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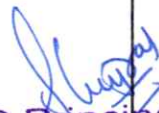


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10. A Study on Students' Attitudes towards Online Shopping Platforms

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Abstract

Due to the country's high internet penetration rate and the numerous benefits of online shopping, including its wide range of products, home delivery, ease of product comparison, convenient methods of payment, time-saving nature, 24-hour availability, and many others, the industry has seen sporadic growth in India. Students make up a significant chunk of the "youth" segment of online shoppers. This occurs as a result of their high level of e-literacy and their ease in embracing global trends. This essay focuses on two specific characteristics of students' attitudes and perceptions concerning online purchasing. The first element focuses on the correlation between online purchasing frequency and educational attainment, while the second aspect examines the link between gender and shopping incentive. Additionally, it covers the various aspects of online purchasing as well as the obstacles that prevent people from making purchases from online stores.

The purpose of this study was to investigate students' attitudes toward online shopping platforms.

Introduction

Increasingly more young people are choosing to make purchases online as a result of the expansion of the internet. In this trend, students constitute a key development engine. Few research, meanwhile, has examined this group's views on online buying and how they may affect future performance. This essay looks into how students feel about shopping online. Its findings will play a significant role in boosting the body of knowledge about business-to-consumer (B2C) relationships and guiding marketing choices for businesses that primarily target students as their market. The study's goals are underlined in the paragraphs that follow.

Research Aim

- a. To examine students' attitudes towards online shopping,
- b. The age group of students who make the most online purchases, and
- c. The barriers to online shopping methods.

Hypotheses

- H1⁰ - More than half of students have a positive attitude towards online shopping.
- H2⁰ - Urban students make the largest number of online purchases.
- H3⁰ - Lack of privacy and offline shopping are barriers to online shopping respectively.

Literature Review

This section of the study will investigate what other researchers have written about the research topic. Notably, the section will contain an investigation regarding the attitudes of customers towards online shopping, the influence of different factors on online purchasing behaviours, and the barriers to traditional and online shopping.

1. P. Ranjitha, Dr. K. Krishnakumar, (2020). A Study on Factors Influencing Online Consumer Buying Behavior. International Journal Of Scientific & Technology Research Volume 9, Issue 02, February 2020 Issn 2277-8616

Author said that, In the modern era, customers are amazing when they choose to make an online purchase due to the wide array of internet amenities available. As a result, the study tries to comprehend the causes of online purchasing, especially in India where people's preference for spending money has altered recently. The three products that people like to purchase online are books, electronics, and apparel; yet, these three remain the least popular options for online buyers. Clear information about products and services is what online customers are looking for. Convenience, time savings, security, and on-time delivery are also key considerations. The most important factors driving internet buying in the Salem district, it has been determined, are time savings and transportation costs. Additionally, as a result of the influence that digital technology has had on them, the number of online shoppers worldwide is presently rising steadily.

2. Rohan Samson, Dr. Mita Mehta and Arti Chandani (2014) —Impact of Online Digital Communication on Customer Buying Decision, pp.872-880

Author said that, The objective of this study was to examine the effectiveness of online digital communication as a medium for marketing with respect to the automobile industry-

specifically the passenger car segment. It was found that online digital media is the preferred source of information for those who intend to buy a car and its use has a positive influence on a potential customers buying decision. It was also found that Online information sources are much more effective for communicating detailed specifications, features and comparative information about a particular passenger car model as compared to traditional media like Television and Print. Although the majority of its users find online digital communication to be a powerful, influential medium that is generally reliable, it was discovered that in India, its reach is not as broad as that of television. This can be attributable to a number of things, chief among which being the stark digital divide that exists in India and the fact that the Internet revolution is still in its early phases.

3. Sreekanth, K., Shakeel, S., & Nedumaran, D. G. (2020). A Study on Online Shopping Behavior of College Students in Hyderabad Region. Aegaeum Journal, 8(4). : 002D

In this study, the researcher had indicated that the Online merchants should design their websites to encourage impulsive internet behaviour. In particular, by using some external trigger indications, such as offers, developments, buy thoughts, recommended products, and so forth, the potential motivation buys can be increased. Nevertheless, the limitations of the discoveries should be taken into account. Today's online retailers are getting down to business. As researcher stated the, the majority of online shoppers are young people. This is due to the naive notion that online purchasing is favourable and provides effective access to more products and data seven days a week, 24 hours a day.

4. Upasana Kanchan, Naveen Kumar and Abhishek Gupta(2015), —A study of online purchase behavior of customers in India, ICTACT Journal of management studies, Vol.1, iss.3,pp.136-142.

Researcher stated that, On the basis of the study, it can be said that young people are becoming more and more interested in online shopping. People with higher incomes and higher levels of education are using e-commerce websites more frequently. Due to security worries, people are reluctant to shop online. In addition, consumers are hesitant to change due to the intricacy of technology involved in internet shopping. Businesses engaged in online shopping should concentrate on fostering reliable relationships between suppliers and consumers.

