



A STUDY ON FACTORS INFLUENCING ONLINE BUYING BEHAVIOR AMONG YOUTH

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ABSTRACT

Online retailing has become a buzz word in India evidencing tremendous growth in the recent years. However, as compared to other countries leading in online retailing, India is still in its initial stage of development. The purpose of this study was to explore the factors influencing the online buying behavior of the youth particularly the teenage groups. Convenience sampling method was used to select the sample of 30 teenage college students and a self-administered questionnaire was used to obtain the data. The study revealed some important factors influencing online shopping such as availability, low price, promotions, comparison, convenience, customer service, perceived ease of use, attitude, time consciousness, trust and variety seeking.

Key words: *Online buying, teenagers, promotion, convenience*

Introduction:

Traditional shopping environments have always been associated with the people, in terms of their social and psychological needs. The environments in the context are the local communities where most of the sellers and buyers live which they regard as vital to them. Furthermore, it is not just an ordinary place to go and do shopping, people spent their time shopping talking or meeting with each other. While, buying goods can be considered as a daily routine, and hence it becomes an important part of their life. The public has established a relationship with these traditional shopping environments and has provided people like they belong to the community and feel connected to their presence. A sense of belonging is present in traditional style shopping environments. It is true what they say about seeing is believing, consumers would mostly want to feel, see and touch the products on they wish to consume, thought it depends on the product itself. So, naturally, when people who want to buy something to fulfill their needs, buying groceries or books for example, they would want to touch and examine the products, so shopping malls would be the perfect place to do so. Every time they go to the same malls, in a way they will feel that the places are very intriguing to do their shopping, and perhaps feel connected or special bond towards it. While traditional shopping environments will stay on for years to come, some suggested that people nowadays tend to just stay at home and do their shopping online. On top of that, Guest has mention one of the reasons are they could minimize their time in malls, and also an assumption that the malls lack of product range, discounts, and other specialty offers and promotion is through performing a less hassle online retailing. On the other hand, shopping online is really a time saver and surprisingly gives a variety of offer and discounts too. Users would be surprise by the price that they could get compared to the prices in mall.

A wide range of products and merchandises too can be found on the internet, almost everything that is available and legal on this planet, just a click away. In Newbery's view, online retailing can be defined by the type of product. A hard product is on the websites and can be uniquely specified, for example, electrical appliances and also other explainable retail product, such as books, music, clothes and many more. Generally, there is no crystal clear definition of e-retailing or online retailing that can be concluded, but in short e-retailing is an online shopping experience or process which consumers purchase goods or services in real-time, through the internet, and also includes accepting payment and delivering the goods. According to Yang, many believe that online retailing has seen rapid growth in market. In any industry, internet-only companies have emerged, while the ones who are still on the conventional method, they are transitioning towards internet and online services, thus leading to an increasing amount of competition among online retailers. Most companies that sell goods and services traditionally have a website that users could go through and just browsing through instead of going to the actual shop. Any company that provides online retailing together with online payment system as part of their business would be deemed as an advantage, and therefore competitors would not want their adversary to gain advantage and so

they created one for themselves. All of these websites of online retailing would only benefit more to consumers, as they will have more choice and options.

On-line shopping is a recent phenomenon in the field of E-Business and is definitely going to be the future of shopping in the world. Consumers especially youths are playing an important role in online shopping. The increasing use of internet by the younger generation in India provides an emerging prospect for online retailers. Most of the companies are running their on-line portals 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 strategic consumer market, is still not in line with the global market.

There are tones of websites on the internet whereby it offers a variety of products or services that we can buy, ranging from shopping online such as books, clothes, booking tickets online and even paying the bills. The internet is an information community, it is also a business to find a place in this community depends on the type of site desired, and what kinds of services are offered. Different consumers use different methods or websites in shaping their purchasing behaviour, especially among youth whom are today, most of them are technology literate. However, there are several reasons that hinder consumers or youth in making online purchases, most of consumers reluctant in making purchases through the internet because they are worried about the privacy of the personal information they provide on the internet. Furthermore, they added that privacy is the primary concern, they want their history, behavior and data protected. Hence, from this research, we can identify what factors influence consumers purchasing behavior towards online retailing among youth, such as family, family friends, reference groups, and society in general for example while consumers purchase one's product, then they go for family decision, comfort, satisfaction, price and quality.

