

Factors Affecting E-shopping Behaviour of College Students in Gujarat

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Abstract - Promotion of digital India and due to uphold benefits of e-shopping; online market is observing constant growth in India. End of 2019 has faced global disease of COVID 19 which has highly affected world economy. The lockdown period observed closing of traditional i.e. local market as the only solution to avoid spreading of COVID 19 was to follow social distancing. Although online business exists the then period taught every firm big or small to do business through e-market. Thus online shopping rate increased during lockdown period as per reports given by periodicals and news channel. Therefore this study will give input for factors that affect E-shopping behavior especially for college students in Gujarat. The study was based on opinion of respondents collected through structured questionnaire which were filled by students of Gujarat University and Hemchandracharya North Gujarat University. Both descriptive analysis and inferential analysis were considered for the study. The findings of the study identified personal examination of products, worried of fraud while giving debit card/credit card information and also have fear of misuse for personal information shared on e-shopping sites as major barriers for e-shopping. Motivating factors identified were that e-shopping saves time, is convenient and it provides very attractive festival offers. The study concluded that motivating factors for online shopping have significant effect on e-shopping behavior. Satisfaction for e-shopping also moderately affects e-shopping decision.

Keywords : E-shopping behavior, college students, satisfaction, barriers and motivators

I. INTRODUCTION

Marketing scenario is dynamic and has observed constant change from barter system to digital market. Increasing use of technology has changed the behavior, lifestyle and requirement of people. Borderless market has brought world closure and due to technology higher living standard is observed in rural area too. Many research undertaken for online market has observe growth of ecommerce in tier II and tier III cities of India due to branded product and increased shipping facility for this area. Also findings of many research identified mostly youngster purchase online because of their technological literacy. But online shopping is growing at a faster rate in Asian countries especially India.

In order to serve customer with better accuracy usage of Artificial Intelligence has increased in ecommerce firm ensuring higher level of accuracy that e-retailer can give to its customer, also it is being observed that online services are well managed by many service units of India which include Indian Railway, Electricity Board, Banks, movie theatre etc., this has lead to promotion of other units of ecommerce like retail sector, industrial sector etc. Busy life schedule is also one of the factors that have influenced retail market of ecommerce. The growth of ecommerce is

dissimilar all over the country and also differences are being observed between rural and urban areas. Considering this background an attempt to identify how people of Gujarat reacts specifically focusing college students of Gujarat to ecommerce market will be studied in current research.

II. LITERATURE REVIEW

Sarika Shivaji Pawar , Dinkar Khashaba More and Sarang Shankar Bhola (Aug., 2014) attempted to identify motivating factors and resisting factors that affects online buying decision. Ease of shopping is identified as important motivator and post purchase process risk is important barriers for online shopping. The findings of the research reveals gender differences for goods purchased online but gender association was not observed for amount spend on e-shopping.

Francisca N Mapiye Dube, Richard Asiedu & Allan Phir3 (Dec., 2018) in their study attempted to know decision and consumer factors that encourages international college students of China for online shopping. The finding of the study reveals that price, product variety, convenience, Chinese language barriers are the factors that influences students to purchase online. In order to increase

market share e-shopping firm should give more personalization and consumer socialization options on its website that can help to grow their business.

Farah, G. A., Ahmad M., Muqarrab H., Turi J. A., & Bashir S. (April, 2018) undertook the study to know MUST university business faculty students’ online buying behavior and most influencing factor for e-shopping. Most common products purchased online by respondents include computer, electronic and mobile. Significant relationship was observed between data reliability and influencing factors for online shopping. Privacy, perceived value, firm reputation and trust are important variables identified in the study.

Vilasini Jadhav & Monica Khanna (April, 2016) identified factors that influences online purchasing among college students in Mumbai. Influencing factors recognized includes availability, low price, promotions, comparison, convenience, customer service, perceived ease of use, attitude, time consciousness, trust and variety seeking. Goods purchased online frequently includes Tickets, electronic goods accessories, apparels, books, electronic goods, footwear, instant recharge of cell phone, gifting items. Most popular site were Flipkart and Myntra.

