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# ONLINE SHOPPING BEHAVIOUR - A STUDY WITH REFERENCE TO THE ATTITUDE AND PROBLEMS OF YOUTH IN MUMBAI

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## ABSTRACT

*Online shopping is definitely a great way to shop with everything available on the websites. There are many uncertain factors that are difficult for youth to control, such as online security, privacy protection, and after-sales service. Some people believe that these problems could directly influence their attitude in adopting online shopping. Many people believe that it is too complicated to process online shopping and that it is impossible to physically check the quality of the merchandise. Moreover, fraud has also become a serious issue that has beset e-consumers. Secondary data was collected from various national and international journals, websites, books, online databases and reports. Primary data was collected using a questionnaire.In the present study, convenience sampling has been adopted. The sample of the present study, represented the population with respect to demographic dimensions i.e. gender, age. The sample respondents for the study was 150 online shoppers. Theyouth is the biggest attraction of this industry and theymay contribute substantially to the growth of online shopping inIndia.Shopping on internet saves time and great advantage to be able to shop at any time of the dayare the important attitude towards online shopping among the male and female respondents.*

*Keywords: Online Shopping, Attitude and Youth*

## INTRODUCTION

Online shopping is definitely a great way to shop with everything available on the websites. From clothes, gift items, food, home needs, medicines, and many more, this mode of shopping allows one to shop conveniently without hassle on spending hours in a supermarket or shopping areas. The internet with its wide array of information allows the customer go to through varied reviews of the product or service before actually heading of purchases. These online shopping websites also have daily deals for the customer looking for discounts and store offerings.

## STATEMENT OF THE PROBLEM

There are many uncertain factors that are difficult for youth to control, such as online security, privacy protection, and after-sales service. Some people believe that these problems could directly influence their attitude in adopting online shopping. Many people believe that it is too complicated to process online shopping and that it is impossible to physically check the quality of the merchandise. Moreover, fraud has also become a serious issue that has beset e-consumers.

## OBJECTIVES OF THE STUDY

The specific objectives of this research are:

➢ To know the type of problems faced by youth while ordering products online

➢ To know the attitude of youth towards online shopping.

## HYPOTHESIS

The following hypotheses were framed for the study.

➢ There is no significant difference in attitude towards online shopping among different gender group of youths.

➢ There is no significant difference in attitude towards online shopping among different age group of youths.
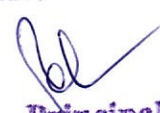
## METHODOLOGY

Secondary data was collected from various national and international journals, websites, books, online databases and reports. Primary data was collected using a questionnaire. After scanning various secondary data sources, primary data was collected to meet the objectives of the present study.

## SAMPLING TECHNIQUES

In the present study, convenience sampling has been adopted. The sample of the present study, represented the population with respect to demographic dimensions i.e. gender, age. Care was taken to make the sample representative of the actual population. The sample respondents for the study are 150 online shoppers.

## LIMITATIONS OF THE STUDY

1. Lack of environmental support for the study on the topic.

2. Less sample size, as it is just survey with 150 respondents.

3. Basically based on primary data, hence we cannot argue that the research is applicable in each condition, time and place.

## DATA ANALYSIS AND INTERPRETATION

### Table-1: Frequent of shopping through online

| Sl. No | Frequent of shopping through online | No. of Respondents | Percentage (%) |
|---|---|---|---|
| 1. | Always | 34 | 22.7 |
| 2. | Mostly | 44 | 29.3 |
| 3. | Rarely | 72 | 48.0 |
| | **Total** | **150** | **100** |

Source: Primary data

Table 1 reveals that 48% of the respondents are rarely shopping through online, 29.3% of the respondents are mostly shopping through online and 22.7% of the respondents are always shopping through online.

