

Attitude of Young Adults towards Online Shopping

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Abstract: Online shopping provides a good example of the business revolution. In India e-commerce is currently experiencing a period of the online shopping market. Online shopping in India is in its growing stage. More and more young adult are gaining confidence about purchasing products online. Online shopping is an easy and comfortable way of shopping for a range of products. There are innumerable advantages of online shopping. Individual saves a lot of time which one normally spends while personally going to the retail shop and buys the products. However now, with the passage of time, more and more people are going to prefer to make purchases online, thus setting a massive change in the online shopping trends. Online shopping allows people with a broad range of products in different categories.

Keywords: Online shopping, young adults, attitude

1. Introduction

Online Shopping in India is in its growing stages. However, more and more people are gaining confidence about purchasing products online. Online shopping is an easy and comfortable way of shopping for a large range of products. There are innumerable advantages of online shopping, one save a lot of time which one normally need to personally go to the retail shop and buy the products which one want. Initially, the customer base for online shopping activities was the rich class with a lot of purchasing capacity. However, now, with the passage of time, more and more people are going to prefer to make purchases online, thus getting a massive change in the online shopping trends. Online shopping allows people with a broad range of products in different categories. It also gives a chance to compare the same product with the others and also shows the best deal. In addition the transportations also easy and additionally some websites also offer free shipping to other countries. Once an item is purchased we can easily know the current status and location of the item before it reaches us

2. Online Shopping in India

Online shopping has had a rather slow and unstable journey in India, it has not picked up as much as it should have, primarily due to the fact that internet access itself is quite low and the online shopping experience has been bad to say the smallest amount. Online Shopping in India is evolving fast and has the prospective to grow exponentially in the times to come. Habitually, Indians are traditional in their approach to shopping. They want to touch and feel the products and test its features before buying anything (Rastogi A.K 2011).

3. Objective

1) To study attitude of young adults towards online shopping.

Hypotheses:

1-Ho1= There exists no difference between age and attitude towards online shopping.

2) Ho2= There exists no difference between gender and attitude towards online shopping.

4. Material and Methods

The research design of the present study was descriptive in nature .The sample size was 120 respondent (60 male and 60 female) .The sample was collected from Lucknow city using self-made questionnaire. The sample was collected through purposive random sampling .The data collected was analyses using Frequency, percentage Mean, S.D, T-test.

5. Results and Discussion

Table 1: Distribution of the respondents according to Age, N=120

S. No	Age of the Respondent in Years	Male (N=60)	Female (N=60)
1	20-22	8 (18.3)	22 (36.7)
2	23-25	34 (56.7)	26 (43.3)
3	26-28	18(30.0)	12 (20.0)

(Figures in parentheses indicates percentage)

The data in the above table showed that 13.3 percent male and 36.7 percent female respondents were belonging to age group 20-22 years where as 56.7 percent male and 43.3 percent female respondents were belonging to age group 26-28 years and 30.0 percent male and 20.0 percent female respondents were belonging to age group 26-28 years.

