

Mindset of Youngster's Behavior Regarding E-Comercio of Customers Electronic Products

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Abstract:

Today internet has largely affected the way people live in this world. Even the traditional concept of physical market place has been replaced with a virtual online market where buyers and sellers meet for exchange of goods and services. This new dimension of online market has enabled the business organizations to alter their distribution channels and achieve higher economies in distribution. Consequently, it helps them to achieve the ultimate objective of customer delight by providing qualitative products to the customers at more reasonable prices. In this study an effort has been made to identify the awareness of youth towards different shopping websites. An attempt has been made to understand the attitude of youth towards online shopping in case of consumer electronic items. A survey has been conducted using questionnaire, responses are presented in the form of charts and analyzed using hypothesis testing.

Keywords: Consumer Attitude, Consumer Behaviour, Online Shopping, Consumer Electronics

INTRODUCTION:

Electronic commerce has become a very important component for a successful business today. Internet has provided the business organizations a new channel for doing business and has largely affected the business operations of modern day's enterprise. Even the Consumer electronics industry is not an exception to it. Consumer electronics (abbreviated CE) are the

electronic equipments routinely used in the field of communication, office automation and entertainment. Consumer electronics products basically include ear phones, television sets, mp3 players, video cameras, DVD players, digital cameras, desktop computers, laptops, printers, scanners, external hard disk, game controls, mobile phones and pen drives. Many researchers have carried out their studies on the attitude of consumers towards online shopping. Most of these studies have been conducted with the intention to ascertain the factors influencing or affecting the online shopping attitude and behavior of the consumer. As per Consumer electronics report (Accenture, 2013), there is a very strong annual growth in consumer electronics industry. There is positive trend among the younger consumers for purchasing new technologies which strengthens the relevance of this study. This report also highlighted that even the old age people have shown bright purchase plans of consumer electronic products. The online shopping portal websites like ezoneonline.in, amazon.in, flipcart.com, homeshop18, jungle.com, naaptol.com, snapdeal.com, rediff.com, jabong.com, edeal.in, tradus.com, ebay.in, yebhi.com have seen tremendous potential in the online shopping market from the last few years.

LITERATURE SURVEY

It has been found that online shopping stands third in terms of popularity of internet activity, immediately followed by e-mail usage/instant messaging and web browsing (Li and Zhang, 2002). Online shopping behavior is known as the behaviour which the consumer exhibits when purchasing a product online via internet (Liang and Lai, 2000). Internet has helped the consumers to get transformed from the era of traditional shopping into a new, virtual and more efficient way of shopping with the help of e-commerce (Jiradilok and Malisuwan et al, 2014). It has been observed that actual buying behaviour of the Consumer is largely affected by the Consumers' attitude towards online shopping (Shergill and Chen, 2005). However, online shopping suffers through a limitation that it lacks the ability to 'look-and feel' the product (Figuerired and Rosen et al, 2000) which leads to difficulty in evaluation of the attributes of the product in consideration (Bhatnagar and Misra et al, 2000). Online shopping also suffers from a drawback that after the purchase of the product, the acquisition of the product is not

immediate and untimely delivery of the product may be the source of the dissatisfaction among the customers (Jedd, 2000).

RESEARCH METHODOLOGY

Research Methodology includes the methods and techniques which should be followed for conducting a research. It is a way to solve a research problem by systematically adopting certain logical steps for carrying out research related to a problem area. The universe in this case is Jalandhar district in the state of Punjab, India and the target population includes the Youth of Jalandhar city. In this study, the sample size of 50 respondents has been taken which includes online shopping customers as sample unit from 16 to 30 years of age in Jalandhar city. The sampling technique used in this study is convenience sampling and descriptive research design has been used depending upon the nature of the research problem. The information in this study has been acquired from both primary and secondary methods by using questionnaire in primary method and online reports and books in secondary method. In this study, data has been collected using survey method for which a questionnaire was designed and distributed among respondents to get the desired information. Thereafter, the data generated from the questionnaires has been recorded in MS. Excel version 2007. In Data analysis and interpretation, the responses have been presented in the form of chart and statistical techniques namely Multiple Regression and ANOVA (analysis of variance – Single Factor) have been used.

