Influence of Online Shopping Sites on Buying Behavior of Youth

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Abstract
The goal of the study is to determine how consumers feel about the apps like Flip-kart, Amazon, Mynthra, Snapdealetc .The internet evolved become a more essential and potent instrument for every person's need and way of life. The study's goal is to examine current customer product preferences, buying patterns, and purchase decisions made using various online shopping apps, such as Flip-kart, Amazon and Snapdeal etc. The majority of respondents are happy with the high rankings for ease of finding products, practicality, and deals or discounted costs. According to the research, online decision-support tools have the power to fundamentally alter how customers look for product information and decide what to buy.
Keywords: Online Shopping, Shopping Sites, Influencing Factors of Buying behavior.

Introduction

Using a web browser or a mobile app, customers can directly purchase products or services from a vendor via the Internet through online shopping, a type of electronic commerce. Customers can use a shopping search engine to identify other vendors or go straight to the retailer's website to find a product of interest. The shopping search engine shows the product's availability and price at several e-retailers. Nowadays, consumers purchase online with a variety of PCs and gadgets, such as smartphones, tablets, desktops, and laptops.

Online stores are analogous to traditional brick-and-mortar stores in that they allow customers to purchase goods and services virtually. This type of online shopping is known as business-to-consumer (B2C) online shopping. Business-to-business (B2B) online purchasing is the process of setting up an online store to allow businesses to purchase from other businesses. In a typical online store, customers may explore the company's selection of goods and services, examine product photographs or images, and get details about the features and costs of each item. Customers may typically utilize "search" functions in online retailers to locate particular models, brands, or products. To purchase through online, a consumer needs to have access to the Internet and a legitimate payment mechanism, such as a credit card or debit card that supports Internet. When it comes to tangible goods (like clothing or paperback books), the online retailer sends the items to the buyer; When a consumer purchases a digital good, such as software or digital audio files of songs, the online retailer often provides the file to them. Among these online retailers, Amazon, Flipkart, Myntra, and others are the biggest.

Significance of the Study

The majority of internet shoppers are young people. Young people are the primary consumers who will use internet channels to acquire things, claims Mubin (2012). Younger customers were found to be more likely to shop online in Butler and Peppard's (1998) investigation of the relationship between age and Internet purchasing. Research indicates that over forty percent of internet users are in the age range of twenty to forty-nine (Slyke et al., 2005).The majority of empirical studies investigating the behaviour of internet shoppers have not specifically examined the purchasing habits of young people. This study aims to identify the factors thatmotivate young people from making online purchases and investigates those aspects in more detail, with a focus on the e-commerce website.

Review of Literature

Ahmed Al Asheq, Khadiza Rahman Tanchi, Sabrina Akhter, Md. Kamruzzamanand K.M. Anwarul Islam (2022) The paper titled ," Examining university students' behaviors towards online shopping: An empirical investigation in an emerging market ". The paper strives to investigate the influential factors that might significantly affect consumers' intention to shop from online websites. Deepjyoti Choudhury & Abhijit Dey (2014) the paper titled,"Online shopping attitude among the youth: A study on university students ". This particular paper attempted to find out whether there is any impact of five factors like internet literacy, gender, educational qualification, website usability and online product price on online shopping. Dr. G. Anuradha& Mr. R. Selvaraju (2021), The paper titled , " Online shopping perspective of college students in Gudalur" This particular paper tells that though internet provides a quick and easy way to purchase a product, some people prefer to use the technology in a limited way as they have the fear of getting addicted to the online purchases.

Objectives

- To identify the most preferred online shopping sites that influences youth
- To find out the factors that motivate youth to purchase online.

Sample Design

All that is included in a convenience sample are those who are most easily reached by the researcher. For this study, the convenience sampling approach was chosen by the researcher.

Data Collection

A self-completion questionnaire approach was used to conduct the study; respondents were given questionnaires to complete on their own and promptly returned them to the researcher. A cover letter assuring respondents of anonymity was included with the questionnaire in an attempt to boost response rates.

