



A Study on the Factors Effecting Online Shopping Among Young Professionals

Anoop Scaria¹, Milna Antony², Milana Antony² and Anagha P.²

¹Associate Professor, Vimal Jyothi Institute of Management and Research, Chemperi, Kannur (Kerala), India.

²MBA Students, Vimal Jyothi Institute of Management and Research, Chemperi, Kannur (Kerala), India.

(Corresponding author: Anoop Scaria)

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ABSTRACT: Online shopping make provision for a new shopping dimension among the people. Online shopping is the process of buying and selling of goods through or over internet. There are many factors which influence the growth of online shopping. Increased number of smart phones and easy accessibility to internet are considered as the basic factors for the development of online shopping. With the help of online shopping, consumers can easily purchase accessories, gadgets, home decors, cosmetics, electronics etc. This study is an attempt to identify the factors which influence the online shopping among Yung professionals. For the analysis of data descriptive statistics have been applied. Chi square test and analysis of variance is used for statistical analysis. Research findings are not conclusive because samples from different professional backgrounds are not equal, and the results are based only on a small number of factors. Majority of respondents agrees that discount; latest trends, delivery time, quality, reputation of the brand, good description of goods, security, entertainment, etc are the important elements in online shopping. Fastest growth of online business will provide both opportunities and challenges to the retailers to attain advantage over competitors and to achieve sustainable growth.

Keywords: Online shopping, Security issues, Website preference, Young professionals.

I. INTRODUCTION

Online shopping is the process of buying and selling of goods through internet. The internet has brought the globe within the palm reach of every one. E-commerce is the concept which deals with business over and through the internet with its tentacles engulfing every single product being available at the doorstep. As a result, in the global business scenario major retailers are finding themselves new ways to attract their customers and survive in the market. As a result of the emergence of online retailing, sales promotional activities undertaken by the on-store retailers in order to attract those customers into retail stores for purchase of products and services offered by them has changed its style and pace [2]. Also, buyer's buying orientation and buying behavior is drastically changing according to their expectations and situational factors. Many of the customers are being attracted towards the process of online shopping as they are getting more variety of choices when compared to that of the retail stores, convenience in purchasing sitting at any place, and also the wide variety of brands. Also, the advancement of technology, it's easy adoption to any of the environments and also the ease of its use by the customers have attracted them towards shifting to the online shopping process. These are some major influential factors which created a greater sophistication among the buyers to adopt online retailing again and again. In today's intensely competitive and dynamic environment with technological innovation in every area, knowing the consumer's mind is the most significant factor for the success of any business [9]. Here the researchers would like to do a detailed research study on the buyer's attitude and buying behavior towards online shopping mode of purchasing products and

services mainly among the young professionals. 'Previous studies have focused on young or college students with moderate geographic dimensions [11]. Instead, the current study focuses on young professionals with different professional backgrounds. They are not limited to a specific area'. The study also specify that the previous positive experience also effect the further purchase of the online young customers, offering free returns is also considered as an incentive to buy. The present study also contributes to the attempt to identify factors other than these factors. It also seeks to find out how frequent mistakes in online shopping affect consumers' recurring buying trends. This study would reveal the attitude of the online shoppers and at the same time the future researchers could be able to understand and find out the major factors affecting the buyer behavior and quality decision making mainly among the young professionals.

II. LITERATURE REVIEW

Dhanalakshmi *et al.*, (2017) performed a research study on Customer Perception towards Online Shopping, Salem [3]. The main objective of the research was to study the customer perception towards online shopping at Salem district. The sample size of the research was 150 respondents. The researchers had adopted random convenience sampling technique to gather the data. The data were analyzed using the simple percentage analysis and ANOVA (analysis of variances) methods. As a result of data analysis and interpretation, the researcher conclude that the consumer's perception of online shopping varies from person to another and the perception is limited to a certain extent by the availability of the proper connectivity and the exposure to the online shopping has to be improved to make the customer satisfied.

Kansra and Rajiva (2013) conducted a study on the Perception of Young People Towards Online Shopping in Punjab and identified that, perception of the consumer has similarities and difference based on their personal characteristic usage based on their needs and demand. The study reveals that most of the students are attached to the online shopping and hence the elder people don't use online shopping much as compared to the younger ones, so awareness has been fashioned in the coming era. Finally, the researchers suggested that the online transaction should be flexible for the customers who perceived in shopping [6].

