# ONLINE SHOPPING BEHAVIOUR AMONG YOUTH

**Dr. Santha S.***

## Abstract

**Background**

Web shopping has now become one of the activities of daily living as everything is available at our door steps just clicking at the tip of a mouse. Internet shopping has developed significantly due to its attractive features and the development of e- banking.

**Aim**

The current study has been undertaken to analyse the online shopping behaviour among Youth in Ernakulum town.

**Materials and Methods**

For the purpose of study, 200 respondents were selected as samples from Ernakulam town by adopting convenience sampling method. Analysis was done via statistical software 16.0. Karl Pearson Chi-Square Test, rank test and percentage were used.

**Results**

The majority of the respondents did online shopping. Flip kart was the commonly used online website by the respondents. Clothes and shoes were the main commodities purchased by the respondents through online. They spent less than Rs.20,000 for their single purchase. The major reason for preference of online shopping by the respondents was 'time saving'. The majority of the respondents did not face any problem while doing online shopping.

**Conclusion**

Flip kart was the commonly used online website by the respondents. Clothes and shoes were the main commodities purchased by the respondents through online. The major reason for preference of online shopping by the respondents was 'time saving'.

**Keywords**: Electronic Commerce, Web Store, World Wide Web Browser, Business-to-Consumer Approach, Wal-Mart.

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## Introduction

Online shopping portals offer a wide range of products and services from online tutors, banking, book stores, education, music stores, etc. It is that form of electronic commerce through which all the merchandise is accessible on the websites. Web shopping is like a web-store which gives the advantages to shop all items.

Dr. Anukrati Sharma (2013)[1] in a study found out that 72% female and respondents who were between age of 21-30 were more pulled in towards internet shopping. Basically shopped site is Homeshope18 with 23.6% clients was gone to once in a week to check for new upgrades, plans also drifts. The cash Australians spent on internet shopping is foreseen to increment by about $10 billion inside the next five years. In the U.S., Forrester Research demonstrates that $248.7 billion online deals were normal in nearing a long time. In Western Europe deals were required to achieve 14 billion euros ($155.7 billion), with yearly development of 11% every penny. European online retail deals would reach €191 billion by 2017– mirroring a 11% compound yearly development rate (CAGR) throughout the following five years.

Constantinides (2004)[2] stated web experience as a controllable element in his model, depicting factors that influence the online buying behavior. He explained web experience factor by classifying it in three sub- categories which were the building blocks of the web experience. These three sub-categories were Functionality factors (usability and Interactivity), Psychological factors (trust) and Content factors (aesthetics and Marketing Mix). The following figure as adopted from his article presents a brief description of the number of references in support of each of these factors.

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Li and Zhang (2002, p.508)[3]have defined online buying behavior or Internet shopping/buying behavior as "the process of purchasing products or services via the Internet"; which according to Liang and Lai (2000)[4], is similar to the traditional five steps process of consumer buying behavior (as cited by Li and Zhang, 2002). They have also defined online shopping attitude as the psychological state of the consumers in terms of Internet shopping (2002)[5].

**Significance of the study**

On line shopping   is a virtual shopping which enables the consumers to shop across multiple market places on 24x7 basis through internet. It facilitates the consumers to shop at online stores by simply clicking at the tip of a mouse.  Consumers can purchase any item online. Online shopping gained momentum due to a variety of reasons, viz. convenience, availability of products at consumers' door steps, gift vouchers, discount, and low price, variety of products, etc.

 However, online shopping system has its own demerits. The consumers who buy a product cannot feel the material or to try it especially in the case of clothing and see how it is made. Lack of Privacy and security is another problem faced by an online shopper, even though there are precautions to ensure the safety of the transaction. A study on the online shopping behaviour among youth enables to understand the extent to which online shopping has influenced the younger generations. It is in this background that the present study titled "Online shopping behaviour among youth" is attempted.

**Scope of the study**

The present study has been undertaken to analyse the online shopping behaviour among youth. The geographical scope of the study extends to Ernakulum town.

**Objective of the study**

The main objective of the study is to analyse the online shopping behavior among youth in Ernaulam town.

**Hypothesis of the study**

In line with the objectives, the following hypothesis was framed;

$H_{01}$ There is no significant difference in the rating of Online Shopping by the Respondents.

