



JOURNAL OF EMERGING TECHNOLOGIES AND INNOVATIVE RESEARCH (JETIR)

An International Scholarly Open Access, Peer-reviewed, Refereed Journal

WHETHER ONLINE SHOPPING PROMOTES UNWANTED AND MORE SPENDING IN YOUTH?

¹Puran Mangilal Tak

, ¹Student of Second Year, Bachelor of Accounting and Finance,
Thakur College of Science and Commerce, Mumbai, India

Abstract: Online shopping is the biggest gift of the internet to us. Nowadays, people don't have to go to markets or malls to shop for a single product and waste a lot of their productive time. Online shopping is very convenient for shoppers compared to conventional shopping. The majority of youth have smartphones and laptops at their fingertips. Low-cost accessibility and convenience to do shopping online, help them to drive toward the majority of the consumer base for online shopping. This leads them to spend more on online shopping compared to conventional shopping.

Purpose: This research paper aims to help you understand youth's spending behavior on online shopping, why youngsters spend more on online shopping, and how they think they can overcome this.

Research Methodology: Research is descriptive in nature. The research was conducted in December. 8 review of literature referred for this research. Graph and percentage methods used to prove a hypothesis.

Findings: There are many research papers on online shopping but hardly very few on youth behavior in online shopping. This research paper helps us to understand the buying pattern of youth online and especially focuses on the overspending behavior of youth. As we all know that youth is a major consumer base in India for online shopping and the basic purpose of this research whether they are overspending during online shopping, and through the result of the survey form fills by the youth we can conclude or come to the decision of what type of product can influence the youth to buy online exceeding their budget.

Contribution: This research will help academic industry experts and company in selling their products online to youth.

Keywords - online shopping, youth, unwanted spending, over budget, spending behavior

I. INTRODUCTION

The Internet is a phenomenon that is growing rapidly nowadays. The fastest growing community of online buyers, i.e, the youth has forced the traditional marketers of India to rethink, and due to the change in buying behavior, they change themselves into E-marketers. But E-marketers need to know the factors affecting online Central Indian buying behavior and the relationship between these factors, and then they can further develop their marketing strategies to convert tentative buyers into active ones while maintaining existing online shoppers and increasing more buyers. Young people have been the majority of online shoppers and this study finds out the attitude of youth towards online shopping. The numbers are increasing day by day due to the rapid progress of websites that offer products and services via the internet. Most companies now are adopting the internet as a medium to sell their products and services. Today youth are ranked as the high purchasing.

And due to this youth as majority bases as a consumer, the study tries to find out that is online shopping affects their spending behavior or not several reasons influence a youth's purchasing decisions and buying behavior towards online shopping according to the marketers like a wide variety of products, ease of shopping, discount and different offers available on online are the factors that affect youth purchasing behavior as well as spending power. Today internet shopping is shaping up. As we say that the youth is in majority of online shoppers. It is so because youth thought that online shopping is convenient and has easy access to more products and information 24 hours a day and 7 days a week. Today youth has become smart shoppers and use common sense while shopping online and just go ahead and enjoy their online shopping experience. Young customer satisfaction depends on perceived performance and delivering value to their prospects.