Table 2: Distribution of the respondents Attitude of agree Online shopping=120

S. NO	Statement	Frequency															
		Male					Female					Total					
		S.D	D	I	A	S.A	S.D	D	I	A	S.A	S.D	D	I	A	S.A	
1	Online shopping save time.	2 (3.3)	2 (3.3)	1 (1.7)	40 (66.7)	15 (25.0)	1 (1.7)	1 (1.7)	1 (1.7)	33 (55.0)	24 (40.0)	3 (2.5)	3 (2.5)	2 (1.6)	73 (60.8)	39 (32.5)	
2	Shop anytime on internet	8 (13.3)	12 (20.0)	9 (15.0)	22 (36.7)	9 (15.0)	3 (5.0)	3 (5.0)	5 (8.3)	33 (55.0)	16 (26.7)	11 (9.1)	15 (12.5)	14 (11.6)	55 (45.8)	25 (20.8)	
3	Shopping online is risky.	13 (21.7)	12 (20.2)	2 (3.3)	33 (55.0)	10 (16.7)	8 (13.3)	5 (8.3)	18 (30.0)	10 (16.7)	21 (35.0)	6 (10.0)	18 (15.0)	30 (25.0)	12 (10.0)	54 (45.0)	16 (13.3)
4	Prefer online shopping because of lower actual price.	9 (15.0)	14 (23.3)	4 (6.7)	26 (43.3)	7 (11.7)	8 (13.3)	16 (26.7)	11 (18.3)	18 (30.0)	7 (11.7)	17 (14.1)	27 (22.5)	15 (12.5)	44 (36.6)	14 (11.6)	
5	A long time is required for the delivery of products and services on the internet	4 (6.7)	8 (13.3)	3 (5.0)	31 (51.7)	14 (23.3)	5 (8.3)	25 (41.7)	10 (16.7)	18 (30.0)	2 (3.3)	9 (7.5)	33 (27.5)	13 (10.8)	49 (40.8)	16 (13.3)	
6	Selection of good available on the internet is very broad.	9 (15.0)	10 (16.7)	10 (16.7)	20 (33.3)	11 (18.3)	5 (8.3)	12 (20.0)	4 (6.7)	31 (51.7)	7 (11.7)	17 (14.1)	27 (22.5)	15 (12.5)	44 (36.6)	14 (11.6)	
7	The description of products shown on the web sites are very accurate	4 (6.7)	9 (15.0)	5 (8.3)	31 (51.7)	11 (18.3)	6 (10.0)	10 (16.7)	5 (8.3)	30 (50.0)	9 (15.0)	9 (7.5)	33 (27.5)	13 (10.8)	49 (40.8)	16 (13.3)	
8	The information given about the products and services on the internet is sufficient.	3 (5.0)	8 (13.3)	7 (11.7)	33 (55.0)	9 (15.0)	6 (10.0)	10 (16.7)	10 (16.7)	30 (50.0)	4 (6.7)	9 (7.5)	18 (15.0)	17 (14.1)	63 (52.3)	13 (10.8)	
9	While shopping online ,I hesitate to give my credit card number	4 (6.7)	3 (5.0)	39 (65.0)	-	15 (23.3)	5 (8.3)	10 (16.7)	5 (8.3)	23 (38.3)	17 (28.3)	9 (7.5)	13 (10.8)	44 (36.6)	23 (18.8)	32 (26.6)	
10	Internet reduces the monetary casts of traditional shopping to a great extent (parking fees etc..)	14 (23.3)	11 (18.3)	8 (13.3)	17 (28.3)	10 (16.7)	3 (5.0)	9 (15.0)	9 (15.0)	28 (46.7)	11 (18.3)	17 (14.1)	20 (16.6)	17 (14.1)	45 (37.5)	21 (17.5)	
11	The fact that only those with a credit card or bank account can shop on the internet is a drawback.	9 (15.0)	16 (26.7)	3 (5.0)	25 (40.0)	8 (13.3)	7 (11.7)	6 (10.0)	12 (20.0)	26 (43.3)	9 (15.0)	16 (13.3)	22 (18.3)	15 (12.5)	51 (42.5)	17 (14.1)	
12	I would be frosted about what to do if ,I am dissatisfied with a purchase made from the internet	14 (23.3)	26 (43.3)	2 (3.3)	11 (18.3)	7 (11.7)	5 (8.3)	10 (16.7)	11 (18.3)	20 (33.3)	13 (21.7)	19 (15.8)	36 (30.0)	13 (10.8)	31 (25.5)	20 (16.6)	

(Figures in parentheses indicates percentage)

S.D=Strongly Disagree, D=Disagree, I= Indifferent ,A= Agree , S.A= Strongly Agree.