**Research Methodology**

**Selection of sample**

The respondents of the study consist of male and female youth of Ernakulum town. A sample of 200 young males and females has been selected for the purpose of study by adopting convenience sampling method.

**Collection of data**

The data required for the study were collected from both primary and secondary sources. The primary data were collected from the respondents based on structured questionnaire. Secondary data were collected from reports, books, periodicals and the web sites.

**Tools of Analysis**

The data collected were suitably classified and analysed based on the objectives of the study. For the purpose of analysis, statistical tools like percentages, rank test and chi-square test were used. The chi-square test was applied to examine the significance of variation in the opinion among the

youth, while the rank test was used to assess the order of preference associated with selected variables.

**Period of study**

The survey was conducted during the period August - October 2015.

**Online Shopping Behaviour among Youth - Analysis**

The majority of the respondents (60%) were males.48% of the respondents were graduates 30% of them were professionals or having technical qualifications and rest of them (22%) were post graduates .72% of the respondents were doing online shopping and 28% were not doing online shopping (Table 1). 58.3% respondents were doing online shopping less than 5 times in a month and about 25% respondents were doing online shopping  5 to 10 times in a month (Table 2). The main reason for not doing online shopping was unawareness of doing online shopping which was ranked as first by the respondents. The risk of identity theft was ranked as second (Table 3). 38% respondents used internet for 1 to 2hrs in a day and only 8% of them used internet for 3 to 4hrs (Table 4). Chi square test result revealed that there is no significant association between gender of the respondents and their usage of internet for online shopping since the p value (.410) is greater than .05.

52% of the respondents were good in internet proficiency and 38% had an average proficiency. Chi-square test result also showed a significant difference in internet proficiency among the respondents (Table 6).28% of the respondents used internet for shopping. Only 6% used internet very often. However, Chi -square test result showed no significant difference in the usage of internet for shopping among respondents(Table 7).88.88% of the respondents used internet for collecting information prior to purchase and the remaining 11.11% were not using internet prior to purchase(Table 8). 36% of the respondents never used internet prior to purchase and 28%

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often used internet for collecting information .However, Chi -square test result showed a significant difference in the usage of internet for collecting information prior to purchase among respondents (Table 9).Most of the respondents did their purchase through retail stores which was ranked as first by the respondents and shopping over the internet was ranked as second(Table 10).Most of the respondents purchased clothes or shoes through internet which was ranked as first .Mobile Phone was ranked as second(Table 11).38.8% of the respondents were spending Rs.1000-Rs.3000 on a single purchase through online. Only 11.1% spent Rs. 5000 and above (Table 12).

The maximum amount spent for online shopping by 86.11% of the respondents in a year was less than Rs. 20.000 and only 13.88% respondents spent Rs. 20000-Rs. 50000(Table 13).

Flipkart.com was the most preferable site of the consumers which was ranked as first by the respondents.ebay.com was ranked as second(Table 14).Time saving was the main feature of preference of online shopping of the consumers which was ranked as first by the respondents, whereas door delivery was ranked as second(Table 15).

44.44% of respondents faced problems and 55.55% did not face any problem (Table 16).

'Cheap quality products' was the main problem faced by them as it was ranked as first. 'Product Damage' was ranked as second (Table 17). 77.7% of respondents rated online shopping as 'good' and 19.4% rated as 'average' (Table 18).The hypothesis of the study $H_{01}$ was that there is no significant difference in the rating of Online Shopping among the Respondents. The chi square test result (Table 18) revealed that there is a significant difference in the rating of Online Shopping among the Respondents since the p value 0.000 is less than 0.01.Hence **the null hypothesis $H_{01}$ stating that there is no significant difference in the rating of Online shopping among the respondents is rejected.**

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**Conclusion**

Majority of the respondents do online shopping. Flip kart is the commonly used online website by the respondents. Clothes and shoes are the main commodities purchased by the respondents through online. They spend less than Rs.20,000 for their single purchase. The main feature preferred by the respondents in online shopping is time saving. Majority of the respondents do not have any problem while doing online shopping. Most of them rated online shopping as good.

