



A Study on Factors Influence to Purchase through Online and Online Shopping Buying Behavior of Youth in Tirunelveli City

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ABSTRACT

The buying behaviour of younger generation not only influences their individual buying behavior, but also it influences the buying behavior of the family. As a marketer one needs to understand the changing needs of the customers and produce the goods and services accordingly. Buying behaviour of an individual influences many factors, and these factors invariably affects the marketer to match the needs of the customers in general and youth in particular. The online survey was designed to collect information about demographic profile of the respondents such as age-group, gender group, qualification, occupation and household monthly income. In addition to this, various questions related to the online buying behaviour of essentials and challenges faced by consumers while buying essentials online were asked from the respondents through online questionnaire. Convenient non-probability sampling method has been adopted in this study to acquire data from respondents in Tirunelveli city where most of the online consumers reside. A convenient sampling method is easy to implement and cost-effective and more common in the research that gets higher response rate. The researcher has targeted 200 respondents belong to different age-group, gender group, qualification, occupation and household monthly income with various experience in online shopping and 193 participated in the online survey. However, after sorting 153 useful and valid responses were used for further analysis. Accumulated data were analyzed through Microsoft Excel and SPSS. This study is helpful for the marketers to know the factors which influence the buying behaviour of youth towards the online shopping. The results of the study also help the company to understand the online shopping buying behaviour of youth towards the online services provided before, during and after the purchase of product/services.

Key Words: Buying Behaviour, Online Shopping, Youth and E-Marketing

INTRODUCTION

E-Marketing is also called Internet advertising and it is a portion of electronic business. E-Marketing can combine information organization, promoting, customer organization, and arrangements. Electronic exchange and E-Marketing have been able to be noticeable as Internet access is becoming more extensively open and used. E-Marketing is a term which enters the world few years ago, but it has changed the history of entire world. Now a day, it has become the demand of every company, and an emotional tool which can make and destroy the business. As a coin it also has two faces where at one side it leads business to the height and at the same time it has the capability to destroy it also. But in this competitive era it has become one of the most important tools, not only for selling but also for promoting. The best thing about it is, customers can themselves get the information about the product and they can use it accordingly.

Customers rely on internet to purchase products and services online and also it is useful tool which helps in comparing prices, product features and after sale services facilities which they are likely to receive if product



is purchase online. E-Commerce provides an advantage to the companies through which they can easily be in touch with existing and potential customers. A high percentage of profits receive from online transaction comprises of mainly B2B commerce. B2C e-commerce has been into presence for more than a decade now.

STATEMENT OF THE PROBLEM

In the development of science and technology today's innovation becomes obsolete tomorrow. The tastes and preferences of the youth are also changing at a rapid rate. The marketers are finding it difficult to cope up with the changing need of the customers. These changes in the expectations of the customers are due to many reasons, but one of the main reasons is changing buying behaviour. Buying behaviour changes are more seen among the youth than the younger children and old age people. The buying behaviour of younger generation not only influences their individual buying behavior, but also it influences the buying behavior of the family. As a marketer one needs to understand the changing needs of the customers and produce the goods and services accordingly.

NEED OF THE STUDY

Buying behaviour of an individual influences many factors, and these factors invariably affects the marketer to match the needs of the customers in general and youth in particular. So it is realized that there is a need to study the buying behavior of youth towards online shopping with reference to Tirunelveli city.

OBJECTIVES OF THE STUDY

- ✓ To study the factors influence to purchase through online among youth in Tirunelveli city
- ✓ To know the online shopping buying behaviour of youth in Tirunelveli city

METHODOLOGY

The online survey was designed to collect information about demographic profile of the respondents such as age-group, gender group, qualification, occupation and household monthly income. In addition to this, various questions related to the online buying behaviour of essentials and challenges faced by consumers while buying essentials online were asked from the respondents through online questionnaire. Convenient non-probability sampling method has been adopted in this study to acquire data from respondents in Tirunelveli city where most of the online consumers reside. A convenient sampling method is easy to implement and cost-effective and more common in the research that gets higher response rate. The researcher has targeted 200 respondents belong to different age-group, gender group, qualification, occupation and household monthly income with various experience in online shopping and 193 participated in the online survey. However, after sorting 153 useful and valid responses were used for further analysis. Accumulated data were analyzed through Microsoft Excel and SPSS.

