

A Study On Online Shopping Behaviour Among Teenagers Towards Lifestyle Products In Killiyoor

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Abstract

Online shopping has become increasingly popular, due to convenience and often lower prices. Especially in the holiday season, online shopping saves an individual from the hassle of searching several stores and then waiting in long queues to buy a particular item. The "Collins English Dictionary" defines "lifestyle" as a set of attitudes, habits or possessions associated with a particular person or group. A lifestyle brand is a company that markets its products or services to embody the interests, attitudes and opinions of a group or a culture. Lifestyle brands seek to inspire, guide and motivate people, with the goal of their products contributing to the definition of the consumer's way of life. This paper studies the online shopping behaviour among the teenagers towards lifestyle products in Killiyoor. The objective of this research identifies the perceived risk and psychological factors, located in online shopping and it influences the online shopping behaviour among teenagers towards lifestyle products.

Keywords: Online shopping, Teenagers and Lifestyle Products

INTRODUCTION

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller by using the internet. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. In the marketing around the digital environment, customer's buying behaviour may not be

influenced and controlled by the brand and firm, when they make a buying decision that might concern the interactions with search engine, recommendations, online reviews and other information. In other words, the digital environment has a growing effect on consumer's mind and buying behaviour. Iconaru et al. (2013) stated that, in online shopping, a perceived risk appears from when customers feel uncertainty and fear of financial loss, poor product quality, non-delivery concerns, the breaching of trust and misusing of personal information. Many researchers argued that online shopping perceived risk had negatively impacted consumer's behaviour while purchasing in the internet which (Martin and Camarero, 2009; Liu et al. 2013; Mieres et al. 2006), reduced the consumer's intention to purchase online other goods as well (D'Alessandro et al. 2012). Swinyard & Smith (2003) concluded that more than 70% online non-shoppers do not buy online due to risk of financial losses if they shop from online e-retailers. Customer's trust is another way of driving customer's behaviour in digital environment; it can depend on customer's attitude and expectation.

STATEMENT OF THE PROBLEM

The online shopping becomes very familiar and it gets reached every day. There are so many benefits in online shopping such as time saving, access from everywhere, convenience, 24/7 availability, variety of products, availability of various options to compare products and brands. Despite of these benefits, consumer encounters different type of perceived risk factors and psychological factors are involved in online shopping. The perceived risk could be financial loss, product performance risk, delivery risk and psychological factors like trust & security and website design. These perceived risk and psychological factors determine the consumers' attitude towards online shopping of lifestyle products. The purpose of this study identifies those risks and psychological factors which influences the buying behaviour of teenagers towards online shopping of lifestyle products. Hence an attempt is made to study the online shopping behaviour of teenagers with the reference to the lifestyle products in Killiyoor, Kanyakumari District.

OBJECTIVES OF THE STUDY

This research attempts to study the following objectives:

- To study the online shopping behaviour among teenagers towards lifestyle products in Killiyoor.
- To study the demographic profile of the respondents.

- To find out the consumer's preference of lifestyle products and online retailers.
- To identify the factors influencing the online shopping.
- To analyze the expenditure pattern and online usage of the consumer.

METHODOLOGY

This study attempts to enlighten the view of online shopping behaviour among teenagers towards lifestyle products in Killiyoor. It is based on both primary and secondary data which are analyzed by using appropriate statistical tools to draw conclusions. The primary data has been collected by using a well-structured questionnaire. The secondary data necessary for the study has been collected from published and unpublished sources.

SAMPLING DESIGN

To analyse the buying behaviour of teenagers towards online shopping of lifestyle products, the researcher randomly has selected 50 respondents from Killiyoor. Convenient sampling method has been used to identify sample respondents and percentage analyses have been made.

TOOLS FOR ANALYSIS

In order to do analysis and interpretation of the data, simple statistical tools like Garrett Ranking Technique, Weighted Average Ranking Technique and Percentage Analysis have been used.

ANALYSIS AND INTERPRETATION OF DATA

TABLE 1.1 DEMOGRAPHIC PROFILES OF THE RESPONDENTS

Gender	Frequency	Percentage
Male	20	40
Female	30	60
Age	Frequency	Percentage
Up to 15	7	14
Above 15	43	86
Educational Qualification	Frequency	Percentage
High School Education	9	18
Higher Secondary	15	30
Degree Courses	26	52
Diploma Courses	0	0
Monthly Income of Family	Frequency	Percentage

Below Rs.10,000	19	38
Rs.10,000-30,000	26	52
Rs.30,000-50,000	4	8
Above Rs.50,000	1	2

Source: Primary Data

The demographic particulars such as gender, age, educational qualification and family income of the respondents have been studied and it shows that most of the respondents (60%) fall under female category. As per the demographic profile, out of 50 respondents, which means 86% of the respondents come under the category of above 15 years old and most of the respondents are pursuing their degree programmes (52%) and their family monthly income ranges between Rs.10,000-30,000 (52%).

