

## A STUDY ON THE IMPACT OF ONLINE SHOPPING AMONG YOUTH WITH SPECIAL REFERENCE TO KONDOTTY MUNICIPALITY

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### ABSTRACT

*Online shopping refers to the process of buying goods and services directly from sellers over the internet with the aid of any web browser. Now a days many people especially youngsters are giving more preference to online shopping. One of the main reasons behind the success of online shopping is that it saves time and effort of people. The taste and preference of youngsters change rapidly moreover they prefer variety products. Online shopping offers such a platform for them who need variety of products with good discounts. People can purchase salt to camphor from a single website; this feature makes online shopping more special. The main purpose of this study is to find out the impact of online shopping among the youth as well as the problems faced by customers while shopping online.*

*Keywords: online shopping*

### INTRODUCTION

A drastic change took place in the purchasing behaviour of customers especially youngsters. Now they prefer buying things online rather than going stores. With the advent of technology, internet offers many benefits to the people. Like without going out they can pay bills, attend online classes, fund transfer etc. Moreover they can purchase anything from salt to camphor through online. The buying and selling of goods and other services over the internet is known as online shopping. It is considered as a convenient method of shopping, because it saves time and also provides infinite choice. It is really easy to compare the prices and can check the reviews. Companies display the whole range of products to persuade the customers this enables the buyers to choose from a wide variety of product. English entrepreneur "Michael Aldrich" invented online shopping in 1979. His system connected a modified domestic TV to a real-time transaction processing computer via a domestic telephone line. In March 1980 he went on to launch, Redefines Office Revolution, which allowed consumers, customers, agents, distributors, suppliers and service companies to be connected on-line to the corporate systems and allow business transactions to be completed electronically in real-time.

### STATEMENT OF THE PROBLEM

We are living in an era where, internet has become an important part of our daily life. There is no doubt it made our life much easier now we can purchase anything from salt to camphor by a single click. The main attraction of online shopping are less price, convenient, time saving, home delivery, etc. This study aims at to determine the impacts of online shopping among the youngsters.

### SCOPE OF THE STUDY

The main aim of this study is to understand the impact of online shopping among the youth with a special reference to Kondotty. It will help to know the expectation of potential consumers, and then only sellers can satisfy them.

### SIGNIFICANCE OF THE STUDY

This study is really helpful to understand the current trends in online shopping. This study helps to understand the problems associated with online shopping as well as suggestions to solve the problem. The study is that much necessary because we are living in such a situation where we can't say no online shopping in such a situation this study very relevant.

### Definition of key word

#### Online shopping

Online 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. 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. As of 2020, customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers, smartphones, and smart speakers. An online shop evokes the physical analogy of buying products or services at a regular "bricks-and-mortar" retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. When an online store is set up to enable businesses to buy from another businesses, the process is called business-to-business (B2B) online shopping. A typical online store enables the customer to browse the firm's range of products and services, view photos or images of the products, along with information about the product specifications, features and prices.

Online stores usually enable shoppers to use "search" features to find specific models, brands or items. Online customers must have access to the Internet and a valid method of payment in order to complete a transaction, such as a credit card, an Interac-enabled debit card, or a service such as PayPal. For physical products (e.g., paperback books or clothes), the e-tailer ships the products to the customer; for digital products, such as digital audio files of songs or software, the e-tailer usually sends the file to the customer over the Internet. The largest of these online retailing corporations are Alibaba, Amazon.com, and eBay.<sup>[1]</sup>

### **OBJECTIVES OF THE STUDY**

- To analyse the level of impact of online shopping among youth
- To know the superior features of online shopping over traditional shopping
- To understand what are the problems faced in online shopping and what are the remedies taken against these problems.

### **RESEARCH METHODOLOGY**

Descriptive research design is selected as the research design. Both primary as well as secondary data are used for the study. The primary data has been collected from the online customers scattered around the area of Kondotty. A structured questionnaire is used to collect data from respondents. The secondary data has been collected from websites, magazines, journals, and previous records. Sample size of the study is limited to 50. Random sampling method has been used to select the required number of respondents. Tools like percentages, ratios etc. are used to analyse the primary data. Diagrams, tables & charts have been used to present collected data.