DATA ANALYSIS AND INTERPRETATION

Factors influencing to purchase through online among different gender group of youth

In order to find out the significant difference in factors influencing to purchase through online among different gender group of youth, 't' test is used with the null hypothesis as, "There is no significant difference in factors influencing to purchase through online among different gender group of youth in Tirunelveli city". The result of 't' test is presented in Table 1.

TABLE 1
FACTORS INFLUENCING TO PURCHASE THROUGH ONLINE AMONG DIFFERENT GENDER GROUP OF YOUTH

Sl. No	Factors	Gender [Mean Score]		T Statistics
		Male	Female	
1.	Delivery time	4.5600	4.1302	2.742*
2.	Reputation of the company	4.5906	4.2792	1.317
3.	Guarantees and Warrantees	4.2927	3.9283	2.032*
4.	Privacy of the information	4.1273	3.7830	3.439*
5.	Good description of goods	4.2698	4.0164	1.541
6.	Security	4.2321	3.9909	1.382
7.	Prices	4.2998	4.0200	1.495
8.	Amount of extra money exchanged for home delivery	4.3642	4.1727	1.091

Source: Primary data

*-Significant at five per cent level

It is understood from table 1 that reputation of the company and delivery time are the important factors influencing to purchase through online among the male youth as their mean scores are 4.5906 and 4.5600 respectively. It is further understood that reputation of the company and amount of extra money exchanged for home delivery are the important factors influencing to purchase through online among the female youth as their mean scores are 4.2792 and 4.1727 respectively. Regarding the factors influencing to purchase through online among different gender group of youth, delivery time, guarantees and warrantees and privacy of the information are statistically significant at 5 per cent level.

Online Shopping Buying behaviour among different gender group of youth

In order to find out the significant difference in online shopping buying behaviour among different gender group of youth, 't' test is used with the null hypothesis as, "There is no significant difference in online shopping buying behaviour among different gender group of youth in Tirunelveli city". The result of 't' test is presented in Table 2.

TABLE 2
ONLINE SHOPPING BUYING BEHAVIOUR AMONG DIFFERENT GENDER GROUP OF YOUTH

Sl. No	Particulars	Gender [Mean Score]		T Statistics
		Male	Female	
1.	Elaborate information is available while shopping online	4.0566	3.9200	1.330
2.	The website design helps me in searching the products easily	4.0189	3.8436	1.542
3.	I believe that familiarity with the website before making actual purchase reduce the risk of shopping online	3.9906	3.7345	2.259*
4.	I prefer to buy from website that provides me with quality of information	3.9236	3.8208	1.071



5.	Online shopping doesn't waste time	4.5113	4.0818	1.398
6.	I like to shop online from a trustworthy website	4.4075	3.9636	1.066
7.	It is great advantage to be able to shop at any time of the day on the internet	4.5600	4.1094	1.012
8.	The description of products shown on the web sites are very accurate	4.4091	4.1113	1.023
9.	I will prefer online shopping only if online prices are lower than actual price	3.9434	3.7636	1.524
10.	Promotion and advertisement – Influence Online Shopping	3.7673	3.4340	2.422*

Source: Primary data *-Significant at five per cent level

It is understood from table 2 that great advantage to be able to shop at any time of the day on the internet and online shopping doesn't waste time are the important online shopping buying behaviour among the male youth as their mean scores are 4.5600 and 4.5113 respectively. It is further understood that the description of products shown on the web sites are very accurate and great advantage to be able to shop at any time of the day on the internet are the important online shopping buying behaviour among the female youth as their mean scores are 4.1113 and 4.1094 respectively. Regarding the online shopping buying behaviour among different gender group of youth, believe that familiarity with the website before making actual purchase reduce the risk of shopping online and promotion and advertisement – influence online shopping are statistically significant at 5 per cent level.

