



RESEARCH PAPER

Assessment of online buying behaviour of college going students of Bikaner (Rajasthan) city

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Abstract : In today's digital age, online shopping has become an integral part of students' lives. With the convenience of a few clicks, students can access a world of products and services, making their shopping experiences more accessible and tailored to their needs. This trend has not only transformed the way students shop but also the way businesses engage with this tech-savvy generation. By looking at the popularity a concise overview, a research was conducted among college students to understand and analyse the shopping habits and preferences of students in the online market platforms. The study was delivered into the factors influencing their buying decisions, the platforms and devices they prefer, and the online fraudulent or negative impact of their purchasing choices. The sample size was of 120 respondents. Questionnaire was used to collect data. This research highlights the multifaceted nature of students' online buying behaviour. It also examines the role of personal and psychological factors such as age, gender, and income, perception, attitude, and motivation etc. A significant difference was observed for male and female respondents regarding online shopping. Visual and audiovisual aids were prepared to aware the respondents about fraudulent practices prevailing in the market of online shopping. The most preferred online shopping site by male and female respondents is amazon.com. Most of the respondents chose cash on delivery option for payment. Thus the study serves as a foundation for further investigation into this dynamic and ever changing aspect of online consumer behaviour as online shopping is a best, easy and time saving method.

Key Words : Shopping habits, Online buying behaviour, Trends

View Point Article : Khatri, Kirti (2025). Assessment of online buying behaviour of college going students of Bikaner (Rajasthan) city. *Internat. J. agric. Sci.*, 21 (1) : 152-157, DOI:10.15740/HAS/IJAS/21.1/152-157. Copyright@2024: Hind Agri-Horticultural Society.

Article History : Received : 20.10.2024; Revised : 23.11.2024; Accepted : 24.12.2024