

A Survey Regarding Online Shopping Apps and Impulsive Buying Behaviour of Youth's in Selected Taluks of Dakshina Kannada District

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Abstract

Online shopping is a form of Electronic Commerce which allows consumers too directly by a goods or services from a seller over the internet using a Web browser or a Mobile apps. The trend of Online Shopping has increased in recent times with the increase of E-commerce and digital technology. With the rapid advancement of technology and the increasing popularity of online shopping, understanding the influence of online shopping apps on impulsive buying becomes crucial. Impulsive buying can be defined as the tendency of a consumer to buy a goods or services without planning in the purchase in advance. This survey aims to explore the connection between online shopping apps and impulsive buying patterns among youth's. The study also aims at finding the perception and satisfaction level of students on online shopping apps. Since the study is based on user perception on online shopping apps Primary data collected from 120 user's for this purpose.

Keywords

Online Shopping Apps, impulsive buying, technology, youth's.

Introduction

E commerce online shopping is one of the fastest growing and rapidly increasing sector within the country, as there is no time involved in case of purchasing of goods and service by the consumers at any point of time. E commerce provides the consumers to shop for these goods and services at their case that is the E commerce shopping is available 24*7. with easy access to a multitude of online shopping app, the youth's today are increasingly engaged in impulsive buying behaviour.

Online marketing significantly impacts the global market, enabling customers to buy products from any wherewith just one click.it offers various payment options and credit facilities, allowing customers to compare price and review products before making a purchase. This technology advancement had a significant impact on buying patterns of youth, particularly when it comes to impulsive buying. In 2017 statistics published a report which shows the online buying penetration among 18-24 years old youths. This study aims at the analysing and identifying the impulsive buying patterns of youth and also to know the perception ad satisfaction of the students towards online shopping.

Literature Review

The rise and evaluation of online shopping apps has also increased impulsive buying among consumers. This can be considered a negative side effect of the industry. One element that has to be considered when discussing online shopping apps and impulsive buying is purchase intension. In the traditional setup the purchase intension was often crafted through the display of the products and the physical environment that the client was in, when he or she visited a shop. *According to Chan, Cheung and lee (2017)*, argue that the issue of online hopping app impulsive buying is demographical. The premise suggests that there are several characteristics that an online shopper has to have to make them vulnerable to impulse buying *Park, Jun and Lee (2015)* and 90 further and confirms that online shopping apps have increased impulse buying due to the wealth of information they provide the consumer. Ideally each of the products that are listed on a shopping app like Amazon has link to the manufacturer a list of reviews from other shoppers and even other similar products. All this information makes shopping easy. The consumer can also go online and get more information on the product before they decide to buy. *Olsen. (2015)*

Objectives of Study

- To know the youth's perception towards online shopping.
- To determine the satisfaction level of youths regarding online shopping.
- To identify the behaviour pattern towards online shopping.
- To know the factors influencing the youths to buy from online shopping apps.

Scope of the Study

- To assess the impact of online marketing on youths buying behaviour.
- To know the importance of buying behaviour among youths.
- Overview of online marketing importance in modern business landscape.

Limitation of the Study

- The time is a critical factor in the study.
- Data collected indirectly without direct communication with the respondent.
- Sample size is restricted to 120.
- Respondent responses may be influenced by bias.

Period of Study

The study is conducted from December 2nd2023 to 16 December 2023.

Research Methodology

This study aims at to know the perception, satisfaction level and impulsive buying patterns of the youths in selected taluks of Dakshina Kannada District. Since the study based on user's perception on online shopping apps primary data has been collected from the study. A primary data collected through questionnaire with a Sample size of 120 respondents. And some secondary information has been collected from various research report, journals and online websites.

Data Analysis and Interpretation

With growing use of technology and ease of access to an online market place, consumers are able to buy products with a single touch. This study aims to find out the impulsive buying pattern of youth in online shopping apps. It also aims to find out the satisfaction level of youths by using online shopping apps.

Primary Research was done. For interpretation and analysis only the survey from Google Form is taken into consideration. And the following results were obtained.

Table No.1
Show the Gender wise classification of Respondents.

