

**DETERMINANTS OF ONLINE SHOPPING AMONG COLLEGE STUDENTS: A
CASE STUDY IN CHENNAI CITY**

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ABSTRACT

Nowadays, in the twenty-first century, technology is incredibly evolved and permeates almost every part of our life. This study aims to explore the pertinent factors influencing Chennai City online shoppers' decisions. The participants in this study are college students. Primary data from 197 respondents in a small sample was collected using a simple sampling strategy. Factor analysis, regression analysis, percentage analysis, descriptive statistics, and normality testing are some of the tools and techniques used in this study. The influencing behaviors of online and in-store shopping were compared in this research. This survey aims to explore the opinions of college students regarding internet shopping. It comes to the conclusion that online shopping is far more beneficial than traditional brick-and-mortar shopping.

Key words: Online shopping, Behaviour, Attitude and College Students.

INTRODUCTION

Online and traditional retail shopping are rapidly catching up in India. Over the past ten years, there has been a significant surge in Internet usage in India. India's expanding Internet penetration, pervasive use of mobile devices, and creative government policies all contribute to the country's role as a catalyst for the exponential rise in online commerce. The demonetization of currency in India presented a significant opportunity for digital payments to expand, and digital wallet providers quickly took advantage of this to gain market dominance. Demonetization has given Indian consumers a special way to make digital payments instead of using cash. Consequently, consumers' views of online revenue have

shifted significantly from those of physical payment. Customer awareness of online products has a substantial and beneficial influence on the adoption of online purchase.

Hence, buying a range of products, including as food, apparel, stationary, electrical gadgets, and much more, conveniently may be done through online shopping. The primary selling point of online shopping is convenience as it saves consumers a significant amount of time by eliminating the need to visit physical stores or malls. Online shopping is becoming more and more popular, even with the large audience for traditional retail. After a while, the trend will buck and the proportion of online shoppers will noticeably increase. Scholars have studied the subject extensively across a wide range of disciplines since it is so vital. To determine how customers view online purchasing is the aim of the current research project.

REVIEW OF LITERATURE

Salem, M. et al.'s (2023) intriguing study aimed to comprehend how the COVID-19 epidemic has affected a new generation of first-time online customers. Experts also anticipate that the trend toward online shopping will continue in the years to come. The researchers employed an empirical self-administered online survey based on a convenience and snowball sample to target internet shoppers in six different Arab countries. The results indicate that the positive correlation between the independent and dependent variables is strengthened when the moderator variable—digital marketing tools—is present. The researcher suggested concentrating more on the extremely significant effects that lifestyle, income level, payment method, and consumption patterns have on customer views on internet shopping.

An empirical study by Shukla, M. et al. (2022) examined the relationship between perceived benefit, Internet self-efficacy (ISE), and website aesthetics. Additionally, the impact of perceived risk on intention to buy is looked at. Investigating a quantitative study with a purposive sample of 180 working women from the Delhi-NCR region of India is the main objective of the research. The extended TAM model formed the basis for testing hypotheses using structural equation modeling, or SEM. The study emphasized that perceived risk has a negative and insignificant influence on working women's intention to make an online purchase. The researcher also concluded that by examining ISE and perceived aesthetics in the Indian context, the research innovates in identifying the factors that influence the desire of young working women to make online purchases utilizing a smart phone.

A research analysis has been conducted by Loveze, A.O. et al. (2022) to determine the factors that can reduce barriers to efficient online shopping in Nigeria's developing economy.

The researcher used content validity and confirmatory factor analysis to assess the validity and reliability, and a structural equation model was used to analyze the data. The results indicate that the intention to use online purchasing is directly influenced by consumer attitude, with consumer attitude being more relevant than perceived usefulness and social influence. The researcher continued by saying that it may affect someone's intention to use internet shopping in a direct or indirect way.

Using an empirical model in which trust functions as a mediator, Chetoui, Y. et al. (2022) have examined the effects of relative advantage and electronic word-of-mouth on attitudes regarding online shopping. The researchers used a survey technique to investigate the suggested model using partial least squares (PLS) estimation. The results demonstrate that consumer trust has a substantial impact on attitudes toward online shopping. Trust is also influenced by relative advantage, and female consumers typically exhibit a stronger effect of electronic word of mouth on trust and attitudes toward online shopping. The findings indicate a significant disparity in the antecedents of opinions about online shopping when the mediating effect of online trust is taken into consideration.