Kinker and Shukla (2016) performed a research study on analysis of consumer behaviours towards online shopping of electronic goods with special reference to Bhopal and Jabalpur city. The main objective of the research was to clarify and get insight into consumer Behavior towards online shopping of electronic goods, to study consumers expectations of online stores, to find out factors that influence the consumers towards online shopping and to analyze the consumer's wants and needs especially in Bhopal and Jabalpur city of Madhya Pradesh. The sample size of the research was 40 respondents of Bhopal and Jabalpur city. The findings of the proposed research work are as follows as Customer-Oriented Factors [7].

Aruna and William (2015) performed a research study on consumer behavior towards online shopping in coimbatore district [1]. The main objective of the research was to analyze the shopping Behavior of online shoppers and to identify the successful online shopping. The sample size of the research was 384 respondents. From the data analysis result, the researcher concludes that people mostly prefer online shopping to traditional shopping because of the technological advancements. It has become popular and is extremely convenient. Though it is convenient there are various factors such as price, quality of the product and delivery time which customers look before online shopping. So the online websites must of aware of these factors to be successful and retain the customers. The final result from the study is that online shopping is growing rapidly in a positive manner. By removing little flaws it can be much profitable.

The main objective of the research was to understand the online buying behavior of consumers in India and to get information about the scope of improvement in online shopping website. The sample size of the research was 120 respondents. The researcher had used the tools like simple charting and tabulation for data analysis purpose. After the data analysis and interpretation, the researcher concludes that Indian customers are also getting addicted to the online shopping and they do like various features of online shopping as by rest of the world. The most of the internet users belong to the youngster category and the majority of goods and services demanded are related only to these segments [10].

Nagra & Gopal (2013) [8] identify the impact of Demographic factors impacting on-line shopping Behaviour of consumers with special emphasis on Age, Gender, Education, Income Possession of internet, Frequency of online purchase, Motivation drives for online purchase. The sample size of the research was 70 respondents. The researcher had used "ANNOVA" method for the analysis of data. After the data analysis,

the researcher concludes that the gender does impact Possession of internet and Frequency of online purchase of consumer's occupation is a demographic variable which does not impact any of the variables. The respondents had perceived online shopping in a positive manner. On-line shopping in India is significantly affected by various Demographic factors like age, gender, marital status, family size and income [4].

III. MATERIALS AND METHODS

The study aimed to analyze young generations' perceptions towards online shopping, particularly among young professionals. A structured questionnaire was prepared to provide the necessary data, which was distributed among different professionals according to a rigorous sample of Google forms. Descriptive statistics were applied to the analysis. The sample size was limited to 120 as the maximum age was limited to 32.

The objectives of the study were designed as:

- Identify the factors effecting online shopping among young professionals
- Level of satisfactions towards online shopping
- Problems faced while using online shopping

For the purpose of study following hypothesis were framed

Ho: There is no significant association between professional qualification and online website preferred by the users.

H1: There is significant association between professional qualification and online site preferred by the use.

Ho: There is no significant association between level of satisfaction towards online shopping and website preferred by the users.

H1: There is significant association level of satisfaction towards online shopping and website preferred by the users.

Ho: There is no significant difference between preference towards repetitive purchase and issues faced while online shopping.

H1: There is significant difference between preference towards repetitive purchase and issues faced while online shopping.

IV. RESULTS AND DISCUSSION

Table 1: Personal profile of the respondents.

Gender	
Male	68
Female	52
Age	
20-24	75
24-28	33
28-32	12
Professional Qualification	
Engineering	22
MBA	59
MBBS	18
Others	21

120 responses were received in the study. Out of these 120 responses, 68 were male and 52 were female. Analysis by age group shows that 75 respondents were in the 20-24 age groups, 33 respondents were in the 24-28 age group, and 12 respondents were in the 28-32 group. The study included 22 engineers, 59 MBA, 18 MBBS, and 21 other groups of professionals. From the above table, it is clear that 96.7% of the 120 respondents are online shopping customers and 3.3% do not make purchases online.

Table 2: Online Customers.

Responses	No. of Responses	Percentage
Yes	116	96.7
No	4	3.3
Total	120	100.0

Table 3: Website Preference.

Responses	No. of Responses	Percentage
Amazon	55	45.8
Flipkart	55	45.8
Snapdeal	4	3.3
Myntra	4	3.3
Others	2	1.7
Total	120	100.0

While analyzing responses based on website preferences among 120 respondents, Amazon and Flipkart are equal to 45%, Snapdeal and Myntra are equal to 3.3% and 1.7% prefer other websites to online shopping.

Table 4: Issues While Purchasing Online.

Responses	No. of Responses	Percentage
Yes	46	38.3
No	74	61.7
Total	120	100.0

From the collected data, 61.7% agree that they do not face problems when making online purchases. Meanwhile, 38.3% of respondents admitted that they face different problems when making online purchases

Table 5: Repetitive Purchase.