Gender	Number of Respondents	Percentage (100%)
Male	45	37.5
Female	75	62.5
Total	120	100

Source: Questionnaire.

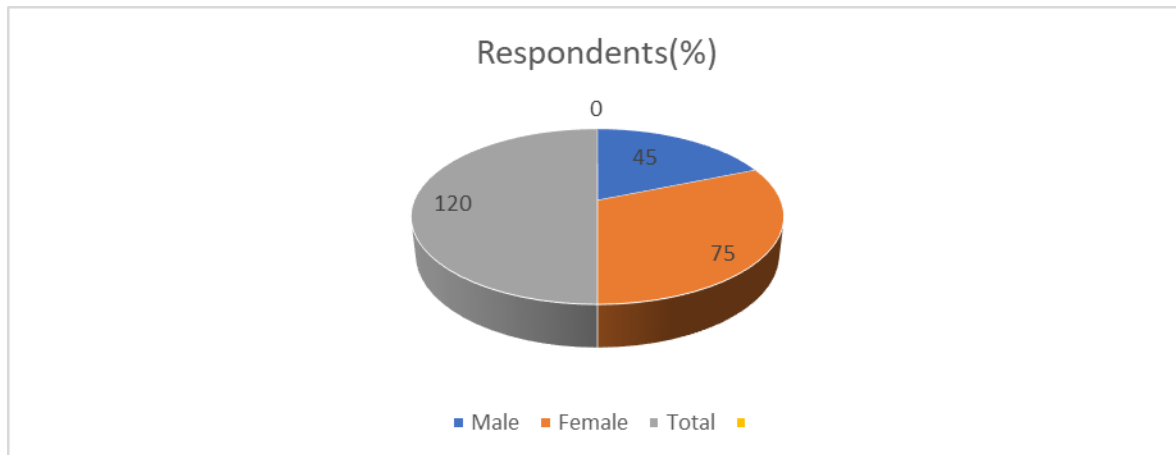


Table No.1 shows that 37.5% of respondents are Male and 62.5% of respondents are Female out of total respondents of 120 Youths. So that we can interpret that the youths profile consists more of female than male.

Table No. 2
Shows age wise classification of Respondents.

Age	Number of Respondents	Percentage (%)
15-20	50	41.67
20-25	56	46.67
25-30	10	8.33
30-35	4	3.33
Total	120	100

Source: Questionnaire.