A. Kaur and P. Thakur (2021) The aim of the research was to investigate the perspectives of Tier 2 customers on e-commerce and the connections among the concepts in three Tier 2 Indian cities. To test structural invariance and assess the psychometric properties of the measures, the researcher employed a range of statistical techniques in addition to the survey approach. The results indicate that customer creativity, brand choice, technological readiness, and perceptions of brand unavailability are among the factors influencing attitudes toward online purchasing. Additionally, the researchers recommended that internet marketers leverage the study's findings to encourage rural India's acceptance of online shopping.

STATEMENT OF THE PROBLEM

A sizable percentage of people choose online purchasing as a result of technological advancements. Given the growing competition in e-commerce, online businesses should make a greater effort to understand the challenges that consumers have when making purchases online. The study's primary objective is to determine and investigate the challenges that students face when making purchases online. Numerous statistical and economic studies on customer satisfaction and loyalty in traditional retail settings have been carried out. However, this particular study on internet customers in Greater Chennai's satisfaction and

commitment to the brand is unique. This highlights how important our investigation is and how important it is to look into online purchases. This study shed light on the expectations of online consumers and what has kept them satisfied or loyal to the brand or service.

OBJECTIVES OF THE STUDY

1. To identify the social and economic conditions of the college student in Chennai City.
2. To examine the underlying dimensions of Online Shopping Variables
3. To analyse the influence between Price Factor (PF) and other factors AccessibilityFactor (AF), Efficiency Factor (EF) and Trust Factor (TF).

METHODOLOGY

The study is empirical and is based on a survey methodology. Chennai City's college students provided the original data. The sample size for this study is restricted to 197 respondents, and the researcher used the easy sampling approach. To obtain secondary data, sources such as books, journals, magazines, periodicals, and websites were employed. Regression analysis, factor analysis, test of normality, percentage analysis, and descriptive statistics are the methods and tools employed.

RESULTS AND DISCUSSION

EXPLORATORY FACTOR ANALYSIS

Factor analysis was used to make a conclusion about how to group online purchases made by college students. There are twenty variables in the questionnaire. Factor analysis and the major component process are used to decrease the data, and the results are achieved.

TABLE – 1: EXPLORATORY FACTOR ANALYSIS OF ONLINE SHOPPING (OS)

Items	Mean	SD	Communalities	Variance (Eigen Value)	Loadings	Cronbach's Alpha
PRICE FACTOR (PF)						
OS(16)	4.120	0.872	0.689	15.434 (3.087)	0.749	0.832
OS(14)	4.050	0.847	0.665		0.690	
OS(13)	3.970	0.883	0.599		0.523	
OS(07)	3.970	0.842	0.469		0.522	
OS(06)	4.010	0.895	0.543		0.518	
OS(20)	3.990	0.814	0.541		0.518	

ACCESSIBILITY FACTOR (AF)						
OS(10)	4.040	0.939	0.617	15.348 (3.070)	0.724	0.791
OS(12)	4.040	0.844	0.543		0.650	
OS(08)	4.010	0.857	0.597		0.644	
OS(09)	4.010	0.950	0.522		0.587	
OS(11)	4.010	0.931	0.602		0.566	
EFFICIENCY FACTOR (EF)						
OS(18)	4.100	0.827	0.654	15.225 (3.045)	0.722	0.831
OS(17)	4.090	0.879	0.654		0.716	
OS(19)	4.080	0.823	0.588		0.659	
OS(05)	3.940	0.959	0.557		0.575	
OS(15)	4.060	0.834	0.570		0.496	
TRUST FACTOR (TF)						
OS(03)	4.040	0.889	0.715	14.121 (2.824)	0.794	0.817
OS(02)	4.290	0.792	0.731		0.772	
OS (01)	4.300	0.849	0.654		0.73	
OS (04)	3.940	0.840	0.515		0.562	
Total Variance = 60.128% and Cronbach's Alpha = 0.928 for 20 itmes						
KMO and Bartlett's Test						
Kaiser-Meyer-Olkin Measure of Sampling Adequacy. = 0.908 (Bartlett's Test of Sphericity Approx. Chi-Square = 1863.066; df = 190; Sig. = 0.000)						

