

A STUDY ON YOUNGSTERS' PREFERENCE TOWARDS ONLINE PURCHASING MODE WITH REFERENCE TO KRISHNAGIRI DISTRICT, TAMIL NADU.

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ABSTRACT

Online purchasing is most preferable way for all groups of people in present world, mainly the developing countries like India's trends fully turned into the online shopping instead of offline shopping. Most of the person in the developing countries are focusing for the full time job for this they are not ready to spent time for offline mode of purchasing and like to purchase in online mode for the time management and most of the top branded products are available in online with clear features, best price, replacement options, and also the customer rating for purchase. The online shopping website Amazon, Flipkart are occupying the major mark in the world countries as well as Indian market. This study produces the reason for preference of online purchasing mode than the direct Purchase by the Krishnagiri town youngster with the interpretation and analysis by using correlation and Chi-Squire method.

Keywords: Online shopping, Amazon, Flipkart, etc.

INTRODUCTION

Marketing is the concept that has a history of many decades, in many forms and in different names. The channel of reaching the customers and consumers differs from product to product and company to company. It may be in the form of physical advertisements, audible methods or through digital medium. Hence, as competition increases for a particular product, the methodology of marketing that product also gets restructured with the help of the technologies. Globalization has made the entire world as a small shopping region in area, but larger in availability of products. Globalization makes the consumers closer to their makers by various connecting techniques. Digital Marketing, online shopping etc. are some of the most effective technologies that makes the search of the customers easier. Advancement in marketing creates competition among the manufacturers which results in product development that directly promotes customer preferences. Hence the emergence of digital marketing is considered to be an era in the global market. But there are criticisms that the online shopping affects the traditional shopping methods, which influences the business of the domestic and small business people. The fact about the negative talks regarding the online shopping cannot be denied, but it is said that the advantages skins those talks and facilitates the customers through easy payments, offers, time saving etc.

Online shopping is the new concept of marketing and sales through which the customer or the consumer receives his product with the help of internet and mediators. It has been reported that the number of people who prefers online purchases are around 1.92 billion and the composition of e-commerce in retail purchases was around 14.1 per cent globally. Some of the major online shopping trends of the current market are Amazon, Flipkart (First Indian online shopping brand that mostly introduced Indians to online shopping concept), eBay, Myntra, Jabong, Nykaa, OLX, Big Basket, Facebook Marketplace, Hopscotch. In online mode of purchasing the consumer realized more and more points of rewards in relation to the followings. In addition to the reward points the customer also considers that the online purchase would save the time of the customer. The offers in the online purchase include discount offers, festival offers and clearance sale offers. The modes of payment are convenient to the customers and the replacement opportunities are made simpler. Product comparison was one of the preferred reasons for the customer to choose online shopping. 24/7 shopping facilities and clear information about the products were some of the other reasons for the customers to choose the online purchase. The following table narrates the growth of online business trending worldwide.

Table 1
Percentage of Sales

S.No	Year	Percentage of Sales
1	2020	79.41
2	2019	65.09
3	2018	52.54
4	2017	37.5
5	2016	23.39
6	2015	13.31
7	2014	6.1
8	2013	3.59

The above table mentions the percentage of sales in the growth phase of the year 2013 to the year 2020. There are gradual growths and sudden hike in many stages which has a tremendous growth from 2013 to 2020.

REVIEW OF LITERATURE

Ms. Neha Gupta (2017) in her work on “Online Shopping Behavior among the students” has stated that the customer could be reached in an easier and faster manner only through the online shopping. The online shopping is also considered to be more economic when compared to other mode of shopping. The author has also mentioned about the differences between traditional shopping and online shopping. She also attempts to explain the role of online shopping to effective digital India.

Pawan Kumar, Kanchan (2017) in their article on “Online Shopping Behavior among Students” have mentioned that the practice shopping through online has been practiced by the customers in a frequent manner in recent trends. The reason for the rapid growth of online shopping is due to the larger usage of internet facilities by the vendors and the consumers. The authors concluded that the factors like educational qualification of the consumers and the factors that influence the online shopping are independent.

Sathya, P (2017) in the article titled “A Study on Digital Marketing and its Impact” has stated the online shopping as the pathway of electronic communication. It would pave way for the marketers to place their products and services directly to the customers. The author also describes that digital marketing concentrates on the promotion of digitalization among marketers as well as the customers.

Lalitha, K (2016) in her work on “Online Shopping Behavior among Higher Education Students” assured that the digital marketing would be the future of the world of shopping. She also stated that the youngsters were playing a vital role in the growth of digital marketing. The traits related to internet, attitude and other related factors influence the youngster to purchase the products through internet shopping.