II. LITERATURE REVIEW

1. **Soroosh Nalchigar, Ingmar Weber, Parisa Lak, and Ayse Bener (2016) in their thesis “A Large-Scale Study of Online Shopping Behavior”** study conducted on correlation analysis confirms that the information extracted from general browsing interests is commonly related to shopping behavior
2. **Upasana Kanchan, Naveen Kumaandana, and Abhishek Gupta (School of Management, Gautam Buddha University, India,2014) in their thesis “A STUDY OF ONLINE PURCHASE BEHAVIOUR OF CUSTOMERS IN INDIA”** concluded based on a study that online shopping is gaining popularity among people of the young generation, higher-income groups and educated people are purchasing more via e-retailing websites. People have hesitations in doing online shopping due to security concerns. Therefore, people are resistant to change because of the technological complexity of making online purchases.
3. **Yi Jin Lima, Abdullah Osmanb, Shahrul Nizam Salahuddinc, AbdulRolled Romled, and Safizal Abdullahe (2015) in their thesis “Factors Influencing Online Shopping Behavior: The Mediating Role of Purchase Intention”** stated that their research has shown an increased explanatory power of the purchase intention and online shopping behavior. As purchase intention and online shopping behavior have a very high correlation
4. **Dr. Amit Kumar Singh and Malsawmi Sailo (December 2013) in their thesis “Consumer Behavior in Online Shopping: A Study of Aizawl”** concluded that online selling increases more subjects than the benefits it presently proposes. The quality of products obtainable online and dealings for service delivery are yet to be uniform. Till this thing will be done, the buyer is at great risk of fraud
5. **Bindia Darroch, Gitika Nagrath, and Ashutosh Gupta (25 November 2020) in their thesis “A study on factors limiting online shopping behavior of consumers”** stated that the online retailer has built his brand name, or image of the company, the customer is more likely to prefer that retailer as compared to a new entrant. An online retailer that seeks less information from customers is preferred as compared to those that require the complete personal information
6. **Abhishek Vishwakarma, Tanay Ojha, and Debasis Mohanty (2020) in their thesis “Factors Affecting Online Buying Behaviour in Youth with Special Reference to Chhattisgarh.”** Stated that the majority of the youth were doing online shopping because of the wide variety of products, and ease of shopping i.e. saving time, online payments/ cash on delivery, home delivery, Offers, and discounts leading to maximum online purchasing. The result of the study shows that educational qualification is making youth more aware of the above-mentioned factors which lead to online shopping
7. **DEEPJYOTI CHOUDHURY and ABHIJIT DEY (January, 014) in their thesis “ONLINE SHOPPING ATTITUDE AMONG THE YOUTH: A STUDY ON UNIVERSITY POPULATIONS”** stated that there has been found that internet literacy has a significant relationship with online purchases, thus proper care should be taken to promote internet literacy to promote online shopping. From the study, it was found that online product price listing has signed can impact online purchases. Thus, if online shopping is to be promoted then online price listing should be less compared to traditional market price listing.
8. **Eunice Njoki Kibandi and James Mwikya Reuben (11 janJanuary19) in their thesis “IMPACT OF ONLINE SHOPPING ON CONSUMER BUYING BEHAVIOUR: A CASE STUDY OF JUMIA KENYA, NAIROBI”** stated that perceived risk associated with online purchasing negatively influenced online purchasing behavior. The population confirmed that uncertainty about the product quality, risk of receiving malfunctioning merchandise, difficulty settling disputes, and delivery risk is a key concerns in making decisions to shop online. A similar negative correlation was established for psychological factors

III. OBJECTIVES OF THE STUDY

1. To study whether online shopping promotes unwanted and overspending in youth.
2. To study whether online shopping influence youth to go over budget.

IV. HYPOTHESIS

- H_0 - Online shopping promotes overspending in youth
- H_1 - Online shopping does not promote overspending in youth

V. RESEARCH DESIGN

The design of the present research is diagnostic in nature. In this research, the researcher tries to find out the relationship between online shopping and the overspending behavior of youth. The survey is conducted through a structured questionnaire. Different statement based on online shopping and overspending behavior is evaluated. There is a total of 12 questions.

VI. SAMPLING PROCEDURE

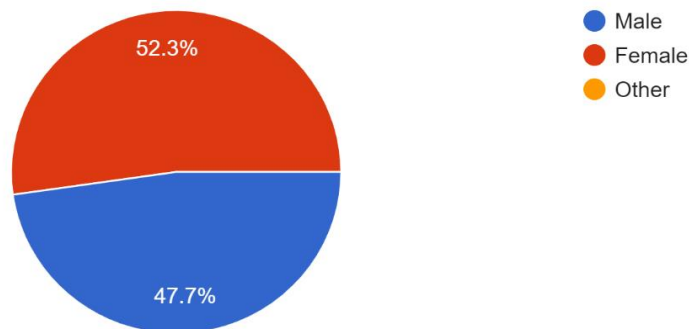
This research paper is based on primary data. Relevant and reliable data will be collected from various journals. Updated information can be gathered through genuine websites. Research conducted on students of Thakur College of Science and Commerce, Mumbai University.

