DIGITAL MARKETING INTERNET RETAILERS' INFLUENCE ON CONSUMER PURCHASING BEHAVIOUR

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Abstract

This study investigates the variables influencing online shopping decisions made by college students. This exploratory study included focus groups as a method of qualitative research. The data transcripts were examined using a content analysis algorithm. Several important factors that influenced college students to shop online were found during the data analysis process. These factors included using apps, how often you shop online, what products you frequently buy online, how satisfied you are with your online shopping experience, how efficient online purchases are, and how effective return policies are for online purchases. In a study where data were collected using 120 samples and a standard questionnaire, random sampling was used as the sample method. All things considered, the study's findings aid online merchants and retailers in their understanding of college students' online purchasing habits, enabling them to develop marketing plans that will provide them a competitive edge. The study's findings support as well as increase earlier studies on the internet retail buying behaviour of Indian consumers.

Key word: Consumer, Internet Retailer, Purchase, Service behaviour.

INTRODUCTION

A client residing in any country can make a contractual arrangement with a trader operating in any other country via the internet, which is essentially an endless market. From this perspective, purchasing consumer goods from any foreign online vendor located outside of the buyer's own nation qualifies as a cross-border transaction. Taking into account whether or not to purchase the selected item from an online store is particularly important in compliance with customs because of the differences in the linguistic and legal environments, as well as occasionally in the company. A store run by foreign online retailer. Even though there is a higher distance required, the consumer may instantaneously purchase the desired goods with a few clicks from home or work, saving time and energy, thanks to the vast and unending market that the internet

offers. Furthermore, those with restricted mobility can find internet shopping easier. Because they are not restricted by the business's operation hours or need to visit the retailer's location, customers can always place an order. The selection of items is substantially bigger because commodities are available to be acquired from areas other than the customer's own. Clients have the option to have their orders delivered to their residences or workplaces. Online sales make it simple for customers to evaluate offers, allowing them to purchase goods that best suit their needs and offer the greatest conditions (discounts, quality, and price).

On-line business offers businesses unrivaled chances to grow their market share, expand cheaply abroad, and cut expenses. This article's main topics include the main uses of electronic commerce, problems and solutions related to its implementation, and services required to support it. This essay will also show how internet shopping has affected a wide range of organizational functional categories. Online shopping is the exchange of goods and services, the transmission of funds or data, or both, using an electronic network, most commonly the internet. These commercial exchanges may take place between companies and customers, or even between companies and other companies.

RESEARCH NEED

Due to its many benefits, including convenience, quick transactions, time savings, and alluring deals and promotions, online shopping has seen a sharp rise in popularity. These are encouraging considerations, but there are other obstacles as well. For example, some internet users feel uneasy about entering their credit card number or other private information. Since internet shopping is still relatively new, there aren't any established guidelines that customers need to follow.

RESEARCH OBJECTIVES

- To examine the online buying behaviours of college students to buy goods and services from internet retailers.
- To investigate the age of the respondents and frequency of using online shopping sites.
- To find out the educational qualification of the respondents and satisfied with the experience of online shopping

RESEARCH'S SCOPE

The primary emphasis of the study was college students' internet shopping habits. The primary factor propelling this retail boom is internet shopping. Consumers can now shop without leaving the house. Due to the ease with which consumers may now shop using computers and mobile devices, it has had a tremendous impact on consumer behavior. The ability to purchase whenever and whenever one pleases has been the primary outcome of online shopping for consumers. Customers are no longer required to hold out on making a purchase until the shop opens. Online shopping has been possible for a while, but because customers may use mobile devices at any stage of the sales cycle, e-commerce has reached new heights.

RESEARCH LIMITATIONS

Only college students should use online stores to purchase products and services. Due to the small sample size, the population as a whole cannot be accurately represented. The accuracy of the statistics could be affected by the respondent's own prejudice.

LITERATURE SURVEY

Ajzen and others (2010) have investigated looked on how it affected consumers' opinions about internet buying. I chose this topic because research on online shopping shows that perceptions and intentions to shop online are influenced by both exogenous and endogenous factors, including consumer characteristics, environmental factors, product characteristics, past online shopping experiences, and trust in online shopping. The happiness and loyalty of Norwegian online shoppers were examined by Ali, Pervaiz (2010) in their study, "Online Shopping Customer Preference and Loyalty in Norway." The results of the survey show that while most Norwegians are happy with online shopping, less than half of them are passionate about their online stores.

