

## Online shopping: A study of awareness among youth

<sup>1</sup> Dr. Achla Gakkhar, <sup>2</sup> Dr. Dolly Rani, <sup>3</sup> Priyanka Chaudhary

<sup>1</sup> Professor, Department of Extension, Communication and Management, Institute of Home Science, Dr. B. R. Ambedkar University, Agra, Uttar Pradesh, India

<sup>2</sup> Research Associate, UGC/PDF, Department of Extension, Communication and Management, Institute of Home Science, Dr. B. R. Ambedkar University, Agra, Uttar Pradesh, India

<sup>3</sup> Research Scholar, Institute of Home Science, Dr. B. R. Ambedkar University, Agra, Uttar Pradesh, India

### Abstract

The internet has developed into a new distribution channel and online transactions are rapidly increasing. This has created a need to understand how the youth consumer perceives online purchase. Since the explosion of the internet as a business medium happened, one of its primary uses has been for marketing. The internet has become a critical distributed channel for a majority of successful enterprises. The mass media consumer marketers and advertising agencies seem to be in the midst of the internet discovery and exploitation. Before a company can envision what might sell online in the coming years, it must to understand the attitudes and behaviour of its potential customer's the youth of today. Youth is a life cycle stage where experimentation with one's identity becomes a central concern, hence the importance of shopping for this age group. Generally, the success of online shopping essentially depends on the customer satisfaction during their purchase. So the present study conducted to know the level of awareness about online shopping website and their association with socio & economics status of youth [boys and girls] of Agra district of Uttar Pradesh. This study is taking place to identify the factors that may influence youth's online shopping awareness. It is concluded from the study that majority of boys (56%) and girls (52%) had middle level of awareness towards online shopping website. Associations of awareness towards online shopping websites with the age, education and socio-economic status of boys and girls were observed non-significant in the present study.

**Keywords:** online shopping, awareness and socio-economic status

### 1. Introduction

Online shopping (something known as e-tail from "Electronic retail" 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.

In case of online shopping, one can buy the selected product rapidly by doing some clicks from home or work saving time and energy in spite of the larger distance arising from the endless and unlimited market offered by the internet.

The prospect of online marketing is growing in India, with the increasing internet literacy. The customers including in only shopping consider many benefits. The trend of online shopping is increasing especially in the young generation. They prefer to discounts, saving of fuel, time and energy. There will be a better scope in growth of online shopping in coming years. Rising fuel prices, heavy traffic in urban areas, and packing space constraints have all led youth to purchase their goods online. Value added services like free shipping, product returns, product and price comparison and user reviews have driven the change in preference from offline to online shopping.

Youth account for the major share of online consumers. According to Ankul K. Rastogi (2010) <sup>[1]</sup> youth are the foremost buyers who would purchase products through online options. Dholakia and Usitalo (2002) <sup>[2]</sup> reported the relationship between age and Internet shopping; found that younger consumers reported more linen to the online shopping. They also found that younger consumers searched for more

products online and they were more likely to agree that online shopping was more suitable.

Online shopping plays a major role in the life to today's youth globally and India is no exception. Be it academics, official, social or general today's youth is much well aware than the generation before them. Even shopping, by for and large among the young generation today has shown a trend of moving from window shopping to online shopping.

Considering the above point the present study entitled "Online Shopping: A Study of Awareness Among Youth of Agra District" conducted to know the level of awareness about online shopping and their association with socio –economic status of youth of Agra district of Uttar Pradesh.

The present study is an effort to find out the inclination of youth towards online shopping with the following objectives –

1. To study the age, education and socio-economic status of respondents.
2. To study the awareness of youth about online shopping websites.
3. To study the association between awareness and age, education and socio-economic status of respondents.

### 2. Methodology

The research design adopted for the present study was descriptive type of research design. Multistage sampling procedure was used in the present study for selection of sample. Present study was conducted in Agra district. Agra district has total ninety wards, out of these ninety wards one

ward namely ‘Khandari’ ward selected randomly. From this selected Khandari ward four degree colleges namely ‘Institute of Home Science’, ‘Institute of Engineering Technology’, ‘Dau Dayal Institute’ and ‘R.B.S. College’ were selected randomly. From these selected colleges a total number of 100 respondents [25 respondents from each selected colleges] were randomly selected for the present study included 50 boys and 50 girls.

