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ONLINE SHOPPING: A STUDY ON PERCEPTION OF YOUTH IN COASTAL KARNATAKA

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Key words:

Online shopping,

E-security,

Young customers,

Website usability,

Internet.

Abstract:

The growing number of internet user in India provides bright prospects for online shopping. Online shopping is a one kind of E-commerce which helps consumers to purchase of goods and services from the vendor over the online browser. Online shopping has become the rapidly growing industry and internet user's primary use of internet. Through online shopping consumers can buy different products like clothing, books, shoes, flight and railway tickets, electronic gadgets and foods and so on. Now a day's online shopping is become a new trend of shopping and youth have been the majority online shoppers. So it has quickly becoming a part of lifestyle.

This paper mainly studies the perception of youth towards online shopping in coastal Karnataka. The collection of primary data for the present study by using a structured questionnaire, in addition to the secondary data.

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INTRODUCTION

E-commerce is often broadly defined as ' any quite business transaction during which the parties interact electronically instead of by physical exchange of documents or direct meetings amongst officials. E-commerce is simply 'doing business online'. It can mean selling data directly from a website or offering applications for download after purchase. It could mean paying bills through bank account or trading stock online. Online shopping is the buying and selling of goods and services online. It has become the fastest-growing industry and Internet users have reported that online shopping is one of their primary uses of Internet. With the assistance of online shopping, the consumers can buy clothing, shoes, books, airline and events tickets, foods, computers hardware then on. Increasing numbers of individuals are gravitating towards more intensive use of the web because the accessibility of technology, the supply of data, and the ability to interact through the Internet increase and evolve. Obvious capabilities of the web include avenues for gathering information, purchasing a product, or rendering a service. These advances in Internet technology leave the expansion of shopping options beyond traditional methods which will be longer consuming. Internet is changing the way consumers shop and buy goods and services, and has rapidly evolved into a worldwide phenomenon. Many companies have started using the web with the aim of cutting marketing costs, thereby reducing the price of their products and services in order to stay ahead in highly competitive markets. Consumers who are utilitarian have goal-oriented shopping behaviours. Utilitarian shoppers shop online based on rational necessity which is related to a specific goal. They look for task-oriented, efficient, rational, deliberate online shopping instead of an entertaining experience. What they expect most from online shopping is to purchase in an efficient and timely way and to achieve their goals with the least amount of irritation. Since customers attach greater importance to the transaction related features of the web site instead of the entertainment features. Consumers who are hedonist have experiential shopping behaviour. Hedonists not only gather information by shopping online but also seek fun, excitement, arousal, joy, festive, escapism, fantasy, adventure, etc.

OBJECTIVE OF THE STUDY

The main objective of the paper is primarily to identify and get insight into the factors that affect online shopping behavior of youths in the coastal Karnataka.

STUDY DESIGN AND METHODOLOGY

The universe of the study is the selected areas of coastal Karnataka. The sampling size of the respondents is 100. The respondents were youths and randomly selected from the selected coastal areas of Karnataka. The study has been conducted using the primary data. To get broad knowledge about the study the survey method has been adopted. Information has been gathered by interview schedule specially designed for the purpose. The primary data collected on various aspects has been organized in the tabular form Along with the primary data secondary data has been collected from the newspapers, books, journals and internet.