Table 3
Challenges faced while shopping online

Sl. No	Challenges	Yes	No	Total
1.	Ease in placing orders	73(47.7)	80(52.3)	153 (100)
2.	Availability of the product	83(54.2)	70(45.8)	153 (100)
3.	Quality of the product	77(50.3)	76(49.7)	153 (100)
4.	Price of the product	83(54.2)	70(45.8)	153 (100)
5.	Payment process	72(47.1)	81(52.9)	153 (100)
6.	Hygiene and safety	86(56.2)	67(43.8)	153 (100)
7.	Delivery period	86(56.2)	67(43.8)	153 (100)

Source: Primary data

Table 3 highlights that 56.2 per cent of the respondents have faced hygiene and safety challenges while shop online, another 56.2 per cent of the respondents have faced delivery period challenges while shop online, 54.2 per cent of the respondents have faced the challenge of availability of the product while shop online and another 54.2 per cent of the respondents have faced the challenge of price of the product while shop online.

Table 4
Association between Household monthly income and Experience with online shopping

Sl. No	Particulars	Household monthly income				Total
		Upto Rs.50,000	Rs.50,001-75,000	Rs.75,001-1,00,000	Above Rs.1,00,000	
1.	Poor	8(5.2)	3(1.9)	3(1.9)	6(3.9)	20(13.1)
2.	Average	14(9.2)	13(8.5)	11(7.2)	22(14.4)	60(39.2)
3.	Good	15(9.8)	11(7.2)	6(3.9)	29(18.9)	61(39.9)
4.	Very Good	2(1.3)	4(2.6)	-	4(2.6)	10(6.5)
5.	Excellent	1(0.6)	1(0.6)	-	-	2(1.3)
	Total	40(26.1)	32(20.9)	20(13.1)	61(39.9)	153 (100)

Source: Primary data

Table 4 clearly shows that 18.9 per cent of the respondents who belong to the household monthly income of above Rs.1,00,000 have good experience with online shopping, 14.4 per cent of the respondents who belong to the household monthly income of above Rs.1,00,000 have average experience with online shopping, 9.8 per cent of the respondents who belong to the household monthly income of upto Rs.50,000 have good experience with online shopping and 7.2 per cent of the respondents who belong to the household monthly income between Rs.50,001-1,00,000 have good experience with online shopping. It is inferred that most of the respondents who belong to the household monthly income of above Rs.1,00,000 have good experience with online shopping.

SUGGESTIONS

- Youth should be educated on online shopping procedures with proper steps to be following while online shopping.
- Though online shopping seems to have a good future in India but still most of the people don't like to shop online thus there is a need to take steps for making them aware about online shopping, to educate them about online shopping & to fetch their confidence.
- On the basis of the study we find the various factors which helpful for online sellers to develop better marketing strategies. It will help to convert their potential online customers into active online customers. By improving the after sales services, providing more secured/safe payment options, timely deliver the products with better packaging.
- The findings of the study suggest that online marketers should ensure about the high security of personal information of customers and financial transactions along with providing good experience of online shopping so that customer may continue purchasing online in future also.

CONCLUSION

Internet is changing the way youth shop and buy goods and services. Most of the youth use the internet not only to buy the product but also to compare prices and features of product. It is essential for the e-companies to understand the buying behaviour of youth towards the online shopping. Today many organizations provide online services for the shopping purpose. This study is helpful for the marketers to know the factors which influence the buying behaviour of youth towards the online shopping. The results of the study also help the company to understand the online shopping buying behaviour of youth towards the online services provided before, during and after the purchase of product/service. Majority of the consumers are making online shopping on weekly basis and very few consumers are making online shopping almost daily. The researcher has identified



that most of the consumers never prefer to shop food from restaurants, sometimes prefer to shop Daily household essentials, never prefer to shop fruits and vegetables and almost always prefer to shop groceries essentials.

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