E-Shopping Buying Behavior of Engineering Students' (With Special Reference to Vijayawada)

R.Pradeep Kumar Patnaik, B.Kishore Babu, M.V.A.L Narasimha Rao

Abstract: E-shopping has drastically changed the ritual way of doing business. E-shopping has become new category of retail Shopping. E-shopping strengthening their sale bases financial resources by mounting their own e-product and service to ensemble changing needs of the engineering students. The prime objective of this research is to examine buying behavior of engineering students, Vijayawada towards E-Shopping and to examine the influence of demographical factors like age, gender, income of engineering students while doing with E-Shopping.
Materials and methods: A study was conducted at select engineering colleges at Vijayawada of Andhra Pradesh. A -structured questionnaire was used to interview 100 engineering students. The data collected was analyzed using Microsoft Excel software and using SPSS.
Results: As per the srudy42% of the respondents felt cheap quality of product is the problem, 24% feel that product damage as problem, 22% regard delay in delivery as the problem and 12% regard that non-delivery is the problem.
It is interpreted that 28%of the respondents felt very good experience through e-shopping, 48% feel good, 21% felt average and 3% feel poor experience through e-shopping

Index Terms: E-shopping, engineering students, demographic factors, buying behavior

I. INTRODUCTION

Online shopping is a type of electronic commerce which allows customers to directly buy products from a merchant over the Internet using a web browser. Customers find a product of concern by visiting the website of the dealer directly or by searching among alternative sellers by means of a shopping search engine, which exhibits the same product's accessibility and pricing at different e-retailers. As of 2016, consumers can shop online by means of a range of diverse computers and devices, including desktop computers, laptops, tablet computers and smart phones.

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An online shop inducing the physical similarity of buying goods or services at a accepted "bricks-and-mortar" retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. When an online store is set up to facilitate businesses to acquire from other businesses, the practice is called business-to-business (B2B) online shopping. A archetypal online store facilitates the consumer to browse the company's variety of products and services, view photos or images of the products, along with information about the product stipulations, features and prices.

Online stores normally allow shoppers to use "search" features to come across detailed models, brands or items. Online customers must have right of entry to the Internet and a legitimate method of payment in order to complete a transaction, such as a credit card and debit card, or a service such as PayPal.

II. NEED FOR THE STUDY

The purpose of the research is that, to analyze the causes that are affecting the e-shopping behavior of the engineering students(with reference to Vijayawada).This purpose has been followed by the effect of the demographic factors that are influencing the buying decisions of the engineering students and the influencers of the buying decisions through online

III. PROBLEM STATEMENT/RESEARCH GAP

Even though, the previous studies related to the various aspects in online marketing especially the consumers and marketers' perception on various aspects related to online marketing, all these works are related to the foreign environment, there is no exclusive study on e-shopping behavior among the engineering students. For this reason the current research has made an attempt to fill up the research gap with the help of anticipated research model.

IV. OBJECTIVES OF THE STUDT

The objective of this research study is to examine the online consuming behavior which in turn helps the e-marketers to understand the engineering students' perception and their purchasing decision towards online.

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The specific objectives of this research are:
To know the engineering students' awareness about online shopping.

➢ To analyze the association of demographics and influencers of purchase decision making.
➢ To explore the reasons behind purchasing and not purchasing the products through e-shopping.

V. SCOPE OF THE STUDY

The scope of this research is only limited to the engineering students with special reference to Vijayawada

VI. LIMITATION OF THE STUDY

➢ The study is restrained to Vijayawada city only.
➢ The study is based upon the engineering students' behaviors of online shopping.
➢ The data collected for the research is fully on primary data given by the respondents.
➢ Time constraint.

VII. LITERATURE REVIEW

(Ankur Kumar 2016) in his research attempted to examine the features associated to the buying behavior of online shoppers. Consumer buying behavior in reverence of online shopping was studied using diverse socio-economic variables. It also gives a support that helps investigators comprehend the drivers of consumers' attitude and aim to shop on the Internet, and consumers' perceptions concerning easiness of use and usefulness. Winding up derivative from the analysis can be used as useful guide for market point of reference. The outcomes of the study suggest that assessment of consumer buying behavior can contribute to a better indulgent of consumer buying behavior in revere of online shopping.

(T.Devika 2014) says With mounting internet literacy the prospect of online marketing is mounting in India. The customer pampering in online shopping believes a lot of factors. If firms analyze the factors affecting consumer behavior towards online shopping and the association among these factor and the kind of online buyer, then they can create effectual marketing strategies to alter budding customers into active ones, whereas retaining existing online consumers.