ANALYSIS AND INTERPRETATION

Table 1: Showing Gender of the Respondents

Gender	Frequency	Percentage
Male	48	48.0
Female	52	52.0
Total	**100**	**100.0**

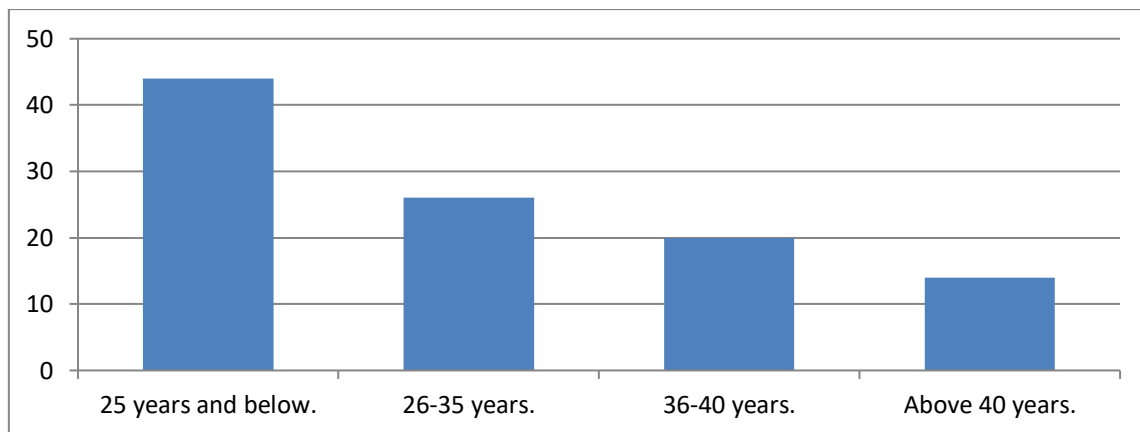**N= 100 Source of data: Survey**
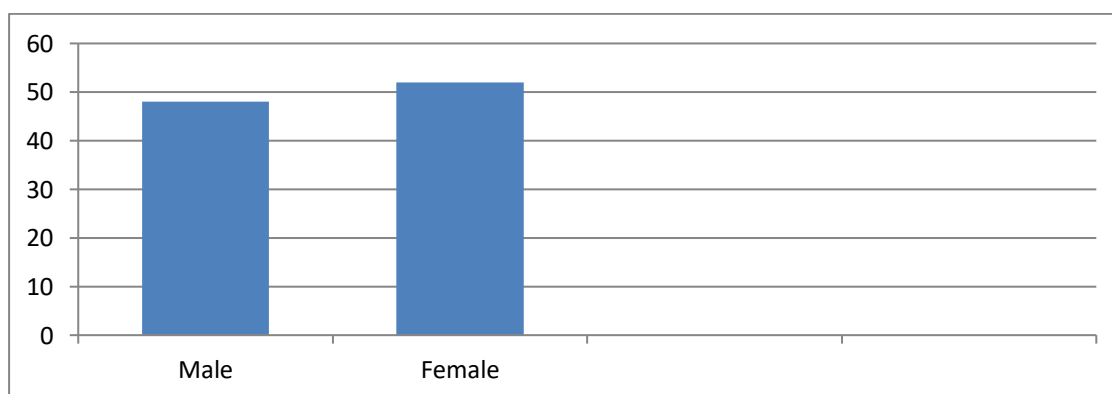
Interpretation: In the above Table and graph shows the majority of the respondents are male i.e.52%. And females are of 48%.

Table 2: Showing the Age of the Respondents

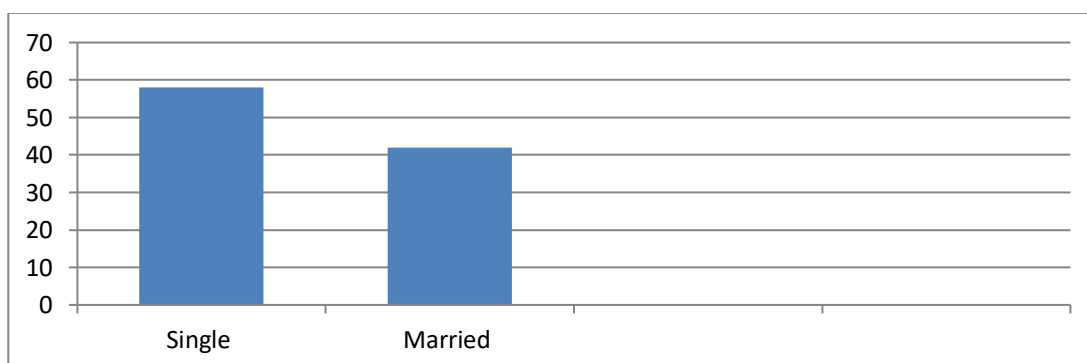| Age	Frequency	Percentage
25 years and below.	44	44.0
26-35 years.	26	26.0
36-40 years.	20	20.0
Above 40 years.	10	10.0
Total	**100**	**100.0**

N= 100 Source of data: Survey

Interpretation: In the above Table majority of the respondents are of 25 and below age group (44%). 26% of the respondents are of 26-35 age group. 20% are of 36-45 age group and remaining 10% of them are above 40 years

Table 3: Showing the Marital Status of the respondents

Marital Status	Frequency	Percentage
Single	58	58.0
Married	42	42.0
Total	**100**	**100.0**

**N= 100 Source of data: Survey**

Interpretation: In the above Table majority of the respondents are single i.e. 58% and 42% of respondents are married.

Table 4: Showing Educational Qualification of the respondents

| Educational qualification	Frequency	Percentage
SSLC and below	20	20.0
PUC	24	24.0
Degree	33	33.0
Post graduate	15	15.0
Diploma	08	08.0
Total	**100**	**100.0**

