

## **Assessing the Relationship between Students Attitude and Online Shopping**

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### **Abstract**

This study investigates the relationship between attitudes of youth towards online shopping, focusing on BBS students at Shanker Dev Campus (SDC). The research is motivated by the growing significance of online shopping among the youth demographic and the need to understand the underlying factors driving their attitudes. Drawing on a sample of 124 BBS students, data was collected using a questionnaire and analyzed through descriptive statistics, correlation analysis, and hypothesis testing. The findings reveal significant relationships between trust, convenience, price, digital literacy, and attitudes towards online shopping among the surveyed students. Trust and convenience emerged as key factors positively associated with online shopping attitudes, while price sensitivity and digital literacy also played significant roles. Moreover, the study highlights the interconnected nature of these factors, suggesting that improvements in one area can positively influence others.

**Keywords:** age, online, price, shopping, trust

## **Introduction**

Online buying is a new shopping trend that is gradually becoming an important aspect of everyday life. Online purchasing has grown dramatically in recent years because of widespread internet access and e-commerce use by merchant (Choudhury & Dey, 2014). As young people are most internet shoppers, this study investigates the factors affecting their attitudes regarding online shopping.

Online shopping is one of the innovations presented through the progression of innovation and the improvement of electronic services. Although online shopping is a new technology, it has fascinated many users all around the world with enormous opportunities to its users (Mahat, 2024). The early usage of the internet as a shopping medium does not guarantee sustained online shopping, as discontinuance may occur at any stage of adoption due to unsatisfactory experimental consequences or usage experiences (Salehi et al., 2021).

Due to the growth of internet usage among customers and changes of customer fondness, online shopping is rising critically. As internet is becoming a part of people's daily life, organizations need to advance their e-trade activities and try to get attention of customers in e-commerce world. Online shopping excursion of the customers begins with the searching stage. As web-based shopping provides many benefits in principle, there are hindrances which hinder internet shopping. To have a competitive advantage against the competitors, firms need to create customer value too in online shopping (Türk, 2019).

In recent scenario, dependency of people in internet is increasing rapidly. Internet has laid foundation for various business, sales, and marketing. Customers choose online shopping in comparison with traditional shopping as it is faster, have more alternatives, and offer comparatively low price. Nowadays, most of the business firms that used to sell goods and services in traditional way, have created online website to advertise and widen the business area.

In Malaysia, most companies are adopting online platforms as a medium for their business operation (Guo, Ling, & Liu, 2012). For example: Lelong.com, Mudah.my. The number of online customers is increasing day by day due to websites that provides product and services using internet. Youths are found to be the huge part of online consumer over there. Similarly, India has witnessed a very rapid and irregular growth of online shopping due to high internet dependency and various features of huge options, home delivery, convenient payment, time saving and many more. Among all the consumers of online shopping 'the youths' mostly students are in major proportion. E-commerce in China was introduced in 1998 by Jack Ma and his partners with business-to-business online platform namely, Alibaba.com. Although there was rapid growth in internet users, the number of online shoppers was only 160 million in China at the end of 2010. The number has increased significantly in present days. Most of the traditional business firms have adopted e-commerce platforms to attract consumer widely (Alreck & Settle, 2002). It was identified that factors such as convenience, enjoyment, trust, price, product, and service availability have huge impact on consumers' willingness to shop on internet.

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Internet is like a vehicle for commercial operations. Consumers shop online for various reasons such as convenience, influence of peer, experience in using internet, ease in decision making and selection of product. All the studies done in Asian countries mostly show that the teenagers or youths are in highest proportion to shop online because of ability to adopt with the changing global trend and technology (Chelvarayan, Jie, & Fern, 2021).

In the ever-evolving world, online platforms are transforming how people buy things. Nepal, being part of this global shift, sees its young population getting more involved in online shopping. The history of online shopping in Nepal goes long back. About a century ago, in Nepal, a typical department store under the name Moti Man Ratna Man first opened its doors at Ason. The store handled everything from providing provisions to business organizations to selling things in retail, wholesale, and supply. Then, in early 20th century, the first department store was founded, the store got relocated to New Road, and a regular customer gave it the name Muncha House. In April 2000, Amrit Tuladhar, the third generation, made the decision to launch the Muncha Internet Venture, which allowed Nepalese people to access Muncha House services anywhere in the world. The concept was new and came with a lot of obstacles and issues. The starting of [www.munchahouse.com](http://www.munchahouse.com) made a way of shopping online accessible, and glamorous to Nepalese in and outside Nepal, which was previously impossible (Vaidya, 2019).

