

DETERMINANTS OF ONLINE SHOPPING TOWARDS COLLEGE YOUTH - WITH SPECIAL REFERENCE TO THE GREATER CHENNAI

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ABSTRACT

The recent Corona Virus pandemic outbreak, the ubiquitous use of the internet and its accessibility practically everywhere, as well as recent technological advancements have invented a different marketplace as an alternative to online shopping for the selling and purchase of goods. Nowadays, almost anything can be purchased online. More research is necessary to investigate the elements impacting the fast expanding online retail market. There is a very good likelihood that traditional mall buying will be replaced by online shopping. The study finds that the two primary elements that influence the desire to make an online shopping are the availability of information about a wide range of products and price reductions. Customers are more positive about online shopping because it is convenient and comfortable to make purchases.

Keywords: Online shopping, Attitude, College youth and online service

INTRODUCTION

Online shopping, also known as e-commerce, is the process through which customers make purchases of products or services over the internet. The recent Corona Virus pandemic outbreak, the ubiquitous use of the internet and its accessibility practically everywhere, as well as recent technological advancements have created a new market for the sale and purchase of items as an alternate method of online shopping. Electronic shopping, which enables people to do business through electronic transactions between businesses and customers as well, was created in 1979 by English investor Michael Aldrich. Online shopping is thought to have risen to the third place in terms of popularity. Online purchasing is becoming more and more popular because of its many benefits, including information availability, time and energy savings, convenience, and dependability. Nowadays, almost anything can be purchased online. More research is necessary to investigate the elements impacting the fast expanding online retail market. There is a very good likelihood that traditional mall buying will be replaced by online shopping.

REVIEW OF LITERATURE

Indrawati, I and et al., (2022) made an interesting study to understand Hedonic, utilitarian, and self-esteem incentives have an impact on internet shopping behaviour. Likewise, impulsive shopping's mediation function. The results of a survey with 450 respondents were used by the researchers to conduct empirical research, and structural equation modelling was used to analyse the data. The results indicate

that whereas hedonic motive had a considerable favourable impact on impulsive shopping tendency, utilitarian motive had a significant positive impact on purchasing intentions.

Agrawal, D.K. (2022) conducted a study among the behavioural variations between the Y and Z generational groups when purchasing real goods online. Logistic regressions were used to identify positively significant, negatively significant, and insignificant variables of purchase motives. The researcher employed the surveying technique to analyse behavioural variations in online shopping between the two cohorts. The findings show that, while shopping online, Gen Y concentrates on making logical choices, whereas Gen Z enjoys learning, exploring, and finding deals. Both generations' online shopping habits are unique, despite certain commonalities. The researcher came to the conclusion that online merchants can use the study's findings to create more powerful marketing plans to better serve the two cohorts, which have mainly mutually exclusive online buying habits.

Chetioui, Y. and et al., (2021) to better understand the elements influencing attitudes about internet buying, an empirical study using a quantitative method has been done. The surveying technique was modified to Using data collected from 378 Moroccan internet buyers, The recommended model was empirically assessed by the authors using the partial least squares (PLS) estimate technique. The data backs up the MGA's findings that eWOM has a larger impact on trust and attitudes toward online buying in female consumers. The researchers recommended putting the findings from the most pertinent studies that concentrated on the key variables that predict attitudes about online shopping into practise, but they did not offer mediating or moderating factors that would aid in the explanation of indirect effects.

Daroch, B., Nagrath, G. and Gupta, A. (2021) discovered the issues that customers encounter when buying at internet retailers in an effort to evaluate the research. For this study, the researchers used a quantitative research approach, conducting a survey among customers of internet retailers. The study's authors hypothesised that six factors in total-fear of bank transactions and trust, the fact that traditional stores are more convenient than online ones, the quality of the services offered, personal experience, insecurity over incomplete product information, and a lack of trust keep consumers from making purchases online. The researchers came to the conclusion that identifying the reasons that prevent customers from shopping online and refining marketing methods for doing so.

STATEMENT OF THE PROBLEM

The development of technology has led to a significant share of customers choosing to purchase online. Online businesses should become more knowledgeable about the challenges that customers have while shopping online given the growing competition in e-commerce. As a result, the study's main objective is to identify and investigate the problems that students have when making online purchases. There are several statistical and economic studies on consumer satisfaction and loyalty in traditional retail sales. However, this research on customer satisfaction and loyalty among Greater Chennai online shoppers is unique. This underlines the significance of our study and the requirement to look into internet shopping. This research gave us insight into what online consumers are looking for in a product or service, as well as what has kept them coming back for more.

OBJECTIVE OF THE STUDY

1. To study the demographic and socio - economic profile of the college youth in the Chennai City.
2. To analyse and understand underlying dimensions of online shopping (ONLS) Variables.
3. To investigate the relationship between CF and additional variables (PF and SF).