### Table-2: Sources of information for Online Shopping

| Sl. No | Sources of information | No. of Respondents | Percentage (%) |
|---|---|---|---|
| 1. | Advertisement | 44 | 29.3 |
| 2. | Friends | 66 | 44.0 |
| 3. | Colleagues | 10 | 6.7 |
| 4. | Family | 24 | 16.0 |
| 5. | Relatives | 6 | 4.0 |
| | **Total** | **150** | **100** |

Source: Primary data

Table 2 reveals that 44% of the respondents know about online shopping through friends, 29.3% of the respondents know about online shopping through advertisement, 16% of the respondents know about online shopping through family, 6.7% of the respondents know about online shopping through colleagues and 4% of the respondents know about online shopping through relatives.

### Table-3: Category of products buying through online

| Sl. No | Category of products | No. of Respondents | Percentage (%) |
|---|---|---|---|
| 1. | Electronic items | 30 | 20.0 |
| 2. | Cloth and Cosmetics | 26 | 17.3 |
| 3. | Household items | 48 | 32.0 |
| 4. | Music Software | 14 | 9.3 |
| 5. | Gift items | 6 | 4.0 |
| 6. | Tickets (Concerts and Movies) | 6 | 4.0 |
| 7. | Computer hardware and software | 8 | 5.3 |
| 8. | All the above items | 12 | 8.0 |
| | **Total** | **150** | **100** |

Source: Primary data

Table 3 clearly shows that 32% of the respondents are buying household items, 20% of the respondents are buying electronic items, 17.3% of the respondents are buying cloth and cosmetics, 9.3% of the respondents are buying music software, 5.3% of the respondents are buying computer hardware and software, 4% of the respondents are buying gift items and another 4% of the respondents are buying tickets (concerts and movies).

### Table-4: Preferable payment mode in online shopping

| Sl. No | Preferable payment mode in online shopping | No. of Respondents | Percentage (%) |
|---|---|---|---|
| 1. | Debit Card | 8 | 5.3 |

| | | | |
|---|---|---|---|
| 2. | Credit Card | 24 | 16.0 |
| 3. | Smart Card | 14 | 9.3 |
| 4. | Cash on Delivery | 94 | 62.7 |
| 5. | Net Banking | 10 | 6.7 |
| | **Total** | **150** | **100** |

Source: Primary data

Table 4 clearly reveals that 62.7% of the respondents prefer cash on delivery for online shopping, 16% of the respondents prefer credit card for online shopping, 9.3% of the respondents prefer smart card for online shopping, 6.7% of the respondents prefer net banking for online shopping and 5.3% of the respondents prefer debit card for online shopping.

### Table-5: Amount spend on a single online shopping

| Sl. No | Amount spend on a single online shopping | No. of Respondents | Percentage (%) |
|---|---|---|---|
| 1. | Less than Rs.1,000 | 44 | 29.3 |
| 2. | Rs.1,000 to 3,000 | 34 | 22.7 |
| 3. | Rs.3,000 to 5,000 | 52 | 34.7 |
| 4. | Rs.5,000 to 10,000 | 8 | 5.3 |
| 5. | More than Rs.10,000 | 12 | 8.0 |
| | **Total** | **150** | **100** |

Source: Primary data

Table 5 clearly shows that 34.7% of the respondents are spending between Rs.3,000 to 5,000 for single online shopping, 29.3% of the respondents are spending less than Rs.1,000 for single online shopping, 22.7% of the respondents are spending between Rs.1,000 to 3,000 for single online shopping, 8% of the respondents are spending more than Rs.10,000 for single online shopping and 5.3% of the respondents are spending between Rs.5,000 to 10,000 for single online shopping.

### Type of problems faced while ordering products through online

Consumers face different type of problems while ordering products online. In order to find out which method of payment use to make purchase over online shopping, Garret ranking analysis was made. The result of garret ranking analysis is presented in the Table6.