Responses	No. of Responses	Percentage
Yes	65	54.2
No	55	45.8
Total	120	100.0

From the above data it is observed that 54.2% of people make repeat purchases online and 45.8% do not make repeat purchases.

Table 8: Factors Effecting Online Shopping.

	Responses		Percent of Cases	
	N	Percent		
Factors Effecting Online Shopping ^a	Delivery time	44	13.6%	37.0%
	Reputed Brands	35	10.8%	29.4%
	Security	16	4.9%	13.4%
	Good Description of Goods	17	5.2%	14.3%
	Quality	34	10.5%	28.6%
	Latest Trends	54	16.7%	45.4%
	Entertainment	13	4.0%	10.9%
	Discount	95	29.3%	79.8%
	Others	16	4.9%	13.4%
Total	324	100.0%	272.3%	

Table 9: Chi-Square Tests I.

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.995a	12	0.786
Likelihood Ratio	9.873	12	0.627
Linear-by-Linear Association	0.021	1	0.884
N of Valid Cases	120		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is 0.30.

Table 6: Price Comparison.

Responses	No. of Responses	Percentage
Always	53	44.2
Sometimes	62	51.7
Never	5	4.2
Total	120	100.0

It is clear that more than 95% of people compare prices before buying, from which 44.2% always compare prices before placing an order 51.7% sometimes compare, and 4.2% never compare.

Table 7: Satisfaction in online shopping.

Responses	No. of Responses	Percentage
Highly satisfied	5	4.2
Satisfied	86	71.7
Neutral	28	23.3
Dissatisfied	1	0.8
Total	120	100.0

From the study, it is clear that 71.7% of the respondents were satisfied with using online shopping. 4.2% are highly satisfied, 23% are neutral and 0.8% are dissatisfied.

Multiple response analysis of factors effecting online shopping shows that discount is one of the major factor that attracts the customers in doing online shopping. Latest trend in goods is also considered as an important factor that influenced customers to do online shopping. Delivery time, reputed brands, quality, good description about goods, security are some other elements that encourage customers to do online shopping. Since the significant level of the chi square test is 0.786, this is greater than the table value of 0.05, accepting the null hypothesis (ho). We therefore reject the alternative hypothesis (H1). So there is no relationship between professional qualification and online website preferred by the users.

Table 10: Chi-Square Tests II.

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	64.542 a	12	.000
Likelihood Ratio	15.423	12	0.219
Linear-by-Linear Association	1.495	1	0.221
N of Valid Cases	120		

a. 16 cells (80.0%) have expected count less than 5. The minimum expected count is 0.02

The significant value of chi square test is 0.000 which is less than the table value 0.05, the null hypothesis (Ho) is rejected. We therefore accept the alternative hypothesis (H1). Hence there is a relationship between level of satisfaction towards online shopping and website preferred by the users.

The significant value 0.056 is greater than 0.05, therefore Ho rejected. Hence there is significant difference between preference towards repetitive purchase and issues faced while online shopping.

Table 11: ANOVA.

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	0.911	1	0.911	3.722	0.056
Within Groups	28.881	118	0.245		
Total	29.792	119			

V. CONCLUSION

The growth of online business is rapid. Technological developments and changing habits of people made the growth easier. Therefore online shopping is becoming a necessity among people and becoming a habit. The number of users also increased in a short period of time. We analyzed that more than the feature of door delivery other benefits such as discount, latest trend, timely delivery, Quality, well known brands, good description of goods, security, entertainment, etc are factors which attracted customers [5]. And also the most preferred website among the users is Amazon and Flipkart. Most of the customers make repeat purchases even if the customers encounter minute problems while making online purchase. Majority of the customers compare price before they making a purchase. So we can reach in a conclusion that price is the major element which influence the customers.

It has been found that professional competence does not influence the consumers to choose the same website at the same time satisfaction level influence consumers' continued use of same website. Hence the professional competence therefore a little influence impact on online buying behavior. It was also found that the regular problems encountered while shopping online reduced the repeat purchase behavior of the consumer.

VI. FUTURE SCOPE

In this present scenario major portion of the customers were already moved to the virtual field of shopping. The young people of today's will turn as future customers. So we can infer the future that it may completely depends on the virtual world of shopping. Hence the online trade is having very much importance. The study reveals about many different factors which influence and encourage the online shopping among young professionals. Since the technology is updating like inclusion of artificial intelligence etc, there is also vast scope for the online business. So we are encouraging further research in this field on influence of artificial intelligence as a factor of encouraging online shopping habits among youth [1].

Researcher can further explore about the individual effect of all these factors and retailers opinion about these factors. It will also helps in the growth of online retailers.

Conflict of Interest. No.

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