A Study on Influence of Online Shopping Sites on Buying Behaviour of Youth

Treesa Antony
Assistant Professor
Nirmala College of Arts and Science, Chalakkudy, Thrissur, Kerala, India

Abstract: *Online shopping has become a new trend of shopping nowadays and is quickly becoming an important part of lifestyle. Due to wide spread internet access by people and e-commerce usage by traders, online shopping has seen a massive growth in recent years. Young people have been the majority shoppers online and thus this study finds out the attitude of youth towards online shopping. The study is designed to analyse the influence of shopping sites on youth and how shopping sites is influencing the students in different ways. The goal of the research is to identify influencing factors on the online buying behaviour of the youth.*

Keywords: Online shopping, shopping sites, influencing factors of buying behaviour

I. INTRODUCTION

Online shopping (e-retail or e-shopping) is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Web shopping is like a web-store which gives the advantages to shop all items. Online shopping is the easy solution for busy life in today's world. In the past decade, there had been a massive change in the way of customer's shopping. Despite consumers' continuation to buy from a physical store, the users or buyers feel very convenient to online shopping. Online shopping saves crucial time for modern people because they get so busy that they cannot or unwilling to spend much time shopping. Consumers can get full information about the product with its reviews being passed by the existing users. If one wants to buy a product, he/she is no longer limited to asking the friends and families because there are many products reviews on the web which gives opinions of the existing users of the product. Online shopping sites contain wide variety of goods both high quality and mild quality keeping in mind the level of people Consumers can get full information about the product with its reviews being passed by the existing users. If one wants to buy a product, he/she is no longer limited to asking the friends and families because there are many products reviews on the web which gives opinions of the existing users of the product. Online shopping sites contain wide variety of goods both high quality and mild quality keeping in mind the level of people.

II. STATEMENT OF PROBLEM

The study is designed to analyse the influence of shopping sites on students and how shopping sites is influencing the students in different ways.

2.1 Objectives of Study
- To study the influence of shopping sites among youth.
- To know the customer satisfaction on shopping sites while purchasing the products.
- To analyse the customer attitude or response towards shopping sites.

2.2 Scope of Study
Purchasing and selling products and services over the internet without the need of going physically to the market is what online shopping all about. Online shopping has made shopping painless and added more fun. Online stores offer product description, pictures, comparisons, price and much more.

III. RESEARCH METHODOLOGY

The definition of research given by Creswell is 'Research is a process of steps used to collect and analysis information to increase our understanding of a topic or issue.' It consist of three steps: pose a question, collect the data, and present answer to the question.

3.1 Research Design
The type of research design chosen for the study is descriptive research. Descriptive research is a type of research that describes a population, situation, phenomenon that is being studied.

3.2 Population
The area of study at Thrissur District. So the population of study is infinite.

3.3 Sample Design
A convenience sample simply includes the individuals who happen to be most accessible to the researcher. So the researcher choose convenience sampling method for this study.

3.4 Sample Size
In this study the primary data collected from 50 respondents were selected for the study.

3.5 Hypothesis
H0: There is no significant relationship with online sites and buying behaviour.
H1: There is significant relationship with online sites and buying behaviour.

3.6 Data Collection
The collection of data is considered to be one of the most important aspects in the research methodology. Both primary and secondary data is used in this study in order to meet the requirement of the purpose. Primary data: The primary data is collected with well-structured questionnaire. Secondary data: The secondary data is collected from books, journals, or other relevant websites.

3.7 Tools of Analysis
The collected data analysed with the help of relevant statistical tools such as percentage analysis.

3.8 Limitations
- Study was carried on with its own limitations in terms of resource.
- Findings of the study are based on the information supplied by the respondents, which might have been their own limitations.
- Vague information

IV. LITERATURE REVIEW

Literature review is a description of published information in connection with the research. The review of literature of the study is related with influence of online shopping sites with respect to the buying behaviour of youth. It reviews the current issues in online marketing and influential factors affecting the online marketing.

Dr. Vijayalakshmi & Dr. R. Lakshmi (2019) found that mostly youngsters and youth generation (19-30 age group) are very much interested in online buying because they know about technology and e- shopping. Consumers, all over the world, are increasingly shifting from the crowded stores to the one-click online shopping format. However, in spite of the convenience offered, online shopping is far from being the most preferred form of shopping in India.

Priti. S (2018) found that the effectiveness of placing brand communication on social networking sites which shows that there is effect of online comments and reviews of products/brands on the buying behaviour of consumers. Study revealed that people do come across various advertisements on social networking sites also prefer to go through the

online comments and reviews regarding the brand/products before buying the products for them brand communication on social networking sites plays important role to influence buying behaviour of the customers.

Priyanka. P (2018) found that social media can be used for increasing customer loyalty. With the help of continuous customer support services leads to improvement in customer retention. New applications and social platforms will flourish and allow even greater personalization and real time, location-based engagements in media. Relationship marketing, brand loyalty and customer loyalty are the three cornerstones for any retail business. These are the intangible resources and has added value for organisations.