Eri, Y., and M. A. Islam (2011) "Indian Consumer Online Shopping Behaviour." The primary goal of the study was to determine how different aspects of online shopping relate to consumer purchasing behavior. To assess the data, the author employed an independent sample test methodology. After evaluating the data, the author comes to the conclusion that there are differences between customers' purchasing behaviours when they make in-person and online purchases. There were no discernible differences in the answers between male and female management students at Jaipur National University. Online shopping is seen favorably by the respondents. A study by Davis (2011) found that more enticing internet retailers were created. This calls into question the value of researching the factors that lead customers to shop online. In order to fully comprehend how consumer's view online shopping and how they intend to use it, a framework that organizes the complex system of impacts caused by these many aspects must be used. Yu-Chen Chen et al. (2012) state that e-retailers have the benefit of providing their customers with detailed information. Conversely, the idea of information overload argues that, above a certain threshold, obtaining more information results in lower quality but a more favorable subjective condition when it comes to choosing what to buy.

Ying (2015) wrote an essay on modelling consumer behaviour in online buying scenarios. Over several sessions, he looked at the online purchase patterns. Abandoned shopping carts have an impact on numerous online retailers. He examined abandoned shopping carts in relation to online grocery shopping. In particular, he created a combined model that chooses the cart, the order, and the quantity to be purchased. The relationships among the mispronounced words demonstrate the interdependence of the three verdicts. Not all shopping cart abandonments result in lost revenue, according to an analysis of the data that is currently available. Customers who gather abandoned shopping carts regularly complete the unfilled orders. Customers are, among other things, motivated to finish their abandoned shopping by utilizing variables such as the duration of their shopping excursion, the time since their last visit, the quantity of items in their basket, and the value of the offer. The study offers marketers valuable managerial recommendations for addressing the issue of shopping cart abandonment.

Limayem and Khalifa (2015) conducted an analysis using reputable behavioral theories to explain the behavior of online shoppers in their study, "Drivers of internet shopping." The next step involved determining the major variables impacting internet purchases and assessing the relative significance of each. For this, an ongoing survey study was employed. For data analysis, the researcher employed tabulation and basic charting. After evaluating and interpreting the data, the researcher came to the conclusion that Indian consumers are developing an addiction to online buying and that they share many characteristics with other

people worldwide. The findings show that attitudes about online buying, perceptions of the drawbacks, and social influence all significantly affect customers' intentions. Ma Shanshan and associates, 2016. Think about the two marketing approaches a manufacturer might employ: offering a single product in a physical store or distinguishing the product with an optional feature and offering it in both a physical and an online store. Whether or not a consumer is afraid of losing money can be used to categorize them into two groups.

This essay's topic is the manufacturer's adaptation for internet marketing. If so, how does the manufacturer determine a fair markdown pricing, and how many products ought to be offered through each channel? We calculate the optimal product quantity and discount strategy given a range of projected customer valuation and disparate online company margins. Lastly, we examine the effects of loss aversion, valuation fluctuation, and estimated customer value on the optimal discount price and expected profit.

Investigating the role of customer participation in online review authoring, with a particular focus on online buying, is the goal of study Rakhi Thakur (2018). Online shopping is being used as a primary screen by customers more and more. Marketers are leveraging this trend to interact with customers, which makes it even more effective at improving customer engagement. However, study in this field is just now beginning. This study is one of the first to examine empirically how consumer interaction affects the creation of online reviews. The consumer engagement, online reviews, and online purchase behavior aspects of marketing are better understood thanks to this study. Shops are also provided with recommendations on how companies could profit from their consumers' online participation.

