

A Study of Shopping Behaviour of School – Goers Youth towards E-Tailing Preferences

Dr. Binkey Srivastava,

Professor
KIET School of Management,
KIET Group of Institutions
Ghaziabad, Uttar Pradesh, India.

ABSTRACT

The advent of globalization has tremendously grown the internet usage. Due to the rapid evolution of Internet, came the emergence of e-tailing, where users purchase goods and services in a website through online mode. As a result, it has produced a vast range of product categories that can be found. Apart creating vast selection choices for users, it also created opportunities for marketers to expand their business. So with the transformation of the internet, consumers among school-goers youth have more options and preferences. Now they have another mode of buying goods, not just relying on the traditional method. By using e-tailing they can retrieve information faster, get more choices, save time and money. A variety of services are available in e-tailing world, besides purchasing goods, consumers can book or buy tickets online, pay the bills virtually. But even though access to the internet is easy compared to the earlier days, however it is still difficult to justify whether the school-goers youth are fond in shopping through the internet and to understand their shopping behaviour towards e-tailing preferenc10. The study therefore focuses on online shopping preferences and problems of various e-tailing marketers. Questionnaire was used to collect the primary data. The study area is restricted only in Ghaziabad City. The respondents selected for this research was the school-goers youth with a sample size of 90 peoples. The sampling technique preferred is judgmental sampling as it can be used with both qualitative and quantitative research.

Keywords: E-tailing, school-goers youths, shopping behavior, e-tailing preferences, online shopping.

INTRODUCTION:

The Internet evolution had brought great impact in our lives in various ways whether in the manner of communication, education or most importantly, how we shop. The experience of physical shopping environment has always been associated with the people, as a feel-good experience¹⁸. The real store environment give the adventure kind of hype and enhance the sense of satisfaction in discovering rare finds or great bargains.⁷ Further, it is not just an ordinary place to go and do shopping, the human contact creates a bond between seller and buyer, initiating trust and guarantee which can make most customers feel good about a purchase. This retail therapy gives a sense of belongingness to shoppers.

Though real store shopping will stay on, nowadays shoppers tend to just stay at home and do virtual shopping. As convenience is the major advantage of online stores. It is really a time saver with a variety of offer and discounts too. Users would be surprise by the price that they could get compared to the prices in real store.

According to AC Nielson report (2014) Global online purchase intention rates in 2014 have doubled since 2011 for event tickets (41%), electronic books (34%), sporting goods (31%), toys/dolls (29%), videos/DVDs/games (28%), music (27%), pet supplies (21%), flowers (18%), cars/accessories (17%) and alcoholic drinks (17%). Further rates

have tripled in last three years for computer software (27%) and nearly tripled for baby supplies (20%).¹³

According to Internet and Mobile Association of India (IAMAI), CRISIL, Gartner, PwC analysis and industry experts (2015), eTravel comprises 70% of the total ecommerce market. Books, apparel and accessories and electronics are the largest selling products through e-tailing, constituting around 80% of product distribution.¹⁷ The increasing use of smart phones, tablets and internet broadband and 3G has led to developing a strong consumer base which may increase further. This has led to a robust e-tail market in India rearing to expand at high speed.

The internet has changed the way consumers handle their daily needs - be it booking movie tickets or a cab, or even ordering food. E-tailing is one category which has witnessed exceptional growth in the last two years. This revolution is largely led by various innovations which are unique to India as compared to rest of the world⁹.

Earlier the slow growth of internet buying may be due to lack of credit card penetration, poor infrastructure, internet accessibility, etc. However, in spite of such challenges, online retailers have been proactive enough to come up with solutions.¹⁰

Certain innovations such as Cash on delivery concept, investing in building home delivery team, working on tie-ups with grocery stores, India post, etc. to increase their delivery reach⁶ There are many more such customer-centric innovations which are driving success for e-tailing sites and apps in India.

Further the emergence of category-specific online shopping sites such as grocery, jewelry, spectacles and lens, etc. are also boosting the growth.