Nepal has experienced a notable sudden rise in online shopping activities, driven by factors such as increasing internet users, a rise in smartphone usage, and the growing availability of digital payment methods. Urban areas have witnessed a significant shift towards online retail, with platforms offering a diverse range of products from electronics to clothing (Vaidya, 2019). The COVID-19 pandemic has also played a role in accelerating the adoption of online shopping as people seek safer alternatives. The convenience and accessibility of online platforms have become increasingly attractive, impacting consumer habits.

It is seen that online shopping has increasing day by day in Kathmandu. Kathmandu has seen steady growth of internet users in the two decades. Mainly in Kathmandu, internet users are teenagers and youths so online platforms are attracting them day by day. Online shopping is E-commerce where one can buy and sale anything one wants easily. Nowadays most of teenagers use internet so they are well aware of the procedures to conduct online shopping and it is easy to buy product without going anywhere. Main reason nowadays online shopping is increasing is because customers can buy their product from home. Customers can evaluate the products are favorable or unfavorable for their needs. In Kathmandu there are lots of online platform like Daraz, sasto deal, pathao, esewa, khalti, mero kirana and so on. This platform helps to buy everything one needs. Main reason of online platform or e-commerce is increasing day by day because of advisements that we can see in Facebook, Instagram, and all. Customers can evaluate their products by seeing advisements and know it is unfavorable or favorable for their wants or needs. So, nowadays mostly youth's attitude towards online shopping is increasing (Manandhar, 2021).

As the youth are more familiar with technology and widespread access to internet, they are exposed to variety of products. Getting desired product with just few clicks has increased online shoppers. In the context of world, online shopping has become very common. Most traditional business firms have also shifted towards e-commerce. Many countries in Asia have also witnessed rapid growth in online shopping. With speedy increase in Internet users, Nepal is also progressing in the field of Cyber Corporation. Mostly, youth from Kathmandu find it convenient and easy to scroll online as they can evaluate the diverse product with cost consideration. Overall, the growing trend of shopping online among youth can be the result of convenience, accessibility, and social validation.

### **Objectives**

- To identify major factors of attitude of youth towards online shopping.
- To explore the relationship between attitudes factors on online shopping.

### **Hypothesis**

H<sub>01</sub>: There is no significant relationship between trust and online shopping.

H<sub>02</sub>: There is no significant relationship between convenience and online shopping.

H<sub>03</sub>: There is no significant relationship between price and online shopping.

H<sub>04</sub>: There is no significant relationship between digital literacy and online shopping.

### **Literature review**

The impact of five factors like internet literacy, gender, educational qualification, website usability and online product price on online shopping on a specific group of population i.e., the students. The study was designed to determine whether gender, educational level, internet literacy, online product price, and website usability have any effect on student online shopping. The conclusions were determined using statistical procedures such as percentage analysis and the chi square test for independence. It was discovered that there is a significant relationship between online purchasing and gender, internet literacy, and online product price, but no relationship between online shopping and education or website usability (Choudhury & Dey, 2014).

In the literature “Factor affecting online shopping decision: customers in Turkey” factors affecting online shopping was examined. For the completion of research, qualitative research design was used to conceptualize factors affecting online shopping decision of customer. Total of 103 participants were taken and the process of gathering data last till 35 days. Among the Turkish customers, the perceived risk that they face when shopping online is one of the main concerns. Customers are worried that the goods will arrive on time, in good condition, and according to their specifications, they also have a lot of questions about the security of money transactions (Turk, 2019).

Factors influencing the trust factor in online shopping are centered on the beliefs and moral values of the respective culture. Improvement and adoption of web-based banking in Canada significantly affect the e-progress of the organizations as this enormously helps web shippers

to offer their items and make online exchanges effectively and furthermore assists the clients to make online purchases without having to worry about the security of their transaction (Salehi et al., 2021).

