- Some of the respondents were not interested in answering the questionnaire.

Data Analysis

The main data collected have been analyzed as by the investigator as follows;

Table 1

Frequency of Buying From Online Shops

Category	No of Respondents	Percentage
Always	10	20%
Often	8	16%
Occasionally	20	40%
Rarely	12	24%
Total	50	100%

Source: primary data.

Figure 1

Frequency of Buying From Online Shops

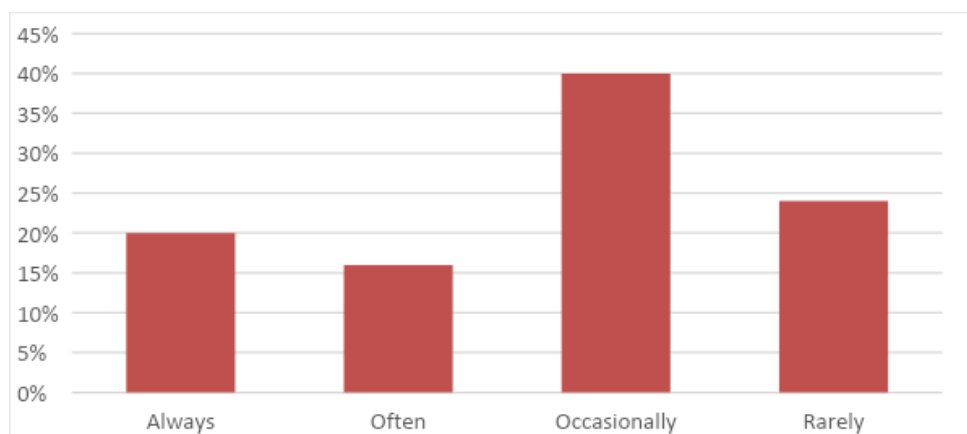


Table 2

Factors Influencing Online Buying Behaviour of Students

Category	No of Respondents	Percentage
Convenience	8	16%
Offers	22	44%
Wide range of availability	15	30%
Economical	5	10%
Total	50	100%

Source: primary data.

Figure 2

Factors Influencing Online Buying Behaviour of Students

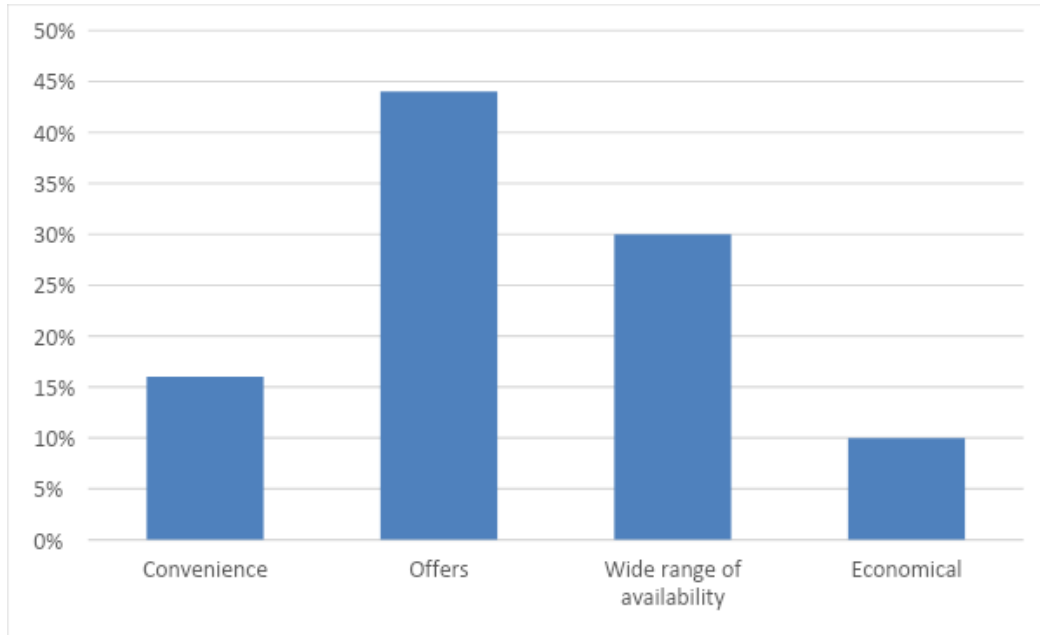


Table 3

Amount Spend for Online Buying

Category	No of Respondents	Percentage
Upto Rs 500	10	20%
501- 1000	25	50%
1001-1500	9	18%
Above Rs 1500	6	12%
Total	50	100%

Source: primary data.

