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Opinion and perception of youth's towards online shopping

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Abstract

In the era of globalization electronic marketing is a great revolution. Over the last decade maximum business organizations are running with technological change. Online shopping or marketing is the use of technology (i.e., computer/mobiles) for better marketing performance. Online shopping/e-shopping is a form of electronic commerce which allows customers to directly buy goods or services from a seller over the internet using a web browser. The present investigation was conducted to study the opinion and perception of youth's towards online shopping. The study was conducted in Dharwad district of Karnataka. Students of University of Agricultural Sciences (UAS) Dharwad were selected for the study. Thus the total sample size constitutes 180 respondents. A pre- tested and structured questionnaire was used to collect the data. Collected data was subjected to appropriate statistical analysis. The results revealed that, half of the respondents (51.66 %) had low perception towards online shopping followed by 41.11 per cent of them had high perception towards online shopping. Most preferred online site by the respondents were Flipkart, Amazon and Lime road.

Keywords: opinion, perception, online shopping, youth's

Introduction

The emergence of the internet has created opportunities for firms to stay competitive by providing customers with a convenient, faster and cheaper way to make purchases. Today E-commerce is a byword in Indian society and it has become an integral part of our daily life. The rapid growth of e-commerce in India Over the last two decades, rising internet and mobile phone penetration has changed the way we communicate and do business. Ecommerce is relatively a novel concept. It is, at present, heavily leaning on the internet and mobile phone revolution to fundamentally alter the way businesses reach their customers.

Online shopping or e-shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Alternative names are: e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, online storefront and virtual store. Mobile commerce or m-commerce describes purchasing from an online retailer's mobile optimized online site or app. Online Shopping in India has emerged as one of the fastest growing market and now-a-days a most common trend which people is using to buy any assets. With the growth of Internet over the last 5 years, most of the Businesses have now shifted online and the most successful among them are those who have invested huge amount for opening an Online Shopping Site in India.

- | | |
|--------------|----------------|
| 1. E-bay | 6. Jabong |
| 2. Filpkart | 7. Tradus.in |
| 3. Myntra | 8. Homeshop 18 |
| 4. Snapdeal | 9. Yebhi.com |
| 5. Shopclues | 10. Infibeam |

As per the research, 90% of online shoppers are planning to buy more products online which reflect on the positive experience of the users. In terms of top product categories ever purchased online are as follows.

- Apparels & accessories was among the top category (84%)
- Electronics (71%)
- Beauty & personal care (64%)
- Books (62%)
- Household products (61%)

Customer's perception equities are built over a period of moment in time by hitech accessibility of the products is another influential success factor,

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as commodities are of small value, frequently purchased daily use items. So, there is always a chance of customer's discernment switching due to whim buying. The organizations have long used the traditional media like television, cinema, radio and newspapers for promotional purposes of online shoppers in the mind of customers. Advertisements have been existent in various forms such as print, radio, outdoor are prefer to influence the online or internet shopping.

Electronic retailing has emerged as a new avenue to consumers for shopping. Internet penetration spread across India at a faster rate, gaining attractiveness for online buying. E-retailers intend to take advantage on it in spite of impediment and escalated competition of E-tailing. Thus, this study is undertaken to analyze the opinion and perception of

youth towards online shopping.

Material and Methods

The study was conducted Dharwad district of Karnataka state. The study was undertaken in University of Agricultural Sciences Dharwad. Purposive sampling design was used to select the respondents and 180 students were selected for the study. Out of which 90 Girls and 90 Boys, in that 30-UG, 30-MSc, 30-Ph.d students were considered for the study. Questionnaire method was used to collect the information. Collected data was subjected to appropriate statistical analysis.