Survey method was used for collection of data. Data regarding to the awareness of respondents towards online shopping were collected with the help of self made questionnaire. While for accessing the age, education and socio-economic status of the respondents Kuppu Swami Scale was used.

For analyzing the data Frequency distribution, percentages and chi-square test were used.

**3. Results and Discussion**

This paper deal in the findings of present investigation in the light of the specific objectives, thereby keeping in the view the objectives of the study, the required information were collected from the respondents and suitable statistical measures were applied. The result and discussion are presented under the following heads –

1. Age, education and socio-economic status of the respondents
2. Awareness of the respondents regarding online shopping website
3. Association between awareness and age, education and socio-economic status of respondents.

**1) Age, Education and socio-economic status of the Respondents**

Since the sample covered both boys and girls therefore, separate information has been presented. Data have been presented with frequency percentage distribution as under:

**Table 1:** Age of respondents

S.No.	Categories	N = 50 Boys		N = 50 Girls	
		frequency	%	frequency	%
1.	18 – 20	12	24	10	20
2.	21 – 23	29	58	22	44
3.	24 – 26	9	18	18	36

The data presented in the table no. 1 indicate that more than half of the boys (58%) were of middle age group, followed by 24% of lower age groups. As far as girls are concerned majority of the girls (44%) were in middle age group followed by 36% of upper age group.

Almost equal numbers of were belonged from lower age group category 24% boys and 20% girls.

**Table 2:** Education of the respondents

S.No.	Categories	N = 50 Boys		N = 50 Girls	
		(f)	%	(f)	%
1.	Graduate	16	32	20	40
2.	Post Graduate	19	38	18	36
3.	Honours Degree	15	30	12	24

Perusal of the Table 2 shows that 32% boys were educated upto graduate level as compared to 40% of girls. In this regard the data further shows that 30% of the boys and 24% of girls were hold honours degree, while 38% of boys and 36% of girls were post graduate.

**Table 3:** Socio-economic status of the Respondents

S.No.	Categories	N = 50 Boys		N = 50 Girls	
		(f)	%	(f)	%
1.	Upper	4	8	5	10
2.	Upper middle	38	76	40	80
3.	Lower middle	8	16	5	10

Socio-economic status of the respondents was again divided in three categories i.e. upper, upper middle, lower middle.

Most of the boys belonged to upper middle socio-economic status 76% as compared to 80% of girls. Eight percent of boys and 10% of girls belongs to upper level of socio-economic status, while 16% of boys and 10% of girls belongs to lower middle socio-economic status. It may be inferred that no vast difference was seen in socio-economic status among boys and girls.

**2) Awareness of the Respondents towards Online Shopping Website**

This part of the results deals with awareness of the respondents. Data have been presented in three categories viz. lower, medium, high, depending upon the range of scores they obtained. Results are presented by frequencies and percentage distribution method in Table 4–

**Table 4:** Awareness of the respondents towards online shopping website

S.No.	Categories	N = 50 Boys		N = 50 Girls	
		(f)	%	(f)	%
1.	Lower	3	10	8	16
2.	Middle	28	56	26	52
3.	High	17	34	16	32

Perusal of the Table 4 shows the data regarding to the awareness of the boys and girls towards online shopping website.

It is evident from the table that majority of the boys and girls (56% and 52% respectively) had middle level of awareness Table further shows that 34% of boys gained higher level of awareness; least number of boys (10%) had the lower level of awareness whereas 32% girls had higher level of awareness. Lower awareness in case of girls was among 13 percent.

It may be concluded that middle level of awareness was found as maximum in boys and girls about different parameters of online shopping website.

It is clear from the table that boys had little higher level awareness then girls.

Results are in the line of research study conducted by Sharma and Khattri (2013) [3] stated that majority of the internet users were buying positive attitude towards online buying of product/services. There exists a need for developing awareness about consumer’s rights and cyber laws. They also emphasized on better distribution on system for online products.