Online shopping is an activity of buying and selling of goods and services using internet. From the 1990s, with the rapid growth of online technology, online shopping has grown popular (Zhou, Zang & Devi, 2007). In Malaysia, the most popular website that people do online shopping is Lazada, according to 2017 Malaysia's Top E-commerce Website 2017. Ease of use have important effect on the attitudes of the consumer. Another factor that effects online shopping is security and privacy. Security means that online shopping sites should protect the information of consumers from different threats basically related to transaction security and online data and user authentication (Guo, 2012). Compared to the traditional shopping, online shopping saves money, time, and effort (Alreck & Settle, 2002). In this study, sample of 200 students was taken with the use of non-probability (convenience) sampling. Reliability of variables was measured with the use of Cronbach's alpha value.

In the study "Online Shopping in Nepal: Preferences and Problems" the author investigates why more Nepalese people are shopping online. Judgmental sampling technique was chosen along with MCQ Questionnaire, later the collected data were analyzed using correlation coefficient and the chi-square test. From the article, the main reasons seem to be that more people have internet access, and it is cheaper to use the internet. The study focuses on city-dwellers, especially busy young people aged 20-30, and finds that they like online shopping because it saves time and delivers things quickly. The research shows that good service quality is linked to why people choose to shop online, but there's room for improvement in how products are delivered. A big issue is figuring out how to make online payments easy and secure. The study suggests that addressing problems with product quality is essential to match what people want. The study used a method called correlational analysis to understand how service quality, timesaving, and information availability are connected and influence online shopping choices in Nepal (Vaidhya, 2019).

In context of Kathmandu "online shopping in Kathmandu: behavior of youth in Kathmandu towards online shopping", the study aims to investigate the factor affecting online shopping behavior of youth in Kathmandu. The research design used in this study is descriptive research design. Total of 50 students were selected for this study from different college. The sampling was done by statistical software. In conclusion the study found that security was perceived to be highest and most influential affecting the online shopping behavior towards youth (Manandar, 2021),

In the study "Online shopping and buying behavior of college students in Kathmandu" the author investigates association and impact of online shopping on buying behavior of college students of Kathmandu valley. The research was conducted using primary data collected from 115 college students as respondents. The study being based on cross-sectional data adopted descriptive statistics, correlation, and regression analysis to analyze the research results. The study pursued and comprised the context of online shopping and buying behavior of college

students through developing questionnaires in the study. The opinion of respondents was accumulated on the delivery guarantee, product quality, service information quality, website factor, and buying behavior of college students. Output generated through this study shows that the delivery guarantee, service information quality and website factors are positively associated with buying behavior of college students while product quality is positively associated with buying behavior but was found insignificant (Lama, 2021; Khadka, 2023).

### **Research gaps**

While numerous studies have investigated youth's attitude towards online shopping but there is apparent lack of research examining factors affecting attitude of youth towards online shopping especially among BBS students in SDC. Addressing this gap would involve conducting research to better understand online shopping behavior among BBS students of SDC.

### **Conceptual framework**



Figure 1: Conceptual Framework

The interplay of trust, individual's convenience, digital literacy, past experience, and price influences youth attitudes towards online shopping.

### **Methodology**

Research methodology is the specific procedures or techniques used to identify, select, process, and analyze information about a topic (Pandey, 2022). Research methodology can be considered as a formula of way of data collection, analyzing and preparing final report. Different research methods are used in different research. This research follows deductive approach. This type of research starts with a theory or hypothesis and then tests the hypothesis through data collections. This research follows descriptive and correlation research design. Where descriptive research design is used to describe the factors affecting attitude of youths towards online shopping accurately and systematically and correlation research design helps to determine the relation between attitude factors of online shopping (Mahat, Neupane, & Shrestha, 2024). Quantitative method was used to complete the research where data was collected and interpreted in numeric term. The data used in this research is primary data where

a sample of 124 students from BBS faculty of Shanker Dev Campus was taken in order to compute the analysis. The technique used to conduct this research is Simple random sampling. In this technique, participants are randomly selected from a population. Each member of the population has an equal chance of being selected. The data collection has been performed using questionnaire which was prepared being based on Likert scale and the collected data were analyzed with the help of statistical package for the social science (SPSS). Consent to collect data was taken without any use of coercion from the respondents before collecting the data (Mahat & Agrawal, 2019; Parajuli, Mahat, & Kandel, 2023). Privacy of respondent was taken as the primary concern of research.

