YOUTH BEHAVIOUR TOWARDS ONLINE SHOPPING: A STUDY WITH REFERENCE TO UDUPI CITY

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ABSTRACT

Internet is changing the consumers’ way of buying goods and services and has rapidly evolved into a global phenomenon. Without doubt the internet has influenced our lives deeply in which it plays an irreplaceable role. By observing this point many companies are concentrating on carrying business operations through internet to cut off the marketing cost, thereby reducing the price of products and services in order to stay ahead in highly competitive market field. So, E-commerce has come into existence for the benefit of both the consumers and the traders. Online shopping is significant part of E-commerce. Online shopping has become the fastest-growing industries and internet has reported that online shopping is one of their primary uses of internet. In this research paper, researchers made an attempt to analyze the perception of youths towards online shopping in Udupi City with the sample size of 100. For the analysis of data statistical tools have been used. Majority of the respondents assumes that product prices, convenience, accessibility, delivery time, quality comparison, method of payment, satisfaction level of the consumer are the important variables in online shopping. Along with the youth perception researchers highlighted the issues and challenges of the E-commerce or online business.

Keywords: Internet, E-commerce, Online shopping, Consumer Behavior, Young Consumers.