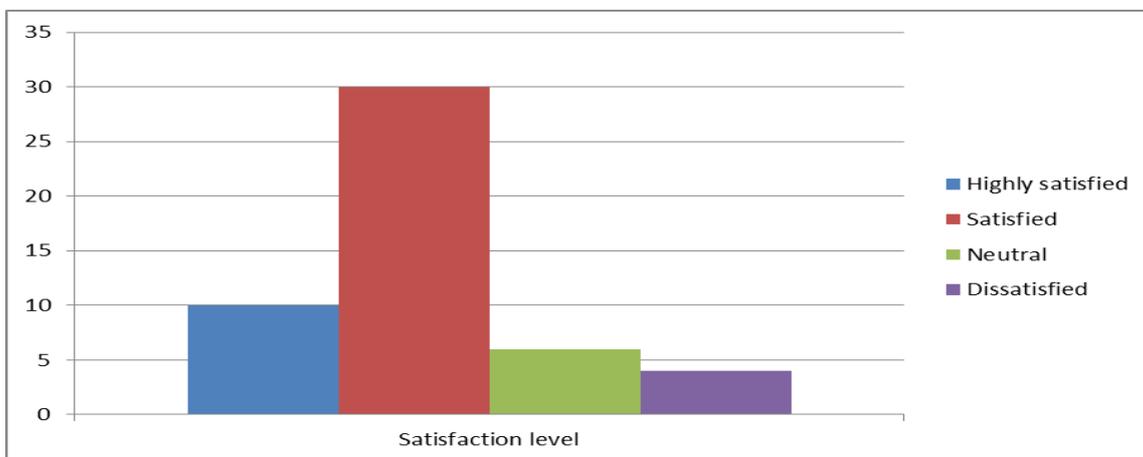
### **LIMITATIONS OF STUDY**

- The sample size selected for the study is small due to time constraints.
- The study was completed within a short period of time.
- The study is based on youngster's attitudes and opinion, this may change in future.
- Respondents may give biased information

### **DATA ANALYSIS AND INTERPRETATION**

#### **SATISFACTION LEVEL OF ONLINE PRODUCTS( TABLE 1)**

| <b>Particulars</b> | <b>No. of Respondents</b> | <b>Percentage</b> |
|--------------------|---------------------------|-------------------|
| Highly Satisfied   | 10                        | 20                |
| Satisfied          | 30                        | 60                |
| Neutral            | 6                         | 12                |
| Dissatisfied       | 4                         | 8                 |
| Total              | 50                        | 100               |