## **Result and Discussion**

### **Demographic Information**

In order to study the factor affecting attitude of youth towards online shopping in SDC, sample of 124 students from BBS faculty was taken using simple random sampling method. Demographic profile was obtained from the response of participants which shows most of the respondents were in the age group of 17-29. The age distribution of the 124 respondents in the study reveals a varied range, with the majority falling between 18 and 22 years old. In terms of gender distribution, 50.8% identified as male, while the remaining respondents identified as female. Regarding their study year, 29.8% were from the first year comprising 37 respondents, 29.8% were from the second year with 37 respondents, 20.2% were from the third year with 25 respondents and 20.2% were from the fourth year with 25 respondents.

### **Descriptive Information**

The major objective of the study was to identify factors that affect attitude of youth towards online shopping. The factors which were taken in consideration were trust, convenience, price, and online literacy. Among all the factors, mean value of price factor is highest i.e., 3.6839 followed by online literacy with the mean value 3.6472. The mean value of convenience factor is 3.6331 and the relatively low standard deviation of 0.52446 underscores a widespread consensus among respondents regarding the significance of convenience, suggesting that most individuals prioritize factors such as ease of navigation, efficient checkout processes, and flexible delivery options when making online purchases. Among all the least mean value is of trust factor with mean value 3.1629. It shows that price has highest impact on the attitude of youths towards online shopping and trust has least impact. However, the standard deviation of trust of 0.68449 reveals a significant variability in individual levels of trust, implying that while some consumers exhibit high confidence in online transactions, others maybe more doubtful or distrustful. The standard deviation of 0.62226 suggests variations in levels of online literacy among respondents, with some exhibiting higher degrees of comfort and expertise compared to others.

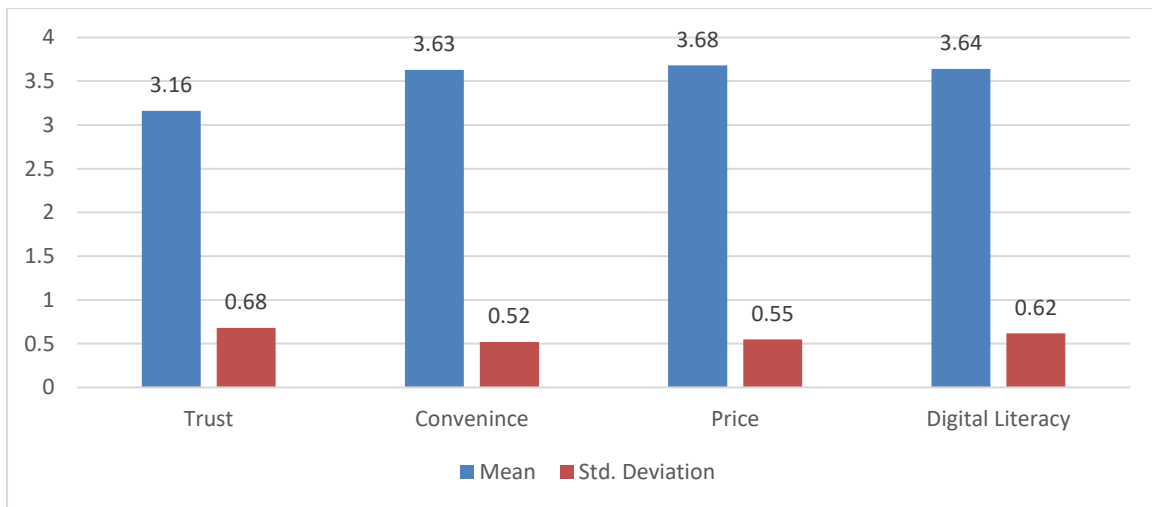


Figure 2: Descriptive Analysis

**Correlation between Attitude and online shopping**

This comprehensive analysis, considering both mean and standard deviation, clarifies the complex and diverse characteristics of online shopping behavior, where factors such as convenience, trust, price, and digital literacy collectively shape consumer preferences and decision-making processes in the digital marketplace.