N. Ratna Kishore (2017) explained that influencing behaviour of shopping sites which improve health, prevent injuries, protect the environment and contribute to communities. More emphasized on principles and practices of social marketing. There are five stages of social networking process planning, message and material development, pretesting, implementation and evaluation and feedback. Social marketing applies to social and health sectors with an objective of improve society by designing and implementing social marketing campaigns.

Assocham-Resurgent Joint Study (2017) explained that online shopping is expected to clock annualised growth of 115 percent this year, aided by fast-increasing data consumption and improvement in logistics, along with a number of offers presented by e- commerce platforms. While recruiting, offers for employers a better understanding of their potential candidates, Professional profiles on LinkedIn or adding personal information from Facebook or Twitter accounts.

V. ANALYSIS AND INTERPRETATIONS

5.1 Gender Wise Classification

Gender	Frequency	Percentage (%)
Male	29	58
Female	21	42
Total	50	100

From the above diagram it shows that 29 (58%) are male and 21 (42%) are female. Thus, the majority of the respondents are male.

5.2 Motivated factor to make purchase through shopping sites

Particulars	Respondents	Percentage (%)
Price	16	32
Quality	7	14
Variety of products	16	32
Time saving	8	16
Delivery process	3	6
Total	50	100

From the above diagram shows that 16(32%) respondents are motivated by variety of products and price, 8(16%) respondents are motivated by time saving, 7(14%) respondents are motivated by quality and 3(6%) respondents are motivated by delivery process. Thus, majority of respondents are motivated by variety of products and price.

5.3 Mode of Payment

Particulars	Respondents	Percentage (%)
Debit/Credit Card	10	20
UPI	16	32
Cash on delivery	22	44
Net Banking	2	4
Wallets	0	0
Total	50	100

From the above diagram shows that 22(44%) respondents prefer Cash on delivery, 16(32%) respondents prefer UPI, 10(20%) respondents prefer Debit/Credit/ATM Card, 2(4%) respondents prefer Net Banking and no respondents prefer Wallet payment mode in online shopping. Therefore majority of respondents prefer cash on delivery in online shopping.

5.4 Worry about privacy problem while using shopping sites

Particulars	Respondents	Percentage (%)
Always	10	20
Sometimes	15	30
Occasionally	7	14
Rarely	16	32
Not at all	2	4
Total	50	100

From the above diagram shows that 16(32%) respondents are rarely worried, 15(30%) respondents are sometimes worried, 10(20%) respondents are always worried, 7(14%) respondents are less worried and 2(4%) respondents are not at all worried about privacy problems in online shopping. Thus, majority of respondents are rarely worried about privacy problems in online shopping.

5.5 Problems faced by consumers in shopping sites

Particulars	Respondents	Percentage (%)
Internet Fraud	16	32
Leaking of private information	14	28
Cyber Bulling	3	6
Digital footprint	5	10
Unnecessary advertisement	12	24
Total	50	100

From the above diagram shows that 16(32%) respondents thinks internet fraud, 14(28%) respondents thinks leaking private information, 12(24%) respondents thinks unnecessary advertisements, 5(10%) respondents thinks digital footprint and 3(6%) respondents thinks cyber bulling can cause while using shopping sites. Thus, majority thinks internet fraud can possibly cause in shopping sites.

5.6 Most used shopping site

Particulars	Respondents	Percentage (%)
Flipkart	29	58
Amazon	16	32
Jiomart	2	4
Snapdeal	1	2
Meesho	2	4
Total	50	100

From the above diagram shows that 29(58%) respondents use Flipkart, 16(32%) respondents use amazon, 2(4%) respondents use Jiomart and Meesho, 1(2%) respondents use Snapdeal for online shopping. Thus, majority respondents use Flipkart for purchasing from online store.

5.7 Problem faced while purchasing

Particulars	Respondents	Percentage (%)
Poor quality products	17	34
Delay in delivery	10	20
No physical verification	13	26
Damaged product	10	20

Non delivery	0	0
Total	50	100

From the above diagram shows that 17 respondents faced problem of poor quality products, 10 respondents faced problem due to no physical verification, 13 respondents faced problem due to delay in delivery, 10 respondents faced problem of damaged product and no respondents have faced problem due to non delivery. Thus, majority faced problem of poor quality products in online shopping.

5.8 Expected product and real product influence

Particulars	Respondents	Percentage (%)
Strongly agree	13	26
Agree	20	40
Neutral	15	30
Disagree	2	4
Strongly disagree	0	0
Total	50	100

From the above diagram shows that 20(40%) respondents are agreeing, 15(30%) respondents having neutral opinion, 13(26%) respondents are strongly agreeing, 2(4%) respondents are disagreeing and no respondents are strongly disagreeing towards the influence of consumer's satisfaction for the expected product and the real product. Thus majority are agreeing.

