

## Online shopping among younger generation

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### Abstract

Online shopping is an activity of buying goods or services over the internet. The process of searching for and purchasing goods and services over the Internet through the use of a web browser is referred to as online shopping. The research design of the present study was descriptive in nature. The unit of enquiry were youth, 40 in number. The sample were selected through convenience sampling residing in New Delhi. Questionnaire was used as a toll for collecting data by the researcher. The questionnaire concerned information on the age, educational qualification mode of payment, frequency of purchases and influencing factors for online shopping. The data was analyzed using descriptive statistics (frequency, percentage, mean, standard deviation). The study concluded that there is a sudden increase and a hype regarding online shopping. As the busy life trend is increasing so is the trend of buying online is increasing in a positive manner.

**Keywords:** Online, Shopping, Youth, Habits.

### Introduction

The world of internet has evolved as a potential market, for a consumer residing in any country of the world. A consumer can get into a contractual relation with a trader operating in any other country of the world. Online shopping is an activity of buying goods or services over the internet<sup>1,2</sup>. The process of searching for and purchasing goods and services over the Internet through the use of a web browser is referred to as online shopping. The main allure of online shopping is that consumers may find and purchase items they need (which are then shipped to their front door) without ever needing to leave the house<sup>2,5</sup>, allows comparison of prices, 24/7 availability, hate waiting in lines, easy to search merchandise. Such factors influence the young generation to drift towards online shopping than offline shopping. Online shopping allows an individual to buy such items can also be purchased that are not available in the surroundings of the consumer, thus the choice of goods is significantly broader, and furthermore the delivery can be requested not only to the place of residence but to the workplace, as well<sup>6,8</sup>. The offers on the websites can be easily compared, thus providing the consumer products with the most favorable conditions (price, quality, other discounts) tailored to the individuals needs<sup>3,4,8</sup>. If there are advantages, most likely there will be disadvantages. Despite the success of purchasing through online shopping stores, there are still some disadvantages that most people complain about<sup>7,9</sup>. These include lack of checking the item personally and the sense of satisfaction cannot be achieved instantly<sup>2,5,6,10</sup>. Online shopping is continuously becoming more popular and improving every single day. Knowing the advantages of online shopping and its disadvantages is additional knowledge for a lot of online shoppers that are useful before shopping online<sup>7</sup>

<sup>9</sup>. Delhi being a metropolitan city and a city full of younger generation who is living a busy life, the researcher felt the need for identifying the online shopping habits among the youth residing there.

**Objectives:** i. To know the background information of the youth. ii. To determine the influencing factors for online shopping.

### Methodology

The research design of the present study was descriptive in nature. The unit of enquiry were youth, 40 in number. The sample were selected through convenience sampling residing in New Delhi. Questionnaire was used as a toll for collecting data by the researcher. The questionnaire concerned information on the age, educational qualification mode of payment, frequency of purchases and influencing factors for online shopping. The data was analyzed using descriptive statistics (frequency, percentage, mean, standard deviation).

### Results and discussion

The data in Figure-1 reveals that slightly less than one – half of respondents were aged between 16-19 years. 37.5 per cent of the respondents were aged between 20-23 years. Only 20 per cent of the respondents were aged between 24-27 years.

**Educational qualification:** The data on the educational qualification of the respondents highlighted that one-half of the respondents were graduated. The data also revealed that 27.5 per cent of the respondents were working in their respective

fields. 22.5 per cent respondents were found to be post graduates (Figure-2).

**Frequency of Shopping:** The data on the frequency on shopping showed that slightly less than one – half of the respondents (45 per cent) did online shopping once in two months. 32.5 per cent of the respondents were found to be shopping online once a month. Very few respondents (5 per cent) were found to be shopping once a year. The data clearly depicts the comfort level of online shopping among the

respondents since a higher number shopped items atleast once in two months (Figure-3).