Table 1: Correlation between student’s attitude and online shopping

Correlation		TRUST	CONV	PRICE	ONLINE LIT	ONSHOP
TRUST	Pearson Correlation	1	.269*	.416**	.258**	.345**
	Sig. (2-tailed)		.003	.000	.004	.000
	N	124	124	124	124	124
CONV	Pearson Correlation	.269**	1	.336**	.364**	.258**
	Sig. (2-tailed)	.003		.000	.000	.004
	N	124	124	124	124	124
PRICE	Pearson Correlation	.416**	.336*	1	.438**	.310**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	124	124	124	124	124
ONLINE LIT	Pearson Correlation	.258**	.364*	.438**	1	.370**
	Sig. (2-tailed)	.004	.000	.000		.000
	N	124	124	124	124	124



ONSHOP	Pearson Correlation	.345**	.258*	.310**	.370**	1
	Sig. (2-tailed)	.000	.004	.000	.000	
	N	124	124	124	124	124
**. Correlation is significant at the 0.01 level (2-tailed).						

Source: Field Survey, 2024

The correlation analysis has been used to assess the association between the variables. In this aspect, the Pearson’s correlation coefficient has been computed.

To test whether there is any significant relationship between trusts and online shopping among the target group; the null hypothesis Ho was “There is no significant relationship between trust and attitude of youths towards online shopping”. The calculated value of correlation between trust and online shopping is .000 which is less than the significant value i.e., 0.05 so we reject Ho. It shows that there is significant relationship between trust and online shopping.

To test whether there is any significant relationship between conveniences and online shopping among the target group; the null hypothesis Ho was “There is no significant relationship between convenience and attitude of youths towards online shopping”. The calculated value of correlation between convenience and online shopping is .004 which is less than 0.05 so we reject Ho. It shows that there is significant relationship between convenience and online shopping.

To test whether there is any significant relationship between prices and online shopping among the target group; the null hypothesis Ho was “There is no significant relationship between price and attitude of youths towards online shopping”. The calculated value of correlation between price and online shopping is .000 which is less than 0.05 so we reject Ho. It shows that there is significant relationship between price and online shopping.

To test whether there is any significant relationship between online literacy and online shopping among the target group; the null hypothesis Ho was “There is no significant relationship between online literacy and attitude of youths towards online shopping”. The calculated value of correlation between online literacy and online shopping is .000 which is less than 0.05 so we reject Ho. It shows that there is significant relationship between online literacy and online shopping.

Therefore, there is significant relationship between trust and attitude towards online shopping. Further, the convenience is positively associated with online shopping of BBS students of SDC. It depicts that better the customer service, higher will be buying behavior. Further, variety of price factor leads to an increase in buying behavior of BBS students of SDC. Finally, Online Literacy is positively associated with consumer buying behavior.

**Relationship between attitude factors**

The calculated value of correlation among trust and convenience is .003, trust and price is .000, trust and online literacy is .004, convenience and price is .000, convenience and online literacy is .000, price and online literacy is .000. All the calculated value of correlation are less than the significant value i.e., 0.05 which shows that there is significant relationship among the factors

that affects attitude of youths towards online shopping. The correlation table provides insights into the relationships between various factors impacting online shopping behavior. Trust, convenience, price, online literacy, and online shopping behavior are all positively correlated, indicating that improvements in one factor tend to coincide with improvements in others. Specifically, higher levels of trust in online platforms are associated with greater convenience, perceived value for price, online literacy, and engagement in online shopping. Similarly, enhanced convenience correlates with increased trust, perceived value for price, online literacy, and engagement in online shopping. Moreover, perceived value for price is linked to higher levels of trust, convenience, online literacy, and online shopping behavior. Additionally, improvements in online literacy are associated with increased trust, convenience, perceived value for price, and engagement in online shopping. Overall, these correlations highlight the interconnected nature of factors influencing online shopping behavior, suggesting that enhancements in one area can positively impact multiple facets of the online shopping experience.

## **Conclusion**

This research investigated the attitudes of individuals in the SDC toward online shopping by analyzing factors like trust, convenience, price, and online literacy. It helps in understanding the preference and expectations of youths from e-shops. The study reveals that price hold the greatest influence over their preferences, followed by online literacy, convenience, and trust. In conclusion, the study suggests that online businesses can win over young shoppers by offering good prices, helping customers how to shop online, making shopping easy and convenient and building trust.

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