

## Online Shopping Attitude Among Youth in India

R. Kumar<sup>1\*</sup>, V. Singh<sup>2</sup>

<sup>1\*</sup>Govt. Higher Secondary School, Katra, V.D., India

<sup>2</sup>Govt. Higher Secondary School, Katra, V.D., India

\*Corresponding Author: rk144383@gmail.com, Mob: 9796833512

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**Abstract-** The purpose of this study is to explore the attitude of youth towards online shopping. Online shopping has a tremendous growth in India. It is a recent phenomenon in the field of E-business. It has become a new trend of shopping and is quickly becoming a vital part of lifestyle. It offers the customer a wide range of products and services wherein he is able to compare the price quoted by diverse suppliers and also choose the best deal from it. Through online shopping, consumers can buy the selected product rapidly by doing some clicks from home or work saving time and energy in spite of the larger distance arising from the endless and unlimited market offered by the internet. Online shopping has seen a huge growth in recent years. The study found that most of the young people doing online shopping. Further, the study found that in case of gender, female respondents with higher average online shopping expenditure than that of the male respondents.

**Key Words:** Online shopping, e-commerce, attitude

### I. Introduction

Due to globalisation, organisation cope up with new challenges and opportunities to maintain their top position in the marketplace. In this context, online shopping has been found a tremendous growth in India, where highly developed infrastructure available for marketing activities through the internet. Now-a-days, internet is not only a networking media, but also a inclusive means of transaction for consumers. Due to last decades, Internet usage has grown rapidly in India and it has become a common means for information transfer, services and trade (3). On the same line, Internet has changed the way of doing business, give information related to product to the consumer and doing transaction globally (1). It has been reported that according to online shopping company eBay's, Maharashtra has emerged as the second most active state in India vis-a-vis e-commerce, after Delhi, and followed by Tamil Nadu, Rajasthan and Karnataka 'India Census 2014'. Whereas according to e-tailing firm eBay's, Karnataka has emerged as the fifth most active state in India vis-a-vis e-commerce, following Delhi, Maharashtra, Tamil Nadu and Rajasthan, 'India Census 2014'. According to two of India's mushrooming domestic e-commerce companies, Flipkart and Snapdeal, more than 80% of online shoppers made purchases through their smartphones, accessing the portals via mobile sites or apps. According to Flipkart and Snapdeal, the most popular purchases in 2016 included mobile phones, tablets, computers and other electronics devices. Indians were seen buying inspirational products and high-value items such as

quality phones, consumer electronics, and appliances (FlipTrends, 2016 report said). Besides this, it has been found that men in India are more keen shoppers than women in part because of demographic and cultural differences. Boys outnumbered girls in each of the country's 29 states during the 2011 census and 114 million more Indian men than women have mobile phones, according to international mobile industry monitor GSMA. Most Indian women are more likely to "borrow" phones from friends and family than own a device. Moreover, Metro cities like Bengaluru, Mumbai, and Delhi, with populations greater than 100,000, accounted for most online shopping in absolute numbers. Less densely populated regions generated a larger proportion of online sales. Nearly 60% of Snapdeal's purchases came from cities where population less than 100,000 and 50,000, respectively. Flipkart also noted that sales of branded products across categories saw a sharp increase, as more of population less than 100,000 and 50,000, respectively. Indian towns took to shopping online. Apart from this, although shoppers between 25 and 34 years of age were most active on e-commerce portals, a surprising number of older people also shopped online in 2016. Additionally, Internet users in India have been growing day by day; during 2014 there were about 243 million users. The reasons behind this, affordable price of smart phones and internet tariff plans. Due to these rationale individual started moving online for purchase of products and services. E-commerce was growing at 38 per cent

annually. The total value of E-commerce was of INR 90,000 crores during 2014 and it is predicted that it will be about INR six lakh crores in next five years. It has been reported that about 70 per cent of internet users and the online shoppers are young generation. Among consumers, youth are playing a crucial role in online shopping, in particular. Most usage of the internet by the younger generation in India provides enormous prospect for online retailers. Therefore, the purpose of this study is to explore online shopping attitude among youth in India.