N= 100 Source of data: Survey
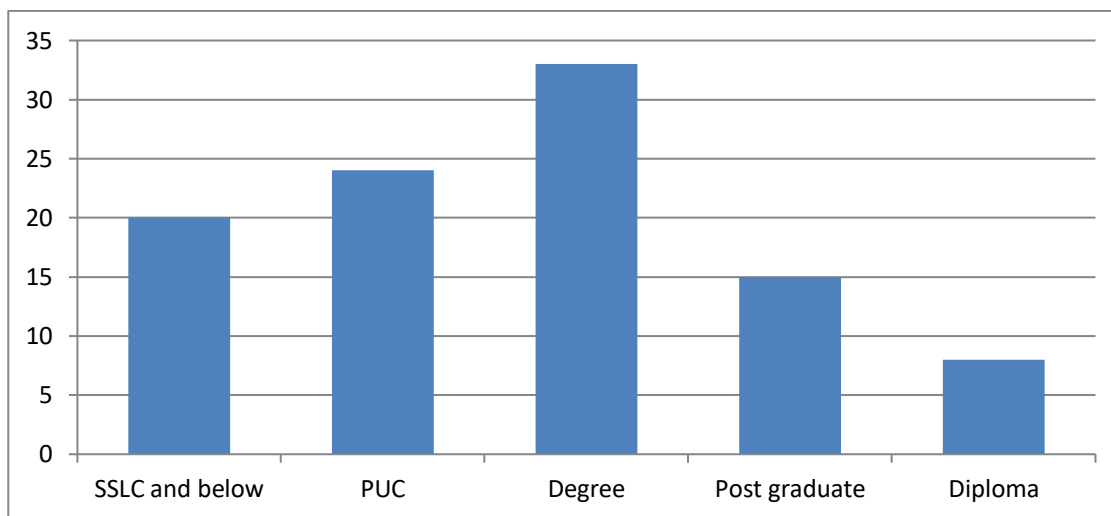
Interpretation: In the above Table shows that out of total respondents, majority of respondents are students of Degree i.e.33%, 24% of the respondents each have PUC, 20% of having SSLC qualification.15% of them are Post Graduate and remaining 8% of them have completed their Diploma.

Table 5: Showing Occupation of the respondents

| Occupation	Frequency	Percentage
Student	36	36.0
Professional	30	30.0
Self employed	22	22.0
Home maker	12	12.0
Total	**100**	**100.0**

N= 100 Source of data: Survey
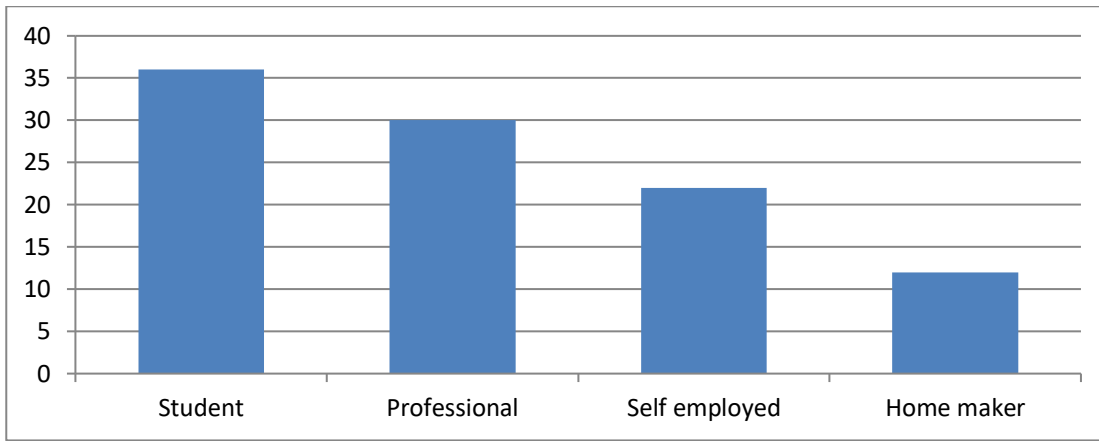
Interpretation: Above Table shows that out of total respondent, 36% of them are students, 30% of them are professionals and 22 % of them are self employed and remaining 12% of them are home makers. Therefore it is clear that majority of the respondents are students.

Table 6: Showing the number of respondents aware of online shopping.

| Aware of online shopping	Frequency	Percentage
Yes	66	66.0
No	34	34.0
Total	**100**	**100.0**

N= 100 Source of data: Survey
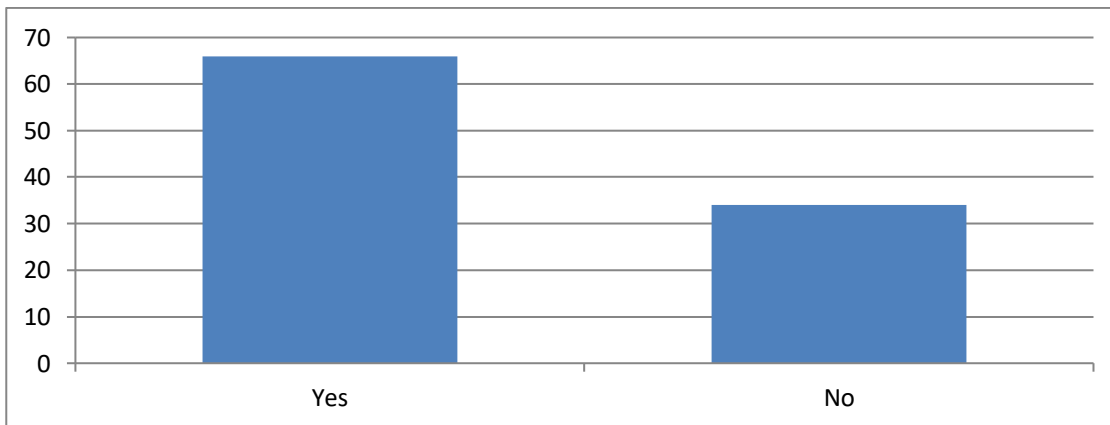
Interpretation: The above Table shows that 66% of the respondents are aware of online shopping and are using it and 34% of the respondents are not aware of online shopping.