The most dominant factor is factor 1 with the described variance of 15.434 with Eigen value of 3.087 and it has six variables associated to the online shopping such items are “OS(16), OS(14), OS(13), OS(07), OS(06) and OS(20).” It has been labelled as “**Price Factor (CF)**”

Followed dominant factor is factor 2 with the described variance of 15.348 with Eigen value of 3.070 and it has five variables associated to the online shopping such items are “OS(10), OS(12), OS(08), OS(09) and OS(11)”. It has been labelled as “**Efficiency Factor (EF)**”

Factor 3 with the described variance of 15.225 with Eigen value of 3.045 and it has five variables associated to the online shopping such items are “OS(18), OS(17), OS(19), OS(05) and OS(15)”. It has been labelled as “**Efficiency Factor (EF)**”

Factor 4 with the described variance of 15.225 with Eigen value of 3.045 and it has four variables associated to the online shopping such items are “OS(03), OS(02), OS(01), OS(04) and OS(15)”. It has been labelled as “**Trust Factor (TF)**”

TABLE – 2: DESCRIPTIVE STATISTICS AND TEST OF NORMALITY

OS	Mean	SD	Variance	Skewness	Kurtosis	Kolmogorov-Smirnova		Shapiro-Wilk	
						Statistic (df = 197)	Sig.	Statistic (df = 197)	Sig.
PF	24.111	3.802	14.457	-1.088	2.898	0.148	0.000	0.927	0.000
AF	20.101	3.339	11.153	-0.749	0.996	0.112	0.000	0.945	0.000
EF	20.269	3.346	11.198	-0.808	0.835	0.133	0.000	0.942	0.000
TF	16.573	2.710	7.348	-1.199	2.027	0.152	0.000	0.903	0.000
Lilliefors Significance Correction									

TABLE - 3

REGRESSION ANALYSIS OF ONLINE SHOPPING

Dependent Variable	Significant Predictors	Mean (SD)	F-Value	R	R ²	Adjusted R ²	β (t-Value)	Sig.
PF			102.551	0.783	0.614	0.608		
	AF	20.101 (3.339)					0.248(4.046)	0.000*
	EF	20.269 (3.346)					0.381 (5.911)	0.000*
	TF	16.573 (2.710)					0.283 (4.951)	0.000*
P Value of >0.05* - (F2, F3, F4 all Factor significantly influencing the F1)								
Notes: *Significant @ 5% Level.								

R = 0.783, R Square = 0.614, and R Square Adjusted = 0.608 are displayed in Table 5 above. This indicates that college students' opinions toward online purchasing are influenced by the independent variables of Accessibility Factor (AF), Efficiency Factor (EF), and Trust Factor (TF) on the dependent factor of Price Factor (PF). The preceding data indicates that F= 102.551 and P=0.000 are statistically significant at the 5% level. Therefore, one may argue that there is enough independent variable information to support an exploratory analysis of

the Price Factor (PF) of College Students. A strong regression fit suggests the existence of individual impact over the dependent components. The table shows that the results of the Coefficients of AF ($t=1.625, \beta=0.248, p=0.001$), EF ($t=5.911, \beta=0.381, p=0.001$), and TF ($t=4.951, \beta=0.283, p=0.001$) are statistically significant at the 5% level. Therefore, when it comes to college students' online buying, it can be said that the Accessibility Factor (AF), Efficiency Factor (EF), and Trust Factor (TF) all have an impact on the Price Factor (PF).

CONCLUSION

In order to provide customers with an improved online shopping experience, technology has made considerable advancements in recent years, and this trend is expected to continue. A growing number of people believe that online shopping will eventually overtake in-store buying due to the abundance of products and brands available. Physical storefronts are still necessary in marketplaces where shoppers like to touch and see the things before making a purchase, even though this is occasionally the case. Every consumer has a different outlook on making purchases online, and these viewpoints are partially influenced by the availability of adequate connectivity and exposure to online shopping. As per the poll, the primary factor influencing online purchases is the cost of the goods. The next most important factors when making an online purchase are the company's reputation, information privacy, and a clear item description. The products' security is the second most crucial component, while guarantees and warranties are the third most crucial element. The ease of use and accessibility to the internet is highlighted in the study, with participants praising the simplicity of gaining access to online shopping.

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