Krishen, Anjala S., and others (2019) Because of the variety of online buyers, online has changed from a basic foundation to one that adapts to many types of purchasing situations. The demand is a result of user annoyance caused by information overload. For data analysis, the researcher used tabulation and straightforward graphics. The researcher comes to the conclusion that Indian consumers are increasingly reliant on online purchasing and get the rewards of doing so after assessing and analyzing the data. We used a flexible strategy based on feedback control theory to address the issue of online consumer information overload. A design science methodology was used to analyze the feedback controller in order to show its effectiveness. According to Menon's (2020) research, consumers are more likely to use the Internet as a medium for making purchases if they have a positive opinion toward it and have had a positive online purchasing experience. We uncover three underlying features of the "enjoyment" construct in our theory: escapism, pleasure, and arousal. "Escapism" is defined as the enjoyment one gets from activities that are sufficiently absorbing to serve as a diversion from the demands of everyday life. "Pleasure" describes the level of contentment, joy, or other positive feelings experienced throughout an online transaction. There were 150 respondents in the research sample. The data was analyzed by the researcher using fundamental percentage analysis and ANOVA (analysis of variances) techniques.

RESEARCH MEHTODOLOGY

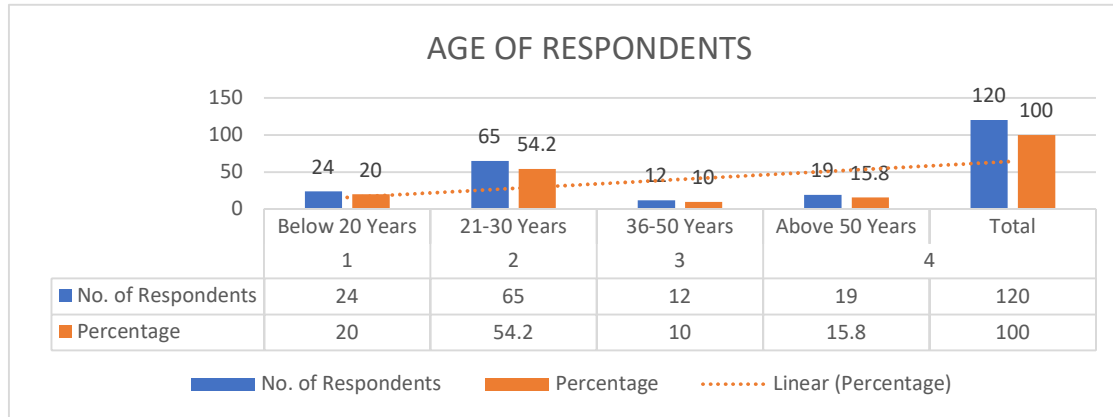Research Design: Descriptive research design was employed in the study.

Sampling Design: This investigation, random sampling was used as the sample method.

Sampling Size: 120 sample

Tools and Techniques: In this study used SPSS V23 Software for all my analysis data and interpretation. Percentage analysis is one of the most widely used statistical methods for reviewing data. Correlation

DATA ANALYSIS AND INTERPRETATION

AGE OF THE RESPONDENTS

AGE OF RESPONDENTS

	Below 20 Years	21-30 Years	36-50 Years	Above 50 Years	Total
	1	2	3	4	
No. of Respondents	24	65	12	19	120
Percentage	20	54.2	10	15.8	100