Result and Discussion

Table 1: Socio personal characteristics of the respondents n=180

Sl. No	Particulars	Category	Girls n 1=90 F (%)	Boys n 2=90 F (%)	Total
1	Age	18-21 years	30 (33.33)	30 (33.33)	60 (33.33)
		22-24 years	30 (33.33)	30 (33.33)	60 (33.33)
		Above 24 years	30 (33.33)	30 (33.33)	60 (33.33)
2	Education	BSc	30 (33.33)	30 (33.33)	60 (33.33)
		MSc	30 (33.33)	30 (33.33)	60 (33.33)
		Ph. D	30 (33.33)	30 (33.33)	60 (33.33)
3	Family Type	Nuclear	58 (64.44)	64 (71.11)	122 (67.77)
		Joint	32 (35.55)	26 (28.88)	58 (32.22)
4	Family Size	Small (1-4 members)	58 (64.44)	63 (70.00)	121 (67.22)
		Medium (5-8 members)	17 (18.88)	15 (16.66)	32 (35.55)
		Large (> 9 members)	15 (16.66)	12 (13.33)	27 (15.00)
5	Occupation of the parents	Agriculture labour	-	-	-
		Agriculture	28 (31.11)	36 (40.00)	64 (71.11)
		Subsidiary	18 (20.00)	12 (13.33)	30 (33.33)
		Salaried job	44 (48.88)	42 (46.66)	86 (95.55)
6	Annual Family Income (In Rupees)	<12,000	-	-	-
		12,000-29,999	-	-	-
		30,000-59,999	9 (10.00)	7 (7.77)	16 (8.88)
		60,000-1,19,999	38 (42.22)	34 (37.77)	72 (40.00)
		1,20,000-2,39,999	41 (45.55)	38 (42.22)	79 (87.77)
		2,40,000-5,99,999	2 (2.22)	11 (12.22)	13 (7.22)
7	Monthly Pocket Money	>6,00,000	-	-	-
		<2000	12 (13.33)	5 (5.55)	17 (9.44)
		2000-5000	46 (51.11)	31 (34.44)	77 (42.77)
		>5000	32 (35.55)	54 (60.00)	86 (47.77)

Table 1 shows the Socio personal characteristics of the respondents. It is evident from the results that 67.77 percent of the respondents belongs to nuclear family and also belongs to small family size (67.22%). 95.55 per cent of the respondents parents were doing salaried job and 87.77 per

cent of the parents family income is between Rs. 2, 40, 000 – 5, 99, 999. In case of monthly pocket of students 47.77 per cent of them are receiving more than 5000 Rs per month and 42.77 per cent of them are receiving 2000-5000 Rs per month.

Table 2: Consumer Behaviour towards online shopping n=180

Sl. No	Items	Over the internet		Over the phone		A retail store	
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
1	Groceries	22	12.22	32	17.77	126	70.00
2	Cosmetics	78	43.33	12	6.66	90	50.00
3	Books and others	129	71.66	-	-	51	28.33
4	Clothes	102	56.66	-	-	78	43.33
5	Home Appliances	69	38.33	-	-	111	61.66
6	Jewelry & Accessories	26	14.44	-	-	154	85.55
7	Electronic gadgets	146	81.00	-	-	34	18.88
8	Baby & Kids Products	-	-	-	-	-	-
9	Cinema/Bus/Airplane/railway tickets	168	93.33	-	-	12	6.66

Table 2 revealed that 93.33 per cent of the respondents prefer online ticket booking followed by purchasing of electronic gadgets (81.00 %) and 71.66 per cent of the students purchase

books through online. Most of the students preferred to purchase online because they get 5 to 10 % discounts on bus

and cinema tickets and also get offers during festivals/big billion day sale for electronic gadgets and books.

Table 3: Amount spent by the respondents on online shopping n=180

Particulars	Frequency	Percentage
Less than 1,000	20	11.11
1,000-3,000	39	21.66
3,000-5,000	56	62.22
5,000-10,000	18	10.00
More than 10,000	47	26.11

Table 3 depicts the amount spent by the respondents on online shopping, half of the respondents (62.22 %) spend 3,000-5,000 Rs annually and only 26.11 per cent of the students spend more than 10,000 Rs. The reason could be majority of the students purchase books, laptop accessories like mouse, key board, screen guards, cleaning kit, flap covers and pen drive. The students who spent more than 10,000 Rs may be purchased expensive items like mobile phones.