Table 7: Showing influential factors that made respondents aware of E-shopping

Influential factors	Frequency	Percentage
Friends	55	55.0
Advertisements	22	22.0

|		
Social media	18	18.0
Other sources	03	03.0
Total	**100**	**100.0**

N= 100 Source of data: Survey
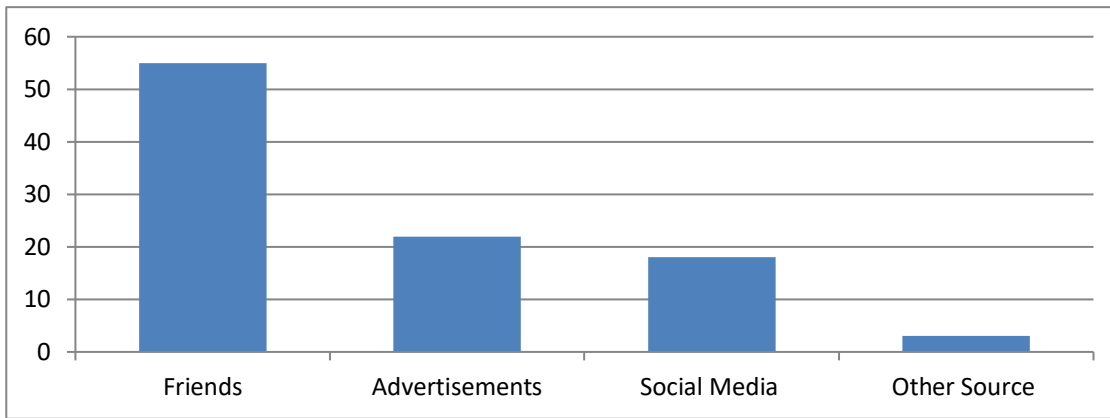
Interpretation: The above table shows that the majority of the respondents are aware of E-Shopping through their friends i.e. 55%. 22% of the respondents are aware through advertisements. 18% of the respondents aware through social media and remaining 3% of the respondents are aware of E-Shopping through other sources.

Table 8: Showing the most purchased products by the respondents through E-shopping.

| **Products**	**Frequency**	**Percentage**
Electronics	28	28.0
Clothes	40	40.0
Books	10	10.0
Household	20	20.0
Other	02	02.0
Total	**100**	**100.0**

N= 100 Source of data: Survey
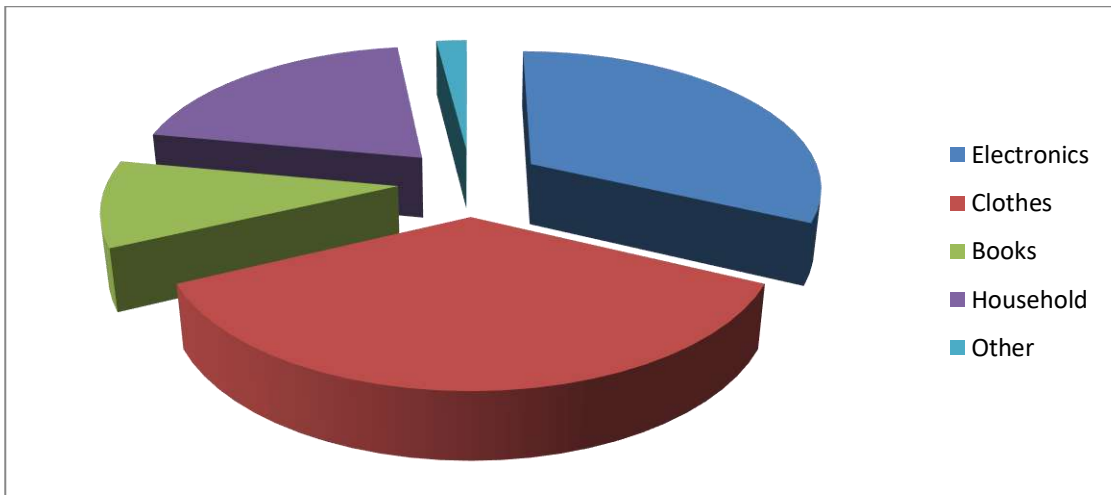
Interpretation: The above table shows that the majority of the respondents (40%) are buying more clothes through E-shopping. The 28% of the respondents are buying more of electronic items, 20% of the respondents are buying household products, 10% of the respondents are purchasing books and remaining 2% of the respondents are purchasing other products more through E-shopping.