VII. DATA COLLECTED AND ANALYSIS

1.

Gender of Respondents

111 responses

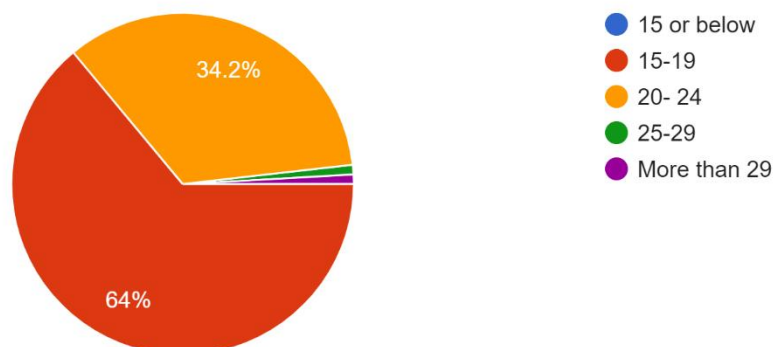


In the above fig 1.1, In the survey form conducted on a population of Thakur College of Science and commerce, a total of 111 responses has come out of which 52.3 percent of responses were given by females and 47.7 percent of the response given by males.

2.

Age of Respondents

111 responses

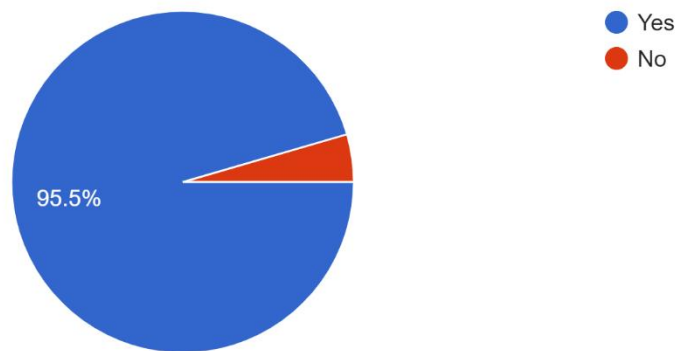


In the above fig 1.2, Most of the age of population were between 15-19 i.e. 64 percent of the total and 34.2 percent of the population were between the age of 20 – 24 and the rest of the population were between the age 25, and above.

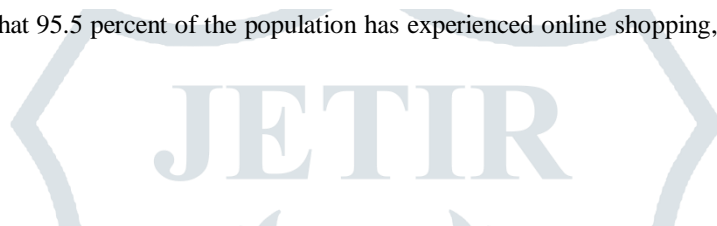
3.

Are you doing online shopping ?

111 responses



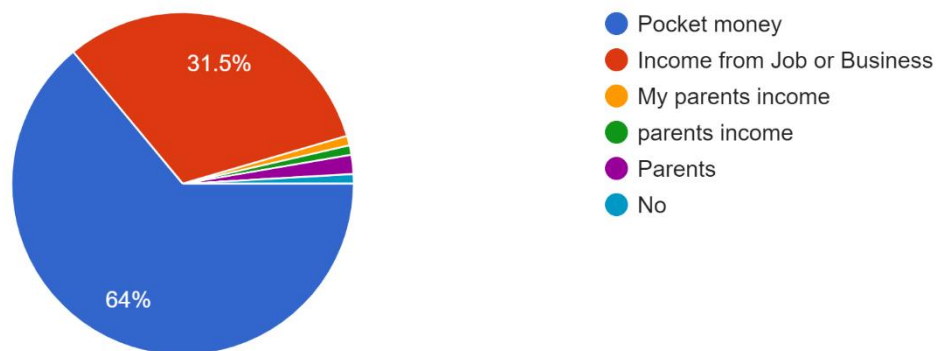
From fig 1.3, we interpreted that 95.5 percent of the population has experienced online shopping, and the rest of the population do have to experience it yet.