The trend of the demographic profile of Indian internet users further testifies that about 75% of Indian internet users are in the age group of 13 to 35 years. This segment shops more online than the remaining population¹⁷. Peer pressure, career progression, fashion and trends encourage this category to shop more than any other category. India, so, enjoys a demographic dividend that favours the growth of e-tailing. In further years, as internet presence increases in rural areas, rural India will yield more online buyers.

Gradually one of the consuming powers is teenage youth. According to United Nation, teenage youth is defined as a person aged between 15 to 24 years old. It also added that young people vary in character or content from country to country¹¹. Therefore, it can be said that for those who are under the age of 14 can be determined as children. For example in India, The National Youth Policy 2014 defines the age of youth as persons between the age 15-29 years.¹⁹

Hence it can be concluded that though youth for the different country might have different age category, it can be implied that youth are relatively somewhere in between teenager and adult. Therefore school-goers youth is also a part of consumers, as everyone can be considered as consumers as long as they purchase or use products and services.¹⁷

Marketers are spending good amount of money to anticipate youth behaviours. It is believed that current trend of youth will be an indication of older group trend in the near future¹⁷. However it is tough to predict consumer's mind so companies should not make any predictions on consumers' attitude.

Youth has been ever as much connected to the internet world as at present. According to Gupta and Gupta (2008) study findings the urban Indian youth is more an online surfer than an online shopper⁸. The researchers found that only a very small percentage of Indian youth has started appreciating the role of Internet in shopping⁵.

Today's Youngsters are gradually moving in for branded goods and services preferably which express them. Effective market segmentation could enable the marketers to devise strategies to target different consumer segments effectively. However, besides effective segmentation and target strategies marketers say there are various other reasons that influence a youth online buying behaviour and decision¹. Shopping experience, perception, customer service, and consumer risk are the factors that affecting the youth buying behaviour and spending power.⁵

LITERATURE REVIEW:

E-tailing shopping and physical store shopping though share various similarities, but still exists some differences between them, such as the e-tailing shopping could provide convenience and interactive services⁹ (Jarvanpaa and Todd, 1997), and the conventional shopping experience could give customers more comfortable shopping environment and good quality of products¹² (Lee and Chung, 2000). Both aspect of shopping malls are trying to improve their services by learn commutatively from each other, such as traditional shopping malls provide more parking spaces, more counters, and closer to residential area in order to improve services in convenience; Internet shopping malls adopt virtual reality (Lee, 2001) and 3D techniques¹³ (Miller, 2000) to improve the presentation of products¹⁵. The e-tailing shopping thus is another mode of

shopping and it can provide buyers with new experience. Therefore, the online shopping has its special nature to differentiate with traditional shopping.

According to Miller (2000), the product and services for online shopping could be influenced easily by their type, and also indicated four sources as convenience, technology, product and price that could explain the nature of online shopping. As per the research by Bulkely and Carlton (2000), the majority of online buying behaviours consist of one-time purchases², which is mainly according to consumer's different shopping motivations, such as convenience. Therefore, the E-tailing shopping websites need to improve their services or reduce the cost of products so as to motivate these one-time purchase shoppers to become loyal and regular buyers. In the aspect of costs, the E-tailing shopping websites have their strength than physical store, as they can remove the middle marketers (brokers, distributors), and that the lower warehousing cost and distribution expense can be added to online retailing channels for reducing the marketing price, which could greatly attract the price-sensitive shoppers come and purchase.

Zwass's (1998) defined for Electronic commerce is "*the sharing of business information, maintaining business relationships, and conducting business transactions by means of telecommunications networks*"²³. For E-commerce, the Internet provides a lot of technologies to enhance the E-commerce. This include the various aspect of the sharing of business information, the Internet provides shared databases, web based forum, email electronic data interchange (EDI) and other software that could increase the interactions with customers and business partners, and resulting in business transactions much easier and effective.