Table 9: Showing the complexity of E-shopping.

| Opinion	Frequency	Percentage
Strongly agree	24	24.0
Agree	62	62.0
Disagree	10	10.0
Strongly disagree	04	04.0
Total	**100**	**100.0**

N= 100 Source of data: Survey
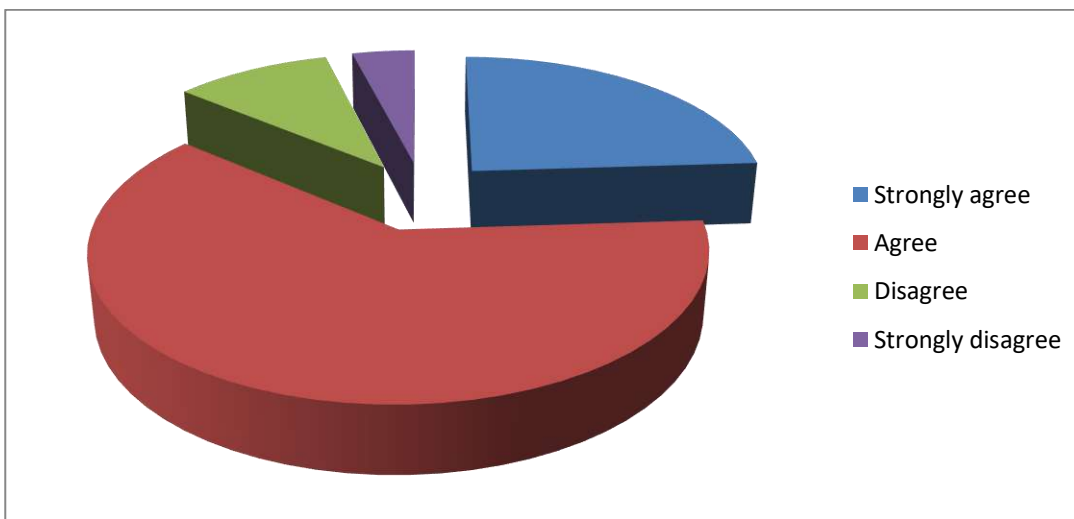
Interpretation: The above table shows that the majority of the respondents (62%) are agreeing that the E-Shopping is a easy process and that of 24% of the respondents are strongly agreeing that E shopping is easy.10% of the respondents are disagreeing and remaining 4% of the respondents are strongly disagreeing that the E- shopping is a easy process

Table 10: Showing the opinion about risk involved in E-shopping

Opinion	Frequency	Percentage
Yes	32	32.0
No	68	68.0
Total	**100**	**100.0**

N= 100 Source of data: Survey
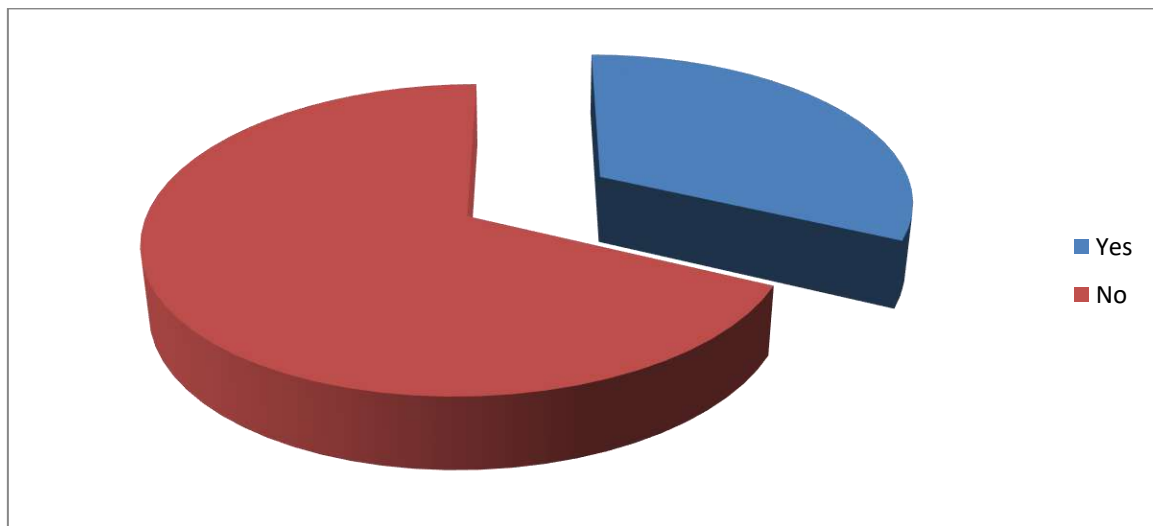
Interpretation: The above table shows that the majority 68 % of the respondents are saying that there is no much risk involved in E-shopping. But 32% of the respondents are saying that there is much risk in E-Shopping.