RESEARCH METHODOLOGY

In order to gather primary data for the current study's quantitative survey, convenience sampling was used, and 184 questionnaires were distributed around Chennai City colleges. A response rate of about 95.6% was demonstrated by the 176 that were returned. Of those, 2 surveys were left unfinished, and 6 were unsuitable for the study because of their severe results. Finally, 132 more samples were collected for the investigation. The Statistical Package for Social Science (SPSS) Version 21.0 was used to produce a percentage analysis, descriptive statistics, a test for normality, factor analysis, and regression analysis.

RESULT AND DISCUSSION

Demographic Characteristics of the Students

College students' desire to online shopping is significantly influenced by their demographic traits. For personal profiles such as gender, educational background, marital status, monthly family income, years of internet use, age, and hours per day of internet use, descriptive and percentage analysis results were calculated and presented.

Table - 1: Socio - Economic Profile of the Respondents

Demographic Profile (N=159)	Frequency	Percentage (%)	
Gender	Male	72	45.3
	Female	87	54.7
Educational Qualification	UG	124	78.0
	PG	35	22.0
Marital Status	Single	139	87.4
	Married	20	12.6
Monthly Family Income	Below 20,000	56	35.2
	20,000 - 40,000	50	31.4
	40,000 - 60,000	27	17.0
	Above 60,000	26	16.4
Years of using Internet	Below 2 Years	63	39.6
	2 - 5 Years	45	28.3
	Above 5 Years	51	32.1
Descriptive Statistics	Age	Hours using Internet per day	
Mean	19.830	4.472	
Std. Deviation	1.962	2.040	
Minimum	18	1	
Maximum	26	9	

Table 1 reveals that majority of the respondents are female (54.7%), followed by male (45.3%). Majority of the respondents are UG (78.0%), followed by PG (22.0%). Majority of the respondents are Single (87.4%), followed by married (12.6%). Majority of the respondents are Below 20,000 (35.2%), followed by 20,000 - 40,000 (31.4%), 40,000 - 60,000 (17.0%) and Above 60,000 (16.4%). Majority of the respondents are Below 2 Years (39.6%) followed by 2 - 5 Years (28.3%) and above 5 Years (32.1%). According to descriptive statistics, the respondents' age ranges from 18 to 26 years old, with a mean age of 19.830 and a standard deviation of 1.962. According to descriptive statistics, the respondents' average daily hours spent online were 4.472, with a standard deviation of 2.040 and a range of 1 to 19 for age.

Table - 2: An Analysis of Exploratory Factors - Online Shopping (Onls)

Items	Mean	SD	Communalities	Variance (Eigen Value)	Loadings	Cronbach's Alpha
PRICE FACTOR (PF)						
ONLS (14)	4.080	0.907	0.732	26.483 (4.502)	0.829	0.903
ONLS (12)	4.000	0.879	0.665		0.782	
ONLS (15)	4.070	0.858	0.704		0.778	
ONLS (13)	4.110	0.869	0.644		0.763	
ONLS (17)	3.980	0.838	0.606		0.683	
ONLS (16)	4.000	0.842	0.558		0.589	
ONLS (11)	4.020	0.838	0.613		0.553	
ONLS (04)	4.020	0.853	0.454		0.551	
CONVENIENCE FACTOR (CF)						
ONLS (02)	4.080	0.934	0.694	20.861 (3.546)	0.803	0.833
ONLS (03)	3.960	0.814	0.656		0.755	
ONLS (01)	4.260	0.830	0.665		0.718	
ONLS (06)	4.010	0.823	0.419		0.559	
ONLS (05)	4.060	0.902	0.487		0.558	
ONLS (07)	4.040	0.878	0.468		0.478	
SERVICE FACTOR (SF)						
ONLS (08)	3.920	0.878	0.672	13.781 (2.343)	0.807	0.757
ONLS (09)	4.040	0.874	0.716		0.775	
ONLS (10)	4.040	0.845	0.638		0.687	
Total Variance = 61.125% and Cronbach's Alpha = 0.922 for 17 itmes						
Test of KMO and Bartlett						
0.896 (Kaiser-Meyer-Olkin Measure of Sampling Adequacy) (Bartlett's Test of Sphericity Approximate Chi-Square = 1458.780; df = 136; Sig. = 0.000)						

Table 2 demonstrates that the Bartlett's Test of Sphericity with an approximate chi square value of 1458.780, df = 136, and p = 0.000 are statistically significant at the 5 percent level. The Kaiser-Meyer-Olkin Index of Coefficient Of determination is 0.896. Because of this, exploratory component analysis is appropriate, and the 17 items have communalities variances ranging from 0.419 to 0.732. Additionally, the 17 variables are condensed into 3 categories that predominate. The variable is discovered to have a total variation of 61.125 percent.