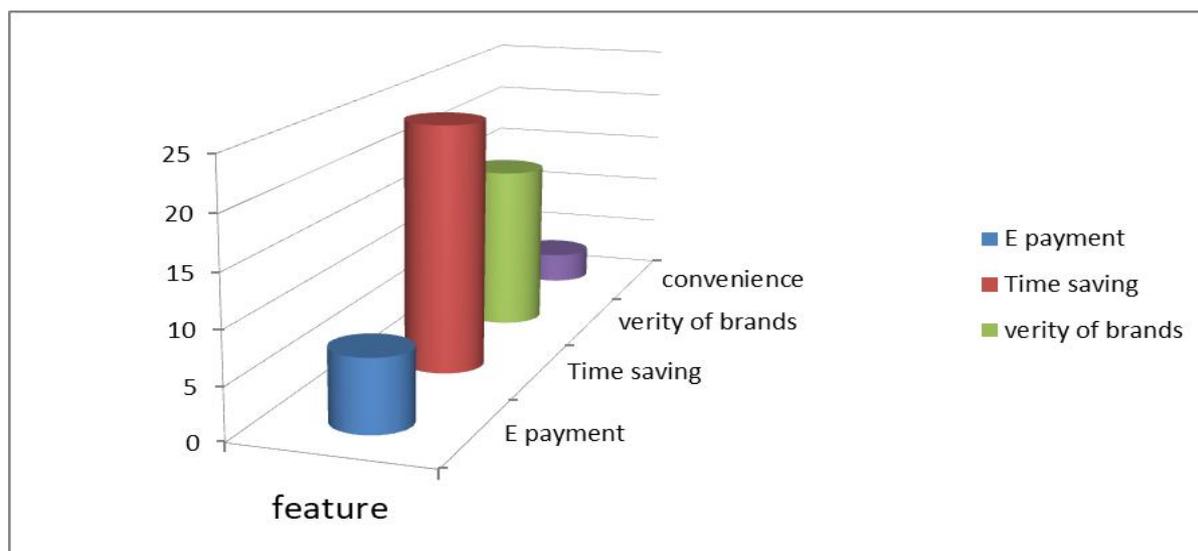


**Interpretation**

The above table and diagram shows 20% of respondents are highly satisfied with online shopping. 60% of respondents are satisfied with online shopping while 8% of them are dissatisfied.

**SUPERIOR FEATURES OF ONLINE SHOPPING (TABLE 2)**

| Particulars       | No. of Respondents | Percentage |
|-------------------|--------------------|------------|
| E Payment         | 7                  | 14         |
| Time Saving       | 24                 | 48         |
| Variety Of Brands | 16                 | 32         |
| Convenience       | 3                  | 6          |
| Total             | 50                 | 100        |



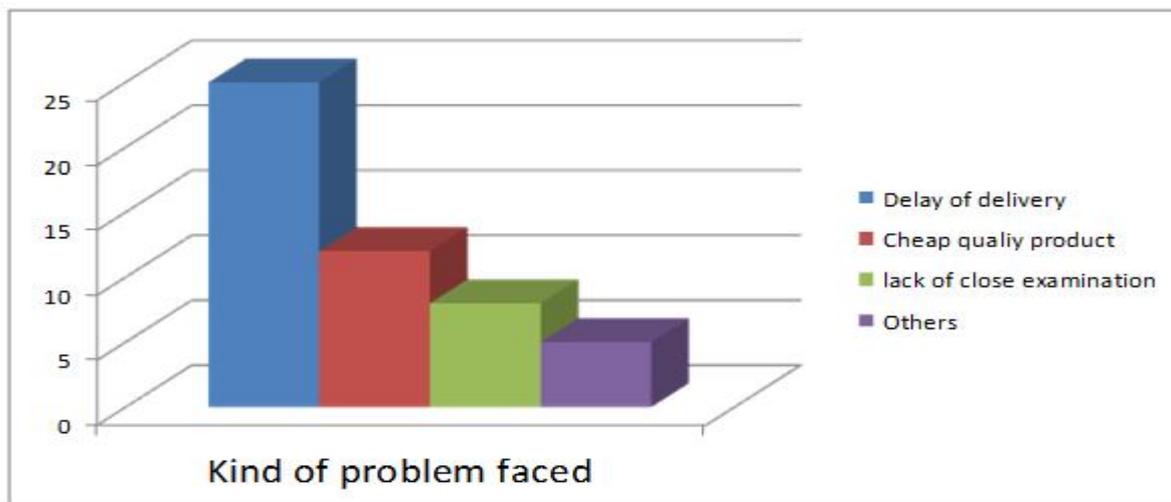
**Interpretation**

48% youngsters think that time saving is the superior factor for online shopping than the traditional shopping.32% are think e payment as factor and14% are with verity of brands, also 6% for their convenience.

**TYPES OF PROBLEMS FACED IN ONLINE SHOPPING (TABLE 3)**

| Particulars               | No. of Respondents | Percentage |
|---------------------------|--------------------|------------|
| Delay of Delivery         | 25                 | 50         |
| Cheap Quality of Product  | 12                 | 24         |
| Lack of close examination | 8                  | 16         |

|               |    |     |
|---------------|----|-----|
| Other reasons | 5  | 10  |
| Total         | 50 | 100 |