Table 11: Amount of Money People Can Spend Through Online Shopping.

| Amount	Frequency	Percentage
Below Rs.500	16	10.0
Rs.500 – 1500	43	43.0
Rs.1500-2500	27	27.0
Rs.2500 and above	10	16.0
Total	**100**	**100.0**

N= 100 Source of data: Survey

Interpretation: The above table shows that the majority of 43% respondents are buy on online shopping for Rs.500 to Rs.1500, 27% for Rs.1500 to Rs.2500, 16% respondents for Rs.500 and only 10% respondents for Rs.2500 and above.

Table 12: Showing the opinion about the sufficient information provided in the E-Shopping websites.

| Opinion	Frequency	Percentage
Strongly agree	21	21.0
Agree	62	62.0
Disagree	17	17.0
Total	**100**	**100.0**

N= 100 Source of data: Survey
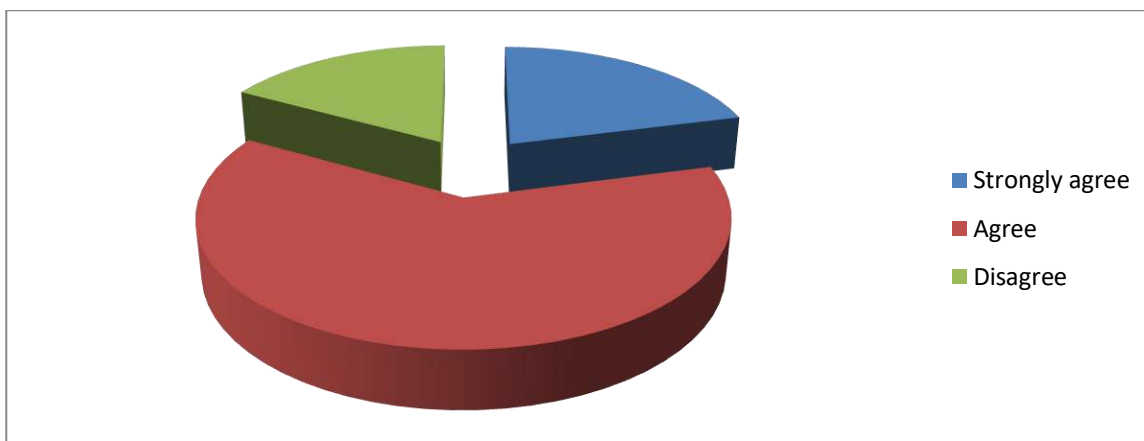
Interpretation: The above table shows that the majority 62% of the respondents are agreeing that the information given in the websites are sufficient. 21% of the respondents are strongly agreeing that the information is sufficient and that remaining 17% of the respondents are saying that the information given in the E-shopping websites are not enough.

Table 13: Showing the opinion about the security concerns with regard to the payments on E-Shopping.

Opinion	Frequency	Percentage
High Security	65	65.0
Less Security	28	28.0
No Security	07	07.0
Total	**100**	**100.0**

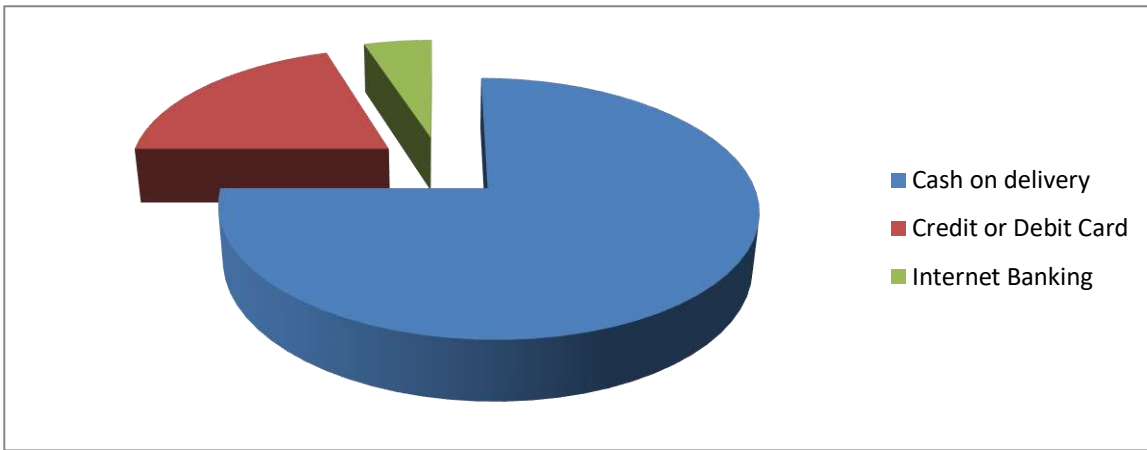**N= 100 Source of data: Survey**
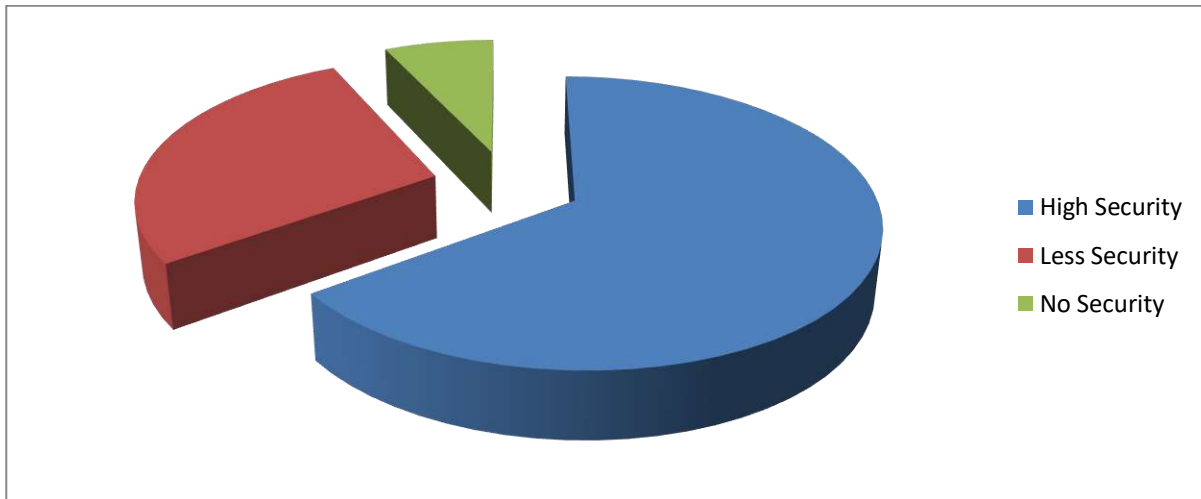
Interpretation: The above table shows that the majority of the respondents (65%) are agreeing that there is high security in E-shopping. 28% of the respondents are agreeing that there is less security and that of 7% of the respondents are saying that is no security in E-shopping with regard to payments and delivery of goods.

