

How Online Market Influencing the Youngster in Bhopal District of Madhya Pradesh

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Abstract:

Online shopping has changed the substance of showcasing all around. It has helped in less demanding, less difficult and quicker business exchanges. Today every single family unit is utilizing online shopping. India being an exceptionally populated nation is emphatically changing towards internet shopping. Along these lines there is an enormous extension for both business and youngsters in India for web based offering and purchasing family merchandise. As the Indian populace is including more instructed and master in web innovation, web based shopping is moving definitely. Online shopping has become a new trend of shopping nowadays and is quickly becoming an important part of lifestyle. Due to wide spread internet access by people online shopping has seen a massive growth in recent years. Young people have been the majority shoppers online. In this foundation, the present enlightening review is an endeavor to explore the critical variables affecting young person's conduct, state of mind and discernment towards Online shopping in Bhopal district of Madhya Pradesh.

Keywords: Online Shopping, Website usability, Internet literacy, educational qualification

I. INTRODUCTION

Heightening of Indian E-business is the consequence of mounting client accommodation to web based shopping sites because of the rising portable web dispersion in India. Versatile telephones, portable workstations and PCs are the new hotspots for admission to on the web shopping destinations which are more famous because of changing way of life of young people and diminish in duties 3G or 4G information arranges by all well-known web access suppliers. In an observable transform from the past age gathering of customers, purchaser conduct has turned out from a decision of touch and feel purchasing to straightforwardness and solace, E-method of installment like plastic, Mastercard or net managing an account, EMI alternative, on location substitution, money down and free home conveyance. These offices have included the estimation of Ecommerce.

The start of Internet time in India can be referred to back to 1986 with the presentation of ERNET venture startup email trade program between national place for programming innovation, Bombay and IIT Bombay (Rao and Manzar, 2011). From that point forward India saw a few levels of up-degree, adjustments and establishment and diverse associations set up their own particular site. ICICI bank turned into the first of its kind to dispatch internet managing an account webpage in 1997 (Murali, 2011). The unmistakable nearness of membership base sites can be produced using the membership locales of thenewspapertoday.com and NaiDunia.com in 2001. Essentially in 2003, Air Deccan propelled India's first online air ticketing website (Team CCDS). India now has third biggest Internet populace on the planet with 150 million Internet clients, after China (at 575m) and the US (at 275m). At 150 million aggregate Internet clients, the Internet entrance in India stays at 12 for every penny versus 43 for every penny in China and 80 for each penny in the US. India has about 950 million portable supporters and near 50 million or less than 6 for every penny of these versatile endorsers get to Internet by means of versatile handsets (Aggarwal, 2013). Thus India has a colossal prospect of web based keeping money because of monstrous number of web clients.

The period 1960-1982 seen the ascent of electronic trade with the improvement of EDI (Electronic Data Interchange). EDI supplanted conventional mailing and faxing of records with an advanced exchange of information starting with one PC then onto the next. Exchanging accomplices could exchange requests, solicitations and different business exchanges with EDI (Merchant, 2011). Later In 1979 English designer and business visionary Michael Aldrich invented web based shopping, or mail order shopping, to empower online exchange handling amongst purchasers and organizations, or from business to business. Online shopping or E shopping or web based retailing is a type of electronic trade enabling buyers to straightforwardly purchase products or administrations from a merchant over the Internet without a middle person benefit (Jusoh and Ling, 2012). Aldrich's procedure later wound up noticeably known as online business; it didn't turn out to be financially feasible until the Internet (Norman, 2014). In 1982-1990, it was obvious that B2B web based shopping was economically lucrative yet B2C was fruitful until the later far reaching utilization of PCs and World Wide Web (Merchant, 2011). India has crossed 100 million Internet clients, out of which Youngsters in India are the larger part clients (IAMAI, 2011). Over 75% of Internet Usage is as yet determined by youths that incorporate young fellows, school and school going understudies. The commitment shared decently among, School Going Kids – 21%, College Going Kids – 27%, Young Men – 27%. Around 33% of Young men and Working ladies are