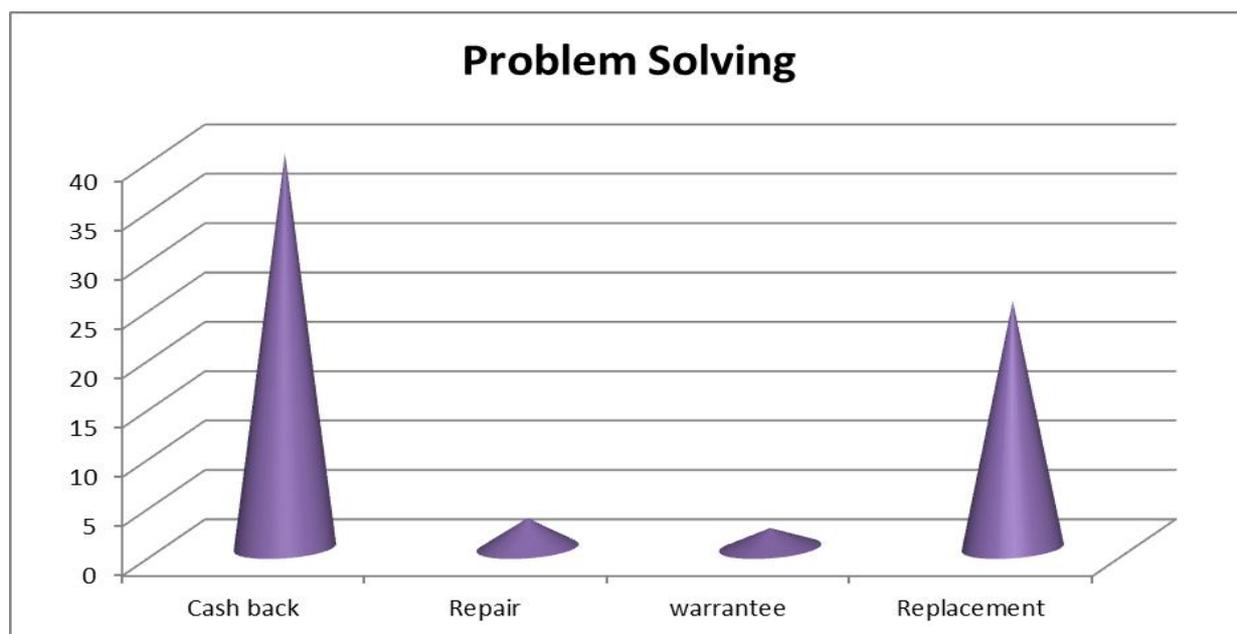


**Interpretation**

From the above diagram we can conclude that the main problem faced by respondents while shopping online is delay in delivery. 24 % of respondent are not satisfied with the quality of product 16% of them need close examination of the particular product.

**SOLUTIONS OFFERED FOR THE PROBLEMS FACED IN ONLINE SHOPPING (TABLE 4)**

| Particulars | No. of Respondents | Percentage |
|-------------|--------------------|------------|
| Cash Back   | 20                 | 40         |
| Repair      | 3                  | 6          |
| Warrantee   | 2                  | 4          |
| Replacement | 25                 | 50         |
| Total       | 50                 | 100        |



**Interpretation**

The problems are mainly solved by cash back (40%) and replacement (50%), repair of 6%, warrantee (4%)

### **FINDINGS**

Most of the consumers are satisfied with online shopping. The main attraction of online shopping is time saving and variety of brands. Most of the consumers opined that delays in delivery and inferior quality of product are the main problem faced by them while they go for online shopping. Cash back policies and replacement of the product are the solutions preferred by most of the customers for ensuring quality.

### **SUGGESTIONS**

Convenience and easy buying are the two important factor which attracts people to online shopping, so it is better to make additional effort on these aspect. Online shopping companies wants to be very careful to deliver the right colour, quality and also quantity of that particular product chosen by the customers.. Making the website more user friendly will help to boost the sales. Inclusion of customer reviews will definitely make the product attractive.

### **CONCLUSION**

The study concludes that most of the customers are satisfied with online shopping. The superior features of online shopping over traditional shopping are it saves time and customers can choose variety products of different brands. As we know today's generation is much conscious about brands. They need branded products of different varieties. That is the main reason behind the increasing trend of online shopping among the youth. Despite the advantages there are some problems associated with online shopping like delay in delivery , and sometimes the buyers get low quality products. If the companies are giving more attention to the problems associated with these, then it will become a huge success. Some companies already took some initiatives if they are executing it well then we can proudly say online shopping is best in every aspect as compared to the conventional shopping.