Table 14: Showing the modes of payments preferred by the respondents for the items purchased in online shopping.

| Mode of payment	Frequency	Percentage
Cash on delivery	75	75.0
Credit or Debit Card	20	20.0
Internet Banking	05	05.0
Total	**100**	**100.0**

N= 100 Source of data: Survey

Interpretation: The above table shows that the majority of the respondents (75%) prefer to make payment for E-shopping as cash on delivery. 20% of the respondents prefer credit card or debit card. And remaining 5% of the respondents are making payment using internet banking facility for E-shopping.

Table 15: Showing the opinion of respondents about qualitative products received through E-shopping.

Opinion	Frequency	Percentage
Yes	73	73.0
No	27	27.0
Total	**100**	**100.0**

**N= 100 Source of data: Survey**
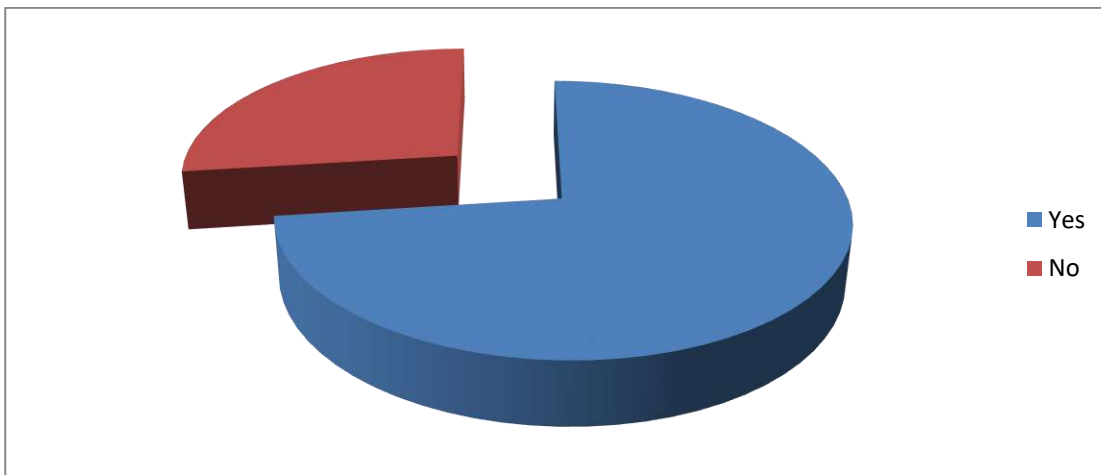
Interpretation: The above table shows that the majority 73% of the respondents are saying that they have experienced qualitative products. And remaining 23% of the respondents are of the opinion that they do not get qualitative products.

Table 16: Showing the opinion of respondents about the need of improvement in E-shopping websites in future.