4.

What is yours source of income for online shopping ?

111 responses

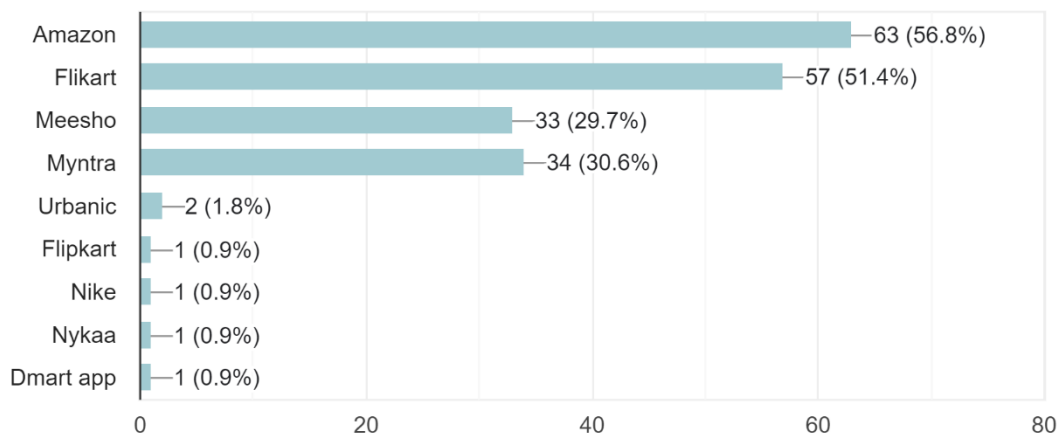


In the above fig 1.4, Most of the population's source of income for online shopping is from pocket money which will be getting by their parents i.e. 64 percent and 31.5 percent of the population shop through their own money.

5.

From which site preferably you do online shopping ?

111 responses

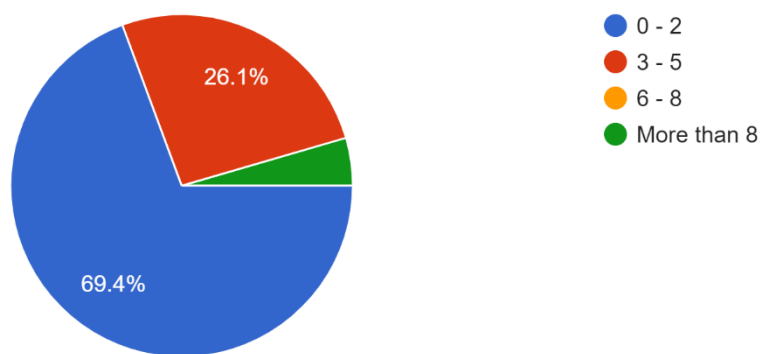


From fig 1.5, we can assume that the population most time prefer Amazon and Flipkart for online shopping i.e. they have 56.8 percent and 51.4 percent of chance of preference while the population going online shopping and rest preference leads d by Meesho , Myntra, Urbanic, etc.

6.

How many times you do online shopping on monthly basis ?