T. Jukariya and R. Singhvi (2018) examined important variables that affect online buying motives of students of MPUAT, Udaipur, Rajasthan through questionnaire method. Among 23 variables measured it was found that transaction security and multiple payment options, personal privacy and security, Product price and quality, the speed of access and after – sales service are important variables that affects online buying decision of respondents.

Narges Delafrooz, Laily Hj. Paim and Ali Khatibi (June, 2010) students’ attitude for online shopping was measured using five point likert scale by applying multiple regression analysis. The significant factor influencing

buying decision of students in Malaysia covered utilitarian orientation, convenience, price, and a wider selection. Therefore study is demanding user friendly web site that can enhance shopping market.

Pawan Kumar , Kanchan (2017) attitude of students of Ludhiana for online shopping was studied. The research attempted to identify impact of different factors for online shopping behavior of students. Factors influencing online purchase among students do not observed any association between education qualifications of respondents.

Objective

To identify relationship between online shopping behavior and various affecting factors (Satisfaction, Barriers and Motivators)

Hypothesis

H0 : There is no significant linear relationship between online shopping behavior and various affecting factors (Satisfaction, Barriers and Motivators)

H1 : There is significant linear relationship between online shopping behavior and various affecting factors (Satisfaction, Barriers and Motivators)

III. METHODOLOGY

The current study is descriptive and analytical, is based on primary as well as secondary data. Books, journals, different web sites, articles, published data etc. were used to study different parameters that affect e-shopping behaviour of customers. Primary data was collected through structured questionnaire and overall 1000 students from Gujarat University and Hemchandracharya North Gujarat University comprises of sample data. Both descriptive and inferential statistics were used for the study. The output is generated by using SPSS 20. Pearson correlation analysis is used to identify factors affecting e-shopping behaviour.

Table 1 : Descriptive Statistics for Online Shopping Behaviour

Factors	N	Mean	Rank	Std. Deviation
Online shopping is popular in India	1000	3.9960	III	.91259
Online shops provide good quality products	1000	3.6460	V	.97243
Online shopping gives comfort/enjoyment to consumers	1000	3.8600	IV	.92804
Mostly young generation do online shopping	1000	4.1310	I	.91579
e-marketing helps in modernization of India	1000	4.0760	II	.90942

The above Table 1 exhibits descriptive analysis of Likert five point scale for respondents opinion with respect to online shopping. Majority of them agreed that young generation do online shopping followed by it helps in modernization of India and is becoming popular in India.

Table 2 : Descriptive Statistics for Satisfaction Level

Factors	N	Mean	Rank	Std. Deviation
Price	687	4.0291	II	.74566
Quality	687	3.8675	III	.79809
Shipping Period	687	3.7118	V	.89127
Range of Products	687	3.8428	IV	.85461
Gifts Offers	687	3.6754	VI	1.03059
Payment Facility	687	4.0844	I	.79823
Discount Coupens	687	3.6201	VII	1.06757

Based on Likert five point analysis satisfaction from online shopping reveals that high degree of satisfaction is derived from payment facility provided by e-retailer followed by price and quality of products.

Table 3 : Descriptive Statistics for Online Purchase Barriers

Factors	N	Mean	Rank	Std. Deviation
Don't have debit card/credit card	1000	3.4560	IX	1.27424
Fear of fraud while giving debit card/credit card number	1000	3.8810	II	1.14724
Don't like to give personal information	1000	3.8400	III	1.09982
Don't want to purchase from unfamiliar vendor	1000	3.6980	VI	1.18245
Enjoy going out for shopping	1000	3.6650	VII	1.15243
See/touch the product before purchasing	1000	3.9740	I	1.07540
Slow internet	1000	3.4170	XI	1.21268
Worried about cost of returning	1000	3.7290	V	1.10579
Delivery cost are too high	1000	3.6390	VIII	1.11711
Prices are too high	1000	3.4360	X	1.15466
Do not find product of my choice on internet	1000	3.2050	XIV	1.19767
Uncomfortable about purchasing through internet	1000	3.2720	XIII	1.20061
Process is expensive due to cost of access	1000	3.2910	XII	1.17546
Fear of facing spamming or internet fraud	1000	3.7360	IV	1.12942
Valid N (listwise)	687			

Different parameters identified from literature study revealed that respondents prefer traditional shopping because they like to personally examine the product before purchasing other important barriers according to the opinion of respondents is they are afraid of fraud while giving debit card/credit card number followed by they are reluctant to share personal information.

