

Examining the components affecting internet shopping conduct of the young generation in Nagpur City

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ABSTRACT

The general development of online retail area has surprised India. The opposition is developing jumps and bound, and each significant brand needs its perceivability on the online stage. Development in foundation has cultivated the online retail development which is very noticeable by the quantity of unheard brands being accessible at the snap of the catch. Web has turned shopping experience to scouring of light, where you focus on the light and the genie the type of web based shopping site is available to satisfy all what you want. Web based shopping has sent purchasers into a free for all. The shopping techniques have changed when contrasted with customary purchasing. The fundamental influencer sales rep/retailer have been supplanted by UI offered by online sites. The components have changed thus has their impact a lot. This paper attempts to manage effect of elements on young generations male and female with respect to internet shopping.

Keywords

online shopping, factors & influencer for online shopping, young male & female buying pattern

Article Received: 10 August 2020, Revised: 25 October 2020, Accepted: 18 November 2020

Introduction

“Happiness is not in money, but in shopping.” — Marilyn Monroe

“I always say shopping is cheaper than a psychiatrist.” — Tammy Faye Bakker

These statements are not a simple impression of the shopping mentality of the age however it additionally features the significance shopping has picked up in our life. With the coming of internet shopping sites, shopping has an additional measurement. Gen Z is settling on choices more than ever and is cultivating the development of internet shopping. The underlying variables like the mood of the store, impact by sales rep/businessperson don't remain constant any longer. These variables have been supplanted by more up to date factors like patterns, friends' gatherings, site interface, simple installment alternatives accessible, and so on At the point when block and mortar retail is encountering a dormancy in general development, web-based shopping sites are encountering savage rivalry to get the higher portion of the market even with the consistent development.

The innate characteristics of male and female purchasers change and so do their dynamic and affecting elements. This paper attempts to discover the fundamental onus of dynamic and affecting components bringing about the profoundly changed methodology that the online market is encountering.

Purpose of the Study

The purpose of the study is to identify the factors influencing the online buying behavior of males and females of the new generation in the Nagpur region. Nagpur is at the heart of the country and is one of the fastest developing cities in the country, with many important projects like

MIHAN destined to boost the industrial development in the area. With such development, a lot of youngsters are expected to migrate to the city from all parts of Central India in search of jobs, education, and better career opportunities. Nagpur has a young population and is an educational hub for Central India. A lot of students from all around Central India and other parts of the country come to Nagpur for education every year. This provides a good demographic mix in the city. That's why it is important to consider the buying patterns of the young population in the city. The target audience chose for this research also plays an important role. Knowing the factors influencing the buying behavior of youngsters is very important for the marketers as they are more active on the internet, more tech-savvy, and forms a major portion of the online buyers. Knowing about the different factors influencing the male and female buyer will allow the marketers to direct their marketing communication more efficiently.

Literature Review

The exploration manages the components influencing the web based shopping conduct of people having a place with youngsters. A lot of exploration has been made to distinguish the connection between the purchasing behaviors of guys and females with regards to web based shopping. Examination has additionally been made to distinguish if there is a contrast between the internet purchasing conduct of grown-ups over 25 years old and that of school going understudies. Yoo-Kyoung Seock and Lauren R. Bailey (2008) found that shopping certainty and value cognizance are the two driving variables that urge youthful customers to purchase on the web. This proceeds to propose that youthful purchasers are more positive about their web based shopping capacities. The examination additionally discovered that a lot of youthful purchasers are more intrigued to visit web based shopping gateways to get some

answers concerning the arrangements and special plans accessible on the web. This proceeds to extend the quickly changing shopper conduct in this advanced time. The advanced buyer, and particularly youthful customers are more engaged and mindful of the multitude of choices that are accessible to them. This finding has been credited to the way that youthful purchasers are more educated and visit the web more regularly than their senior partners.

Research Methodology

The sample taken is being considered from younger age group. Youngsters being the chief drivers of new economy are the budding buyers. They generally tend to have their own perception while buying products. Research has shown that data consumption by youngsters has become higher like never before hence the researcher decided to target them for the study. Other questions in the questionnaire collects responses for the Factor Analysis which is to be carried out to identify the number of variables and their impact with respect to demographics of the considered population. The hypotheses will be tested by using ANOVA and chi-square test.

- 1) To Study the factors affecting on online shopping behavior of young Males and females in Nagpur city.
- 2) To know the perception of young consumers towards online purchasing in Nagpur City.
- 3) To identify the satisfaction level of young consumers while online purchasing.