Data Analysis
Sample Profile

The population of the study comprised of 165 respondents of which 84 (50.9 percent) were female and 81 (49.1 per cent)were male students; the classification of age category was in two groups 20-25 and 25 years, 71 respondents (43.03 percent) were in the age group of 20-25 years, while 40 (24.24 percent) belonged to the age group of 25.. Majority of the sample belonged to the family income group of 'between Rs 40,000 to Rs 90,000

Results and Discussions

Table 1 App Preferences

APPS	Frequency	Percent
Amazon	59	35.8
Flipkart	54	32.7
Myntra	20	12.1
Snapdeal	6	3.6
Ajio	17	10.3
Meesho	6	3.6
Shoppsy	1	0.6
Other	2	1.2
Total	**165**	**100**

According to the above table, the majority of respondents (59) 35.8 percent preferred Amazon, followed by Flipkart (54)(32.7 Percent), Myntra (20)12.1percent, and the remaining Apps like Snapdeal, Meeshoand Shoppsy(Less Than 5 Percent of Users)

Table 2 Frequency of Online Purchase

How frequently do you buy online?	Frequency	Percent
Frequently or at least once a month	60	36.36
Once in three months	30	18.18
Once in six months	50	30.30
Once a year	25	15.15
Total	**165**	**100**

Majority of the respondents have purchased products online,with the highest frequency of 'once a month'36.36 percent (60) ; 30.30 percent (50) respondents purchase products once in six months; 18.18 percent (30) of respondents have been shopping once in three months and remaining 15.15 percent (25) respondents have been shopping online once a year

Table 3 Motivational Factors towards Online Purchase Decision

Motivational Factors towards Online Purchase Decision	Frequency	Percent
Lower Price	70	42.42
Convenience	48	29.09
Not available in local store	14	8.48
Saves Time	20	12.12
Friends and relatives referral	7	4.24
Trust	6	3.63
Total	**165**	**100**

It is evident from the above table that lower prices are the most lucrative factor (70 percent) that drive a consumer towards online shopping. 48 percent of consumers opt for convenience reasons.

20 percent of the respondents shop online to save time and 14 percent prefer e-tailing for the goods that are not available in local store. Moreover, the rising fuel prices, heavy traffic in urban areas, and parking space constraints have all led consumers to purchase their goods online. Value-added services like free shipping, product returns, product and price comparison and user reviews have driven the change in preference from offline to online shopping.

Table 4 Product Preferences

Product preferences	Frequency	Percent
Clothing	80	48.5
Electronic products	48	29.1
Beauty products	25	15.2
Books	12	7.27
Total	**165**	**100**

The data shown in the above table indicates that the majority of respondents (48.5 percent) choose apparel, which is followed by electronics (29.1percent) and beauty items (15.2 percent). Users also show less preference for online books.

Practical Implications

The aforementioned findings provide guidance to e-commerce website managers and vendors, aiding in the formulation of tactics aimed at enhancing the user experience of online buying. Since online buying is still relatively new in India, the study provides a wealth of information about the expectations and concerns of Indian web shoppers. Since courier services handle the majority of deliveries, their widespread use is vital to the growth of online commerce (Gyanendra, 2014). Portals ought to offer the payment options that today's consumers find most appealing. By doing this, these companies position themselves to take full advantage of the increasing amount of money spent online while infrastructure problems are fixed.

Conclusion

The study on the impact of shopping websites on young people's purchasing behaviour provides a wealth of information regarding how users interact with these websites, how long they spend there, and how they make purchases online. As the amount of time spent online increases, so does the use of social media. Consumers from both developed and emerging nations are adapting to using a variety of social media platforms. For marketers, buying online or doing internet marketing has grown difficult. For a brand to succeed, cultivating relationships with consumers through social media and the management of these channels is crucial.

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