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**Table 1 Whether the Respondents Do Online Shopping**

| Response of customers | Frequency | Percent |
|---|---|---|
| Yes | 144 | 72.0 |
| No | 56 | 28.0 |
| Total | 200 | 100.0 |

**Source: Primary Data.**

**Table 2 Number of Times Online Shopping Done By Respondents**

| No of times | Frequency | Percentage |
|---|---|---|
| Less than 5 | 84 | 58.3 |
| 5-10 | 36 | 25.0 |
| 10-20 | 12 | 8.3 |
| 20 and above | 12 | 8.3 |
| Total | 200 | 100 |

**Source: Primary Data.**

**Table 3 Reason for Not Doing Online Shopping**

| Reason | Weighted Mean | Rank |
|---|---|---|
| Don't know about online shopping | 6.000 | 1 |
| Risk of credit card transaction | 3.077 | 3 |
| Internet illiteracy | 2.714 | 4 |
| Risk of identity theft | 5.111 | 2 |

Source: Primary Data.

**Table 4 Frequency of Using Internet by Respondents in a Day**

| Use of internet | Frequency | Percentage |
|---|---|---|
| Less than 1hrs | 40 | 20 |
| 1 to 2hrs | 76 | 38 |
| 2 to 3hrs | 36 | 18 |
| 3 to 4hrs | 16 | 8 |
| More than 4hrs | 32 | 16.7 |
| Total | 200 | 100 |

Source: Primary Data.

**Table 5 Gender of the Respondents * Usage of Internet by the Respondents for Shopping**

**(Chi-Square Test)**

| Gender of the Respondents | Usage of Internet by the Respondents for Shopping | | | | | Total |
|---|---|---|---|---|---|---|
| | Never | Rarely | Sometimes | Often | Very Often | |
| male | 24 | 20 | 32 | 32 | 12 | 120 |
| female | 32 | 12 | 16 | 20 | 0 | 80 |
| Total | 56 | 32 | 48 | 52 | 12 | 200 |

**Source: Primary Data.**

$X^2$=3.970 with 4 degrees of freedom not significant at 5% level

**Table 6 Respondents' Proficiency in Internet**

| Proficiency in internet | Frequency | Percentage |
|---|---|---|
| Excellent | 20 | 10 |
| Good | 104 | 52 |
| Average | 76 | 38 |
| Poor | - | - |
| Very poor | - | - |
| Total | 200 | 100 |

**Source: Primary Data**

$X^2$=13.720with 2 degrees of freedom significant at 1% level.

**Table 7 Usage of Internet by the Respondents for Shopping**

| Usage | Frequency | Percentage |
|---|---|---|
| Never | 56 | 28.0 |
| Rarely | 32 | 16.0 |
| Sometimes | 48 | 20 |
| Often | 52 | 26.0 |
| Very Often | 12 | 6.0 |
| Total | 200 | 100.0 |

**Source: Primary Data.**

$X^2$=8.200with 4 degrees of freedom not significant at 5% level

**Table 8 Usage of Internet by the Respondents For Collecting Information**

| Internet usage | Frequency | Percentage |
|---|---|---|
| Yes | 128 | 88.88 |
| No | 16 | 11.11 |
| Total | 144 | 100 |

**Source: Primary Data**

**Table 9 Frequency of Usage of Internet for Collecting Information**

| Internet usage | Frequency | Percentage |
|---|---|---|
| Very often | 20 | 10 |
| Often | 56 | 28 |
| Sometimes | 48 | 24 |
| Rarely | 4 | 2 |
| Never | 72 | 36 |
| Total | 200 | 100 |

**Source: Primary Data**

$X^2$=13.750with 3 degrees of freedom significant at 1% level

**Table 10 Mode of Shopping**

| Modes | Weighted mean | Rank |
|---|---|---|
| Over the internet | 13.833 | 2 |
| Over the phone | 10.500 | 3 |
| A retail store | 16.666 | 1 |

**Source: Primary Data.**

**Table11 Consumer Preference on Purchase of Commodity through Internet**

| Type of commodity | Weighted mean | Rank |
|---|---|---|
| Cosmetics or jewellery | 3.12 | 6 |
| CD's or Books | 5.02 | 3 |
| Groceries | 2.71 | 9 |
| Electronics | 3.81 | 5 |
| Airplane or Railway tickets | 2.94 | 7 |
| Clothes or Shoes | 6.68 | 1 |
| Household furniture | 2.53 | 8 |
| Mobiles | 5.56 | 2 |
| Hotel reservations | 1.98 | 10 |
| Computer accessories | 4.12 | 4 |

Source: Primary Data.