Table 4: Perception of youth towards online shopping

Sl No	Statements	Strongly Agree F (%)	Agree F (%)	Undecided F (%)	Disagree F (%)	Strongly disagree F (%)
1	Shopping on internet saves time.	78 (43.33)	26 (14.44)	6 (3.33)	38 (21.11)	32 (17.77)
2	It is a great advantage to be able to shop at any time of the day.	97 (53.88)	42 (23.33)	-	18 (10.00)	23 (12.77)
3	I prefer traditional/conventional shopping than online shopping.	64 (35.55)	53 (29.44)	19 (10.55)	23 (12.77)	21 (11.66)
4	Online shopping is risky	82 (45.55)	17 (9.44)	2 (1.11)	39 (21.66)	40 (22.22)
5	Online shopping will eventually supersede traditional shopping	52 (28.88)	48 (26.66)	47 (26.11)	17 (9.44)	16 (8.88)
6	A long time is required for the delivery of products and services	87 (48.33)	38 (21.11)	12 (6.66)	23 (12.77)	20 (11.11)
7	Selection of goods available on the internet is very broad	105 (58.33)	51 (28.33)	-	14 (7.77)	10 (5.55)
8	The description of products shown on the websites are very accurate	52 (28.88)	48 (26.66)	22 (12.22)	29 (16.11)	29 (16.11)
9	The information given about the product on the site is sufficient	69 (37.77)	48 (26.66)	12 (6.66)	25 (13.88)	26 (14.44)
10	Online shopping is as secure as traditional shopping	48 (26.66)	26 (14.44)	19 (10.55)	43 (23.88)	44 (24.44)
11	While shopping online I am worried to give my credit card number	128 (71.11)	32 (17.77)	-	12 (6.66)	8 (4.44)
12	Internet reduces the monetary cost of traditional shopping	89 (49.44)	56 (31.11)	8 (4.44)	13 (7.22)	14 (7.77)
13	Necessity of having a bank account or credit card creates difficulty	96 (53.33)	54 (30.00)	-	20 (11.11)	10 (5.55)
14	Prefer cash on delivery than payment via credit/debit card	156 (86.66)	12 (6.66)	-	8 (4.44)	4 (2.22)
15	I will purchase only if there is provision of home delivery	128 (71.11)	29 (16.11)	-	12 (6.66)	11 (6.11)
16	Online shopping infrastructure in India is underdeveloped	97 (53.88)	32 (17.77)	14 (7.77)	18 (10.00)	19 (10.55)

Table 4.1: Overall perception of the youth towards online shopping n=180

Categories	Frequency	Percentage
Low (<65)	93	51.66
Medium (65-69)	13	7.22
High (>69)	74	41.11

From Table 4.1 it is seen that, half of the respondents (51.66 %) had low perception towards online shopping followed by

41.11 per cent of them had high perception towards online shopping. Reasons for student's low perception may be lack of touch and feel of the product and online security issues. The reasons for high perception towards online shopping may be it can save time and transportation expenses, any time we can shop, better prices, discount, more variety and easy for comparison of prices etc.

Table 5: Favorite online sites ranked by the respondents

Sl. No	Online Site	Garret Score	Average Score	Rank
1	Flipkart.com	13662	75.9	I
2	Amazon.com	12863	71.46	II
3	Snapdeal.com	9847	54.70	IV
4	Homeshop18.com	5855	32.52	XII
5	eBay.in	9596	53.31	V
6	Shopclues.com	7979	44.32	VII
7	Lime Road.com	10259	56.99	III
8	Peachmode.com	7956	44.2	VIII
9	Indianrush.com	6904	38.35	X
10	Myntra.com	9414	52.3	VI
11	Jabong.com	7579	42.10	IX
12	Abof.com	6779	37.66	XI

The garrets ranking applied to the data regarding favorite online sites. Table 5 indicated that, most preferred online sites by the respondents were Flipkart, Amazon and Lime road. Flipkart and Amazon were most popular online shopping sites and they include offers on all kinds of goods which are necessary for the students and also they have cash on delivery option. Other reasons may be quick delivery of the products and exchange of the products if it not satisfied by the customer.

Table 6: Features necessary for online shopping

SL. No	Features	Garret Score	Average Score	Rank
1	Multiple payment gateways	7114	39.52	V
2	Social networking integration	6906	38.36	VI
3	Credibility	8347	46.37	IV
4	Privacy and secure	12496	69.42	I
5	Design	9160	50.88	III
6	Customer friendly	9977	55.42	II

The results in Table 6 showed the features necessary for online shopping, most of the respondent's opined privacy and secure, customer friendly and design are necessary for online shopping. The reason may be privacy and secure in terms of online payment, online shopping applications should customer friendly and easy to operate and designs means in online shopping one can get more varieties of collection in all category of products.

Conclusion

Online shopping is becoming common in today's life. These days people prefer buying things online over the conventional method of going into stores. They don't need to go through a lot of frustration in order to shop online. They can easily access online stores through their personal computers or mobile devise and order what they want. The ordered products would be delivered to the doorstep as well. The youth's perception on online shopping varies from person to person and the perception is limited to a certain extent with the availability of the proper connectivity. The exposure to the online shopping has to be improved to make the customer satisfied. The perception of the consumer also has similarities and differ based on their personal characteristics and based on their needs and demand.

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