The internet made the world become smaller and closer, and it becomes very popular in the people's life. From the organization's perspective, as the Internet makes much easier to running an online business for organizations, and the associated costs decreased in some ways, thus this strength of the Internet attracts firms to enter this new marketspace. On contrary, actually there exist some problems in the global market, and some of this are not fully solved, such as the currency, taxes and tariffs. Despite those problems, the adoption of E-tailing for Business Company could gain more advantages than disadvantages.

Precisely it could be said that the Internet offers a new way to do business and gives fresh shopping experience to customers. However, there are many rules and conventions need to be improved to fit the online mode. As the security aspect must be considered for safe Internet transactions; the privacy must be protected by the web sites; and the trust transference programs are needed to help stimulate customer trust in the online buying environment. Therefore, this study will pick some points of view in association with consumer behaviour of school-goers youth with other ideas to have a deeper discussion. The current status of studies of online consumer behaviours is investigated through an analysis of existing literatures as background studies of consumer behaviours in order to understanding of the dynamic of online shopping field. Shopping experience, perception, customer service, and consumer risk are the factors that affecting the youth buying behaviour and spending power.⁷

PROBLEM STATEMENT:

Availability of hundreds of websites on the internet offering variety of products or services, we can purchase through online shopping such as clothes, books, booking tickets or paying bills. Though the internet¹¹ is an information community, it's a challenge to find a place in this community as it depends on the type of site desired, and kinds of services offered. Different consumers use different websites or ways in framing their buying behaviour, especially among school-goers who are technology literate. But still, there are several reasons that confine consumers or adolescent youth in making online purchases, as they are worried about the privacy of the personal information they share on the internet⁴. Further besides this, they want their history, behaviour and data to be protected. Therefore, this paper identifies what factors influences consumers buying behaviour towards e-tailing among youth, such as friends, reference groups, family and society.

RESEARCH OBJECTIVE:

During this study the following three research objectives were developed:

1. To identify types of product categories of online site in e-tailing that stimulates school-goers youth buying behavior.
2. To study the impact the amount of time spend by school-goers youth on online retailing websites have on their buying behavior.
3. To analyze the effectiveness of e-tailing among school-goers youth buying behaviour.

METHODOLOGY:

The sampling technique preferred is judgmental sampling as it can be used with both qualitative and quantitative research. The definition of judgmental sampling is a non-probability sampling technique where the researcher selects units to be sampled based on their knowledge and professional judgment¹¹. The judgmental sampling is also known as purposive sampling in which the individual units are selected by some purposive method. In this the specialty of an authority can select a more representative sample that can bring more accurate results than by using other probability sampling techniques. It involves the choice of an informant from the population based on informant’s qualities and the researcher's knowledge and judgment.

To conclude the findings of the study, the researcher seeks out the public views (school-goers) towards e-tailing and their buying behaviour. Collecting mass data is more relevant in comparison of focus group or in-depth interviews as those two would only be covering their views or opinions and limits the objective of the research, which is to gather data among school-goers youth of public school community in Ghaziabad, Uttar Pradesh, India. Further a lot of questions can be asked through questionnaires which can be distributed among school youth as it is a fast and cost effective way in getting a large number of respondents. This research also requires statistical data as the researcher would like to identify the percentage of school youth who shop online or their tendency towards using e-tailing preferences.

Table 1: Respondents Gender

S. No.	Gender		
	Item	Frequency (f)	Percentage (%)
1.	Male	38	42.2
2.	Female	52	57.8
	Total	90	100

Table 2: Respondents Age

S. No.	Age		
	Item	Frequency (f)	Percentage (%)
1.	13 years	4	4.4
2.	14 years	10	11.1
3.	15 years	59	65.6
4.	16 years	12	13.3
5.	17 years	5	5.6
	Total	90	100

RESULTS :

From the total of 90 respondents (Refer Table 1), 52 of them are female while another 38 of them are male. Female respondents are higher than the male respondents as usually the female enthusiastically involve in online shopping as to follow the existing trends in apparels, fashion and its accessories.