substantial clients (those getting to web for over 16.5 hours for each week (IAMAI, 2011). As per the report of (comScore, 2012) on condition of internet business in India, 75% of online gathering of people between the age gathering of 15-34 years, the female populace added to right around 40% of aggregate clients. India is one the most youthful online populace all inclusive and anticipated that would be a predictable pattern in coming years. According to the review, 15-24 years old gathering has been the quickest developing age portion online with client development being contributed by the both male and female fragments. India is one of the most youthful online statistic all inclusive. As indicated by (Brown, 2012) in his blog, Understanding Gender and web based business say that men and ladies have shopped distinctively for eras. Somewhat more than half of the web populace is men yet 58% of internet business income originates from ladies. Men by and large entire more exchanges on the web while ladies have a higher normal request esteem. Again Hernández, Jiménez, and Martín (2011), in their investigation of age, sexual orientation and wage, found that financial factors direct neither the impact of past utilization of the web nor the view of e-commerce; to put it plainly, they don't condition the conduct of the accomplished e-shopper. In this manner the statistic elements and their association with web based saving money have not been summed up because of clashing aftereffects of the reviews should be contemplated inside a particular gathering of individuals i.e. the adolescent or the understudies. Correspondingly there are certain occurrences of site ease of use and its connection to internet shopping. (Lee and Kozar, 2009) say that usable sites are urgent for e-business achievement. They make a positive disposition toward an online store, builds stickiness and revisit rates, and can fortify online buys. From the investigation of (Li and Zhang, 2002) proposes that a buyer's inspiration to shop and the data stack on the Internet could impact assessment of costs and clarify why certain costs would be more adequate. Subsequently site convenience, cost of item cited on the web and their relationship on online buy should be discovered for a particular gathering of populace i.e. the understudies.

II. LITERATURE REVIEW

(KIYICI, 2012) in his study of internet shopping behavior of college of education students, tried to find out the role of familiarity and income and possession of credit card on online shopping. His results found out that that male students teacher are more familiar and have more positive attitude than female student teacher. Teacher students, who have more monthly income and have more internet self-efficacy have positive attitude and intention to shop online. Participants, who have credit card, have more familiarity and less anxiety concerning internet shopping. The study of (Delafruz, Paim, and Khatibi, 2010), tried to find out the factors influencing students' attitudes towards online shopping in Malaysia through a five-level Likert scale self-administered questionnaire, which was developed based on prior literature. The multiple regression analysis demonstrated the most significant determinants of consumers' attitudes towards online shopping. The results indicated that utilitarian orientation, convenience, price, and a wider selection influenced consumers' attitudes towards online shopping. Therefore, e-retailers should emphasize a more userfriendly function in order to provide utilitarian customers a way to find what they need efficiently. The thesis of (Delafruz, 2009), found that the level of online shopping intention was relatively high and direction of attitude towards online shopping was positive among the postgraduate students. Moreover, it was found that utilitarian orientation and hedonic orientation, perceived benefits and demographic characteristics (gender, age, and income) were significantly and positively correlated with the attitude towards online shopping. In addition, the result revealed that the perceived behavioral control and attitude were significantly and positively correlated with online shopping intention. (Kim, 2010), in his study found out that the consumer factor, comprised of privacy, security and trust, time saving, ease of use, convenience, enjoyment provided by shopping, company reputation and tactility, was most significant for who intended to purchase online and who did buy online. The study of (Wambui, 2010), tried to find out the characteristics of online shopping adopters among university students and went further to unearth the reasons behind nonadoption and adoption of online shopping. The findings of the study revealed that there was a high level of awareness of online shopping but very low use of the same. Findings also showed that online shoppers were mostly male, most of them were aged 30 yrs and below and most earned higher incomes. Some of the reasons cited for non-adoption of online shopping were concerns about financial security and discomfort in sharing of personal information online. Some of the reasons cited for adoption of online shopping were the ease of buying products from anywhere in the world, and the ability to choose from a wide variety of products.

III. OBJECTIVES OF THE STUDY

The reason for this review is to discover the effect of five components like Gender, educational qualification, internet literacy, item cost quoted online and website usability on web based shopping on a particular gathering of populace. As such the objectives are:

1. To comprehend if gender has any effect on internet shopping among the populace.
2. To understand if educational qualification has any impact on online shopping among the populace.
3. To understand whether internet literacy has any impact on online purchase among the populace.
4. To understand if item cost quoted online has any impact on online shopping among the populace.
5. To understand whether website usability has any impact on online shopping among the populace.

IV. METHODOLOGY

Data collection and sample description

The present review depends on quantitative research approach and the information was gathered from essential sources. The essential information gathering technique incorporates a survey, which was dispersed to the clients' (Internet

clients) to know their discernment towards acquiring items on the web. A basic arbitrary examining method was embraced to get the required data. The review is limited to the understudies seeking after their graduation and post-graduation from various

Place in Bhopal city of Madhya Pradesh, India. The survey was built in straight forward dialect and planned painstakingly so as to lessen the danger of uncertainty. The inquiries are taken from past writing on purchaser's discernment towards e-shopping with a view to approve the exploration increasingly and a portion of the inquiries are self-organized to cover the assorted qualities of research issues. The valid responses from 250 Peoples were received and considered to analyze the how online market influencing the youngster. Statistical tools such as chi square test for independence has been conducted to compute the findings.