TABLE 1.2 PREFERENCES OF LIFESTYLE PRODUCTS

Products	Garrett Mean Score	Rank
Clothes and Garments	60.16	I
Foot Wears	51.9	II
Home Appliances	49.66	IV
Computer Accessories	50.82	III
Fancy Handbags and Wallets	48.72	V
Jewels and Fancy items	47.82	VI
Cosmetic Products	45.22	VIII
Watches and Glasses	47.7	VII

Source: Primary Data

Garrett ranking method is used to ascertain the consumer's preference of lifestyle products. Clothes and garments were placed the first rank with the mean score of 60.16 and foot wears got the second rank with the mean score of 51.9. This is followed by computer accessories (III), Home Appliances (IV), Fancy Handbags and Wallets (V), Jewels and Fancy Items (VI), Watches and Glasses (VII) and Cosmetic Products (VIII).

TABLE 1.3 FACTORS INFLUENCING ONLINE SHOPPING BEHAVIOUR

Presence	Always	Often	Now & then	Rarely	Never	Weighted score
Offers and Discounts	30	8	1	5	6	1.98
High Quality	18	9	8	10	5	2.5
Low Price	17	15	12	5	1	2.16
Door Delivery	13	12	10	10	5	2.64
Time Saving	14	11	15	5	5	2.52
Advertisements	27	6	3	9	5	2.18
Availability of Choices	15	18	10	2	5	2.28

Source: Primary Data

The above table reflects the factors, influencing the online shopping behaviour of teenagers towards lifestyle products. The Weighted average ranking reveals that among the seven factors identified by the researcher “Door Delivery” is an important factor, which influences customers while making online shopping of lifestyle products, which becomes the cause of time saving, high quality, Availability of choices, Advertisements, low price and Discount/ Offers.

TABLE 1.4 REASONS FOR PREFERRED OF ONLINE SHOPPING

Sl. No	Reason	Frequency	Percentage
1	Past Experience and Services	12	24
2	Secured Payment System	3	6
3	Simple & Easy to access	16	32
4	Wide variety of products	19	38

Source: Primary Data

It is evident from the above table that 38% of the respondents prefer a particular website for online shopping because of the availability of wide variety of products in the website and the remaining respondents say that they prefer a particular website as it is simple and easy to access (38%), on considering the past experience and services (24%). Only 6% of respondents say that they prefer a shopping site considering the secured payment system.

TABLE 1.5 SOURCE OF KNOWLEDGE ABOUT THE RETAILERS

Sl. No	Source of knowledge	Frequency	Percentage
1	Family members & Friends	16	32
2	TV Advertisements	25	50
3	Newspapers & Magazines	1	2
4	Other Mediums	8	16

Source: Primary Data

The above table shows that out of 50 respondents, 50% of respondents gain knowledge about their preferred online website through TV advertisements and the rest of the respondents through family members and friends (32%), Newspapers and Magazines (2%) and other mediums (16%).

TABLE 1.6 AMOUNTS SPENT ON SIGNLE PURCHASE IN ONLINE SHOPPING

Sl. No	Amount spent on purchase	Frequency	Percentage
1	Below Rs.1,000	24	48
2	Rs.1,000-3,000	14	28
3	Rs.3,000-5,000	6	12
4	Above Rs.5,000	6	12

Source: Primary Data

It has been documented that out of 50 respondents, 48% of respondents spent amount below Rs.1,000 while making online shopping of lifestyle products. The expenditure pattern of the rest of the respondents ranges between Rs.1,000 - 3,000 (28%), Rs.3,000-5,000 (12%) and above Rs.5,000 (12%). Most of the respondents are from middle income group and hence, change in income level may lead to change in expenditure pattern and buying behaviour.

TABLE 1.7 FREQUENCY OF MAKING ONLINE SHOPPING OF LIFESTYLE PRODUCTS

Sl. No	Frequency of purchase	Frequency	Percentage
1	Daily	0	0
2	Weekly	2	4
3	Monthly	9	18
4	Quarterly	4	8
5	Half-yearly	0	0
6	Twice in a year	3	6
7	Annually	21	42
8	On festivals	11	22

Source: Primary Data

From the above table, it has been depicted that out of 50 respondents, 42% of respondents make online shopping of lifestyle products annually and 22% of respondents only on festival times. Only a few respondents make online shopping of lifestyle products on a monthly basis (18%), quarterly (8%), twice in a year (6%) and on weekly basis (4%).