High Mean value of online shopping was recorded for the variable ONLS (01) Mean = (4.260) and lowest standard deviation S. D = (0.830), followed by ONLS (13)Mean = (4.110), S.D = (0.869);ONLS (14)Mean = (4.080), S.D = (0.907);ONLS (02)Mean = (4.080), S.D = (0.934);ONLS (15)Mean = (4.070), S.D = (0.858);ONLS (05)Mean = (4.060), S.D = (0.902);ONLS (07)Mean = (4.040), S.D = (0.878);ONLS (10)Mean = (4.040), S.D = (0.845);ONLS (11)Mean = (4.020), S.D = (0.838);ONLS (04)Mean = (4.020), S.D = (0.853);ONLS (06)Mean = (4.010), S.D = (0.823);ONLS (12)Mean = (4.000), S.D = (0.879);ONLS (16)Mean = (4.000), S.D = (0.842);ONLS (17)Mean = (3.980), S.D = (0.838);ONLS (03)Mean = (3.960), S.D = (0.814) and ONLS (08)Mean = (3.920), S.D = (0.878).

The most important component, factor 1, has 10 variables related to online purchasing, including "ONLS (14), ONLS (12), ONLS (15), ONLS (13), ONLS (17), ONLS (16), ONLS (11) and ONLS (04)," and it has a reported variance of 26.483 and an Eigen value of 4.502.It has been labelled as "**Price Factor (PF)**"

Factor 2 is the second dominating factor, and it comprises eight variables related to online purchasing items, including "ONLS (02), "ONLS (03), "ONLS (01), "ONLS (06), and "ONLS (05)". Factor 2

has a reported variance of 20.861 and an Eigen value of 3.546. It has been labelled as “**Convenience Factor (CF)**”

Factor 3 is the next dominant factor, with a reported variance of 13.781 and an Eigen value of 2.343. It has eight variables related to online shopping products, including "ONLS (08)", "ONLS (09)", and "ONLS (10)". It has been labelled as “**Service Factor (SF)**”

Table - 3: Test of Normality and Descriptive Statistics

ONLS	Mean	SD	Variance	Skewness	Kurtosis	Kolmogorov-Smirnova		Shapiro-Wilk	
						Statistic (df = 159)	Sig.	Statistic (df = 159)	Sig.
PF	32.277	5.315	28.252	-1.259	3.591	0.127	0.000	0.917	0.000
CF	24.403	3.830	14.672	-1.481	4.751	0.119	0.000	0.890	0.000
SF	12.006	2.130	4.538	-1.162	2.985	0.184	0.000	0.904	0.000
Lilliefors Significance Correction									

Table 3 shows that stronger descriptive statistics, which demonstrate that the data is normally distributed throughout online shopping in the research area, are higher mean values and lower standard deviation values. The data are shown to be normal and appropriate for higher-order multivariate analysis using the Kolmogorov-Smirnova and Shapiro-Wilk normality tests. The Mean, Standard Deviation, Variance, Skewness, and Kurtosis of online purchasing parameters can be used to identify normal distribution and dependability.

Table - 4: Regression Analysis of Online Shopping (Onls)

Dependent Variable	Significant Predictors	Mean (SD)	F-Value	R	R ²	Adjusted R ²	β (t-Value)	Sig.
CF		24.402 (3.830)	91.513	0.735	0.540	0.534		
	PF	32.276 (5.315)					0.540 (8.646)	0.000*
	SF	12.006 (2.130)					0.299 (4.793)	0.000*
P Value of >0.05* - (PF and SF Factor significantly influencing the CF)								
Notes: *Significant @ 5% Level.								

Table 4 R = 0.735, R Square = 0.540, and Adjusted R Square = 0.534 are shown in table 4 in accordance with the information provided above. The independent factors of PF and SF have an effect on the dependent factor of CF of online shopping for college students, according to the aforementioned table, where F-value = 91.513 and P = 0.000 are statistically significant at the level of 5%.

It is concluded that independent variables are adequate for the CF to have exploratory potential for online shopping as a consequence. A strong regression fit suggests that there is individual influence on the dependent components. The table shows that at the 5% level, the coefficients of PF (t = 8.646, beta value = 0.540, p = 0.000) and SF (t = 4.793, beta value = 0.299, p = 0.000) are statistically significant. Therefore, it can be said that the PF and SF have a positive and considerable impact on college students' CF online shopping.

CONCLUSION

In recent years, consumers' perceptions of online shopping have improved. According to the report, the majority of young people shop online. The study finds that the two primary elements that influence the desire to make an online shopping are the availability of information about a wide range of products and price reductions. Customers are more positive about online shopping because it is convenient and comfortable to make purchases. This stimulates interest in online buying on the part of

the consumer. Online purchases are popular for a number of reasons, including the variety of products that are readily available, shopping ease, and price reductions. The survey demonstrates that consumers have a favourable attitude toward various elements, including price, convenience, and service, all of which will significantly expand online buying in the future.

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