111 responses

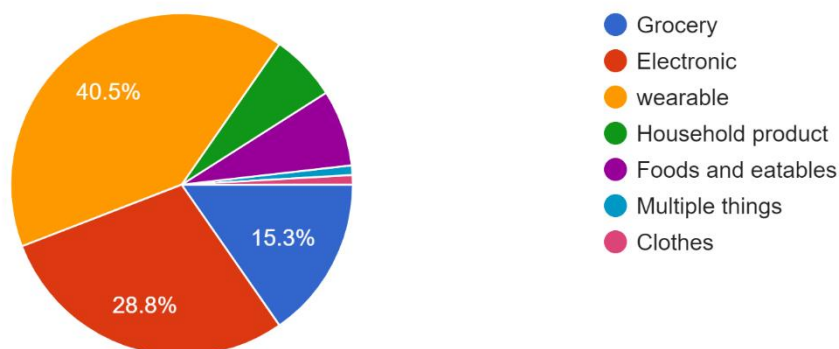


In the above fig 1.6, Most of the population do shopping with a frequency of 0-2 on monthly basis i.e. 69.4 percent, and 26.1 percent of the population with a frequency between 3-5 on monthly basis.

7.

Mostly which is the type of product you buy online ?

111 responses

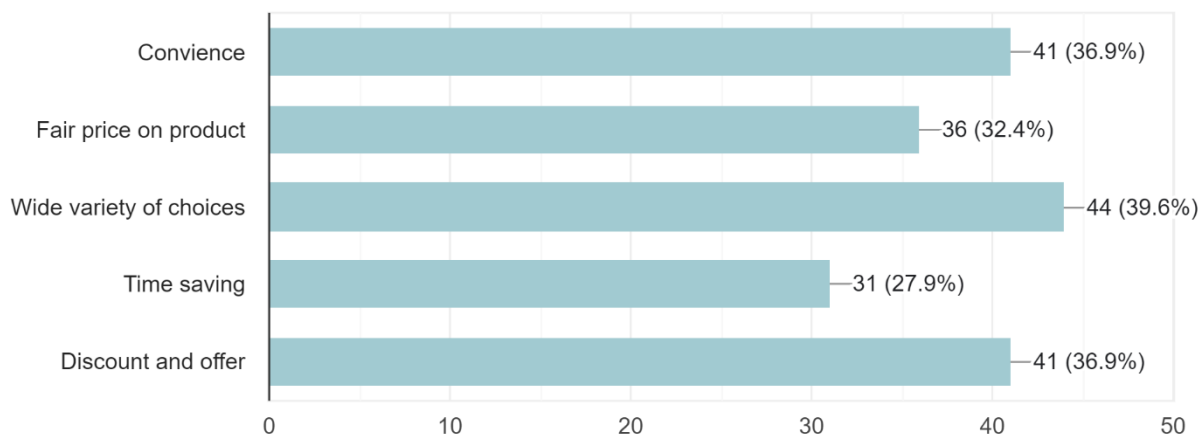


From fig 1.7, we can interpret that 40.5 percent of population use online shopping mode to buy wearable e product, 28.8 percent of the population use online shopping mode to buy electronic items and 15.3 percent of the population use online shopping mode to buy grocery and others use it to buy the household product, food, and eatables, and other things.

8.

Mostly which factor can influence you to do online shopping ?

111 responses

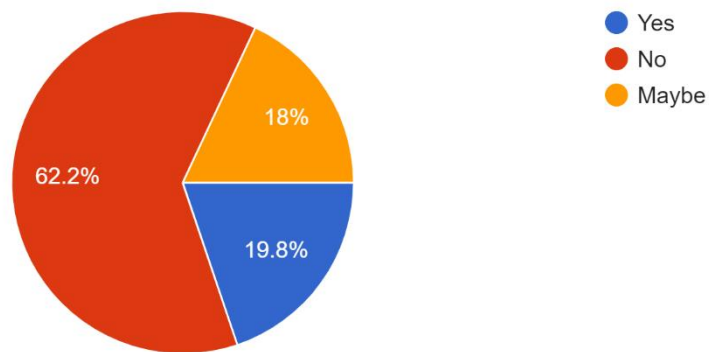


From the above fig 1.8 we can interpret that a wide variety of choices affects youth behavior to shop online i.e. 39.6 percent of the time, convenience and discount and offer affect them 36.9 percent of the time, Fair product price affects them 32.4 percent of the times the and time saving affect them to buy 27.9 percent of times.

9.

Do you feel that you are doing over spending during online shopping ?