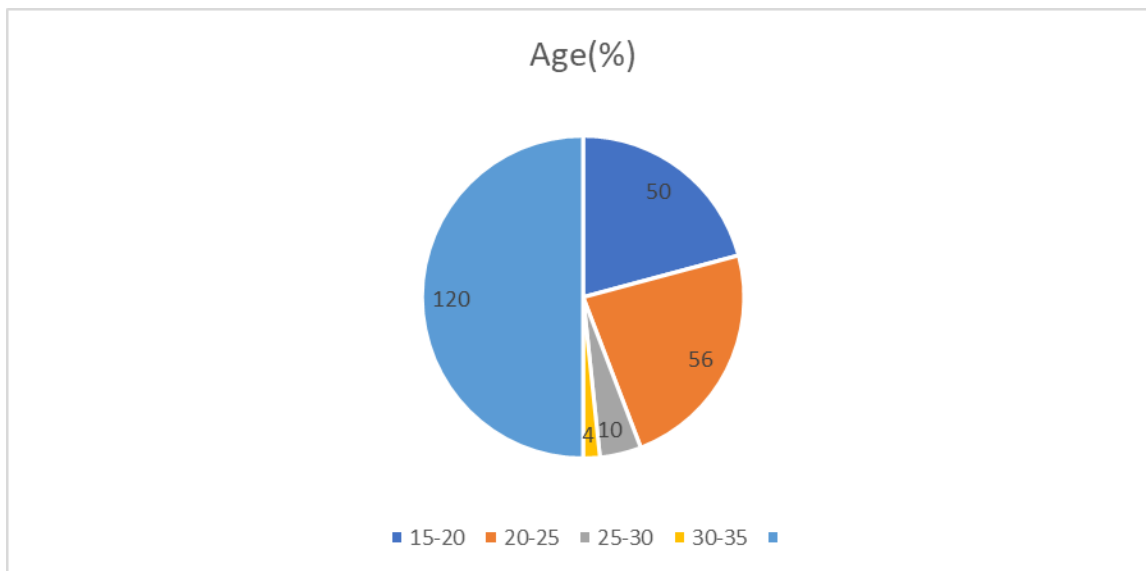


Table No.2 Shows that out of total respondents of 120 youths 46.67% respondents are belongs to the age group 20-25 years. 41.67% of the total respondents belongs to 15-20 years category. Hence, we can conclude that majority of our respondents are belonging to 20-25 years category.

Table No.3
Show the preference of youths towards online shopping apps.

Opinion	No of Respondents	Percentage (%)
Yes	116	97
No	4	3
Total	120	100

Source: Questionnaire

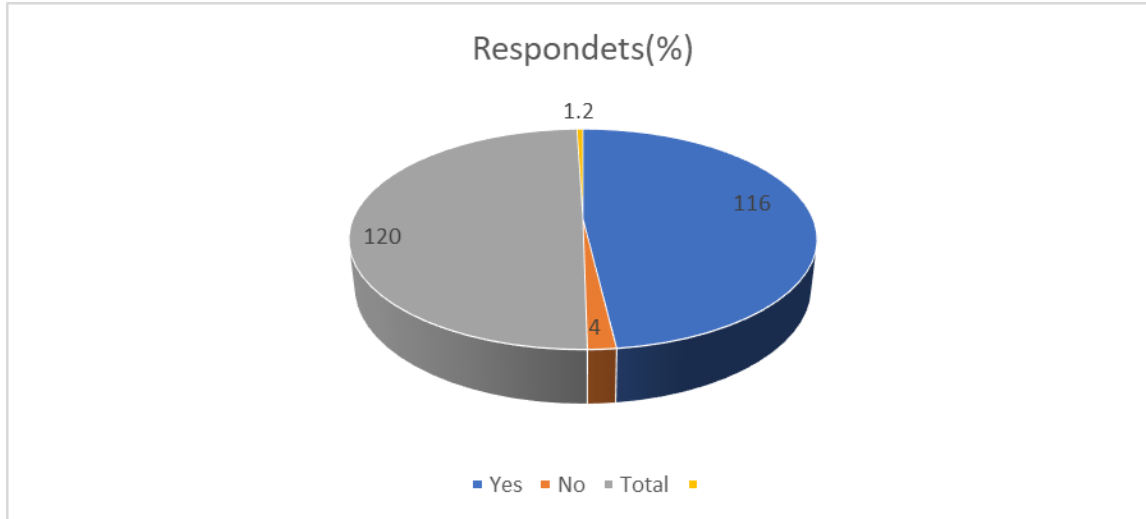


Table No.3 clearly shows that out of total 120 respondent’s majority that is 97% of the total respondents were prefer online platform to purchase. These statistics clearly shows that youths were prefer online shopping over traditional shopping.

Table No. 4
Shows Influencing factors or reason to buy online.

Reasons	Number of Respondents	Percentage (%)
Variety of products	34	28.33
Easy buying and Time saving	46	38.33
Lower prices and offers	30	25
Method of payment	10	8.34
Total	120	100