Based on the respondents’ age (Refer Table 2), it consists of 5 different ranges of age; starting from the youngest that is 13 years old, followed by 14 years old, 15 years old, 16 years old and the oldest which is 17 years old. Respondent of the age of 15 were the dominant which filled up most of the figures with 59 youths, followed by 16 years old with 12 people, 14 years old with 10 people, 17 years old with 5 people and lastly only four persons with the age of 13 years old. These teenage youth ages indicates the great trend to trigger online retail market in the near future.

Table 3: Respondents Source of Income

S. No.	Age		
	Item	Frequency (f)	Percentage (%)
1.	Scholarship	9	10
2.	Parents/Family	64	71.1
3.	Working	12	13.3
4.	Others	5	5.6
	Total	90	100

Table 3 shows the school-goers teenage youth source of income. The data revealed that majority of them get their money from their parents or family members with 64 people. 12 students were working, have an income which would have more spending power to do online transaction regularly. Only 9 students were on scholarship. The category of others could be from investment or borrowing from another party.

Table 4: Preferred Gadget

S. No.	Gadget		
	Item	Frequency (f)	Percentage (%)
1.	Laptop	37	41.1
2.	Desktop	14	15.6
3.	Tablet	20	22.2
4.	Smartphone	19	21.1
	Total	90	100

Table IV indicates most of them owns a laptop as an essential gadget for them to do their work and assignment, so laptop would be the ideal device for them. Further browsing through laptops is more convenient as tablets and smartphones users might feel uncomfortable in browsing, viewing small pictures and many more. They do not feel the freedom to operate various things that can be done with laptops.

Table 5: Favourites E-Tailing Categories

S. No.	Orientation		
	Item	Frequency (f)	Percentage (%)
1.	Apparel & Fashion	24	26.7
2.	Banking	4	4.4
3.	Travel	9	10
4.	Gadgets	8	8.9
5.	Music	6	6.7
6.	Movies & Entertainment	16	17.8
7.	Books & Magazines	9	10
8.	Food	14	15.5
	Total	90	100

Table 5 summarized the favourites e-tailing categories. The school-goers youth are trendy and appearance conscious so more likely to explore apparel and fashion one of the favourite e-tailing category. So with no surprise it is the type of online retailing category that is the most usually browse by respondents as it is easier for them to look for the latest trend and can choose from a wide range of colors, designs, brands and many more, in websites such as abof, AJIO, Jabong, Limeroad, Koovs, Myntra and others.

Table 6: Payment Method for Online Retailing

S. No.	Payment Method		
	Item	Frequency (f)	Percentage (%)
1.	Credit or Debit Card	36	40.0
2.	Net Banking	32	35.6
3.	Cash on Delivery (COD)	22	24.4

Table 6 indicates the respondents' payment method for online buying. Credit Card or Debit Card is the smartest form among the respondents with 36 people preferred to use cards rather than Net banking and Cash on Delivery with the number of 32 and 22 respondents respectively. For instance ATM card provide Visa or Debit Card, which makes transactions much easier for them whenever required.

Table 7: Buying Behaviour

Frequency (f)	Percentage (%)				
	Strongly Disagree f(%)	Disagree f(%)	Neutral f(%)	Agree f(%)	Strongly Agree f(%)
Every month I prefer buy an item or more	17 (18.9)	23 (25.6)	25 (27.7)	23 (25.6)	2 (2.2)
I prefer buying online	13 (14.4)	24 (26.7)	36 (40)	11 (12.2)	6 (6.7)
I spent more through online buying	4 (4.4)	18 (20)	37 (41.1)	24 (26.7)	7 (7.8)
Risk involved in e-tailing stops me to spend	2 (2.2)	8 (8.9)	33 (36.7)	29 (32.2)	18 (20)
Ease of Accessibility, Affordability, convenience of e-tailing	2 (2.2)	8 (8.9)	28 (31.1)	42 (46.7)	10 (11.1)
Quality of online product or services	9 (10)	18 (20)	19 (21.1)	18 (20)	26 (28.9)

Table VII, many respondents answered neutral, disagree and strongly disagree as they do not set any minimum or maximum target of product to buy every month. For them whenever they have the budget or interest for a product that is worth buying, then only they will buy online. It is not a compulsion or addiction for them to buy the product through e-tailing each month, as they have other priorities such as studies and assignments.