Summary

This literature review has highlighted what various studies have said about internet purchasing. Since these evaluations tend to focus on ephemeral aspects like human attitudes, many researchers have used the qualitative method to perform these reviews. There is a gap in the research despite the instructive nature of the evidence given because no studies have looked at students' attitudes toward internet purchasing. This research will close this gap.

Research Methods

Data Collection Method

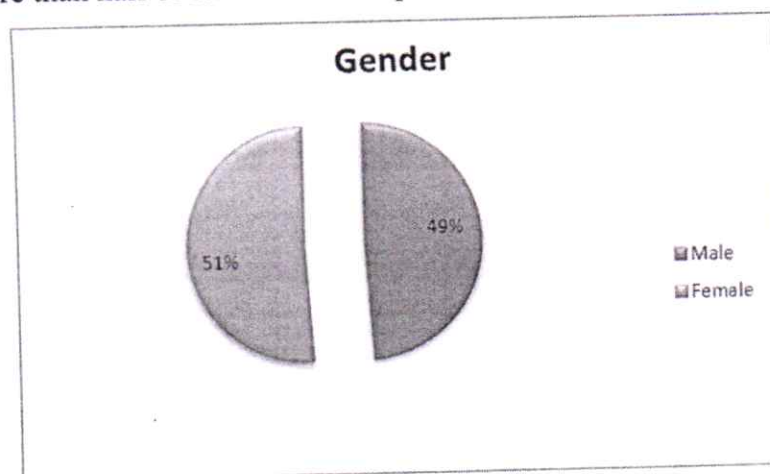
As highlighted in this chapter, this research paper is based on a questionnaire survey method to gather the data. Two sections were made up of the questionnaire. The first one dealt with demographic data, like gender, age group, and educational attainment, while the second section dealt with the study questions.

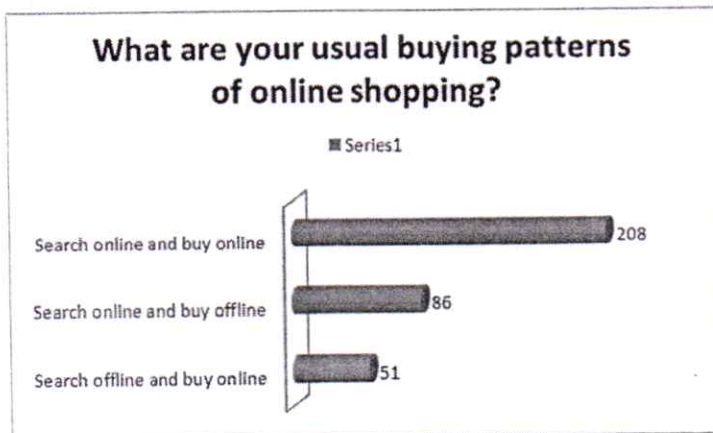
Limitations of the Study

The study's time constraint was one drawback. The researcher had a deadline to complete the inquiry and report the findings. This restriction had an impact on the number of inquiries made and the amount of data the researcher could gather. The small sample size of participants is another drawback of the study. If there are additional resources available, future studies can use a bigger participant pool.

Interpretation Data

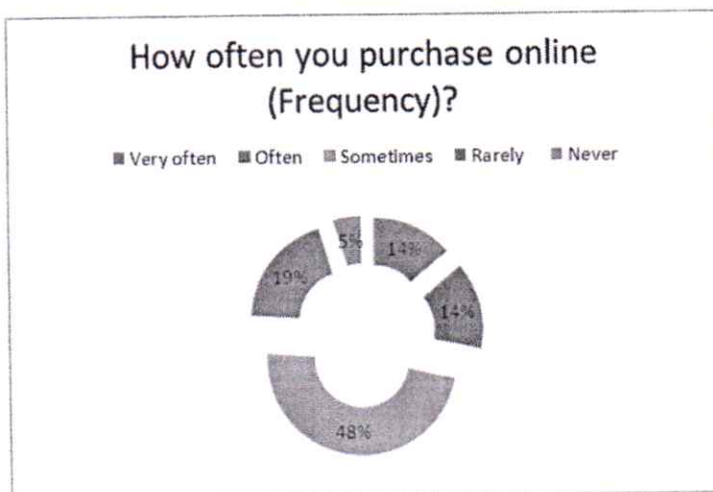
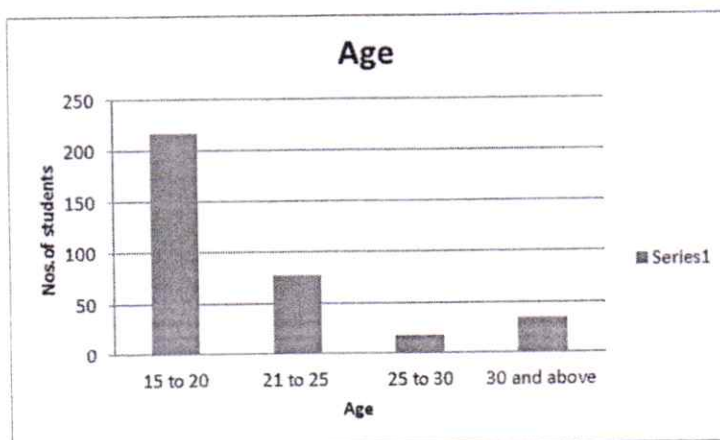
1. H1⁰ - More than half of students have a positive attitude towards online shopping.





