

An Analysis On Factors Influencing Online Buying Behaviour Of Students In India

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Abstract— Nowadays, the whole world is dependent upon digital marketing and online retailers are having great competitive environment. They are putting their best to capture each and every consumer's attention. India is a country which is well known for the variations in various aspects such as culture, religion, communities etc. There are different groups of consumers on the basis of income, age, culture etc. Here, students are even though not having major proportion in present online marketing but they are definitely the future big group of customers. Hence, there is an important need of the time that we should study and analyze the present students' need and want. In this paper, an analysis is made on the various students reading in school, college, University based upon various factors influencing online buying behavior of students.

Keywords— Consumers, Marketing

I. INTRODUCTION

Today's era is of World of Buyers and Internet. India is becoming an efficient platform of online shopping. Various data analysis is giving close indication of increasing the fascination of online shopping within the daily life of Indian people [1]. As per previous analysis, correlation is carried out within students of various level of education which strongly depicts a high positive correlation between education and attitudes towards online shopping [1]. In earlier economy there was sellers market where seller used to sell whatever they produce and in most of the cases they constituted monopoly market. But now in 21st Century the definition of marketing has changed and now the growth and future prospect of any firm/marketer lies in the hand of buyers. This century is of Buyers Market. Now, products and services are mostly focused and concerned about need and want of buyers. The second aspect is Internet which has been spread around the globe. Physical Market has been replaced by Virtual Market place familiarly known as Online Market but here also buyers have greater role to play. Presently many online marketing platforms are available and everyone is trying to attract the prospect customers and increase their market value. Present experience leads to a path of an efficient future. According to the report of (comScore, 2012) on state of E-commerce in India, 75% of online audience between the age group of 15-34 years. India is one the youngest online population globally and expected to be a consistent trend in coming years [4]. Based on a survey report, it is figured that online 32% online buyers are having age group 15-24 years and 35% are of age group 25-34 years. It is to be noted that the age group between 15-24 years are mostly students of schools and colleges [5]. Hence, we cannot deny their role

in online market since they are those who will join the age group of 25-34 years in near future.

Today's students are future grown customer who will have most use of online marketing and they are also familiar with new technology. Hence, we cannot underestimate their importance since they are big market buyer for online shopping. It's now is the need of time to analyse their behaviour considering different factors like academic, family background, social surrounding, cultural etc.

In this paper, an approach is carried out for an analysis on students who plays a very majority role of Indian online consumers. And the analysis is carried upon students having variety based upon various factors responsible for online behaviours as mentioned previously.

II. FACTORS INFLUENCING ONLINE BUYING BEHAVIOUR OF STUDENTS

From various previous analysis, we can say that there are various factors which plays a very important role in the buying behaviour of consumers [1, 2, 3 & 4]. Some of the factors which are actively responsible for the buying behaviours of consumers are age, gender, education, income and various other factors. Depending upon the age, education, the online buying behaviours of students differs [1, 3 & 4] various other factors like personal privacy, multiple payment options, security, product price, quality, speed of access of website are solely responsible and plays a very important role in the buying behaviour of consumers. Here, in this paper, data is collected from various levels of student having variety in culture, age, education stream etc.

III. DATA COLLECTION METHOD

Data is collected from KV Bengdubi, Ananda Chandra College, Jalpaiguri and University of North Bengal, Siliguri where the students are coming from various states of India with variations in age, sex, religion, culture etc. The data collection format is prepared in MS EXCEL2007 for the data analysis, tabulation and preparation of charts.