**History of shopping:** An investigation regarding the history of online shopping revealed that 37.5 per cent of the respondents were shopping since a year. It was followed by 32.5 per cent of the respondents who were found to be shopping online since more than 2-3 years. The data in figure 4 also revealed that very few respondents (5 per cent) started shopping online since a month (Figure-4).

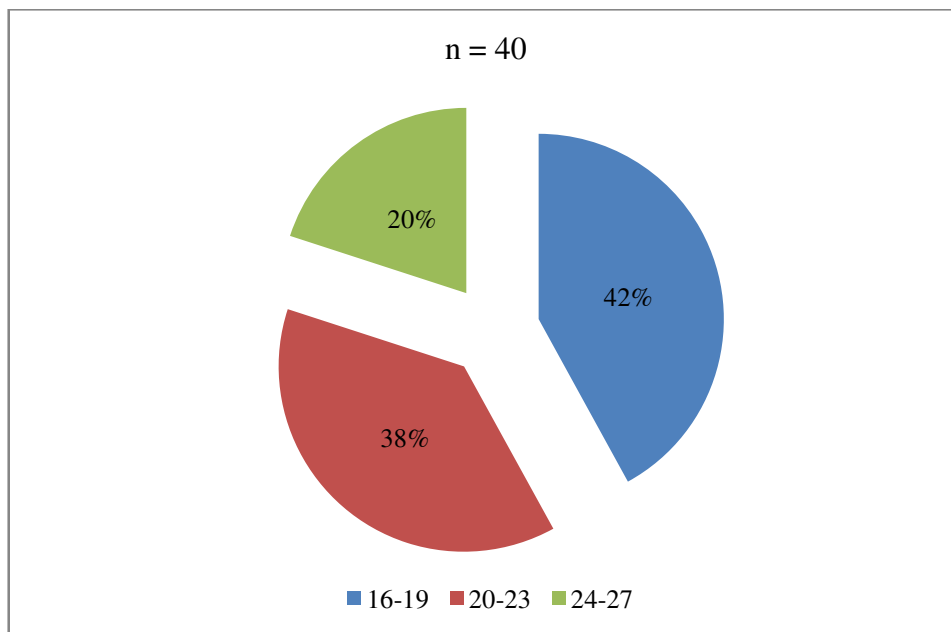


Figure-1: Distribution of respondents according to their age.