Source: Questionnaire

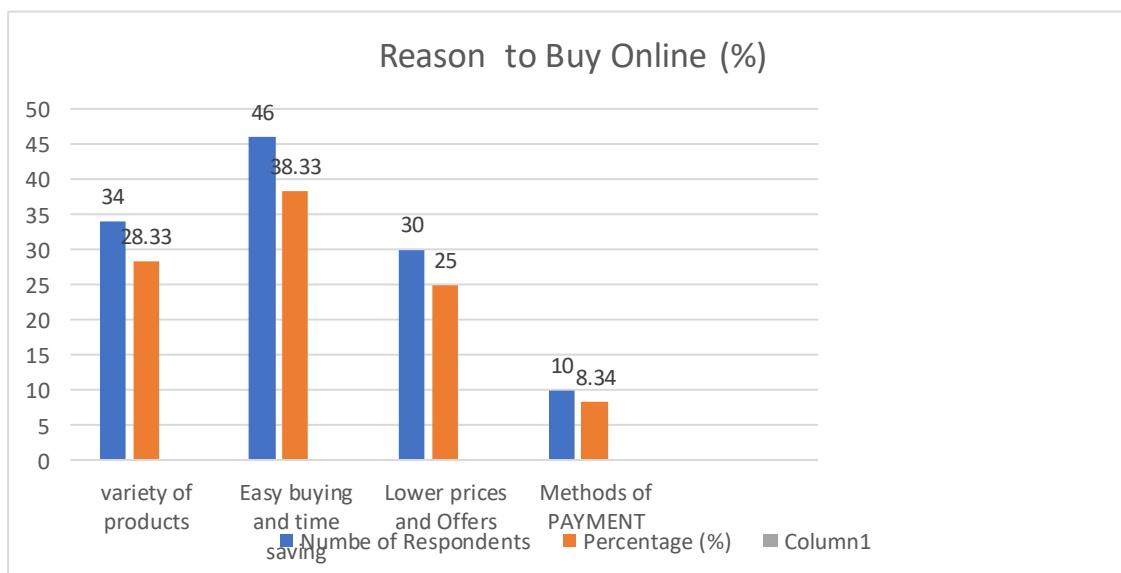


Table No. 4 shows that out of 120 respondents 38.33% of respondents were using online Shopping apps because of easy buying and time saving option. 28.33% of respondents were using online platform because of variety of products. But only 8.43% respondents for method of payment.

Table No.5

show the factors influencing youth’s decision to make an online purchase.

Influencing factor	Number of Respondents	Percentage (%)
During discounts	66	55
Normal days	15	13
When needed	35	29
Other	4	3
Total	120	100

Source: Questionnaire

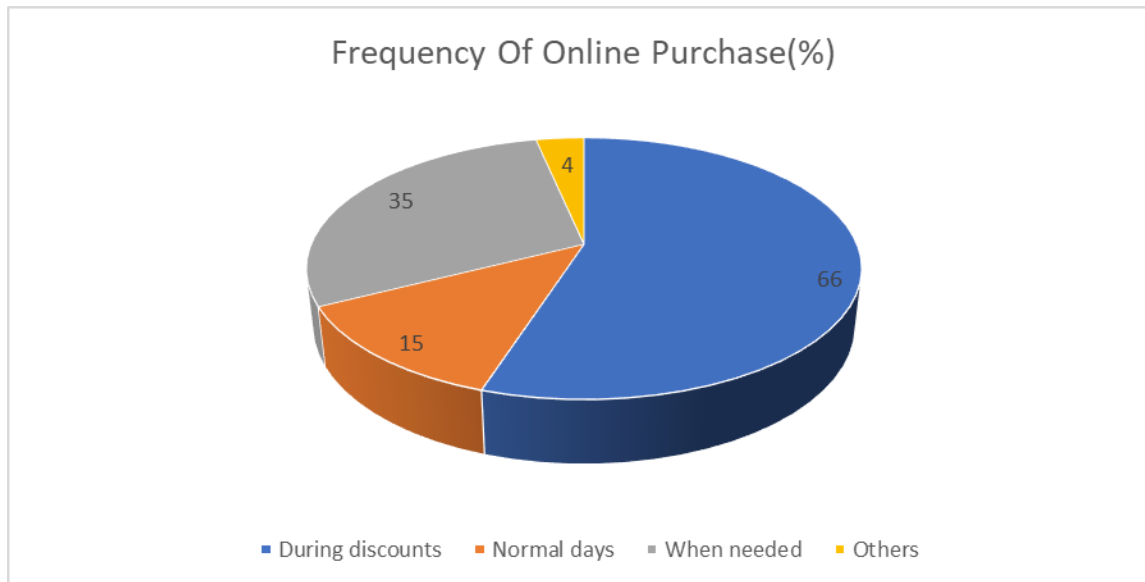


Table No.5 shows that out of the total respondents 120 youths, 55% of the respondents will get influence by during discounts. 29% of respondents will purchase when they needed.