OBJECTIVES OF THE STUDY

1. To know about the purchase preference of CE items among the different consumers.
2. To identify whether time spent on internet affects the frequency of online shopping.
3. To find out the difference in the importance of different product related factors on the intention to use online shopping.

DATA ANALYSIS AND INTERPRETATION

After the survey, the online shopping preference of customers in context of consumer electronics products is shown in the below figure:

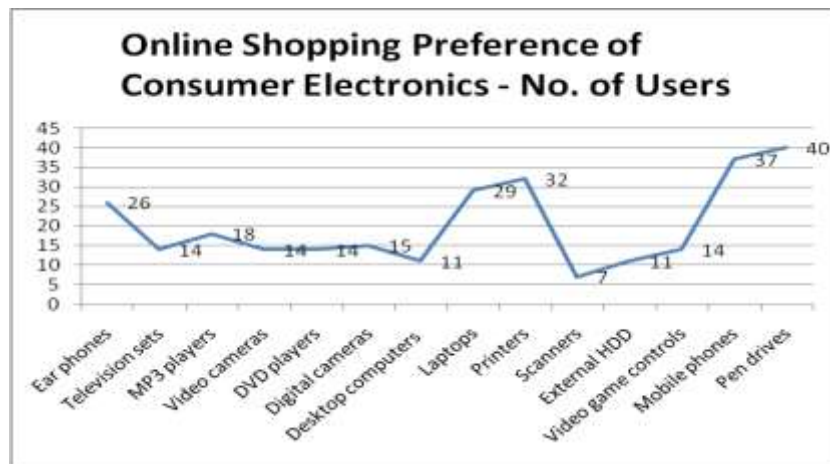


Figure 1.

From Figure 1, it has been found that ‘USB Pen Drives’ are the most preferred CE product purchased online followed by ‘Mobile phones’ and ‘Printers’. However, ‘Scanners’ and ‘Desktop Computers’ are found to be least preferred product to be purchased Online.

Hypothesis Testing

H₀₁: Let us take the null hypothesis that time spent on internet does not significantly affects the frequency of online shopping.

Applying Multiple Regression Analysis (using Dummy Variables) on the Data presented in the below given table:

Table 1.

A (less than 30 minutes)	B (from 30 mins to 1 hr)	C (more than 1 hour to 2 hrs)	D (more than 2 hrs to 4 hrs)	E (more than 4 hrs to 6 hrs)	Frequency
0	0	0	0	0	4
0	0	0	0	0	2
0	0	0	0	0	3
0	0	0	0	0	5
0	0	0	0	0	5
0	0	0	0	0	2



0	0	0	0	0	5
0	0	0	0	0	3
0	0	0	0	0	5
0	0	0	0	0	4
0	0	0	0	0	3
0	0	0	0	0	1
0	0	0	0	0	2
0	0	0	0	0	4
0	0	0	0	0	4
0	0	0	0	0	2
0	0	0	0	0	3
0	0	0	0	0	5
0	0	0	0	0	5
0	0	0	0	0	2
0	0	0	0	0	5
0	0	0	0	0	3
0	0	0	0	0	5
0	0	0	0	0	4
0	0	0	0	0	3
0	0	0	0	0	1
0	0	0	0	0	2
0	0	0	0	0	4
0	0	0	0	0	4
0	0	0	0	0	2
0	0	0	0	0	3
0	0	0	0	0	5
0	0	0	0	0	5
0	0	0	0	0	2
0	0	0	0	0	5
0	0	0	0	0	3
0	0	0	0	0	5
0	0	0	0	0	4
0	0	0	0	0	3
0	0	0	0	0	1
0	0	0	0	0	2
0	0	0	0	0	4
0	0	0	0	0	4

0	0	0	0	0	2
0	0	0	0	0	3
0	0	0	0	0	5
0	0	0	0	0	5
0	0	0	0	0	2
0	0	0	0	0	5
0	0	0	0	0	3

Table 2.