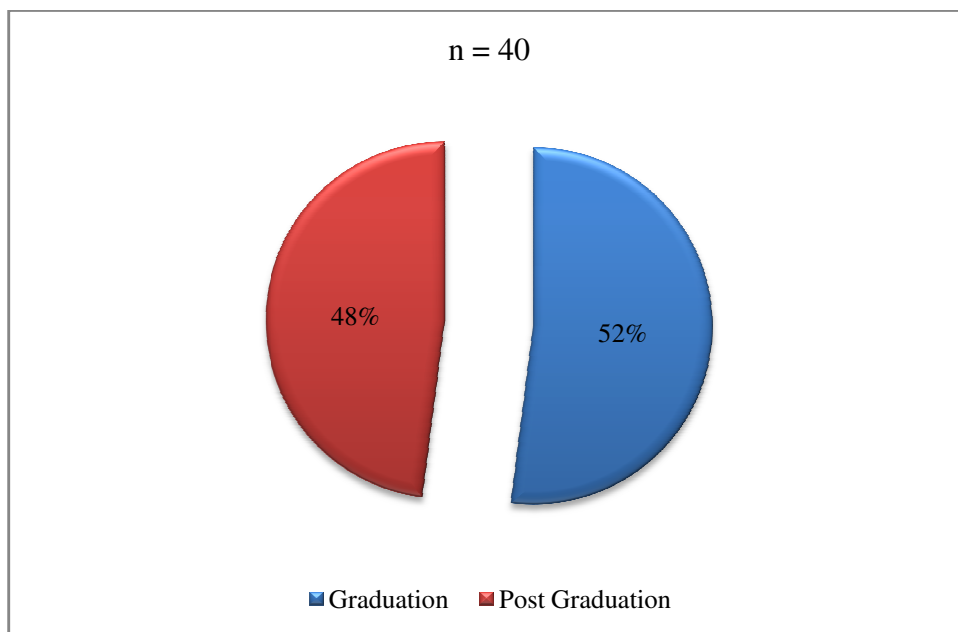
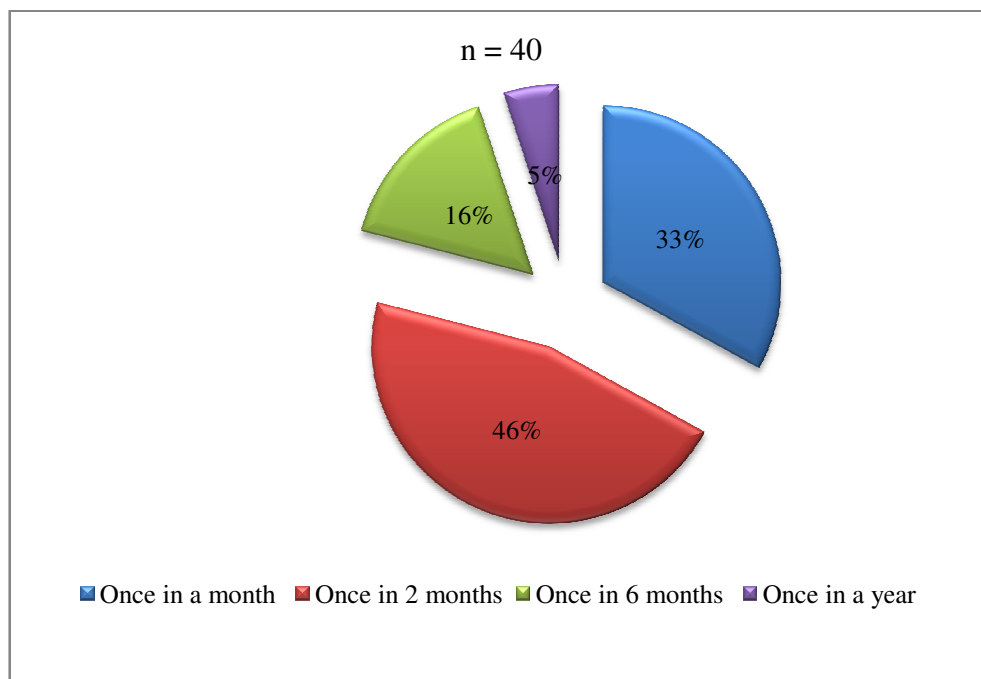


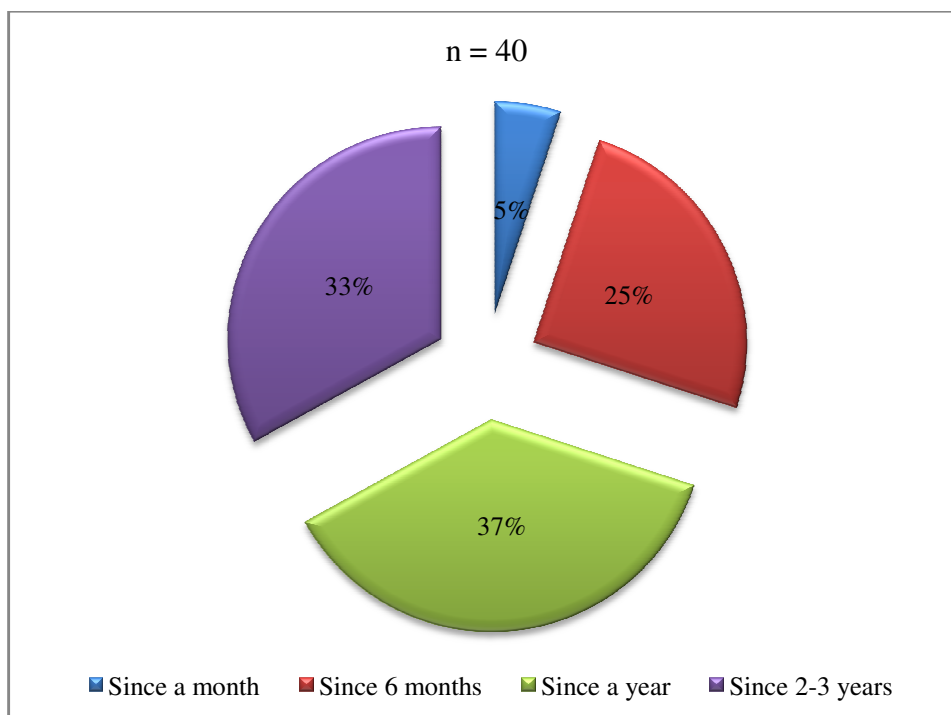
Figure-2: Distribution of respondents according to their Education qualification.