### 3) Association of awareness of the youth towards online shopping websites with their age, education and socio-economic status

Since the sample covered both boys and girls therefore, separate information has been presented in Table 5 & 6.  $\chi^2$  were calculated to find out the association between age, education & socio-economic status and awareness of the respondents towards online shopping website at.05 levels.

**Table 5:** Association of awareness of the boys towards online shopping websites with their age, education and socio-economic status

S.No.	Demographic	$\chi^2$ calculated	N = 50 Significance
1.	Age	1.298	Not-significant
2.	Education	2.884	Not-significant
3.	Socio-economic status	1.28	Not-significant

At.05 level for 1 degree of freedom = 3.841

Perusal of the Table no. 5 shows that  $\chi^2$  calculated is 1.298 is lower than the tabulated value 3.841 in case of the age of respondents. It is non-significance at (5%) level. Hence it may be revealed that awareness of the boys is independent of their age.

Table further indicates that in case of education  $\chi^2$  calculated is 2.884, which is less than its tabulated value i.e. 3.841 at 5% level. It can be concluded that education and awareness of the respondents are non-significant associated, so the awareness of boys is independent of their education.

Regarding socio-economic status of the boys table further revealed with the  $\chi^2$  calculated is 1.28, which is less than its tabulated value i.e. 3.841 at (5%) level. Hence it is non-significant. Therefore, it can be concluded from the table that awareness of the boys is independent of their socio-economic status.

**Table 6:** Association of awareness of the girls towards online shopping website with their age, education and socio-economic status

S.No.	Demographic	$\chi^2$ calculated	N = 50 Significance
1.	Age	0.017	Not-significant
2.	Education	0.061	Not-significant
3.	Socio-economic status	2.98	Not-significant

At.05 level for 1 degree of freedom = 3.841

Perusal of the Table no.6 shows the results regarding association between awareness and age, association and socio-economic status of the girls.

It is clearly seen in the table that  $\chi^2$  calculated is 0.017 it more than its tabulated value 3.841 regarding the age of the girls sample, which is non-significance at.05 level. It means that awareness and age of the girls are non-significantly associated.

Table further indicates that in case of education  $\chi^2$  is calculated 0.061, which is less than its tabulated value i.e. 3.841 at 5% level. It can be concluded that education and awareness of the respondents are non-significant associated, so the awareness of girls is independent of their education.

Regarding socio-economic status of the girls table further reveals with the  $\chi^2$  calculated 2.98 which is less than its tabulated values i.e. 3.841 at 5% level. Hence it is non-

significance therefore the awareness of the girls is independent of the socio-economic status.

Results are in the line of research study conducted by Dholakia and Uusitalo (2002) [2] reported the relationship between age and Internet shopping; found that younger consumers reported more linen to the online shopping. They also found that younger consumers searched for more products online and they were more likely to agree that online shopping was more suitable.

### 4. Conclusion

The salient findings reported earlier lead to the following conclusions

1. Majority of boys and girls (58 and 44% respectively) included in the study were found in the middle age group, while 32% boys were educated upto graduate level as compared to 40% of girls. When SES is concerned 76% boys and 80% girls had upper middle level socio-economic status.
2. Awareness of the respondents was measured under three categories viz. lower, middle, higher. No major difference of awareness was observed between boys and girls. Majority of boys (56%) and girls (52%) had middle level of awareness towards online shopping website.
3. Associations of awareness towards online shopping websites with the age, education and socio-economic status of boys and girls were observed non-significant in the present study.

### 5. References

1. Ankul K. Rastogi. A study of Indian online consumer and their buying behaviour. International Research Journal. 2010; 1(10):0975-3486,
2. Dholakia R, Uusitalo O. Switching to electronic stores: consumer characteristics and the perception of shopping benefits. International Journal of Retail & Distribution Management. 2002; 30(10):459-69.
3. Sharma, Khattri. Study of online shopping behaviour and its impact on online deal websites. Asian Journal of Management Studies, Online open access publishing platform for Management Research. 2013. ISSN 2229-3795,