Source: Primary Data

The above table shows that the classification of the respondents on the basis of age. 20.0% of the respondents are belongs to the below age group of 20 years, 54.2% of the respondents are belongs to the age group of 21-30 years, 10.0% of the respondents are belongs to the age group of 36-50 years and the remaining 15.8% of the respondents are belongs to the age of above 50 years.
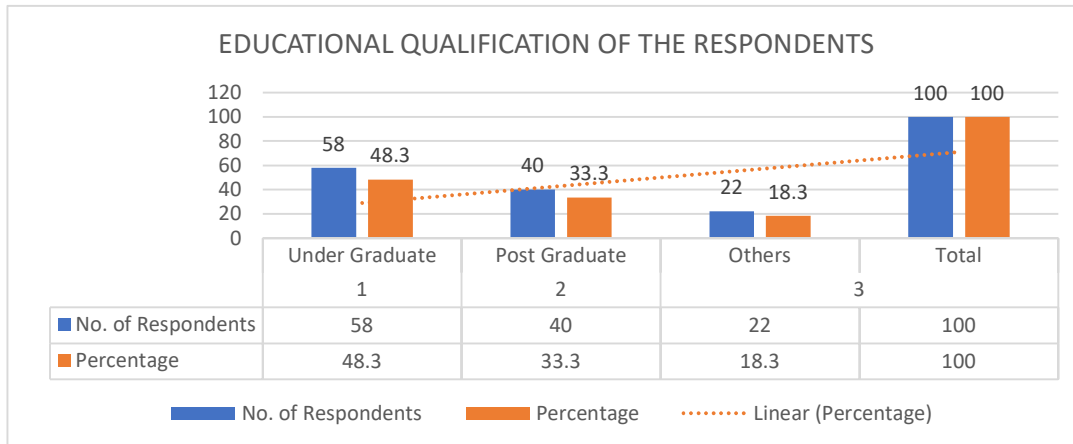
GENDER OF THE RESPONDENTS
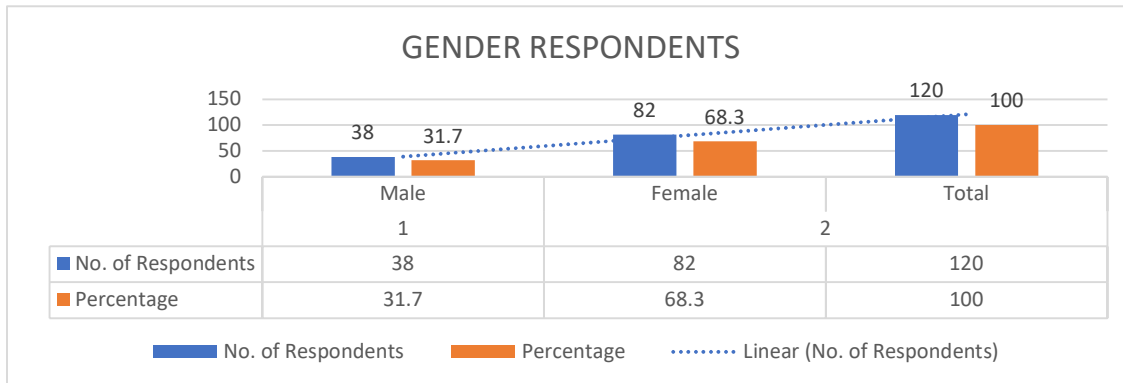
GENDER RESPONDENTS

	Male	Female	Total
	1	2	
No. of Respondents	38	82	120
Percentage	31.7	68.3	100

Source: Primary Data

The above table shows that the classification of the respondents on the basis of their gender. 31.7% of the respondents are male and 68.3% of the respondents are female.

EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

	Under Graduate 1	Post Graduate 2	Others 3	Total
No. of Respondents	58	40	22	100
Percentage	48.3	33.3	18.3	100

No. of Respondents   Percentage   Linear (Percentage)

