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A STUDY ON STUDENTS PURCHASING BEHAVIOUR IN BANGALORE

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ABSTRACT :

Companies can now market their product and services online due to the increase in internet usage caused by advances in technology. The factors that influence Bangalore's online shopping market's consumers buying decisions are analysed in this research. The research, utilizing SPSS regression analysis focus on security as a primary factor. Besides, the research brings out demographics, religion, functionality, and satisfaction as crucial drivers. The research provides markets with data to re-align approaches and expand possibilities by examining the action of buyers other than the levels of economy. Through encouragement of businesses to better the buying processes online, findings are favorable towards social changes

1.Introduction :

This study investigates the purchasing behaviour of students in Bangalore, focusing on the various factors that influence their spending habits. Gaining insights into student purchasing behaviour is essential for businesses, policymakers, and academic institutions to effectively tailor their offerings and services. The importance of this study lies in revealing key trends, such as the effects of digital payments, preferences for online shopping, and budget constraints on student spending.The purchasing behaviour of students is a dynamic phenomenon influenced by various economic, social, and technological factors. In Bangalore, a major educational and tech hub in India, a diverse student population displays unique spending habits. Understanding these behaviours is crucial for businesses, policymakers, and academic institutions that seek to effectively cater to student needs. Today's students navigate a rapidly changing consumer landscape, shaped by the rise of e-commerce, the widespread adoption of digital payment systems, and the huge influence of social media and influencer marketing. Their purchasing decisions are effected by convenience, budget left, peer recommendations, and stores offers. Unlike earlier generations, students have fast reflex on adopting into digital payment options such as UPI, digital wallets, and mobile banking which make cash transactions increasingly uncommon.

Furthermore, the transition from offline to online shopping has improved and growing rapidly, particularly in the wake of the COVID-19 pandemic, which has solidified e-commerce as a primary shopping channel. This study is important because it reveals crucial trends like online shopping habits, the use of digital payments, budget limitations, and how branding affects students' buying decisions. By examining these, businesses can create more effective marketing strategies, improve their services, and having more engagement with the student/audience. Furthermore, this research will be a useful tool for policymakers and educational institutions to gain information and assist with student financial management practices.

2.Literature Review :

Research on purchasing behaviour has been widely studied among different groups, with students being a remarkable segment due to their increasing economic influence and changing consumption patterns. Many studies have pointed out key factors that affect student spending habits, including disposable income, product availability, promotional offers, and technological advancements. Research indicates that students primarily allocate their spending towards essential items such as food, transportation, and school supplies. On the other hand, their discretionary spending on clothing, electronics, and entertainment is frequently influenced by seasonal trends and peer pressure. Kotler & Keller (2016) highlight that price sensitivity is crucial for students, who often operate on limited budgets and seek out affordable alternatives like discounts, student deals, and second-hand products.Social media platforms such as Instagram, YouTube, and TikTok have emerged as influential marketing tools that shape students' purchasing decisions. Research by Gupta & Verma (2020) shows that 72% of students rely on online reviews, influencer endorsements, and peer recommendations prior to making a purchase. Furthermore, targeted advertisements and sponsored content significantly contribute to impulse buying among students.

This study aims to address these gaps by offering a thorough analysis of student buying behavior in Bangalore, emphasizing key trends and providing insights into the evolving landscape of consumer preferences within this demographic.

3.Statement of problem :

Although there has been extensive research on consumer behavior, there is a significant lack of studies focused on the purchasing habits of students in Bangalore. Understanding their motivations, preferred shopping platforms, and spending priorities will be valuable for retailers and service providers aiming to reach this demographic. Additionally, this study seeks to investigate how income levels impact students' spending habits and whether gender plays a role in their shopping preferences. The insights gained from this research can help brands and businesses improve their marketing strategies to better connect with the student consumer market.

4.Objectives of the Study :

- To examine the key factors that influence student purchasing behavior in Bangalore.
- To analyze students' preferred shopping platforms (online vs. offline).
- To identify the most common product categories that students purchase.

5. Data and Methodology :

This study is based on primary data collected through a structured survey of students in Bangalore. The questionnaire covered demographic details, shopping preferences, spending patterns, and influencing factors. A total of 53 responses were collected and analysed using statistical methods, including:
- **Descriptive Statistics**: To summarize spending habits and trends.
- **Correlation Analysis**: To identify relationships between different spending categories.
- **Regression Modeling**: To examine the impact of income on spending behavior.
- **Chi-Square Tests**: To assess the relationship between categorical variables such as gender and shopping preferences.

Hypothesis Condition:

- Null Hypothesis (H_0): There is no significant correlation between the selected variables.
- Alternative Hypothesis (H_1): There is a significant correlation between at least one pair of variables.

6. Study Results :

Descriptive Statistics

	N	Max	Min	Mean		Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic
Personal item	53	1	3	2.36	.111	.811	.657
Clothing	53	1	5	2.98	.125	.909	.827
Ekectronic	53	1	5	3.58	.193	1.406	1.978
Food_bvg	53	1	5	2.11	.208	1.515	2.295
Books_Edu	53	1	4	2.75	.132	.959	.919
Transport	53	1	5	2.79	.148	1.081	1.168
Valid N (listwise)	53						

This report states that the descriptive statistical analysis of students' purchasing behaviour in Bangalore. The data consists of 53 valid responses, examining various spending categories including personal items, clothing, electronics, food & beverages, books & education, and transport. It mainly measures the variables such as mean, standard deviation, and variance, which are analysed to understand the distribution and tendencies in student spending.

