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9. Factors Influencing Online Buying behavior of College Students: A Case Study of Colleges in Kolhapur City

Mr. Umesh D. Dabade

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Abstract

Today, internet act as a channel of communicate people, do research, find out entertainment and recently buy and sell products and services. India is second largest internet user in the world. Now a day's online shopping play significance role in Indian economy. Basically growth of online shopping is an important reason of growth of internet user. At the time of buying the goods and services the economical, non-economical, personal, cultural, psychological and motivational factors affect on buying behaviour of consumer. This research paper aims to examine factors affect on online buying behaviour of college students with special reference to colleges in Kolhapur city.

Keywords: Consumer, Buying Behaviour, online shopping, E- Commerce,

1.1. Introduction

Online shopping is the process where buyers buy the products and services directly from sellers in real time and without any intermediate trough internet. At the time of buying the goods and services the economical, non-economical, personal, cultural, psychological and motivational factors affect on buying behaviour of consumer. However, it also implies marketing through the wireless media and through e-mail. Electronic customer relationship management (ECRM) systems are also categorized under Internet marketing.

1.2. Statement of the Problems

E-shopping as it has demonstrated the velocity of its growth is incredibly fast and efficient. There are many factors are affect on online buying behaviour of students. Considering overall situation of e shopper the researcher has come across to the investigative question as:- Which factors affecting on online buying behavior of students?

1.3. Objectives the Study

The main objectives of this research paper is to study the demographic profile and to identify the factor affecting on online buying behavior of U.G. and P.G students of selected Colleges in Kolhapur city.

1.4. Hypotheses of the Study

Ho: Factors are not influencing on online shopping behavior of students.

H₁: Factors are influencing on online shopping behavior of students.

1.5. Research Methodology

The researcher will use the convenience sampling method for selecting sample of colleges under the stream Arts, Commerce and science only and select 12 colleges from Kolhapur city. Researcher has use purposive quota sampling method and snowball sampling method and select the 10 U.G. and P.G. students from each college. Total numbers of samples are 120 students who are using online shopping websites for doing shopping.

1.6. Analysis and Interpretation of Data

1.6.1- Factor analysis of factors influencing online buying behaviour of students-

Table 1.1. KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.824
Bartlett's Test of Sphericity	Approx. Chi-Square	859.588
	df	153
	Sig.	.000

(Source: Field Survey)

KMO and Bartlett's Test measure strengths of various variables used for analysis. Sampling adequacy measured by KMO test which can be greater than 0.5 for satisfactory factor analysis. Table 1.1 shows that Kaiser Meyer-Olkin (KMO) value is 0.824 which is greater than 0.5, so factor analysis is useful.

Table 1.2 Total Variance Explained

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.8	32.42	32.425	5.8	32.42	32.425	3.6	20.17	20.178

	36	5		36	5		32	8	
2	2.503	13.907	46.332	2.503	13.907	46.332	2.855	15.860	36.038
3	1.322	7.343	53.675	1.322	7.343	53.675	2.280	12.666	48.704
4	1.172	6.512	60.188	1.172	6.512	60.188	2.067	11.484	60.188
5	.936	5.201	65.388						
6	.799	4.439	69.828						
7	.777	4.316	74.144						
8	.686	3.811	77.954						
9	.591	3.281	81.236						
10	.553	3.070	84.305						
11	.502	2.790	87.095						
12	.480	2.665	89.761						
13	.396	2.199	91.960						
14	.381	2.119	94.079						
15	.361	2.007	96.086						
16	.283	1.574	97.660						
17	.250	1.387	99.047						
18	.172	.953	100.000						
Extraction Method: Principal Component Analysis.									
(Source: Field Survey)									

Above table 1.2 shows that 18 factors extracted from the analysis along with their Eigen values. It is observed that only four factors extracted 60.18% information. First factor calculated

for 32.43% of variance, the second factor calculated for 13.91, the third factor calculated for 7.34% and fourth factor calculated for 6.51%. Remaining 14 factors are not significant.

(Source: Field Survey)

Rotation component matrix is used for reduce the number of factors on which the variable under study area have high loading. We see the following pattern

Factor- 1- Website User Friendly and Payment Mode

Sr. No.	Statement	Factor loading
1	Reliability in delivery / shipping time	.760
2	Website user friendliness	.818
3	Ease of payment modes	.793
4	don't have to handle cash	.789
5	24 hrs. accessibility	.797

Factor – 2- Convenience and Sales promotion activities

Sr. No.	Statement	Factor loading
1	Availability of product	.734
2	Promotional offers & Coupons	.512
3	Easy price comparisons	.672
4	Easy way to compare products on different sites	.645
5	Shop at home convenience	.575
6	Sitting at one place & visiting many online stores	.616

Factor-3- After sales services

Sr. No.	Statement	Factor loading
1	Flexibility to choose delivery date	.591
2	Customer service	.689
3	Friendly return policy	.524
4	Free home delivery	.566

Factor -4- Value of money

Sr. No.	Statement	Factor loading
1	Saves money	.704
2	Cheaper than retail shop	.551
3	Price discounts	.801

1.7. Hypotheses Testing

In consistent with the objectives, following hypothesis were formed by the researcher;

Ho: Factors are not influencing on online shopping behavior of students.

H₁: Factors are influencing on online shopping behavior of students

Researcher used one sample T test for this hypothesis. One sample T test is used whether the mean of single variable is different from specific constant. In this hypothesis factors affect on buying behaviour of students is a single variable so one sample T test is useful to test this hypothesis.

Table-1.3

One-Sample T Test							
	Test Value = 3						Result
	Table Value ('t' Value)	df	Sig. (2-tailed) ('p' Value)	Mean Difference	95% Confidence Interval of the Difference		
					Lower	Upper	
Factors affect on buying behaviour of students	11.662	17	.000	.889	.73	1.05	Reject H₀

(Source: Field Survey)

Above table 1.3.shows that one sample t test for testing this hypothesis. As per the Factors affect on buying behaviour of students score above 3 has been considered as agree and strongly agree of factors affect on buying behaviour of students so the test value 3 has used. It shows that the 'p' values for factors affect on buying behaviour of students is 0.000, which is less than the significant value i.e. 0.05 ('p' value < 0.05). So reject the null hypothesis and alternative hypothesis is accepted. It means that the various factors affecting on buying behaviour of students.

4.8. Conclusion

This research paper concludes that various factors are affect on buying behaviour of students.

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