**Items purchased online:** The data on the items purchased online revealed that majority of the respondents (90.00 per cent) bought tickets for travelling online. The Figure-5 also highlighted that 65.00 per cent of the respondents purchased electronic devices online. 57.5 per cent of the respondents were found to be booking hotels online while travelling because of

the discounts and the ease in travelling followed by 55 per cent respondents who booked tickets of movies as well as purchased clothes online. The respondents opined that online shopping is hassle free and saves their time and a quick option which saves their time of window shopping.



**Figure-3:** Distribution of respondents according to their Frequency of Shopping.



**Figure-4:** Distribution of respondents according to their history of Online Shopping.

**Mode of Payment:** Online shopping is popular due to its ease of payment, one can choose many options while ordering a product. The data on the mode of payment revealed that 60 per cent respondents preferred cash on delivery as their mode of payment for online shopping. Slightly less than one-fourth respondents (22.5 per cent) were also found to be making payments through debit cards (Figure-6). Very few respondents (5 per cent) used credit cards as a mode of payment for online shopping.

**Practice of writing reviews:** Online shopping stands popular because of several reasons but one of the major reasons is that customers can read the reviews and take their decisions accordingly. The data in Figure-7 revealed that 42.5 per cent of the respondents were found to be writing reviews always as they opined that writing reviews may help in improving the services. 40 per cent of the respondents wrote reviews sometimes as they

found it to be tedious task. Only 17.5 per cent of the respondents never wrote reviews.

**Factors Influencing for Online Shopping:** The data revealed that majority respondents (90 per cent) were attracted to online shopping due to the discounts that are available. 87.5 per cent of the respondents were also found to be inclined to online shopping due to the reviews that are available hence making a safe platform where a customer can see the negative and positive reviews and decide about the product. Saving time of travel was one of the major reason for shopping online by 82.5 per cent of the respondents. The negative points of online shopping like risk of losing privacy as all the address details are revealed in the delivery option and waiting for the product were found to be affecting the trend of online shopping among 42.5 and 40 per cent respondents respectively (Figure-8).