Hypothesis of the study

Since the study relates with finding the relationship of gender, educational qualification, internet literacy, online item cost quoted and website usability with online shopping/purchase., hence the hypothesis of the study can be taken as Hypothesis is an assumption about a population parameter.

Hypothesis testing is a process of making a decision on whether to accept or reject an assumption about the population parameter on the basis of sample information at a given level of significance.

Null Hypothesis

Null hypothesis is the assumption which we wish to test and whose validity is tested for possible rejection on the basis of sample information.

Symbol: It is denoted by H_0 .

Alternative hypothesis

Alternative hypothesis is the hypothesis which differs from the null hypothesis. It is not tested.

Symbol: It is denoted by H_1 .

H_1 Online shopping has significant relationship with Gender.

H_0 : Online shopping has no significant relationship with Gender.

H_2 Online shopping has significant relationship with educational qualification.

H_0 : Online shopping has no significant relationship with educational qualification.

H_3 online shopping has significant relationship with Internet Familiarity/Literacy.

H_0 : online shopping has no significant relationship with Internet Familiarity/Literacy.

H_4 Online item cost quoted has significant relationship with online purchase.

H_0 : Online item cost quoted has no significant relationship with online purchase.

H_5 Website usability has significant relationship with online purchase.

H_0 : Website usability has no significant relationship with online purchase.

V. ANALYSIS AND FINDINGS

• **Demographic Profile of the respondents**

Demographic profile has been obtained from the responses and it was found that majority of the respondents are in the age group of 20-35 years of age, which is obvious since the target population are the students. Gender wise 64% of the respondents are male and the rest are female. Education levels of the respondents are 9% under graduate, 83% are graduate and 8% are post graduate.

• **Attributes of Online shoppers**

Out of total 250 respondent students it was found that 87% of the respondents do shop online and the rest 13% do not shop online. Among those students who shop online, majority i.e.66.29% shop online monthly followed by 21.54% shop online occasionally followed by weekly and thrice a week. Among the student respondents who do not shop online were asked the reason of not purchasing online. Majority of the respondents i.e.26.31% said that they highlighted their non-purchase of product online due to inability to touch the products, followed by 21.05% are not familiar with online purchase, 15.78% refer to product quality. Other reasons cited were privacy and security, shipment fees and non-interaction with shop assistants. Among those who shop online, time saving and 24/7 accessibility has been cited as the major benefit of online shopping. About what is shopped online, majority of the students responded about purchasing books which is 31.5 %, this may be since the target population are students. This is followed by 20.5 %, who purchase apparel followed respectively by purchasing electronics and e tickets.

• **Hypothesis testing**

To test whether there is any relationship between gender and online shopping among the target group, the hypothesis being H_0 : Online shopping has no significant relationship with Gender.

Table 1 shows the summary of the responses:

Table 1: Gender and online shopping

Familiar and shop online	Gender		Total
	Male	Female	
Yes	139	48	187

NO	21	42	63
Total	160	90	250

The calculated value of chi square is 33.1149 which is greater than the table value 3.841 at 1df and 5% level of significance and thus the null hypothesis is rejected. Hence, Online shopping has significant relationship with Gender.

To test whether there is any relationship between education and online shopping among the target group, the hypothesis being Ho: Online shopping has no significant relationship with educational qualification. The following table 2 shows the responses from the respondents.

Table 2: Educational qualification and online shopping

Familiar and shop online	Educational qualification			Total
	Schooling	Graduate	Post Graduate	
Yes	19	163	14	196
NO	4	44	6	54
Total	23	207	20	250

The calculated value of chi square is 2.0517 is smaller than the table value 5.991 at 2df and 5% level of significance and thus the null hypothesis is accepted. Hence, online shopping has no significant relationship with educational qualification.

To test whether there is any relationship between Internet literacy and online shopping among the target group, the hypothesis being Ho: online shopping has no significant relationship with Internet Familiarity/Literacy. The following table 3 shows the responses from the respondents.

Table 3: Internet Literacy and online shopping

Familiar and shop online	Internet Literacy		Total
	Male	Female	
Yes	154	19	173
NO	28	49	77
Total	182	68	250

The calculated value of Chi Square is 69.633 which is greater than the table value 3.841 at 1df of 5% level of significance and thus the null hypothesis is rejected. Hence, online shopping has significant relationship with Internet Familiarity/Literacy

To test whether there is any relationship between online product price and online shopping among the target group, the hypothesis being Ho: Online item cost quoted has no significant relationship with online purchase. Table 4 shows the responses from the respondents.