Table 4 : Descriptive Statistics for Online Purchase Motivators

Factors	N	Mean	Rank	Std. Deviation
Convenience	1000	4.2560	II	.77270
Saves time	1000	4.3020	I	.78576
Wide range of product	1000	4.0730	V	.88343
Product/price comparison possibility	1000	3.8000	XII	1.02521
24*7 shopping possibility	1000	4.0990	IV	.96857
Offers and discounts provided by e-shopping firm	1000	4.0020	VII	.91806
Special festival offers	1000	4.2500	III	.83198
Free shipping facility	1000	3.9120	IX	1.02826
Friends/Relatives opinion	1000	3.8310	X	.94939
Different payment options with cash back offers	1000	4.0320	VI	.93694
Availability of customer review about product	1000	3.9310	VII	.92795
Cheaper internet facility	1000	3.8200	XI	1.02012
Valid N (listwise)	687			

Comparing different motivational variables for online shopping it was found that most affecting motivational factor for online shopping is that it saves time followed by convenience and festival offers given by e-retailers.

Table 5 : Descriptive Statistics of Compute Variables for different parameters affecting E-shopping

Factors	Mean	Std. Deviation
E-Shopping Behaviour	3.9418	.69864
Satisfaction from E-shopping	3.8330	.55758
Barriers to E-shopping	3.5885	.72991
Motivational Factor for E-shopping	4.0257	.63552

The above table explains overall mean for the different parameters measured in the above four tables' viz e-shopping behavior, satisfaction level from e-shopping, barriers for e-shopping and e-shopping motivators. The data are calculated by using SPSS 20 through compute variable and then analyzed for descriptive statistics.

Table 6 : Summary of Correlation Analysis

Variables	Correlation Coefficient	Sig. (2-tailed)	N	Degree of Correlation
E-shopping Behaviour, E-shopping Satisfaction	0.449**	.000	1000	Moderate Degree
E-shopping Behaviour, E-shopping Barriers	0.239**	.000	687	Low Degree
E-shopping Behaviour, E-shopping Motivators	0.579**	.000	1000	High Degree

** . Correlation is significant at the 0.01 level (2-tailed).

The Table 6 reveals the summary of correlation of different factors affecting online shopping which were identified

based on the literature study and all the factors viz satisfaction level from e-shopping, barriers for e-shopping

and e-shopping motivators were used to identify its effect on e-shopping behavior of respondents through correlation analysis. From the above table it can be judged that most affecting factor for online shopping is e-shopping motivators having high degree of correlation with behavioral parameters followed by e-satisfaction level having moderate correlation with behavioral parameters and purchase barriers have lower degree of impact on e-shopping behavior.

IV. CONCLUSION

The study focused on various factors that affect online shopping behavior of college students of Gujarat. The belief and perception of student's exhibit that generally young generation are involved in online shopping, also they believe that ecommerce market contributed in modernization of India and in recent past online shopping activity is getting popular in India. Considering satisfaction it was found that payment facility, price and quality revealed higher level of satisfaction. Major barriers for e-shopping includes personal examination of products, worried of fraud while giving debit card/credit card information and also have fear of misuse for personal information shared on e-shopping sites. Motivating factors identified were that e-shopping saves time, is convenient and it provides very attractive festival offers. Correlating all the affecting factors under study with behavioral aspects the most relating factor identified was motivating factor exhibiting high degree of correlation followed by satisfaction level with moderate degree of correlation and barriers have very low degree of correlation. Therefore e-retailer must concentrate more on motivating factors and satisfaction level of consumer to retain and attract more business.

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