(Aizawl 2013) Online shopping has gained incredibly significant position in the 21 st century as most of the public are busy, loaded with frantic agenda. In such a circumstances online shopping became the easiest and most suitable mode for their shopping. Internet has changed the way of consumer's store, and has swiftly developed into a universal viewpoint. An online shop stimulates the physical resemblance of buying products from internet shop and this process of shopping is called business-to-consumer online shopping. The current paper is based on hypothesis of classical model behavior. This paper scrutinizes the behavior and perception of online consumers in Aizawl.

(R Dahia 2012) The outcome of research divulge that on-line shopping in India is appreciably affected by a variety of Demographic factors like age, gender, marital status, family size and income. The outcome of the study could be

further used by the researchers and practitioners for carrying out future studies in the related area

VIII. RESEARCH METHODOLOGY

Research Design
Sample Size
Data collected from the engineering students of online shopping of Vijayawada region. A target of 100 respondents was taken who often use the internet.
Sampling Technique
Convenient sampling is a method of Non-probability sampling technique which is used for the collection of data from the selected sample.

IX. DATA COLLECTION

This research study considered of two sources of data for data collection. Both secondary and primary data were collected to make it possible to resolve the research problem. Quantitative research methods were adopted in this study with help of questionnaire for the data collection..

•**Primary Data**
Primary data was collected afresh and for the first time by a questionnaire for the survey.
•**Secondary Data**
Secondary data was collected from Published books, Articles, Newspapers, Magazines, Research papers & Journals

X. DATA ANALYSIS

TABLE:1
What influences your purchase decision through e-shopping

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Advertising Media	23	23.0	23.0	23.0
	Brand image	32	32.0	32.0	55.0
	Celebrity endorsements	16	16.0	16.0	71.0
	seasonal offers	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

Interpretation
It is observed that brand image (32%) mostly influences the purchase decision of consumers through e-shopping than seasonal offers (29%), advertising media (23%) and celebrity endorsements which are of only 16%.

TABLE: 2
Which of the following are the reasons for shopping online

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Convenience	25	25.0	25.0	25.0
	wide range available	35	35.0	35.0	60.0
	Discounts	30	30.0	30.0	90.0
	unavailability of stores nearby	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

Interpretation
From the study it is found that 25% of the respondents feel convenient to do e-shopping,35% do because of the wide range availability of products,30% do e-shopping due to discounts and 10% of respondents shop through e-shopping sites due to unavailability of stores nearby.

TABLE: 3

Which of the following features do you like about e-shopping

		Frequency	Percent	Valid Percent	Cumulative Percent
	ease of searching the items	30	30.0	30.0	30.0
	discounts	37	37.0	37.0	67.0
	customer service	8	8.0	8.0	75.0
Valid	delivery time	6	6.0	6.0	81.0
	cash on delivery	11	11.0	11.0	92.0
	exchange gifts	5	5.0	5.0	97.0
	packaging	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

Interpretation

It is shown that 30% of the respondents like the feature of ease of searching of items, 37% of them like discounts,8% of customer services,6% of delivery time,11% of cash on delivery,5% of them like the exchange gifts and 3% like the packaging of products.

TABLE: 4

What are the payment methods you generally use for e-shopping

		Frequency	Percent	Valid Percent	Cumulative Percent
	credit card	14	14.0	14.0	14.0
	debit card	21	21.0	21.0	35.0
Valid	net banking	16	16.0	16.0	51.0
	cash on delivery	38	38.0	38.0	89.0
	gift cards	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

Interpretation

It is observed that majority of the respondents use cash on delivery (38%) for payments,14% use credit cards,21% use debit card,16% use net banking and 11% use gift cards.

TABLE: 5

Which of the following features you do not like about e-shopping

		Frequency	Percent	Valid Percent	Cumulative Percent
	fewer discounts	20	20.0	20.0	20.0
	delayed delivery	30	30.0	30.0	50.0
Valid	packaging	12	12.0	12.0	62.0
	delivery charges	38	38.0	38.0	100.0
	Total	100	100.0	100.0	

Interpretation

From the research it is observed that 20% of the respondents do not like fewer discounts,30 % do not like delayed delivery,12% do not like packaging and 38% of them do not the delivery charges.

TABLE: 6

What are the reasons that stop you from not purchasing through online

		Frequency	Percent	Valid Percent	Cumulative Percent
	insecure about paying online	26	26.0	26.0	26.0
	concern about quality of product	49	49.0	49.0	75.0
Valid	you like shopping outdoors	21	21.0	21.0	96.0
	you like to feel the product physically before buying	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

Interpretation

According to the chart 26% feel in secured about paying online, 49% of respondents feel concerned about the quality of the product,21% like to do outdoor shopping and 4 % would like to feel the product physically before buying as these are reasons that stops them purchasing trough online.