**Table 12 Amount Spend by the Respondents on Single Purchase on Online Shopping**

| Amount spend | Frequency | Percentage |
|---|---|---|
| Less than Rs1000 | 24 | 16.6 |
| Rs1000-Rs3000 | 56 | 38.8 |

| Rs3000-Rs 5000 | 48 | 33.3 |
| Rs5000 and above | 16 | 11.1 |
| Total | 144 | 100 |

Source: Primary Data.

### Table 13 Maximum Amount Spend Per Year

| Amount spend | Frequency | Percentage |
| --- | --- | --- |
| Less than 20000 | 124 | 86.11 |
| Rs20000- RS50000 | 20 | 13.88 |
| Rs50000-Rs100000 | - | - |
| Rs100000 and above | - | - |
| Total | 144 | 100 |

Source: Primary Data.

**Table 14 Consumer Preference of Online Site**

| Name of the online site | Weighted mean | Rank |
| --- | --- | --- |
| Flipkart.com | 10.96 | 1 |
| eBay.com | 7.19 | 2 |
| Snapdeal.com | 5.60 | 3 |

| Futurebazzar.com | 3.27 | 6 |
|---|---|---|
| e.star.com | 2.94 | 7 |
| Homeshop18.com | 2.80 | 9 |
| Mynthra.com | 45 | 4 |
| Amazon.com | 3.87 | 5 |
| Jabong.com | 2.51 | 10 |
| Yep me.com | 2.83 | 8 |

**Source: Primary Data.**

**Table 15 Consumer Preference on Features of Online Shopping Site**

| Features | Weighted mean | Rank |
|---|---|---|
| Multiple payment gateways | 3.33 | 7 |
| Social networking integration | 3.07 | 8 |
| Credibility | 3.27 | 10 |
| Design | 2.90 | 11 |
| Customer friendly | 05 | 3 |
| Privacy and secure checkout | 3.84 | 4 |
| Gift Voucher | 3.06 | 9 |

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| Time saving | 6.47 | 1 |
|---|---|---|
| Any time shopping | 3.48 | 6 |
| Door delivery | 76 | 2 |
| Less monetary cost | 3.75 | 5 |

**Source: Primary Data.**

**Table 16 Problem faced by the Respondents While Doing Online Shopping**

| Response | Frequency | Percentage |
|---|---|---|
| Yes | 64 | 44.44 |
| No | 80 | 55.55 |
| Total | 144 | 100 |

**Source: Primary Data.**

**Table 17 Nature of Problem Faced by the Respondents in Online Shopping**

| Nature of problem | Weighted mean | Rank |
|---|---|---|
| Delay in delivery | 41 | 3 |

| | | |
|---|---|---|
| **Cheap quality products** | **5.29** | **1** |
| **Product damage** | **5.23** | **2** |
| **Non delivery** | **2.41** | **7** |
| **No opportunity for physical verification before buying** | **3.40** | **5** |
| **Risk of losing privacy** | **2.17** | **9** |
| **No replacement opportunity** | **19** | **4** |
| **Risk of credit card transaction** | **3.38** | **6** |
| **Risk of not getting what I paid for** | **1.78** | **10** |
| **Complex when compared to traditional shopping** | **1.63** | **11** |
| **Lack of trust worthiness of vendors** | **2.19** | **8** |
| **Not being able to touch products** | **1.13** | **13** |
| **Risk of identity theft** | **1.40** | **12** |

**Source: Primary Data.**

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**Table 18 Rating of Online Shopping by the Respondents**

| Rating | Frequency | Percentage |
|---|---|---|
| Excellent | 4 | 2.7 |
| Good | 112 | 77.7 |
| Average | 28 | 19.4 |
| Poor | - | - |
| No opinion | - | - |
| Total | 144 | 100 |

**Source: Primary Data.**

$X^2$=33.500with 2 degrees of freedom significant at 1% level.

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