Table 4: Online item cost and online purchase

Familiar and shop online	Price listed is higher compared to traditional purchase		Total
	Yes	No	
Yes	56	133	189
NO	25	36	61
Total	81	169	250

The calculated value of chi square is 6.15 which is greater than the table value 3.841 for 1df at 5% level of significance and thus the null hypothesis is rejected. Hence, Online item cost quoted has significant relationship with online purchase.

To test whether there is any relationship between website usability and online shopping among the target group, the hypothesis being Ho: Website usability has no significant relationship with online purchase. Table 5 shows the responses from the respondents.

Table 5: Website usability and online shopping

Familiar and shop online	Website usability should be simple		Total
	Yes	No	
Yes	96	87	183
NO	42	25	67
Total	138	112	250

The calculated value of chi square is 2.0475 is smaller than the table value 3.841 at 1df and 5 level of significance and thus the null hypothesis is accepted. Hence, Website usability has no significant relationship with online purchase.

VI. DISCUSSIONS AND IMPLICATIONS

Since greater part of the respondents shop on the web, accordingly this reality can be gainful for the corporate division searching for advancing their brands and working together over the web. Greater part of respondents shop on the web yet at the same time the respondents think the reason of not shopping on the web is because of failure to touch and see the item physically while shopping. It has been found that web proficiency has critical relationship on online buy, along these lines legitimate care ought to be taken to advance web education in order to advance web based shopping. From the review it was found that online item value posting has critical effect on online buy. In this way if web based shopping is to be advanced then online value posting ought to be less contrasted with conventional market value posting. The online retailers need to give more focused cost and assortment of item to draw in clients and urge them to settle on buy choice. It has additionally been found that site convenience has no noteworthy effect on web based shopping, which implies that usability of site has no effect on whosoever is web proficient and who shop on the web. Another finding was that there is no critical connection between web based shopping and instructive capability which implies that capability has no effect on web based shopping where as online shopping has noteworthy association with sexual orientation. Consequently e shopping organizations ought to be particular intending to the requirements of both male and additionally female customers while advancing their brands or offering their item in online environment. The concentrate watched that web based shopping is in attractive level among the understudies of Assam University. Taking this for instance, if the e shopping organizations attempt to focus on above suggestions then it will doubtlessly have the capacity to build the no of online customers and in addition the recurrence of internet shopping among the understudies who are the greater part online buyer.

VII. LIMITATIONS AND SCOPE OF FUTURE RESEARCH

Likewise with most investigates, this review has additionally a few confinements. The specimen size of the review, which comprises of just 250 People in Bhopal locale of Madhya Pradesh. Can't be summed up and connected for overall population. Again conclusions are dynamic; thus, the consequences of the review in view of the feelings are probably going to vary. The previously mentioned review is done just in one specific college and the information of comparative colleges were not accessible for correlation, consequently perceptions and results may not be relevant for whatever other colleges. Again the outcome additionally relies on the honesty of respondents in giving genuine and reasonable sentiment and their level of information in the subject under review. Both example mistake and non-examining blunder may exist in the review and furthermore biasness among the reactions can't be overlooked. As web based shopping rely on upon World Wide Web which has a worldwide reach, consequently a multicultural, culturally diverse research should be embraced to accurately comprehend the web based shopping state of mind. Experimental research could likewise be completed to discover likenesses and contrasts of online customers of various nations and think about between the observations, state of mind and buy conduct of the customers. Future inquires about can likewise be done to discover examination on internet shopping disposition among understudies in light of distinction of subject stream like proficient or non-proficient courses, expressions, science and trade and so on.

VIII. CONCLUSION

Online shopping is ending up noticeably more well-known step by step with the expansion in the use of World Wide Web. Understanding the requirements of a buyer for e-offering have moved toward becoming test for the retail advertisers', particularly recognizing the customer's buying conduct about online shopping. Making a few upgrades in the distinctive elements that impact the customers to move towards e-shopping and working more on the pointers that influence purchasers to shop online will help advertisers to pick up the aggressive edge over others. By and large talking, in the present situation e-shopping is in great condition. As per the review, the majority of the respondents are happy with the present conditions. In any case, there still have a few markers that are should have been moved forward. Because of increment in e-shopping sites, the in-store customers need to pull in the buyers with more alluring offers and quality items. This review is required to help different specialists to concern further about the variables which impact customers' observations towards e-shopping.

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