Figure 3

Amount Spend for Online Buying

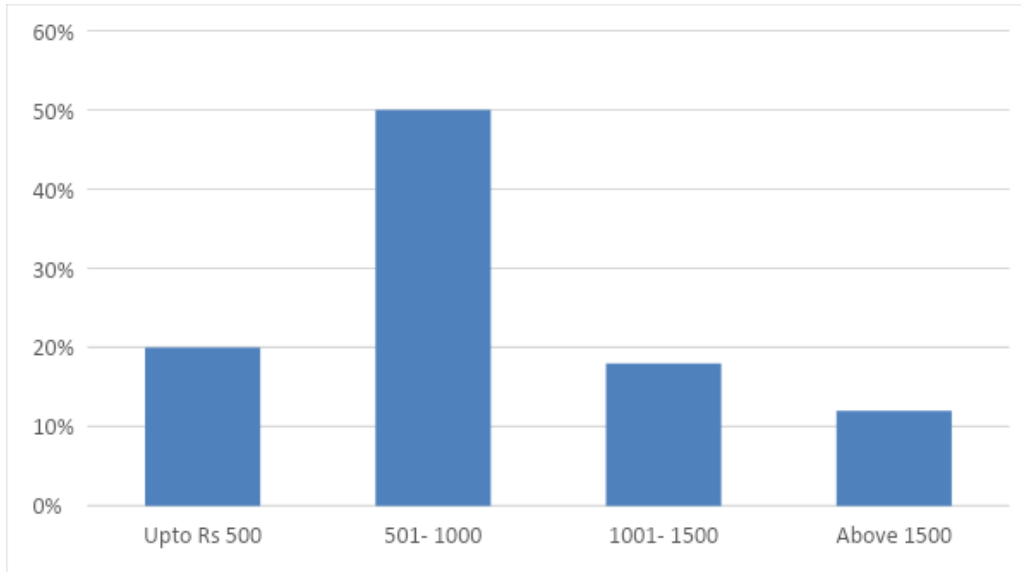


Table 4

Difficulty Faced in Online Buying

Category	No of Respondents	Percentage
Delayed delivery	12	24%
Change in product	10	20%
Poor quality of product	20	40%
Online Frauds	8	16%
Total	50	100%

Source : primary data.