The analysis shows that student spending habits were varies across different categories. The least mean spending is observed in electronics, while the most variable category is food & beverages. From the above outcome we can tell that most of the student top 3 spendings priorities are food, books and transportation.These insights provide useful information for businesses and policymakers interested in understanding student purchasing behavior in Bangalore.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.969	2	.485	2.160	.126[b]
	Residual	11.220	50	.224		
	Total	12.189	52			

a. Dependent Variable: Gender_grp

b. Predictors: (Constant), Pref_store, Personal item

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.081	.238		8.732	.000
	Personal item	-.106	.081	-.178	-1.308	.197
	Pref_store	-.120	.069	-.236	-1.730	.090

a. Dependent Variable: Gender_grp

The regression analysis using ANOVA reveals that "Preferred Store" and "Personal Item "Spending" do not have a statistically significant impact on "Gender" grouping among students.

Correlations

		Personal item	Clothing	Ekectronic	Food_bvg	Books_Edu	Transport
Personal item	Pearson Correlation	1	.244	.200	-.096	-.206	-.067
	Sig. (2-tailed)		.078	.150	.493	.138	.633
	N	53	53	53	53	53	53
Clothing	Pearson Correlation	.244	1	.189	-.096	-.138	-.024
	Sig. (2-tailed)	.078		.175	.493	.325	.867
	N	53	53	53	53	53	53
Ekectronic	Pearson Correlation	.200	.189	1	-.673**	.308*	.031
	Sig. (2-tailed)	.150	.175		.000	.025	.827
	N	53	53	53	53	53	53
Food_bvg	Pearson Correlation	-.096	-.096	-.673**	1	-.113	.097
	Sig. (2-tailed)	.493	.493	.000		.421	.490
	N	53	53	53	53	53	53
Books_Edu	Pearson Correlation	-.206	-.138	.308*	-.113	1	-.050
	Sig. (2-tailed)	.138	.325	.025	.421		.722
	N	53	53	53	53	53	53
Transport	Pearson Correlation	-.067	-.024	.031	.097	-.050	1
	Sig. (2-tailed)	.633	.867	.827	.490	.722	
	N	53	53	53	53	53	53

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

*. Correlation is significant at the 0.05 level (2-tailed).

Key Findings from Correlation Analysis:

- The strongest negative correlation is between Electronics and Food & Beverages spending, revealing that students who spend more on electronics tend to spend less on food and beverages. This result is significant at the 0.01 level.
- There is a moderate positive correlation between Electronics and Books/Education, showing that students who spend more on electronics are also likely to spend more on books/education. This correlation is significant at the 0.05 level.

Based on the correlation analysis, the null hypothesis (H_0) is partially rejected, as significant relationships exist between Electronics & Food/Beveragesand Electronics & Books/Education . However, most other variables do not show significant correlations, indicating that spending patterns in these categories are largely independent of each other.
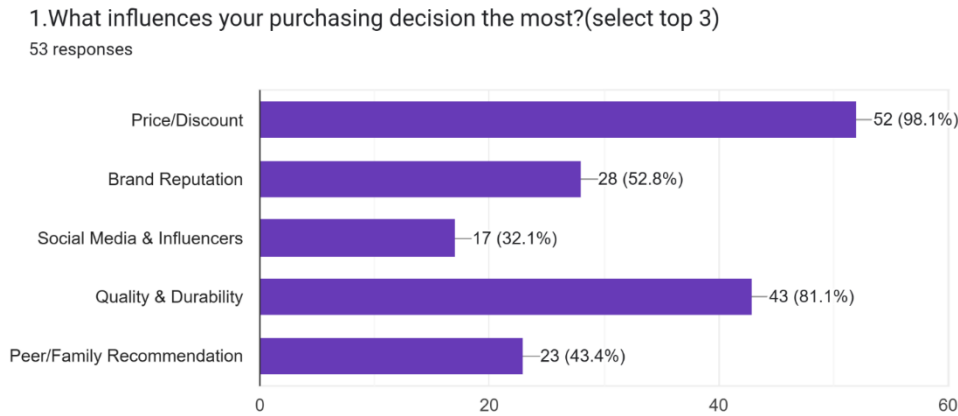
Fig. Shopping preference Chart

From the above chart we can see that:

- The majority (**68%**) of students prefer online shopping over traditional stores.
- Local markets are the second most preferred option, with **26%** of students shopping there.
- Only **6%** prefer malls and retail outlets, indicating a shift towards digital shopping platforms.

fig. Factors Influencing Student Purchasing Decisions

1.What influences your purchasing decision the most?(select top 3)
53 responses

Category	Value
Price/Discount	52 (98.1%)
Brand Reputation	28 (52.8%)
Social Media & Influencers	17 (32.1%)
Quality & Durability	43 (81.1%)
Peer/Family Recommendation	23 (43.4%)

The analysis shows that students in Bangalore are mainly influenced by price sensitivity and the quality of products when making purchases. Although brand reputation and recommendations from friends and family do have some impact, the influence of social media seems to be less significant compared to other factors. For businesses aiming to attract students, it is essential to prioritize competitive pricing, discounts, and high-quality products to effectively engage this consumer group.

7. Conclusion :

The study shows that students in Bangalore have a strong preference for online shopping and digital payments. Their buying habits are shaped more by convenience, promotional deals, and brand image rather than their income levels. The findings suggest that students mainly allocate their spending to food, books, and transportation, while clothing and electronics are less prioritized. Furthermore, gender does not significantly influence shopping preferences. To effectively engage this demographic, businesses should emphasize competitive pricing, integrate digital payment options, offer online promotions, and implement loyalty programs.

8. Limitations :

The sample size was limited to students who took part in the survey, which might not represent the whole student population. Self-reported data could have biases or inaccuracies. The study primarily concentrated on Bangalore, so the results may not be applicable to students in other cities. This research provides useful insights into student purchasing behaviour and can act as a foundation for further studies on consumer trends among young adults in India

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