

A study of level of satisfaction among youth towards online shopping

¹ Dr. Achla Gakkhar, ² Dr. Dolly Rani, ³ Priyanka Chaudhary

¹ Professor, Department of Extension, Communication and Management, Institute of Home Science, Dr. B. R. Ambedkar University, Agra, Uttar Pradesh, India

² Research Associate, UGC/PDF, Department of Extension, Communication and Management, Institute of Home Science, Dr. B. R. Ambedkar University, Agra, Uttar Pradesh, India

³ Research Scholar, Institute of Home Science, Dr. B. R. Ambedkar University, Agra, Uttar Pradesh, India

Abstract

Online shopping is a recent phenomenon in E-commerce and its definitely going to be the future of shopping in the world. Due to increasing internet and mobile penetration, growing acceptability of online payments has provided the unique opportunity to companies to connect with their customers. In recent days rural peoples also start buying products through online. Convenience is one of the major reasons, but huge discounts and offers provided by the online merchants was the important reason for ever-increasing sales in online shopping. Hence this study attempts to find out the customers satisfaction towards online shopping. The required data were collected from 100 youth [both, 50 boys and 50 girls] those who were buying products in online; by using structured questionnaire. This study helps to find out the most preferred shopping site, reason for buying products, product preferences satisfaction of online consumers and also to suggest the steps have to be taken to the online merchants to improve their sales.

It is concluded from the study that majority of the boys and girls [74% of boys and 80% of girls] always used the websites for online shopping, while only 14% of boys sometimes used the websites for online shopping as compared to 2% of girls. Both boys and girls were highly satisfied with cash on delivery and fashion. Cash on delivery and fashion had maximum MWS While quality and colour had minimum MWS in the level of satisfaction towards online shopping.

Keywords: e-shopping, satisfaction and online shopping websites

Introduction

Online shopping (something known as e-tail from "Electronic retail" or e-shopping) is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet using a web browser. Alternative names are: e-web-store, e-shop, e-store, internet shop, web shop, web-store, online store, online store front and virtual store: mobile commerce (or m-commerce) describes purchasing from an online retailer's mobile optimized online site or app.

In case of online shopping, one can buy the selected product rapidly by doing some clicks from home or work saving time and energy in spite of the larger distance arising from the endless and unlimited market offered by the internet. In addition, the internet can also facilitate the shopping of consumers with reduced mobility. Since the consumer does not have to go to the premises of the trader, and is not limited by the opening hours he/she can place an order at all times. Such items can also be purchased that are not available in the surrounding of the consumer, thus the choice of goods is significantly broader, and furthermore the delivery can be requested not only to the place of residence but to the workplace as well.

The offers on the internet can be easily compared, therefore the consumer can buy the product with the most favourable conditions (price, quality, other discounts) tailored to the individual needs. Besides the advantages however, it is good to know that there may also be risks connecting to online

shopping, since the conclusion of the contract is done without personal interaction, and the consumer sitting in front of a computer/screen tends not think over or consider his/her intention of buying.

Kim (2010) ^[1], in his study found out that the consumer factor, comprised of privacy, security and trust, time saving, ease of use, convenience, enjoyment provided by shopping, company reputation and tactility, was most significant for who intended to purchase online and who did buy online.

In a study by Rastogi, 2010, "A study of Indian online consumers' and their buying behavior" suggested that the employees of various companies are purchasing more than others through online shopping (51%), maximum numbers of respondents (38%) feel that online shopping is having easy buying procedures; others think that they can have wide variety of products, Lower price of the products, various modes of payments etc. Most of the respondents think that Availability of online information about Product & Services is excellent (54%), most of the respondents purchase the products 2 to 5 times annually (46%). As a result of this research, it was found that the prominent factors affecting this buying decision are impulse, information of availability and option to provide a review.

Online shopping is a recent phenomenon in E-commerce and its definitely going to be the future of shopping in the world. Most of the business units are selling their products/services in online. Youth's curiosity towards online shopping is increasing day by day. The youth's perception towards online

shopping is entirely different; they see this as new trend, time saving, easy accessible, variety and with more interesting. When online shopping had just come into the picture, the perception was of low security, poor in quality and untrustworthy. But gradually, the perception has changed and at the moment it is showing positive signs among youth's. Due to increasing internet and mobile penetration, growing acceptability of online payments has provided the unique opportunity to companies to connect with their customers. Online shopping creates a craze among both young males and females because previously where they spent a lot of time for shopping, today just by sitting at home they can browse through many sites and choose the best deal and place an order within few minutes.

Considering the above point the present study entitled “a study of level of satisfaction among youth towards online shopping” conducted with the following objectives –

1. To study the use of various websites for online shopping.
2. To study the satisfaction received by youth out of online shopping.