111 responses

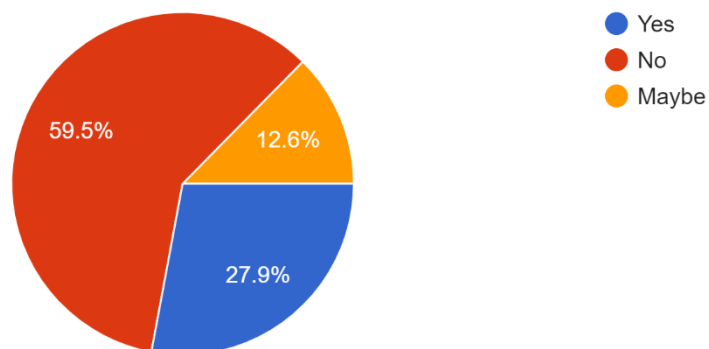


In the above fig 1.9, Most of the population feels that they are not overspending, which is 62.2 percent, and 19.8 percent of the population feel that they are overspending during online shopping.

10.

Do you feel that sometimes you buy unwanted product from online ?

111 responses

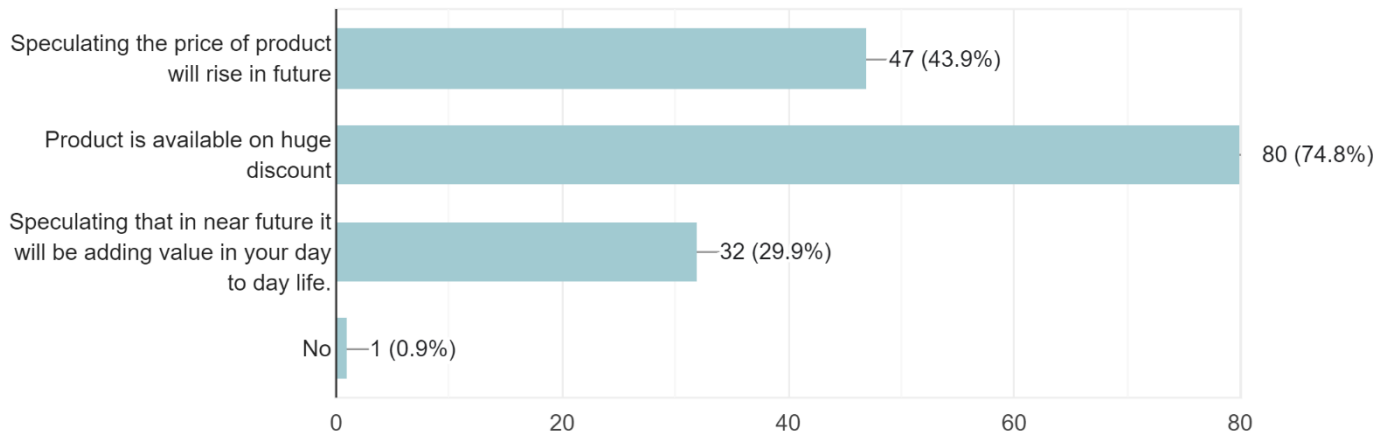


In the above fig 1.10, 59.5 percent of the population feel that they are not buying unwanted products and 27.9 percent of the population are shopping for an unwanted product

11.

Mostly which factor can influence one to buy unwanted product during online shopping ?

107 responses

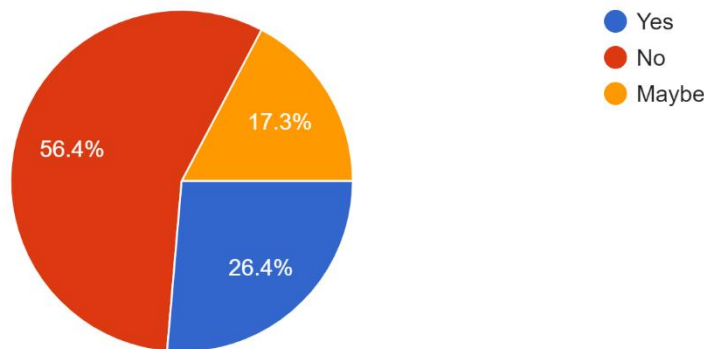


In the above fig 1.11, 74.8 percent of the population feel that a huge discount on another product can influence one to buy an unwanted product, 43.9 percent of the population feel that speculating the price will rise in near future can influence them to buy an unwanted product and 29.9 percent of the population feel that speculating that in near future it will be adding value in their day to day life.