Figure 4

Difficulty Faced in Online Buying

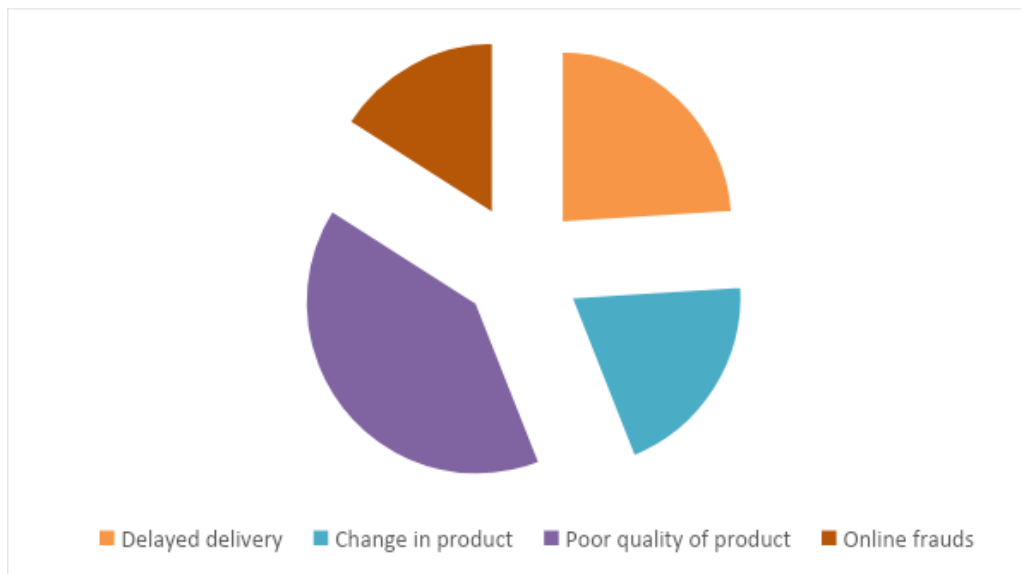


Table 5

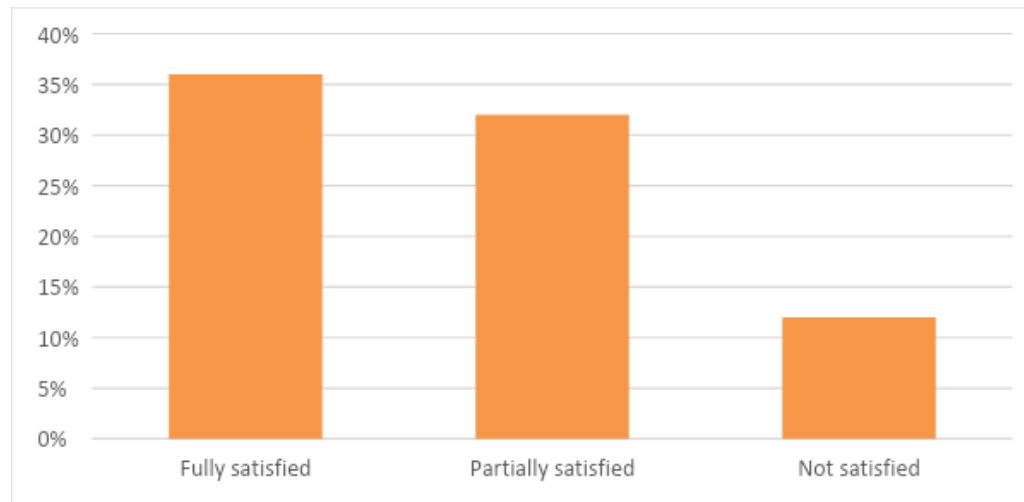
Satisfaction of Students in Online Buying

Category	No of Respondents	Percentage
Fully satisfied	18	36%
Partially satisfied	26	32%
Not satisfied	6	12%
Total	50	100%

Source: primary data.

Figure 5

Satisfaction of Students in Online Buying



Findings of The Study

On the basis of the objectives of the study the collected data have been analysed and interpreted to evolve the following findings;

- Majority of the respondents , 40 % , are buying online occasionally.
- Among the various factors influencing online buying, 44% of the respondents are influenced by offers.
- Wide range availability of products are also influencing the buying behaviour of students.
- When it comes to the amount spent for online buying 50 % of the respondents are spending Rs 501 - Rs 1000 range.
- Poor quality of product is the main difficulty faced by 40 % of the respondents in online buying.
- 36% of the respondents are fully satisfied with online buying.

- The overall online buying perception and experience of the students are Very good.

Suggestions

Based on the analysis and findings of the study following are the suggestions for online sellers.

- Online sellers must identify the issues faced by online buyers in their online purchase decision making process.
- Online shopping sites must make sure that they are delivering good quality products.
- Many offers can be included in online buying to attract the buyers.
- Offering economically viable good quality products will increase sales.

Conclusion

Online buying is a new experience in the initial times of its introduction but now it is a part of daily life. Online buying has a great impact on the youth. The study conducted revealed a positive attitude and behaviour towards online buying. The increased usage of internet and online shopping among college students has created new prospects and opportunities for online traders. The study also arrived at some valuable findings which lead to the suggestions for the betterment of online selling.

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