H01. There is no significant relationship between gender and online purchase decision.

H1. There is a significant relationship between gender and online purchase decision.

H02: There is no significant relationship between education and online purchase decision.

H1. There is a significant relationship between education and online purchase decision.

Data analysis and Interpretation

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.787	6

For general understanding author has presented some of the data in graphical format.

Gender * Products purchased in Online Shopping Cross-tabulation						
Count						
		Things purchased by Online Shopping				Total
		Electronic products	Accessories (Watch / Belt)	Footwear	All types of product	
Gender	Male	10	59	7	99	175

	Female	18	26	5	76	125
Total		16	97	12	175	300

From the data gathered it could easily be deciphered that now the shoppers start young & show different trend in purchasing due to their different likings. While shopping online accessories are generally most preferred over other type of products as they offer higher range and variety.

Education * From Where they came to Know about online purchasing Cross-tabulation

Count						
		From Where they came to Know about online purchasing				Total
		From Advertisements	From peer or reference group	From Internet	Direct own Consideration	
Education	SSC	1	13	5	19	38
	HSC	0	19	25	74	118
	Undergraduate	5	35	19	85	144
Total		6	67	49	178	300

Driving factors for online purchasing

		Frequency	Valid Percent	Cumulative Percent
Valid	Need of purchase	99	33	33
	Convenience and affordability	168	56	89.0
	Need to upgrade products	20	7.0	96.0
	Other factors	13	4.0	100.0
	Total	300	100.0	

Online purchase which offers ease of purchasing has come as an convenient platform to buy because of its ease of comparing across platforms and various brands as well. online platforms have already diminished the boundaries of geography. These platforms offering lucrative discounts and offers is just the added bonus. The schemes and discounts are a bonus. The study also indicated that youngsters believe that online transactions are quite safe and have no second thoughts while paying online.

Why consumer buy online							
		Strongly Disagree	Disagree	Moderate	Agree	Strongly Agree	Total
Online Purchase	Convenient	1	2	17	28	52	99
	More Varieties of products with Choice	2	5	6	58	198	167
	Time Saving	1	1	2	5	12	20
	Security & Return Policy	1	1	1	3	9	14
Total		5	9	24	91	176	300

Driving factors to purchase online * Online purchase satisfaction level								
Count								
		Overall satisfaction about small packets product						Total
		Very Satisfied	Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Dissatisfied	
Factors drives you to purchase online	Need	44	47	5	4	0	2	100
	Convenient & Affordable rates	47	91	14	5	3	3	167
	Attraction about upgraded products	1	18	2	2	0	0	21
	Schemes and offers	3	4	0	5	0	0	12
Total		95	160	21	16	3	5	300

Hypothesis testing analysis:

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Gender	Between Groups	.534	5	.107	.434	.043
	Within Groups	72.383	294	.246		
	Total	72.917	299			
Education	Between Groups	2.835	5	.567	1.265	.028
	Within Groups	131.831	294	.448		
	Total	134.667	299			

From the above Anova Test the Sign value = 0.043 & 0.028 which is less than 0.05, Thus, the null hypothesis H_0 is rejected at 5% level of significance and hence the alternate hypotheses are accepted. The alternate hypotheses are

H1. There is a significant relationship between gender and online purchase decision.

H2. There is a significant relationship between education and online purchase decision.

Chi-Square Tests				
	Value	df	Asymp. Sig. (2-sided)	Sig. (2-sided)
Pearson Chi-Square	26.549 ^a	10	.047	
Likelihood Ratio	23.872	10	.024	
Linear-by-Linear Association	.480	1	.476	
N of Valid Cases	300			

a. 12 cells (74.4%) have expected count less than 5. The minimum expected count is .05.

From the above Chi Square Test the Sign value = 0.047 and 0.024 < 0.05, Thus, the null hypothesis H_0 is rejected at 5% level of significance and hence the alternate hypothesis is accepted. The alternate hypotheses are

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Conclusions and Findings

The research turned out to be useful for getting inside the minds of young buyers. The city being the perfect representation of any other tier 2 city can act as a representative for such studies. The study was successful in revealing facts about youngsters what they buy where they buy and why they buy. Generally speaking, it is contended that the investigation of shopper conduct is quickly developing as analysts perceive and execute new procedures and Transdisciplinary viewpoints to comprehend the idea of procurement and utilization conduct. This more extensive view endeavors to contemplate Consumer Behavior: conduct in the light of quickly developing ways of life, qualities, needs, and social settings.

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