### Table-6: Type of problems faced while ordering products online

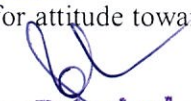| Sl. No | Problems | Total Score | Average Score | Rank |
|---|---|---|---|---|
| 1. | Delay in delivery | 3135 | 49.76 | IV |
| 2. | Cheap quality of product | 3940 | 62.54 | I |
| 3. | Product damage | 3096 | 49.14 | V |
| 4. | Difficult to contact the seller | 3352 | 53.21 | II |
| 5. | Poor customer service | 2977 | 47.25 | VII |
| 6. | Difficult to change defective product | 3232 | 51.30 | III |
| 7. | Complex process of order (payment) | 2684 | 42.60 | VIII |
| 8. | Theft credit card information/privacy information | 3019 | 47.92 | VI |
| 9. | High shipping cost | 2519 | 39.98 | IX |

Source: Primary data

It is clear from the Table 6 that majority of the youths had given the first rank to cheap quality of product. The table exhibits that the sample youths had given second rank to difficult to contact the seller. The table further shows that the sample youths had given the third rank to difficult to change defective product. It is further clear from the table that the sample youths had given the last rank to high shipping cost.

### Attitude towards online shoppingand Gender

Youth ofdifferentgender groups have different attitude towards online shopping. In order to find out the significant difference in attitude towards online shoppingamong different gender group of youths, 't' test is attempted with the null hypothesis as, **"There is no significant difference in attitude towards online shoppingamong different gender group of youths".**The result of 't' test for attitude towards online shopping among different gender group of youths is presented in Table7.

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*Significant at five per cent level

NS: Not Significant

The highly viewed variable in attitude towards online shopping among the respondents are in the age group of 18 to 21 years are shopping on internet saves time and great advantage to be able to shop at any time of the day since its mean scores are 4.7959 and 4.0769 respectively whereas among the respondents are in the age group of 22 to 25 years, shopping on internet saves time and great advantage to be able to shop at any time of the day since its mean scores are 4.7895 and 4.1633 respectively. Among the respondents are in the age group of 26 to 28 years are shopping on internet saves time and great advantage to be able to shop at any time of the day since its mean scores are 4.7677 and 4.0000 respectivelywhereas among the respondents are in the age group between 29-30 years, shopping on internet saves time and great advantage to be able to shop at any time of the day since its mean scores are 4.8600 and 4.1600 respectively. Regarding the attitude towards online shopping, the significant difference among the different age group of respondents have been noticed in the case of it is a great advantage to be able to shop at any time of the day, online shopping is risky, while shopping online I hesitate to give my credit card number, necessity of having a bank account or credit card creates difficult and I prefer cash on delivery than payment via credit/debit card since their respective 'F' statistics are significant at five per cent level.

## SUGGESTIONS
➢ Youth should be educated on e-shopping procedures with proper steps to be followed while e-shopping.

➢ E-marketers must give a thought to secure, time saving, information about product and services factors when they design their online product strategy.

➢ The e-commerce market has a great potential for youth segment. If the demographic features are considered carefully then it can be easily identified that maximum number of respondents of online shopping are lying in age group of 18-25 years. There is wide mismatch in this segment compared with the global market therefore the e-commerce companiesin line with manufacturers and service providers should targetthis segment for rapid future growth of their business.

➢ The buying behaviour of youth can be elaborated by findings obtained through survey. By focusing on various factors identified in this study, the corporate can make their marketing strategies in a better way. It will help to convert their potential customers into active ones. By improving the after sales services, providing more secured payment options, timely delivery of the goods with better packaging can further boost the demand of various products and services through web stores.

## CONCLUSION
The current study is descriptive in nature and it has made anattempt to understand the attitude and problems related to youth towardsonline shopping. Online shopping has great potential. Although as compared to the developed countries, India is far behind. However, with the awareness amongst youth and the usage of internet online shopping has gained momentum and the attitude of youth has been positive towards online shopping. More efforts can be undertaken by the e-stores to convert traditional shoppers to online shoppers.

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