Table No.6

shows the satisfaction level of youths towards online shopping apps.

Satisfaction level	No of Respondents	Percentage (%)
Very satisfied	6	5
Satisfied	52	43
Neutral	43	36
Dissatisfied	19	16
Total	120	100

Source: Questionnaire

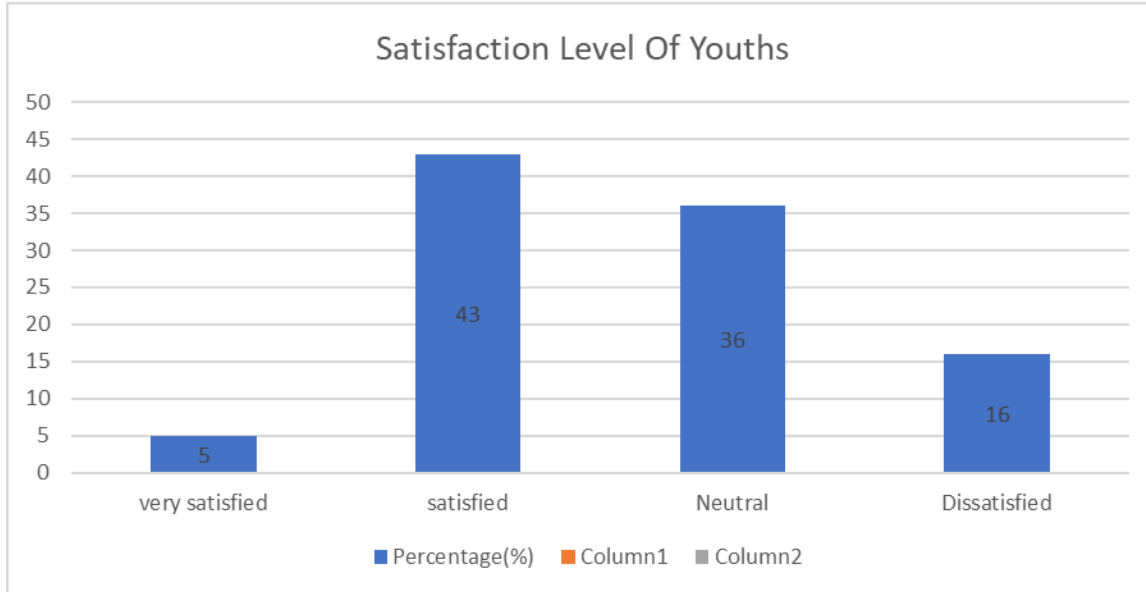


Table No.6 shows the satisfaction level of youths towards online shopping. 43% of the youths satisfied with overall experience of online shopping apps. 36% of respondents have neutral experience in online shopping.

Findings

From our Research we have found the following findings

The study shows that the today’s world 97% of respondents will prefer online shopping and 3% of respondents not interested in online shopping.

Majority of the respondent that is 70% of the total population will make purchase branded items in online shopping.

As per this survey clothes (59.8%) and electronic items (22.2%) are the most preferred products by the Youth’s in online shopping.

70% of the total respondents are satisfied with the quality of the products that were offered by online platform.

Most of the youths that is 92% are influenced by return policy in online shopping.

The survey comprises 43% of young people are satisfied with the overall experience of online markets.

The study shows that the youths gets influenced by during discount time in online shopping. Majority of respondents that is, 60% of total respondent will purchase from Flipkart and 26% of respondents from amazon.

Easy buying and time saving are factors that influence the youths to purchase online.

Suggestion

Online marketing opportunities increasing due to youth’s preference, it also requires more effective promotional activities to attract consumers. As per our research many youths are favoured towards online shopping apps.

By improving the quality of services, they can attract many more potential customers. Do not regret the customer because they keep very high expectations. There should be a problem during return policy in online shopping so that should be avoided.

Lack of information online shopping requires information campaigns for easy and secure transactions.

Conclusion

In conclusion this research study aims to investigate the online shopping apps and impulsive advantages of online shopping for instance it is easier and more convenient as it can be done from anywhere. Additionally, consumers get impressive bargains due to discount and also the ability to compare prices of different brands of same products.

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