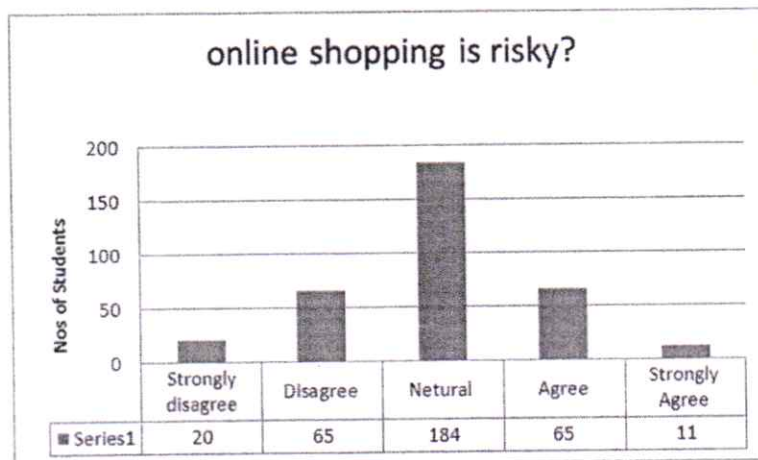
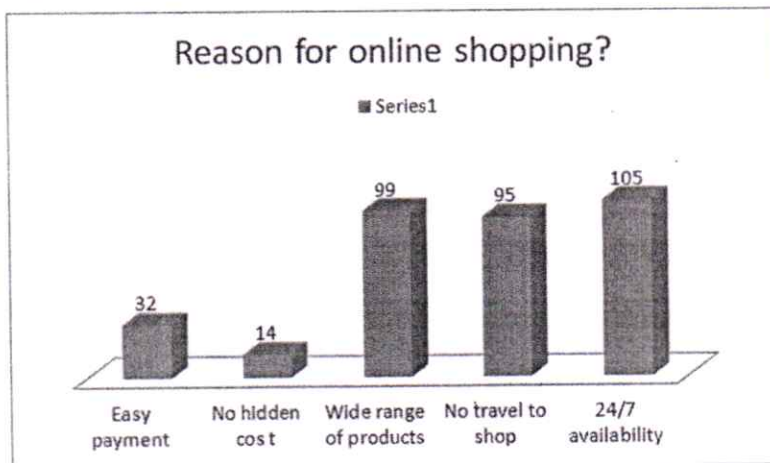
From the above observation, it was seem to be students has fluctuate attitude or buying behaviour towards online shopping. The respondents are 51% female and 49% of Male among the students. From the total respondents, we have 208 respondents towards search online and buy online .From among the least the respondents 51, search offline and buy online. Student’s attitude towards the online shopping depends upon the factors and impacts.

2. H2⁰ –students make the largest number of online purchases among the different age group.



From the above observation, it was observed that the age group has an impact on the purchase behaviour .The respondents are 51% female and 49% of Male among the students. From the total respondents, we have 48% respondents towards sometimes and very least 14% rarely .From among the least the respondents 14% among the age group are very often usage .Students attitude towards the online shopping depends upon the factors and impacts.

3. H3⁰ - Lack of privacy and offline shopping are barriers to online shopping respectively.



Comparison has been taken among the respondents, 32 of the respondents say easy payment and least 14 respondents no hidden cost .105 of the respondents 24/7 availability. 184 of the respondent are positive towards “Neutral”. It might be risky or sometime may be safe. The above observation analysis on the basis of the respondents among the students.

Findings

This study sought to explore students' opinions toward internet buying, as was highlighted in this paper. Data were gathered through questionnaires, and charts and pie charts were used to highlight the results.

Recommendations

Future research should investigate these findings in-depth because the views expressed in this study are largely indicative. Future studies should expand the scope of this study by including a larger sample of students from different-different universities to have a broader understanding of students' perceptions regarding online shopping.

Conclusion

The approaches used in the study were related to the nature of the goal of the research, which included both qualitative and quantitative components of analysis, as this chapter has demonstrated. Additionally, the research coordinated the data collection tools with the style of inquiries made. The three main questions that served as the basis for the current study were to determine the proportion of students that have a favourable attitude toward internet shopping, the data acquired throughout the investigation revealed that most students had a favourable opinion of online shopping and that they are the most frequent consumers of online shopping websites.

Reference List

1. P. Ranjitha, Dr.K.Krishnakumar, (2020). A Study On Factors Influencing Online Consumer Buying Behavior. International Journal Of Scientific & Technology Research Volume 9, Issue 02, February 2020 Issn 2277-8616.
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