Source: Primary Data

The above table shows that the classification of the respondents on the basis of educational qualification. 48.3% of the respondents were completed Under Graduate, 33.3% of the respondents were completed Post Graduate and remaining 18.3% of the respondents are having other educational Qualification.
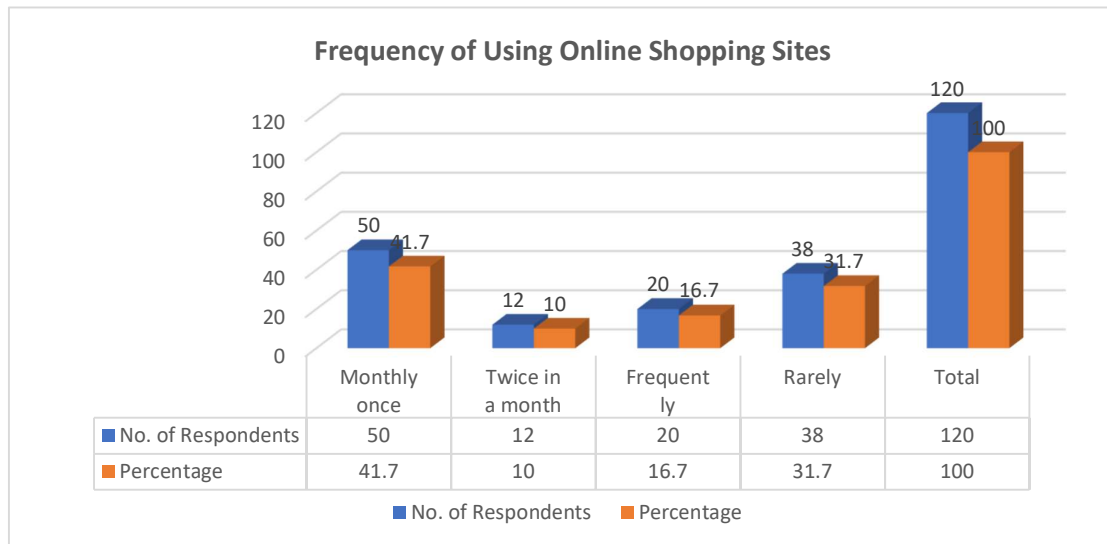
APP USING FOR ONLINE SHOPPING
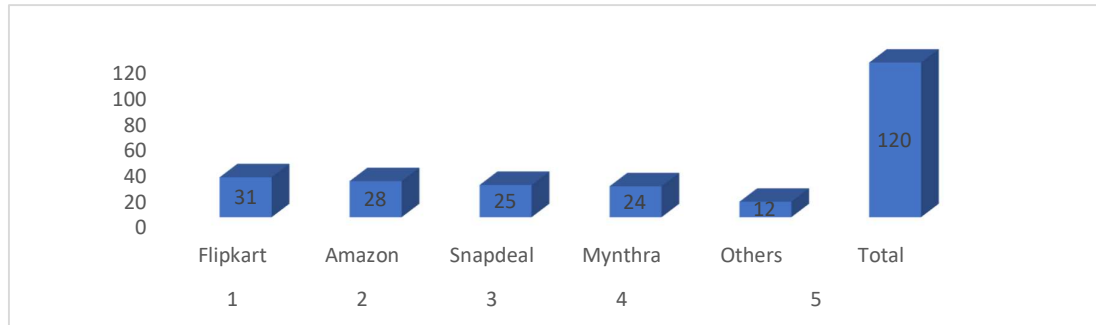
Source: Primary Data

The above table shows that App using for online shopping. 31 No's of the respondents are using Flipkart, 28 No's of the respondents are using Amazon, 25 Nos of the respondents are using Snapdeal, 24 No's of the respondents are using Mynthra and remaining 12 No's of the respondents are using other online shopping sites.

FREQUENCY OF USING ONLINE SHOPPING SITES

Frequency of Using Online Shopping Sites

	Monthly once	Twice in a month	Frequently	Rarely	Total
No. of Respondents	50	12	20	38	120
Percentage	41.7	10	16.7	31.7	100

Source: Primary Data

The above table shows that the respondents are classified on the basis of frequency of using online sites. 41.7% of the respondents are using monthly once, 10.0% of the respondents are using twice in a month, 16.7% of the respondents are using more frequently and remaining 31.7% of the respondents are using the online shopping sites rarely.

PRODUCT OFTEN PURCHASED BY YOU THROUGH ONLINE

Product often purchased by you Through Online
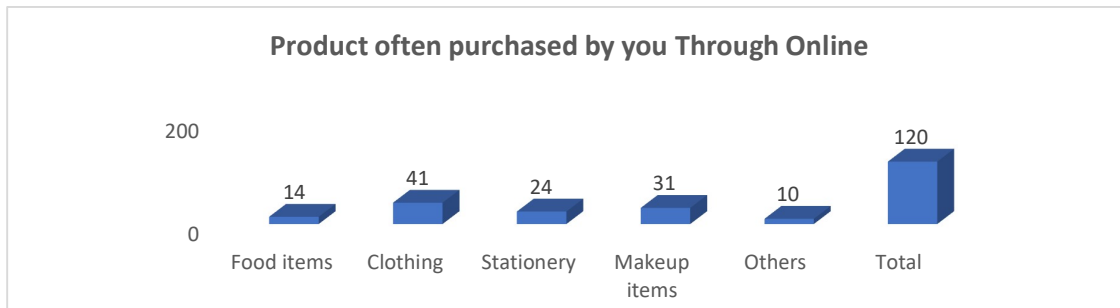
Source: Primary Data

The above table shows that product often purchased by you through online. 11.7% of the respondents are purchasing food items. 34.2% of the respondents are purchasing clothing, 20.0% of the respondents are purchasing Stationery, 25.8% of the respondents are purchasing Makeup items and remaining 8.3% of the respondents are purchasing others.