## II. Factors Affecting Online Shopping

Factors influencing individuals' online shopping attitude have been researched and recognized in the context of existing consumer literature. Consumers' characteristics such as personality nature, online shopping benefits, perceptions have also been found to influence consumers' online shopping behaviours and online shopping charges (4, 12). Consequently, understanding consumer attitudes helps marketing managers to predict the online shopping rate and evaluate the future growth of e-commerce.

### A. Personality

Personality refers to as a set of characteristics or traits relatively durable, which distinguish individuals between them (6) and produce certain reactions to stimuli coming from their environment (10). Through consumption persons recognize the way through which they express their personality (2). (13) revealed that personality influences motivations that stand for purchases made by buyers. Online buyer are those who make their purchase online. Difference consumers have different personalities, which may influence their perception about online shopping. Online shopping behaviours can be categorised in two main orientations that is utilitarian and hedonic (14). Consumers who are utilitarian have goal-oriented shopping behaviours. While Utilitarian shoppers shop online, on the basis of realistic requirement which is related to a specific goal (8). They appear for task-oriented, efficient, rational, deliberate online shopping rather than an entertaining experience (14). Further, self-efficacy is a personality trait owned by purchaser who believe they have the capacity and assets to carry out certain tasks (10). It means the use of a computer, looking for information and placing an order on the Internet.

### B. Perceived benefits

Perceived benefit can be considered as the convenience and enjoyment that the consumers receive while shopping online. During the online shopping festivals, the consumers are given huge discounts on various branded items. Consumers get a diverse variety of products to choose from. It can be classified into physiological,

psychological, sociological, or material in nature (12). In an implicit environment, consumers' shopping benefits may alike affect shopping behaviours. Moreover, (12) revealed that consumers' benefits perception, comprising convenience, selections freedom, information abundance, homepage design and company name familiarity, have a significant relationship with attitude toward online shopping. Consumers always compare the perceived benefits between diverse shopping channels. The motivates buyers to shop through the internet. Moreover, ease of search, good price/deal, good selection/availability, fun, impulse, customer service, and wider selection of retailers are additional causes why people shop online (7).

## III. Online Purchase Attitude Among Youth In India

In India, the growth rate of use of internet is very rapidly. The fastest growing community of online buyers has forced the traditional marketers of India to rethink to change their selling behaviour in order to promote their selling in the market. In modern era, internet shopping is shaping up. As we observed that majority of the youth doing online shopping. It is a time saving, variety of products available online and also make a comparison between the price from different sites like amazon, snapdeal, flipkart, mantra, etc. It is easy to convince. It is so because youth thought that online shopping is convenient and has an easily access to more products and information 24\*7. Now-a-days youth has become smart shoppers and use common sense while shopping online and just go ahead and enjoy their online shopping experience.

## IV. Discussion and Conclusion

This paper focuses on online shopping attitude among youth in India. Information and communication technology development plays a crucial role to change in the business environment and consumer behaviour. As the emergence and development of the Internet, new approaches and policy have come in the management of organizations. The online environment is different from the offline environment. Through online, consumer buy the product even sit at home. They also make a purchase from their busy schedule. It is time saving, cost saving and easy availability of the products. Now-a-days most of the youth prefer do online shopping they always avoid go to offline shopping and waste their time and money. They become active explorers when visiting diverse websites. Additionally, a lower price is the main motive online buyers tend to purchase through internet because of competitive pressure, especially from new online retailers using price as a main competitive weapon to attract customers (5). So, online retailers require to offer competitive price for products in order to attract online buyers to their websites and encourage them to make a

purchase. Most of the companies are operating their on-line portals that facilitate to sell their products/services on-line. Though online shopping is very common outside India, its growth in Indian market, which is a large and deliberate consumer market, is still not in line with the global trend. Further, it has also been found that in case of gender, female respondents with higher average online shopping expenditure than that of the male respondents. It could be concluded that young women spent more money on online shopping than young men. Online shopping is convenient for women due to no travel, no safety issues and can shop independently. In the case of area-wise, respondents with urban nativity spent much higher amount on online shopping than that of respondents with rural background. People from rural areas are yet to be convinced about online shopping practices and their awareness level also should be enhanced. The average rate of purchase through online among the female respondents was higher than that of the male. This study is not free from limitation. The major limitation of this study is that it is conceptual in nature, empirical study should be conducted in order to improve the generalisability of the findings.

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