Methodology

The research design adopted for the present study was descriptive type of research design. Multistage sampling procedure was used in the present study for selection of sample. Present study was conducted in Agra district. Agra district has total ninety wards, out of these ninety wards one ward namely ‘Khandari’ ward selected randomly. From this selected Khandari ward four degree colleges namely

‘Institute of Home Science’, ‘Institute of Engineering Technology’, ‘Dau Dayal Institute’ and ‘R.B.S. College’ were selected randomly. From these selected colleges a total number of 100 respondents [25 respondents from each selected colleges] were randomly selected for the present study included 50 boys and 50 girls.

Survey method was used for collection of data. Data regarding to the use of various websites for online shopping and satisfaction received by youth out of online shopping were collected with the help of self-made questionnaire.

For analyzing the data Frequency distribution, percentages and weightage mean score were used.

Result and Discussion

This part deals with the findings of present investigation in the light of the specific objectives, thereby keeping in the view the objectives of the study, the required information were collected from the respondents and suitable statistical measures were applied. The result and discussion are presented under the following heads –

1. Use of websites for online shopping
2. satisfaction received by youth out of online shopping

1) Use of Websites for online shopping

Data were collected to find out the use of websites for online shopping among the respondents (both boys and girls) through the survey questionnaire.

Frequencies and percentages were worked out for interpretation of results and presented in Table 1.

Table 1: Use of websites for online shopping

S. No.	Class Interval	Categories	N = 50 Boys		N = 50 Girls	
			(f)	%	(f)	%
1.	6 & above	Always	37	74	40	80
2.	1-6	Sometimes	7	14	1	2
3.	0	Never	6	12	9	18

Perusal of the Table 1 shows that majority of the boys and girls [74% of boys and 80% of girls] always used the websites for online shopping, while only 14% of boys sometimes used the websites for online shopping as compared to 2% of girls.

The data further shows that 12% of boys and 18% of girls never use the websites for online shopping.

It may be inferred from the above findings that no remarkable difference was seen between the boys and girls among the use of website for online shopping.

2) Satisfaction received by youth out of online shopping

This part of the paper, finds the satisfaction received by youth out of online shopping.

There are some criteria were taken to measure the level of satisfaction received by youth out of online shopping. They are cost, delivery, colour, quality, fashion, payment process, credit card, PAY-TM and cash on delivery. Since the sample covered both boys and girls therefore, separate information has been presented in Table 2.

Table 2: Satisfaction received by boys and girls respondents towards online shopping

S. No.	Satisfaction Criteria	Boys		Girls	
		Mean Weighted Score	Rank	Mean Weighted Score	Rank
1.	Cash On Delivery For Purchase	16.22	I	15.55	I
2.	Products Are According To Fashion	14.0	Ii	14	Ii
3.	Satisfied From Cost	13.77	Iii	13.55	Iii
4.	Payment Process Is Easier	13.44	Iv	12.22	Iv
5.	Delivery Is Timely	12.19	V	12.11	V
6.	Paytm Is A Flexibility	11.55	Vi	11.44	Vi
7.	Use Of Credit Card	11.33	Vii	9.11	Vii
8.	Quality Is Good	8.7	Viii	8.44	Viii
9.	Colour Are Fast	8.0	Ix	6.88	Ix

This part deals with the satisfaction among respondents towards online shopping. Results are presented by means weighted score and rank order mentioned in Table 2.

First and foremost it is observed from the table no. 2 that boys and girls were highly satisfied from cash on delivery for purchase (MWS – boys 16.22 and girls 15.55).

Secondly they were satisfied through fashion. They said that products are according to fashion from online shopping (MWS – boys 14.0 and girls 14.0).

Thirdly boys had obtain satisfaction from the cost and girls were satisfied through the payment process (MWS – boys 13.77 & 13.11 and girls 12.22 & 13.55).

It is also evident from the table, that boys and girls said that delivery is timely and paytm is a flexibility (MWS – boys 12.19 & 11.55 and girls 11.44 & 12.11).

And last, boys and girls had low satisfaction from the credit card, quality and colour (MWS – boys 11.33, 8.7, 8.0 and girls 9.11, 6.88, 8.44 respectively).

Result are in the line of the research study conducted by (Yu & Wu, 2007) [2] observed that online shopping provides more satisfaction to the modern day consumers who are seeking convenience and pace.

Conclusion

The salient findings reported earlier lead to the following conclusions –

1. Majority of the boys and girls [74% of boys and 80% of girls] always used the websites for online shopping, while only 14% of boys sometimes used the websites for online shopping as compared to 2% of girls. The data further shows that 12% of boys and 18% of girls never use the websites for online shopping.
2. Both boys and girls were highly satisfied with cash on delivery and fashion. Cash on delivery and fashion had maximum MWS While quality and colour had minimum MWS in the level of satisfaction towards online shopping.

References

1. Kim J. Analyzing college students online shopping behaviour through attitude and intention". International Journal of Interdisciplinary Social Science. 2010; 5(3): 365-376.
2. Yu T, Wu G. Determinants of Internet Shopping Behaviour: An Application of Reasoned Behaviour Theory". International Journal of Management. 2007; 24 (4):744-762.