Regression Statistics					
Multiple R	0.904349361				
R Square	0.817847767				
Adjusted R Square	0.79714865				
Standard Error	0.584126913				
Observations	50				
ANOVA					
	df	SS	MS	F	Significance F
Regression	5	67.407013	13.4814026	39.51124	3.39465E-15
Residual	44	15.012987	0.34120425		
Total	49	82.42			

INTERPRETATION

1. The value of R Square in Table 2 is significantly high which means that together all the categories of time spent on internet explain 81.78% variation in frequency of online purchase and there is a high degree of regression.
2. From the Table 2, since the Fcal (39.51124) is significantly greater than Fsig (3.39465E-15), it means that null hypothesis (H_{01}) is rejected. So, it could be said that the time spent on internet significantly affects the frequency of online shopping.

H₀₂: Let us take the null hypothesis that there is no significant difference in the importance of different product related factors on the intention to use online shopping.

Applying ANOVA Single Factor on the data presented in the below table:



Table 3.

RESP.	S1	S2	S3	S4	S5	S6
R1	4	2	4	1	2	4
R2	5	4	2	2	3	3
R3	3	3	5	2	3	5
R4	4	5	1	3	4	5
R5	5	3	5	2	3	5
R6	4	2	4	1	2	4
R7	5	4	2	2	3	3
R8	3	5	5	2	3	5
R9	4	5	1	3	4	5
R10	5	3	5	2	3	5
R11	4	4	5	3	4	1
R12	5	3	3	1	3	3
R13	4	2	3	1	2	3
R14	5	5	4	2	1	2
R15	4	2	4	5	2	1
R16	4	2	4	1	2	4
R17	5	5	2	2	5	3
R18	3	3	5	2	3	5
R19	4	5	1	3	4	5
R20	5	4	5	2	3	5
R21	4	2	4	1	2	4
R22	5	4	2	2	3	3
R23	3	3	5	2	3	5
R24	5	5	1	4	4	5
R25	5	3	5	2	3	5
R26	3	4	5	3	4	5
R27	5	4	3	1	4	3
R28	4	2	3	1	2	3
R29	5	4	4	2	1	2
R30	4	2	4	5	2	1
R31	5	3	5	2	3	5
R32	3	5	5	3	5	5
R33	5	4	3	1	3	3
R34	4	2	3	1	2	3

R35	5	3	4	2	1	2
R36	4	3	5	5	3	3
R37	4	2	4	1	2	4
R38	5	4	2	2	3	3
R39	4	3	5	2	3	5
R40	5	5	1	3	4	5
R41	5	3	5	2	3	5
R42	4	2	4	1	2	4
R43	5	4	2	2	3	3
R44	3	3	5	2	3	5
R45	4	5	1	3	4	5
R46	5	3	5	2	3	5
R47	4	2	4	1	2	4
R48	5	4	2	2	3	3
R49	3	3	5	2	3	5
R50	5	3	5	2	4	2

Table 4.

SUMMARY

Groups	Count	Sum	Average	Variance
S1	50	215	4.3	0.540816
S2	50	170	3.4	1.142857
S3	50	181	3.62	2.036327
S4	50	106	2.12	1.046531
S5	50	146	2.92	0.850612
S6	50	191	3.82	1.579184

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	144.7767	5	28.95533	24.14176	2.39E-20	2.244703
Within Groups	352.62	294	1.199388			
Total	497.3967	299				

INTERPRETATION

- From Table 4, Since the Fcal (24.14176) is significantly greater than Fsig (2.244703) and p-value is less than 0.05 which means that null hypothesis (H_{02}) is rejected. So, we say

that there is difference in importance of different product related factors on the intention to use online shopping.