IV. RESULT ANALYSIS

Table 1. Analysis Of Product Purchase Preference %

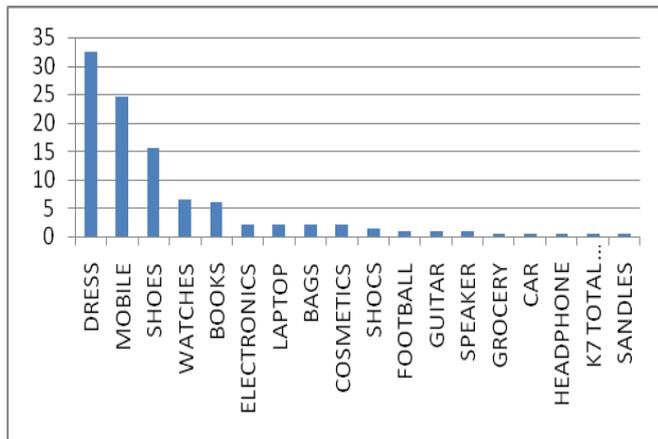


Table 2. Analysis Of Attractive offers/Advantages Preference %

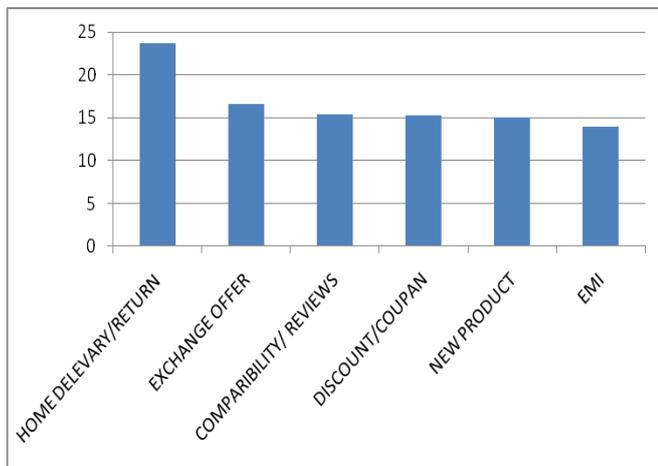


Table 3. Analysis of Favourite Online Portal

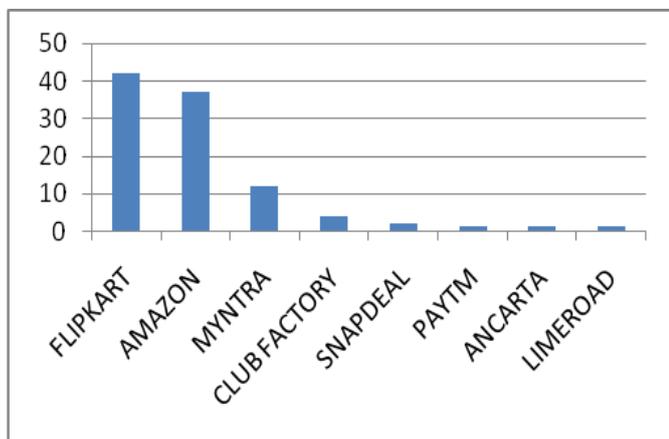


Table 4. Analysis of Source of Product Information

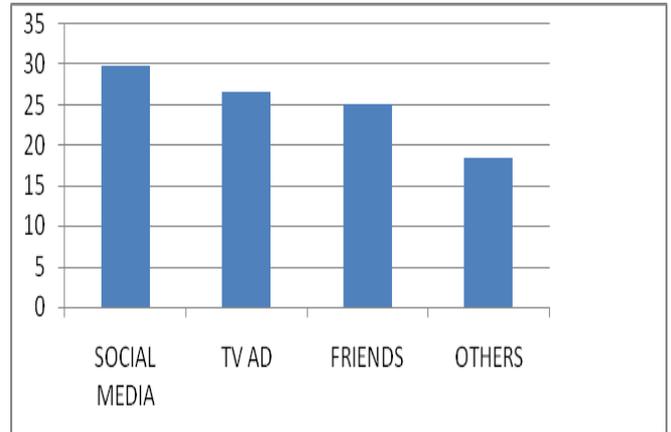


Table 5. Analysis of Preferred Festive season for shopping

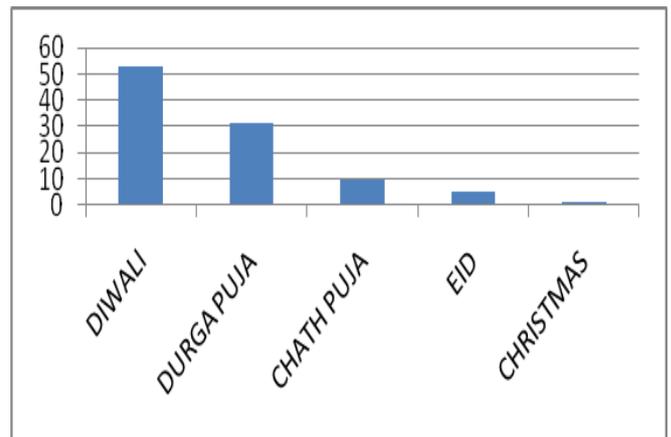
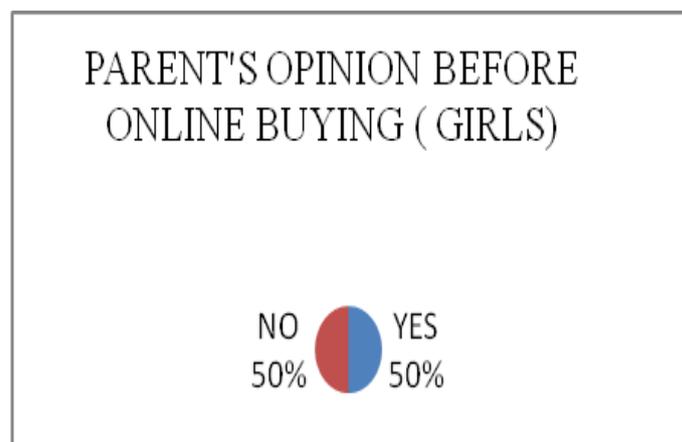
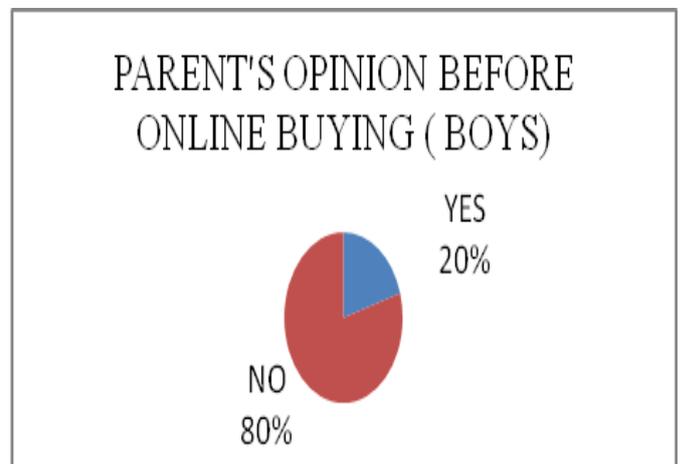


Table 6. Analysis of Parent's Opinion in Buying Decision



V. RESULT INTERPRETATION

(i) From result analysis Table 1. it is clearly visible that students are very much affectionate towards mobile and dress. They prefer less other items. Cosmetics and Glossary items, even though of daily use, are being very less chosen by them.

(ii) From result analysis Table 2. it is understood that students are very much interested towards home delivery feature and other benefits like comparability, review etc have approximately equal proportion.

(iii) From analysis Table 3. we can see 43% students chosen Flipkart as their most favourite preference of online buying portal. Among all Amazon stood second priority.

(iv) From analysis Table 4, it can be observed that Social Media is the main source of information common to all. T.V., friends and others are the also effective medium of getting information regarding product to the students.

(v) From analysis Table 5. it seems interesting to see 53% of the students preferred Diwali festival as their shopping occasion.

(vi) From analysis table 6. it is also surprising to see in case of female students, parent's opinion matters but in case of boys, parent's opinion is taken by only 20% boys.

VI. CONCLUSION

The current study is quantitative as well as qualitative in nature. An attempt has been made to understand the factors influencing online buying behaviour of students in India. This study shows that students are the future proposed customers and their presence can never be ignored. The results obtained through data analysis is very interesting and many factors come to notice which affects online buying behaviour of students like Social and cultural influence as Hindu community most favoured festive season is Diwali and for Muslim community it is Eid. Due to reliability and trust Flipkart stood most favoured online portal for online shopping by students. Good look, Selfie trend and revolution in technology are trending at high pace in India and student's buying decision has been positively influenced by it. That is why in product Dress and Mobile scored highest percentage in the research data analysis. Social media stood at top as source of online sales information/advertisement. Even though study made on students, only 6% students preferred to buy books.

VII. ACKNOWLEDGEMENT

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