Literature review:

Sinha (2010), in his study carried out in India implied that Socio-psychological factors and infrastructure have been found influential factors while the perceived risk surprisingly was not significant as a whole but at gender level there was significant difference between the online behavior of male and female due to risk perception. In the study done in India by P. Usha Vaidehi (2014), it was revealed that male students are more interested in purchasing goods online when compared to female students. This study exhibits that the factors such as shopping online saves time, availability of the product for less price, promotions that E-Retailers are providing, ease in payment are the motivating drives to encourage students to shop more online. However, both male and female respondents preferred to purchase goods online and they were more interested to buy apparels, electronic goods and books through online. Khare and Rakesh (2011) in their study conducted in India on "Antecedents of Online Shopping Behavior in India: An Examination," found that Indian students' intention to purchase online is influenced by utilitarian value, attitude toward online shopping, availability of information, and hedonic values. Satisfaction, trust and commitment were found to have significant impact on student loyalty toward online shopping, in the study carried out in Indonesia by Pratminingsih et al. (2013).

Objectives of the study:

- i. To identify the factors influencing the teenagers to buy from the online stores
- ii. To study the behavior of young teenagers towards online shopping.

Methodology:

A qualitative research methodology which is useful in understanding perspectives of respondents, is adopted in this study to get an idea of the factors which influence the online buying behavior of the teenage college students.

Convenience sampling technique was used to obtain data from 30 teenage college students from undergraduate levels of various colleges randomly selected in Mysuru district, Karnataka. Convenience sampling is a type of non-probability sampling design which refers to the collection of information from members of the population who are conveniently available and is most often used during the exploratory phase of a research. A questionnaire consisting 15 questions including demographic data of the respondents was administered to obtain the primary data.

Findings of the study:

Demographic data:

In this study, total 30 students had participated out of which 18 are male respondents. The age-group of the participants is in the range of 15 to 19 years. The minimum household income per year of 21 of the participants is INR Rs. 5 lacks. Twenty-four of the students depended on their pocket money as their source of money. The pocket money of 16 of the students is in the range of INR Rs. 1000/- to Rs. 7000/- per month.

It is identified that almost 26 of the teenagers in this study are active on social media and it is also observed that is one of the important factor influencing them to be attracted towards online shopping websites and apps. Most of the respondents followed the buying process starting by information search, comparison and evaluation of alternatives, comparison and evaluation of offers and deals, and finally the purchase decision. Some students directly went to the familiar websites instead of starting the process by information search. And some of the students admitted of checking with their friends/family/relatives to seek their opinion before making the final purchase decision. After the final purchase, most of them did recommend their friends/family/relatives to buy the product from the respective online store.

Convenience of online shopping:

Fifteen of them are influenced by the timely delivery which is more convenient to them. Nineteen of the respondents are happy about the details provided in the shopping site. Sixteen of them agree with the availability of store 24/7. Twenty-five of the respondents find it convenient to do comparison of products online.

Opinion on website design and features:

Of all, 25 of the respondents agree that the website design helps them in searching the product at ease. Safety and easy navigation is another factor of the website preferred by 22 of them.

Type of product purchase:

The female respondents prefer to purchase clothing, cosmetic and jewellery products online whereas the male respondents shop mobile, computer accessories, watches and clothing online.

Time saving:

Of all, 17 of the respondents believe that online shopping actually saves their time compared to shopping in stores. Only 6 of them agree that it takes less time in evaluating and selecting a product while shopping online.

Security:

Ten of the respondents agree that online shopping is safe and secure. Hardly 2 of the respondents agree that online shopping protects their security and 26 of the respondents prefer shopping from a website which is trust worthy.

Variety seeking:

It is identified that the respondents are very much concerned about the diversity of their choices of services of goods.

Promotion:

Sales promotion plays a dominant role in the minds of youth while shopping as they look for samples, coupons, cash refund offers and premiums.

Apart from the above mentioned factors it is also identified that the respondents prefer shopping online more during seasonal sales. They buy products at offers and discounts.

Conclusion:

The online buying behavior of teenagers is evidently dependent on certain influential factors like the peer groups, family status, economic condition along with the security associated with online shopping and also the time saving and the ease at which one can obtain the products which they are looking for with just one click. Teenagers find shopping online is much easier and convenient compared to other group of consumers. The study reveals that age of the consumers also plays an important role in purchase behavior. The main factors influencing were identified to be availability, low price, promotion, comparison, convenience, customer service, perceived ease of use, attitude, time consciousness, trust and variety seeking.

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