Satisfied With the Experience of Online Shopping

The below table shows that satisfied with the experience of online shopping, 35.8% of the respondents are highly satisfied. 45.8% of the respondents are satisfied, 10.0% of the respondents are not satisfied, and the remaining 8.3% of the respondents are not highly satisfied.
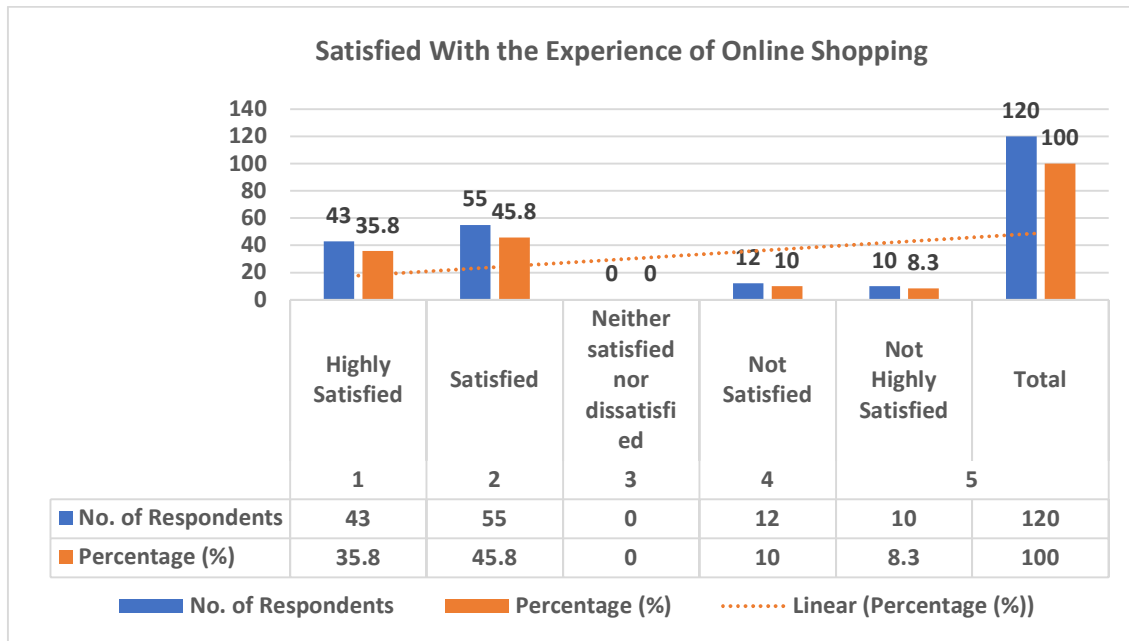
Source: Primary Data

CORRELATION ANALYSIS

In this table shows that the relationship between educational qualification of the respondents and satisfied with the experience of online shopping

Correlations

		Educational Qualification Of The Respondents	Satisfied With The Experience Of Online Shopping
Educational Qualification Of The Respondents	Pearson Correlation	1	.889**
	Sig. (2-Tailed)		.000
	N	120	120
Satisfied With The Experience Of Online Shopping	Pearson Correlation	.889**	1
	Sig. (2-Tailed)	.000	
	N	120	120

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

This is a positive (.889) 88% correlation Pearson correlation significance (0.000). There are relationships between educational qualification of the respondents and satisfied with

the experience of online shopping.

SUGGESTION

In order to attract college students, online shops should focus on offering attractive bargains and discounts. Online Retail marketers should ensure that customers receive their products on schedule and account for monitoring challenges. In order to get their products into stores, online sellers can also consider forming alliances with other private delivery firms. It is suggested that instead of concentrating on college student footwear, the internet retailers should consider other product categories. Online retailers can also focus on quality and cost concerns to increase purchases. It is also advisable to confirm security and legitimacy when utilizing websites and applications in order to increase sales.

CONCLUSION

In conclusion, College students want to purchase products from multiple businesses online. Because of these shopping channels, students also have more alternatives when it comes to making purchases online compared to physical establishments. These days, placing most orders is best done online. Going into stores and negotiating with salespeople is not necessary. There won't be any more line-ups to complete the checkout process and get your products. Anyone from anywhere can shop in peace without having to spend a lot more money, time, or energy. Authenticity and user-friendliness might also be stressed in order to provide college students with a comfortable private shopping experience.

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