5.9 Influence to select a particular shopping site

Particulars	Respondents	Percentage (%)
Online Advertisement	8	16
Brand Value	17	34
Recommendations by friends & family	16	32
Self-Influence	9	18
Newspaper & TV Advertisement	0	0
Total	50	100

From the above diagram shows that 17(34%) respondents select a site by brand value, 16(32%) respondents select a site by the recommendation of friends and family, 9(18) respondents select a site by self influence, 8(16%) respondents select a site by online advertisement, no respondents select a site by newspaper and TV advertisement. Therefore majority of respondents select a particular site by brand value.

5.10 Best shopping Experience

Particulars	Respondents	Percentage (%)
Flipkart	29	58
Amazon	18	36
Jiomart	0	0
Snapdeal	1	2
Meesho	2	4
Total	50	100

From the above diagram shows that 29(58%) respondents' opinion is Flipkart, 18(36%) respondents' opinion is Amazon, 2(4%) respondents' opinion is Meesho, 1(2%) respondents' opinion is Snapdeal and no respondent is having opinion about Jiomart. Therefore majority of the respondents have responded that Flipkart is the online shopping site which gives the best shopping experience

5.11 Satisfaction level towards tracking order

Particulars	Respondents	Percentage (%)
Strongly agree	13	26
Agree	30	60
Neutral	7	14
Disagree	0	0
Strongly disagree	0	0
Total	50	100

From the above diagram its clear that 13(26%) strongly agree, 30(60%) agree and 7(14%) respondents thinks that 'Track Order' feature is influencing online decisions and none of the respondents neither disagree or strongly disagree towards this opinion. Therefore, majority of the respondents agree that 'Track Order' feature influences online decisions.

VI. FINDINGS

The findings of the study are as follows:

- 72% of the people are satisfied, 14% of people are highly satisfied and 14% of people are having neutral level of satisfaction in online shopping sites.
- Majority of people spend 16 – 30 mins for purchasing the products from shopping sites. • Most of the people use Flipkart other than other online shopping sites.
- The study reveals that because of variety of products and price, people opt for online shopping through shopping sites.
- Large number of people are agreeing that 'Track Order' feature is influencing the online shopping decision.
- Majority of people having an opinion that Flipkart is the online shopping site which gives the best shopping experience.
- Large number of people are influenced by brand value and recommendation by friends and family to select a particular shopping site.
- The major problems faced by the people while purchasing through online shopping sites are poor quality of products, no physical verification, late delivery and damaged products .
- The major threats faced by the people while using online shopping sites are of internet fraud, leaking private information, digital footprint and so on
- 40% of people are agreeing, 30% of people are having neutral opinion, 26% of people are strongly agreeing towards the influence of consumers' satisfaction for the expected product and the real product.
- Large number of people prefer cash on delivery system rather than other mode of payments.

VII. SUGGESTIONS

- Since few of the people are not satisfied in the shopping sites the platform should be improved to increase their level of satisfaction.
- Social media sites should need to solve all the threats faced by customers while online purchasing. • The social media should make sure that the privacy of customers is always secure while using several sites.
- Introduce more and more attractive products of high quality.
- While providing offers and discount the number of people approaching towards social media for purchasing products can be increased.

VIII. CONCLUSION

'The study on influence of shopping sites on buying behaviour of youth 'reveals so many facts about how the customers use their shopping sites, how much time they spend in it and how they purchase through online. The use of social media is growing day by day with the increase in usage of internet. Customers not only from the developed countries but also those from developing countries are getting used to different social media sites. Online purchasing or online marketing

has become a challenge for marketers. Building relations with customers via social media and the way these channels are managed is an essential element of the brand's success.

REFERENCES

[1]. Dr.Vijayalakshmi & Dr.R.Lakshmi (2019)- Recent Trends in Consumers' Online Buying Behavior in Chennai -International Journal of Pure and Applied Mathematics -Volume 119 No. 7 2018, 1211-1216 ISSN: 1311-8080 (printed version); ISSN: 1314-3395 (on-line version) url: http://www.ijpam.eu Special Issue

[2]. Singh, S. (2016). Perceived factors affecting on-line shopping: A study of Indian on-line customers. APEEJAY journal of Management and Technology. 3(1): 65-72.

[3]. National monthly referred journal of research in Commerce and Management

[4]. Akbar, S., & James, P. T. (2012). Consumers' attitude towards online shopping Factors influencing employees of crazy domains to shop online. Journal of Management and Marketing Research

[5]. International journal of Management & Business Studies

[6]. Marketing Management, Grada, Praba, 10th edition

[7]. Soloman M.R ―Consumer Behaviour‖ New York prentice Hall 2015

[8]. Allred, R. C., Smith M.S and Swinyard, R. W (2006), 'E-shopping loversand fearful conservations: a market segmentation analysis' International Journal of Retail and Distribution Management 34: 4/5, 308-333.

[9]. Kotler, P. and Armstrong, G. (2007) Principals of marketing (12th), Upper Saddle River, Prentice Hall.