Deepjyoti Choudhury (2014) in the study entitled “Online shopping attitude among the youth” identifies the relationship between the online shopping and the influencing factors like gender and product prices. The author also stated that the level of education is no way related to the digital marketing

Lubna Riz .V (2013) in the research on “Effectiveness of various tools and techniques across Industries” mentioned the types of online marketing tools which includes Word of Mouth, email advertising etc. The researcher also speaks about the roles of online marketing tools in attracting the customers.

OBJECTIVES OF THE STUDY

1. To pinpoint the preference of younger towards online mode
2. To find the reason for the preference of online mode
3. To analysis the roles of the online shopping websites

RESEARCH METHODOLOGY

This research is related to the descriptive type, the data collected with the structured questionnaire of 130 sample by the cluster sampling technique of Krishnagiri town youngsters. This research is trying to find the reason for the online purchasing mode by the youngsters of Krishnagiri town.

LIMITATION OF THE STUDY

This study is only the preference of youngsters of the Krishnagiri town and rest of the area is not focused for this research.

DATA ANALYSIS AND INTERPRETATION

Table 2
Gender of the Respondents

Gender	Number of Respondents	Mean	Standard. Deviation
Male	81	1.7531	0.53691
Female	49	2.7551	0.43448
Total	130	2.1308	0.69760

Source: Primary Data

Table 2 shows the gender of the respondents. It is found that 81 respondents are male and the female constitutes 49 numbers among the total 130 respondents.

Table 3
Mode of shopping

		Mode of shopping			Total
		Online	Offline	Both	
Gender of the Consumer	Male	77	0	4	81
	Female	15	25	9	49
Total		92	25	13	130

The above table 3 shows the gender preference towards mode of purchase, 77 male and 15 female preferred online purchase mode, only 25 females preferred in offline mode of purchase, totally 13 male and female have given the preference in both online and offline mode of purchasing

Table 4
Gender of the Consumer and Mode of shopping
Chi – Square Test

Null Hypothesis (Ho) : Mode of shopping and gender were independent

Alternative Hypothesis (H1): Mode of shopping and gender were not independent

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	64.752 ^a	2	.000
Likelihood Ratio	74.390	2	.000
Linear-by-Linear Association	41.913	1	.000
N of Valid Cases	130		

Since the p-value (0.000) is less than the significance level (0.05) and hence the null hypothesis is rejected. So, it could be concluded that a relationship exists between the mode of shopping and the gender

Table 5
Application used for Online Purchasing and Reason for Online Purchasing

Application used for Online Shopping	Reason for Online Purchasing							Total
	Discounts/ Better Prices	Time saving	Availability of Products	Customer Feedback (Reviews)	Replacement Facility	Save Transportation cost	Other reasons	
Amazon	27	6	0	0	0	0	0	33
Flipkart	0	14	21	10	0	0	0	45
EBay	0	0	0	7	0	0	0	7
Myntra	0	0	0	2	9	0	0	11
Jabong	0	0	0	0	4	0	0	4

OLX	0	0	0	0	7	0	0	7
Snapdeal	0	0	0	0	8	0	0	8
Shopclues	0	0	0	0	7	1	0	8
Facebook Marketplace	0	0	0	0	0	1	4	5
Others	0	0	0	0	0	0	2	2
Total	27	20	21	19	35	2	6	130

Table 6
Gender and Reason for Online Purchase

Null Hypothesis (Ho) : Gender and reason for online purchasing are independent

Alternative Hypothesis (H1): Gender and reason for online purchasing are not independent

Correlations			
Spearman's rho		Reason for Online Purchasing	Gender of the Consumer
Reason for Online Purchasing	Correlation Coefficient	1.000	0.754
	Sig. (2-tailed)	.	0.000
	N	130	130
Gender of the Consumer	Correlation Coefficient	0.754	1.000
	Sig. (2-tailed)	0.000	.
	N	130	130

It can be stated by from the above table that the null hypothesis is rejected and hence the relationship between the reasons for the online purchasing and the gender of the consumer are significant.

Findings

- ❖ Male respondents are preferred to purchase the goods from online mode than the offline due to the reason of more discounts and replacement facility in online purchasing mode. Female respondents preferred online mode mainly for the availability of products and time save.
- ❖ All the gender of young age will prepare for online purchasing mode than the offline mode due to reason availability of products and Discounts in online purchasing.
- ❖ The applications like amazon, Flipkart and OLX are the maximum preferred by the young customers of Krishnagiri town

SCOPE FOR FUTURE STUDY

This study needs to extend up to the whole district and also for the state for to find the preference of the young mind and the reason for the changing trend also the online website which makes more customers.

CONCLUSION

In this study the young customers of Krishnagiri town has preferred online purchasing mode by using amazon and Flipkart in the maximum level and OLX, Myntra, Snapdeal in the next level of preference. They are purchasing the products through online mode for the reason discount offers, time saving and availability of products.

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