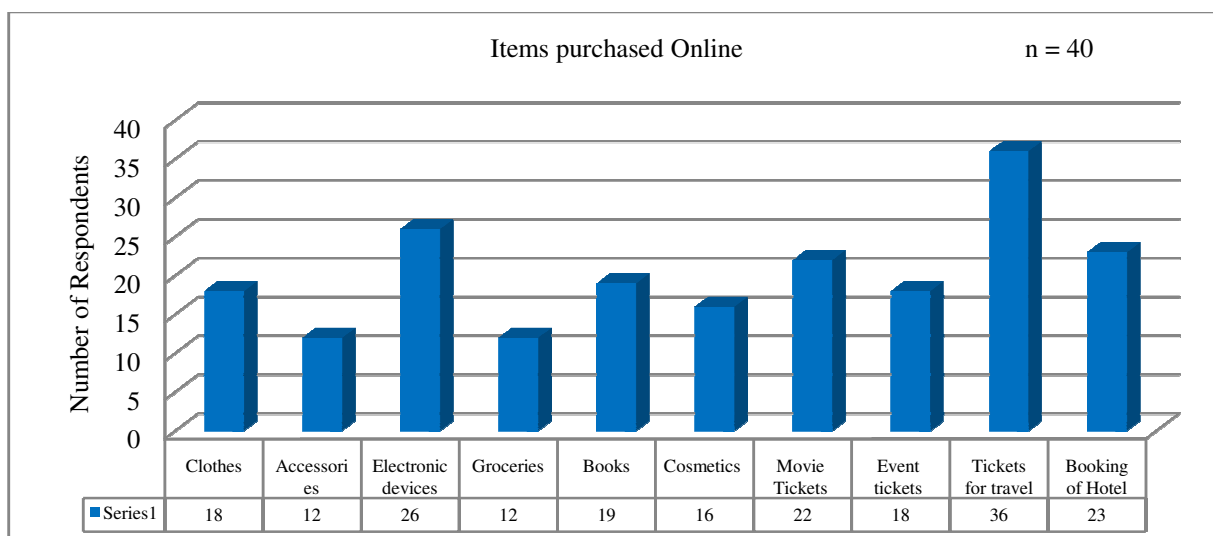


Figure-5: Distribution of respondents according to their items purchased online.

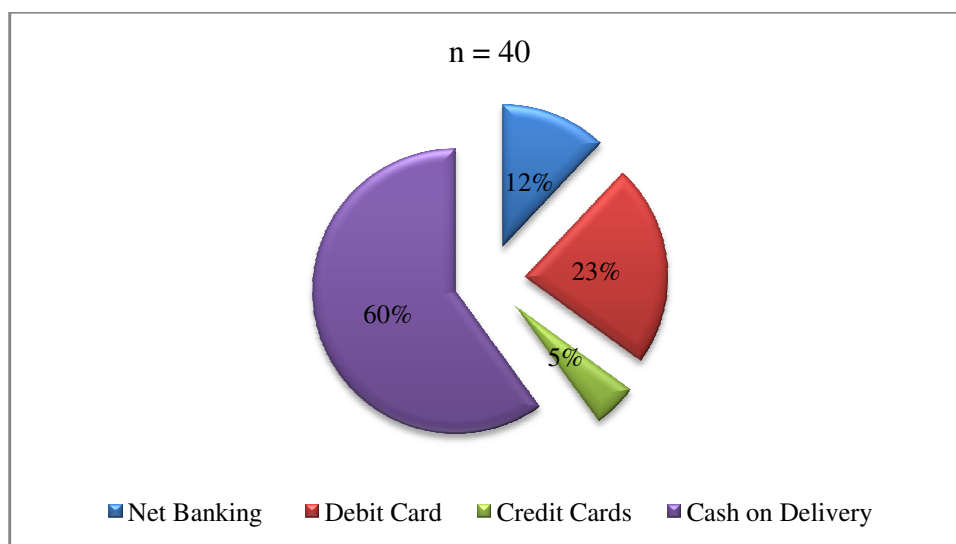


Figure-6: Distribution of respondents according to their mode of payment.