Opinion	Frequency	Percentage
Yes	85	85.0
No	15	15.0
Total	**100**	**100.0**

N= 100 Source of data: Survey
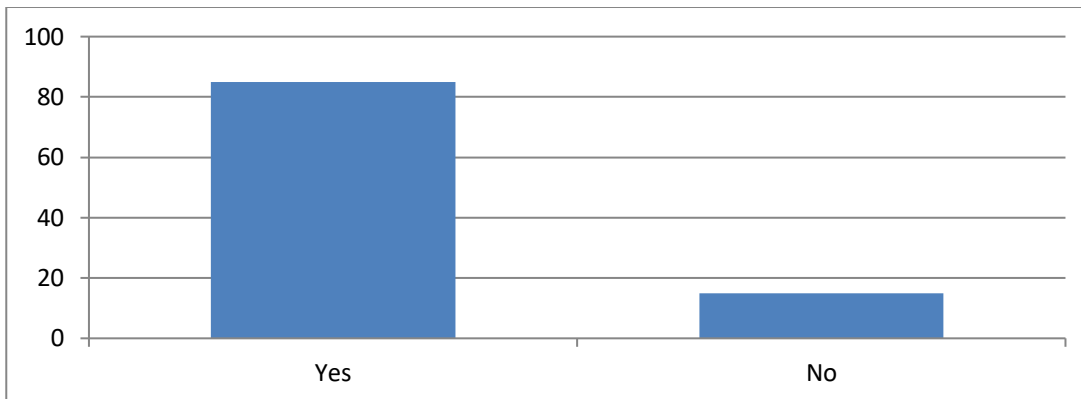
Interpretation: The above table shows that the majority 85% of the respondents are of the opinion that more improvements required in the E-Shopping websites. And remaining 15% of the respondents are of the opinion that further improvements are not required in E-shopping websites.

FINDINGS

- The study reveals that majority of the respondents are female.
- It is clear that majority of the respondents belonging to 25 years and below age group.
- Majority of the respondents are unmarried.
- It shows that the educational qualifications of majority respondents are studying Degree.
- The majority of the respondents are students.
- The study reveals that majority of the respondents are aware of the concept of E-Shopping.
- The study shows that the majority of the respondents are aware of E-Shopping through their friends.
- It shows that the majority respondents are purchasing more fashionable clothes through E-shopping.
- The majority of the respondents are agreeing that the process of E-shopping is easy.

- The study shows that the majority of the respondents say that there is less risk in E-shopping.
- It shows that the majority of the respondents are ready to pay range of Rs.500 to Rs.1500 in online shopping.
- It is clear that majority of the respondents agree that the information provided in the E-shopping websites are sufficient.
- It shows that the majority of the respondents say that there is high security in purchasing products in E-shopping.
- The study shows that the majority of the respondents prefer cash on delivery mode while make payments in E-Shopping.
- It shows that the majority of the respondents say that they have experienced qualitative products in online shopping.
- It is clear that the majority respondents are expecting more improvements in the E-shopping websites in future.

SUGGESTIONS

- E-shopping concerns should provide the valuable and qualitative products. There should be clear information about the policies, insurance and good after sale services provided to the consumers.

- There is a huge market for business in the coastal area; therefore, efforts should be made to make these people experience E-Shopping. E-shopping concerns should create more rural language software.
- Innovative service should be provided to the consumers so that they can compare the items that are available online using their mobile phones.
- Most of the rural people still like to see the product before buying. So efforts should be made to change this mindset of the people by making them aware of the benefits of E-Shopping.
- Even though consumers are educated they are not interested in purchasing products through online because they do not know how to order the product online and they have lack of confidence in making payments. So E-shopping companies should create awareness among the consumers and educate the consumers about E-shopping.
- Time saving and convenience are the main reasons for buying the products in E-shopping. Therefore proper sites should be designed in such a way that the consumers spend less time in finding information they are looking for.
- The companies should adopt click and mortar model with the real world

operations to complement its online presence.

- Most of the rural consumers are traditional buyers with long term usage behaviour. So it is suggested that the company can concentrate on offering more durable products with guarantee.

- E-shopping has to be improved in the area of art, dynamic and interactive techniques.

- The E-Shopping concerns should avoid hidden charges. This will help to avoid increase in the price of the product.

- E-Shopping concerns follows international market standards and do not know about the local market standard. So it is advised that the E-shopping companies should introduce the products according to the local standard.

- Majority of the consumers who shop online are the higher income groups. The online marketers can concentrate on innovative idea to increase online business through middle and low income group.

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REFERENCES

CONCLUSION

Electronic commerce is that the use of E-communications and digital information science technology in business transaction to make, transform and redefine relationship for value creation between or among organisations and between organisations and individuals. Most of the people were agreed that personal privacy, product price, transaction security, product quality, convenience, accessibility, delivery time, quality comparison, promotions and advertisements, reputation of the company are important parameters in the context of online shopping. If the online sellers want to grow they have to provide more convenience, competitive price, more variety, after sales Services in order to attract more people to make an online purchase decision. One of the key and significant factors in E-shopping is consumer satisfaction. The main motivating factor seen during the study was the convenience and customer service which drives the people to E-shopping. As the study suggest that increase in usage of internet increases the E-shopping so there is need to increase in broadband penetration

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