Table no. 2 Discuss the attitude towards online shopping. More than half of the respondents (66.7% male and 55.0% female) agreed that online shopping save time, (36.7% male and 55.0% female) agreed that the advantage of online shopping is one can shop anytime on internet,(38.3% male and 35.0% female) agreed that Shopping online is risky, (43.3% male and 30.0% female) agreed that they will prefer online shopping because of lower actual price, (51.7% male and 30.0% female) agreed that A long time is required for the delivery of products and services on the internet, (15.0% male and 51.0% female) agreed that Selection of good available on the internet is very broad, (51.7 % male and 50.0% female) agreed that the description of products shown on the web sites are very accurate (15.0% male and 50.0% female) agreed the information given about the products and services on the internet is sufficient. No male respondent but (38.3% female) reported that they while shopping online , hesitate to give credit card number, (28.3% male and 46.7% female) agreed that Internet reduces the monetary costs of traditional shopping to a great extent (parking fees etc. (40.0% male and 43.3% female) agreed that the fact that only those with a credit card or bank account can shop on the internet is a drawback, (18.0% male and 33.3% female) agreed that the online shopping.

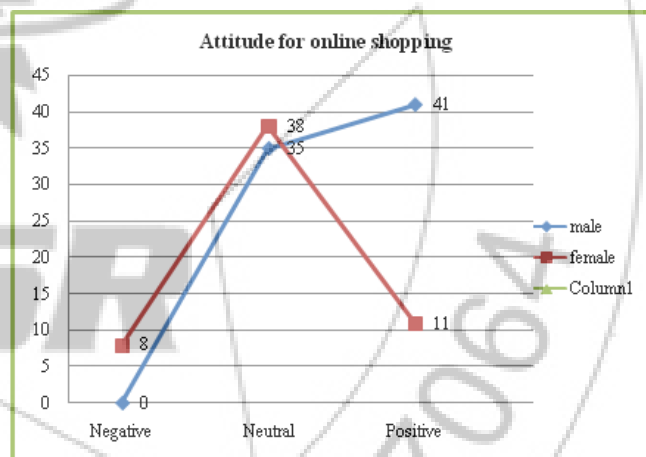


Figure 4.1.1: Distribution of responds according to attitude online shopping

The above Finger no 1. Showed that very few respondents were moving negative attitude whereas (35% male and 38% female) respondents were neutral attitude and (41% male and 11% female) respondents positive attitude towards online shopping. Results also showed that females were more positive than males.

H₀ 1: There exists no significant difference between gender and attitude toward online shopping.

Table 3: T- test value between gender and Attitude towards online shopping

Variable	D.F	Male		Female		T-Value	Level of Significance
		Mean	S.D	Mean	S.D		
Gender	118	.11	.272	.017	.288	.042	.966

It was evident from the above table that there was no significance difference between gender and attitude towards online shopping. This means that the null hypothesis was accepted which means that attitude towards online shopping was not dependent or influenced by gender but mean value showed significance difference between to words online shopping across gender The finding of this study is contradictory with study conducted by **LORI N. K. LEONARD (2011)** which showed that gender had influenced on Attitude towards online shopping.

H₀ 2: There exists no significant relationship between age and attitude toward online shopping.

Table 4.5.1: T- test value between age and Attitude online shopping. N=120

Variable	D.F	20-22		23-25		26-28		T-Value	Level of Significance
		Mean	S.D	Mean	S.D	Mean	S.D		
Age	118	4.10	.995	4.17	.763	2.97	1.349	11.27	.000*

It was evident from the above table that there was highly significance difference between age and attitude online shopping. This means that the null hypothesis was rejected which means that attitude towards online shopping was influenced by age.

6. Conclusion

For the attitude it could be concluded that though online shopping in India is a new concept still young adults have adopted it results showed that both females and males were having positive attitude towards online shopping. Results also showed that young adult of 23-25 year age group did more online shopping.

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