TABLE 1.8 TIME SPENT FOR ONLINE SHOPPING IN A MONTH

Sl. No	Time spent in a month	Frequency	Percentage
1	Less than 1 hours	34	68
2	2-3 hours	14	28
3	Above 3 hours	2	4

Source: Primary Data

From the above table, it is evident that the respondents spent a time of only less than 1 hours (68%) and 2-3 hours (28%) while making online shopping of lifestyle products. Only a few respondents (4%) spent more than 3 hours in online shopping looking for wide variety of products and other delivery and payment procedures. Hence, it can be concluded that online shopping saves time better than offline shopping.

TABLE 1.9 MODE OF PAYMENT

Sl. No	Mode of Payment	Frequency	Percentage
1	Cash on delivery	39	78
2	Debit Card	4	8
3	Credit Card	2	4
4	Net Banking	5	10

Source: Primary Data

The payment mode for online shopping of lifestyle products includes credit card, debit card, cash on delivery and net banking. The majority of respondents were found making payment on delivery (78%), while the rest of the respondents make payment through net banking (10%), debit card (8%) and credit card (4%).

TABLE 1.10 PREFERENCES OF ONLINE RETAILERS

Online Shopping Retailers	Garrett Mean Score	Rank
Amazon	58.28	III
Flipkart	63.98	I
Snap deal	59.36	II
Jabong	44.7	VIII
Ebay	48.7	IV
Myntra	46.7	VI
Shopclues	47.92	V
Homeshop 18	45.98	VII
Naaptol	38.2	X
Infibeam	44.18	IX

Source: Primary Data

The above table shows that online buyers preference of different online shopping websites. Flipkart is the most preferred online shopping website in the study area with the mean score of 63.98. Snapdeal.com got second ranking in consumers' preference; Amazon.in occupies the third rank with the mean score of 58.28 followed by Ebay, Shopclues, Myntra, Homeshop 18, Infibeam and Naaptol.

FINDINGS OF THE STUDY

The following are the important findings of this study:

- It is found that majority of the respondents are female (60%).
- Most of the teenagers prefer to buy clothes and garments among the various lifestyle products.
- Majority of the respondents prefer flipkart as their number one online shopping site for purchasing lifestyle products.
- Most of the respondents say that cheap price is the important factor which greatly influences the online shopping behaviour of teenagers.
- 38% of respondents prefer a particular website for online shopping because of the availability of wide variety of products and choices in the shopping site.
- From the total respondents, 50% of respondents say that they have gained knowledge about a particular website through advertisements.

- Most of the respondents have a expenditure pattern of below Rs.1,000 while making online shopping of lifestyle products.
- Majority of the respondents (42%) make online shopping of lifestyle products annually.
- 68% of respondents spent only a time of less than 1 hour while making online shopping of lifestyle products.
- The majority of the respondents (78%) were found making payment only at the time of delivery of the lifestyle product.

SUGGESTIONS

Based on the findings of the present study, the following suggestions are given:

- The e-commerce market has a great potential for youth segment. If the demographic features are scrutinised carefully then it can be easily identified that maximum number of respondents of online shopping are lying in the category of above 15 years of age. Therefore the online retailers should target this segment for rapid future growth of their business.
- The buying behaviour of teenagers can be elaborated through findings obtained through survey. By focussing on various factors identified in this study, the corporate can make their marketing strategies in better way. It will help to convert their potential customers into active customers. By improving the sales services, providing more secured payment options, timely delivery of the goods with better packaging can further boost the demand of various products and services through web stores.
- The market for other products and services must be expanded through more awareness among the customers.
- Only a few respondents consider that online shopping sites have a secured payment system which indicates their fear of unsecured transactions in online payment, therefore the e-stores specifically mention about the security of transactions of their e-stores which will increase the faith of customers for online shopping.
- TV advertisements act as the major source which brings awareness among the teenagers about the online shopping sites. Hence, online retailers can use other mediums to bring encourage many teenagers to make online shopping of lifestyle products through their website.

CONCLUSION

The researcher has made an attempt to study the online shopping behaviour among teenagers towards online shopping of lifestyle products in Killiyoor, Kanyakumari district. According to this study, “About 44 percent students use Internet in India and overall 72% of young people access Internet on regular basis. However, fraudulent use of the Internet is often a concern for many teenage shoppers. Cyber thieves steal identities of shoppers and then exploit them causing a theft of their identity. This leads to a variety of problems, causing fraudulent credit card charges, opening new credit accounts, and misuse of current accounts. Online consumers tend to be better educated. Higher computer literacy makes internet shopping smarter. Their awareness about the internet also makes them better positioned to identify and take decision for products and services. The online retailers have to improve the after sales services, providing more secured payment options, timely delivery of the goods with better packaging can further boost the demand of various products and services through web stores and hence can encourage the faith of teenage online shoppers.

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