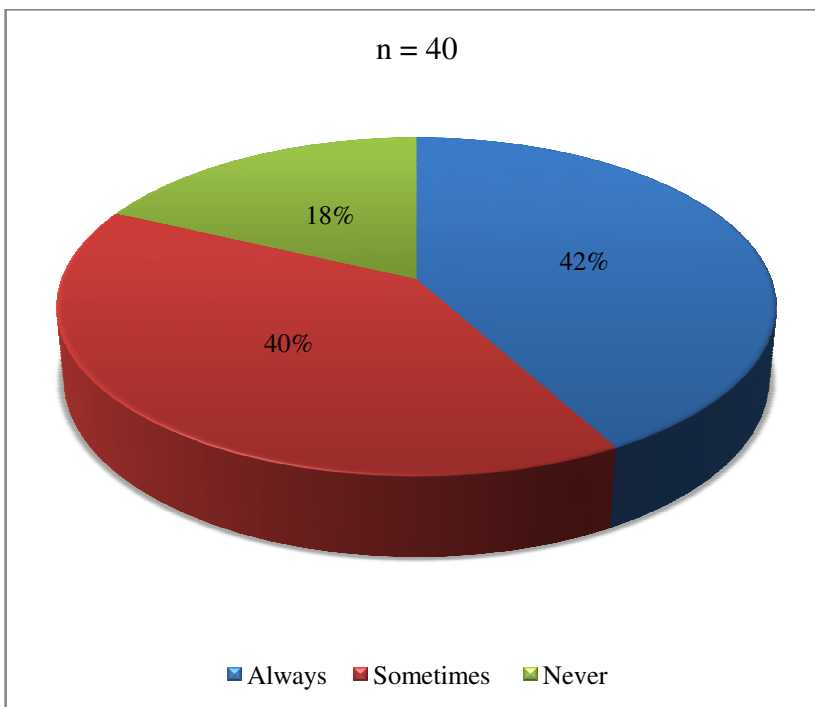


Figure-7: Distribution of respondents according to their practice of writing reviews.

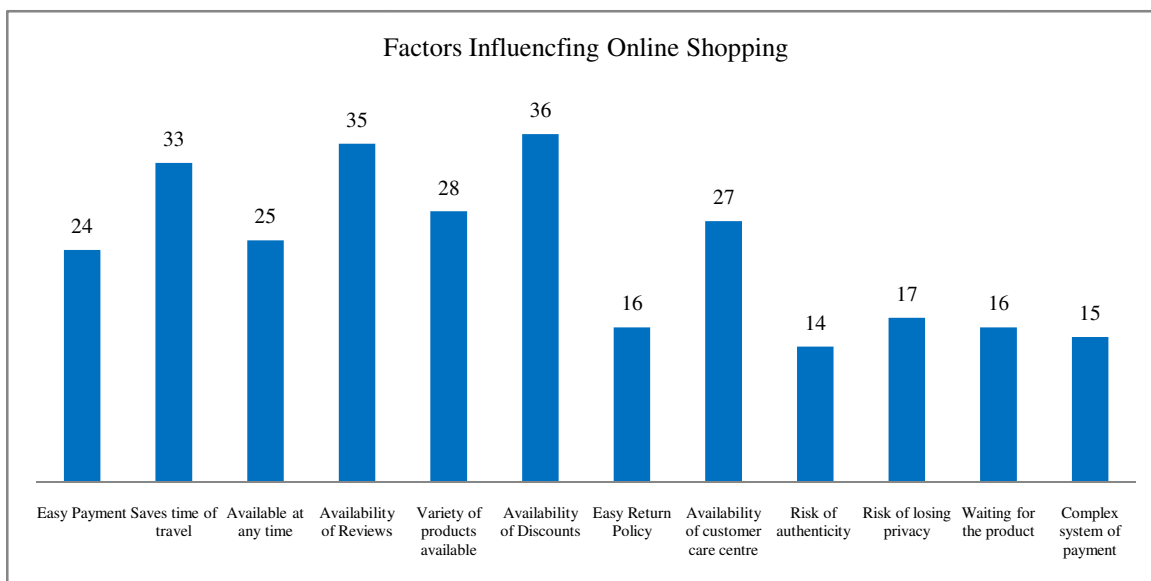


Figure-8: Distribution of respondents according to the influencing factors for online shopping.

## Conclusion

It can be concluded that there is a sudden increase and a hype regarding online shopping. As the busy life trend is increasing so is the trend of buying online is increasing in a positive manner. The younger generation is highly inclined to buying online since it saves their time of window shopping as well as saves money of travel. They instead feel the need to invest their time in family or spending quality time with friends rather than purchasing things at shops.

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