12.

Do you feel that you have developed a spending habit due to online shopping ?

110 responses

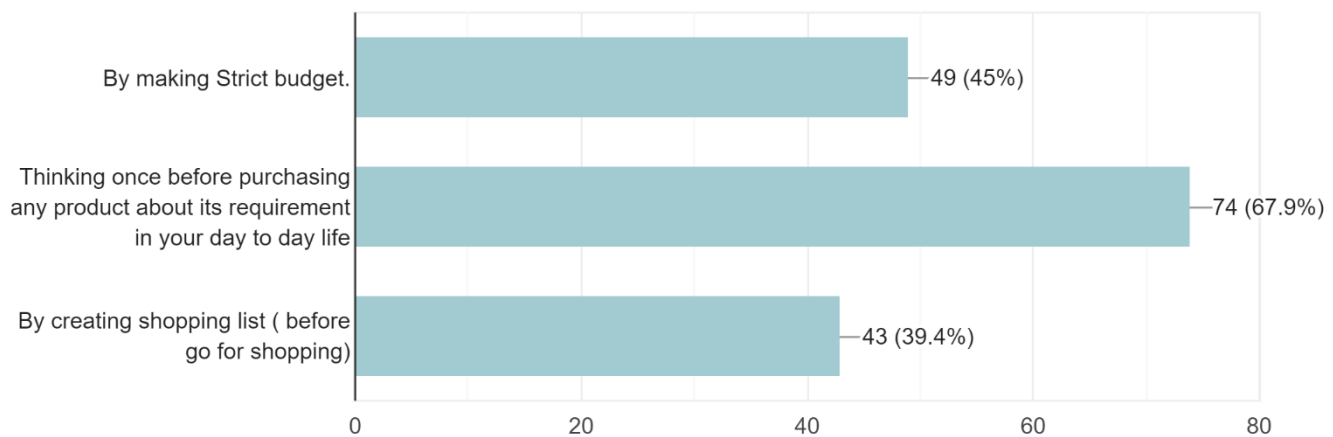


In the above fig 1.12, 56.4 percent of the population feel that they haven't developed any spending habits due to online shopping and 26.4 percent population feel that they have developed spending habits due to online shopping.

13.

Mostly which factor can influence one to overcome from their overspending and buying unwanted product habit?

109 responses



In fig 1.13, 67.9 percent of the population feel that one can overcome their overspending habit by rethinking once before purchasing any product and about its requirement in their day-to-day life, 45 percent of the population believes that by making a strict budget one can overcome their overspending habit and 39.4 percent of the population feel that by creating shopping list before doing shopping can help them to overcome from their spending habit.

From the above fig 1.9 and fig 1.10, we can state that H_0 (null hypothesis) has been rejected. It means online shopping does not promote overspending to youth. As more than 50 percent of the population does not feel that they are overspending or buying unwanted products it helps to reject null hypotheses.

VIII. Conclusion

From the analysis of survey results, we can conclude with the statement that more than 50 percent of the population feel that online shopping does not influence them to buy an unwanted product or to do over spending. We can say that the relationship between online shopping and the overspending behavior of youth has a very weak correlation. However, more than 65 percent feel that one can overcome their spending habit by thinking once before purchasing any product about its requirement in their day-to-day life

However, more research on this topic is required in the future to know whether statistics which is below 50 percent of the population for now who believe that online shopping hasn't affected them to buy unwanted products and to do over spending has increased or decreased.

This research can help online retailer companies design their product in a way that can help youth in their day-to-day life and not influence them to buy unwanted products or to do overspending. The number which is below 50 percent can reduce if online retailers tend to change their product design.

IX. Reference

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