2. It has also been observed that Statement 'S1' got the highest average (4.3) and least variance (0.540816) which means that most of the respondents agree to statement 'S1' which says that 'Choice of online shopping depends on price value of the product to be purchased'.
3. Since statement 'S6' has the second highest average (3.82) which means that respondents have a high degree of agreement to statement 'S6' which tells about the importance of 'Durability of the product before deciding to purchase it online'.

FINDINGS

1. It has been found that pen drives are considered to be the highest preferred product among the consumers followed by mobile phones and printers whereas scanners and desktops are considered as least preferred.
2. It has also been found that time spent on internet considerably affects the frequency to shop online.
3. There is significant variation in the importance of product related factors on the intention to use online shopping.

LIMITATIONS

1. This study is limited to the youth only and does not include the views of other consumers apart from youth.
2. This study also suffers from a limitation that it has been carried out in the limited area of Jalandhar city and does not reflect the view point of youth from other parts of Punjab state.
3. There was severe time limitation in carrying out this study which restricted the survey up to one city only.

SCOPE FOR FUTURE RESEARCH

1. There is immense scope for future research related to this study. More research could be carried out among other type of consumers based on their age and location.

2. This research study could be further extended in finding out the attitude of consumers in other product areas apart from consumer electronics.

CONCLUSION

Based on this study, it could be concluded that youth is really fascinated to purchase online. There is great role of internet usage in increasing the frequency of online shopping. This study has great implications for online shopping portal websites and throws light on promising growth in the field of online shopping. At the end, consumers are considered as the prime beneficiaries of this radical change because of shorter distribution channels and lesser intermediaries. The benefit sought comes from the ability to get good quality product at least price and time.

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QUESTIONNAIRE

Dear respondent, I am conducting a survey on “Attitude of Youth towards Online Shopping of Consumer Electronics”. Kindly spare your valuable time for filling up this questionnaire. Please tick (✓) the right option applicable to you.

Q.1 How much time you spend on the internet daily?

- | | | | |
|-------------------------------|--------------------------|------------------------------|--------------------------|
| (a) less than 30 minutes | <input type="checkbox"/> | (b) from 30 mins to 1 hr | <input type="checkbox"/> |
| (c) more than 1 hour to 2 hrs | <input type="checkbox"/> | (d) more than 2 hrs to 4 hrs | <input type="checkbox"/> |
| (e) more than 4 hrs to 6 hrs | <input type="checkbox"/> | (f) more than 6 hrs | <input type="checkbox"/> |

Q.2 Which of the following Consumer electronics you will prefer to purchase online?

- | | | | | | |
|-----------------------|--------------------------|------------------------|--------------------------|---------------------|--------------------------|
| (a) Ear phones | <input type="checkbox"/> | (b) Television sets | <input type="checkbox"/> | (c) MP3 players | <input type="checkbox"/> |
| (d) Video cameras | <input type="checkbox"/> | (e) DVD players | <input type="checkbox"/> | (f) Digital cameras | <input type="checkbox"/> |
| (g) Desktop computers | <input type="checkbox"/> | (h) Laptops | <input type="checkbox"/> | (i) Printers | <input type="checkbox"/> |
| (j) Scanners | <input type="checkbox"/> | (k) External Hard Disk | <input type="checkbox"/> | (l) Game controls | <input type="checkbox"/> |
| (m) Mobile phones | <input type="checkbox"/> | (n) Pen drives | <input type="checkbox"/> | | |



Q.3 How often you perform online shopping?

- (a) Very Frequently ☐ (b) Frequently ☐ (c) Occasionally ☐
(d) Rarely ☐ (e) Very Rarely ☐

Q.4 Please rate the following statements:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
(a) My choice of online shopping does depends on price value of the product which I purchase.					
(b) I will like to purchase only small size products online.					
(c) The inability to choose the actual colour of the product does not stops be to shop online.					
(d) I do not prefer online shopping of those items which I will use for longer period of time.					
(e) Weight of the product I purchase does not affect my choice of online shopping.					
(f) I consider durability of the product before deciding to purchase it online.					

Respondent Profile

Name: _____

Age: 16 years to 30 years ☐

Place: _____