The emergence of e-tailing is not of a big deal to the school-goers teens as they are already aware of this trend. Despite of an emergence of a wide range of e-tailing websites and its fancied offers, they do not have the tendency to shop or spend more money in such websites. However there are good numbers of respondent who agreed to this statement, as we can relate to the previous question where the advantages of using e-tailing would be the reasons why they spend more money with the existence of e-tailing.

Risks involved such as cyber theft, debit or credit card fraud is one of the reason stopping them from making online buying. Further most of the parents have no idea on their children’s online buying activity and if the students have been trapped, they are afraid of informing their parents on the incident; hence the risks involved such as debit or credit card fraud are among the reason stopping them in making online buying.

Majority of the teenage youth agreed that easy accesses, time saving and many cheaper choices are the advantages that they found in using e-tailing. For students time is highly essential as they need to devote the most out of it in pursuing their studies, they have many other chores. Furthermore, they might have difficulties in getting to places as not all of them have their own transportation, and with limited earnings undoubtedly they are going for a good product at a cheaper rate than the ones selling at commercial stores, so these are some of the causes for their agreement to the statement.

CONCLUSION:

To conclude this research, the correlation between the three research objectives and the findings that had been interpreted, which the research objectives are, number one is to identify types of product categories of online site in e-tailing that stimulate school-goers youth buying behaviour. Followed by to study the impact the amount of time spend by school-goers youth on online retailing websites have on their buying behavior and finally to analyze the effectiveness of e-tailing among school-goers youth buying behaviour. Apparels and Fashion were chosen as the e-tailing category they will usually browse, but that does not mean that the respondents are willing to spend their money on it. Respondent does not usually browse other e-tailing categories such as movies, travels, music, etc, and the numbers are not as significant as apparels and fashion. Thus it can be said that it is easier to browse apparels and fashion because from where they can keep up with the latest trend or get an insight of fashion. This can be conclude that even though Apparels and Fashion were chosen as the type of e-tailing category they generally browse, mainly due to the fact that in the website they have a very useful eye-catching content and layout with a variety of pictures such as shoes, bags, shirts and many more, Apparels and Fashion were not the answer chosen by the respondents where they have or will spend their money on.

Further, half of the respondent’s preferred their laptops as their main device to shop or browse for items, tablet and smart phone are as an alternative while desktop seems to be the least used form of gadget. From this the

researcher can conclude that laptop would be the most appropriate gadget to be used for the respondents, because they need to move about to do their work, rather than using desktop where it is difficult to and troublesome to set up and vice versa, while tablet is not worth buying as some of the work are not supported by tablets, as it may not have the necessary software. Laptop is considered as all in one, as consumers can view the pictures, videos, etc bigger and clearer, about the same with desktop but cheaper. There are plenty of information to gain on the respondent's behaviour, opinions and purchasing pattern towards e-tailing on the Internet through this research. E-tailing or online shopping will be the next big thing for the society especially among school-goers youth where most of them are technology savvy.

Moreover, nowadays most of the things are being done through online mode. Hence, there are a few aspects that the retailer should focus on in the effort to improve the online buying services and experience. Not only from the consumers' perspectives but also, from the marketer's point of view. Therefore, it's essential to have some recommendation to improve the world of online shopping especially for those it may concern. Recommendations include the following such as, exploring more on the various e-tailing websites availability; consider e-tailing shopping as an alternative to traditional shopping, as it is a convenience for customers. Look for a solution to increase the level of security of online buyers in order to gain the customers trust and loyalty while buying online and finally, these e-tailing websites should be more informative giving details regarding the products that they offer as well as create a more user-friendly webpage layout and the design interface for e-tailing buyers.

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