TABLE: 7

Does the availability of after sales service(exchange/refund)affect your purchasing decision

		Frequency	Percent	Valid Percent	Cumulative Percent
	strongly agree	18	18.0	18.0	18.0
	agree	49	49.0	49.0	67.0
Valid	neutral	29	29.0	29.0	96.0
	disagree	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

Interpretation

From the research it is shown that 18% of the respondents strongly agree that after sales service effects the purchasing decision, 49% agree to the statement, 29% are neutral and 4% of respondents disagree to the statement.

TABLE: 8

What kind of problems do you face while doing e-shopping

		Frequency	Percent	Valid Percent	Cumulative Percent
	delay in delivery	22	22.0	22.0	22.0
	cheap quality ofproduct	42	42.0	42.0	64.0
Valid	product damage	24	24.0	24.0	88.0
	non delivery	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

Interpretation

From the chart shown 42% of the respondents felt cheap quality of product is the problem, 24% feel that product damage as problem, 22% regard delay in delivery as the problem and 12% regard that non-delivery is the problem.

TABLE: 9

How do you rate your overall e-shopping experience

		Frequency	Percent	Valid Percent	Cumulative Percent
	poor	3	3.0	3.0	3.0
	average	21	21.0	21.0	24.0
Valid	good	48	48.0	48.0	72.0
	very good	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

Interpretation

It is interpreted that 28%of the respondents felt very good experience through e-shopping, 48% feel good,21% felt average and 3% feel poor experience through e-shopping

XI. FINDINGS

➤ Out of the 100 respondents 51% of respondents are male and 49% are female respondents.
➤ From the study it was found that most of the respondents(56%) know about e-shopping through the internet,18% use tv ,16% use word of mouth ,10% use print media as a source to know about e-shopping.

- In the study area 20% of the respondents do e-shopping more than once in a month, 40% they do once in 1-2 months, 32% of respondents do once in 2-3 months and 8% are not likely to shop through e-shopping sites.
- It is observed that brand image (32%) mostly influences the purchase decision of engineering students through e-shopping than seasonal offers (29%), advertising media (23%) and celebrity endorsements which are of only 16%.
- From the study it is found that 25% of the respondents feel convenient to do e-shopping,35% do because of the wide range availability of products,30% do e-shopping due to discounts and 10% of respondents shop through e-shopping sites due to unavailability of stores nearby.
- It is shown that 30% of the respondents like the feature of ease of searching of items, 37% of them like discounts, 8% of customer services,6% of delivery time,11% of cash on delivery,5% of them like the exchange gifts and 3% like the packaging of products.
- It is observed that majority of the engineering students exercise cash on delivery (38%) for payments, 14% utilize credit cards, 21% use debit card, 16% use net banking and 11% use gift cards.
- From the research it is observed that 20% of the respondents do not like fewer discounts,30 % do not like delayed delivery,12% do not like packaging and 38% of them do not the delivery charges.
- 26% feel in secured about paying online, 49% of respondents feel concerned about the fine performance of the product,21% like to do outdoor shopping and 4 % would like to feel the product physically before buying as these are reasons that stops them purchasing trough online.
- In the study area, 18% of the respondents strongly agree that after sales service effects the purchasing decision, 49% agree to the statement, 29% are neutral and 4% of respondents disagree to the statement.
- From the chart shown 42% of the respondents felt cheap quality of product is the problem, 24% feel that product damage as problem, 22% regard delay in delivery as the problem and 12% regard that non-delivery is the problem.
- It is interpreted that 28%of the respondents felt very good experience through e-shopping, 48% feel good, 21% felt average and 3% feel poor experience through e-shopping.
- It is found that gender has an effect on purchase decision of e-shopping.
- The influencers encompass an affirmative impact on the buying behavior of consumers.
- The most important inspiring factor, which influenced the online shopping, was wide range availability followed by time convenience and discounts.
- There are assured problems faced by online shoppers like late delivery, inferior quality of the product, dented product.

XII. SUGGESTIONS:

Ease, comfort and easy buying is important factor impact the online buying so that the marketer can take care additional effort in this area in order to improve the level of customer satisfaction.

The online marketers should take precautions to reduce late delivery, inferior quality of the product, dented product.

XIII. CONCLUSION

The current study has made an effort to understand the behavior of the engineering students (with special reference to Vijayawada) towards the e-shopping and their attitude towards the buying decisions through online. The statistical analysis of the study has made significant sign that the e-sopping has been increased and has been changing the life of Indian consumers including engineering students. The engineering students feel comfort and convenient through the online stores that made easy and fast shopping by time saving. This is due to the high usage of the internet mostly by the youngsters according to the analytical study.

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