

# PROJECT REPORT

“**A STUDY ON THE ATTITUDE OF YOUTH TOWARDS ONLINE SHOPPING WITH SPECIAL REFERENCE TO VADAKKEKAD AREA”**

Submitted to

University of Calicut in partial fulfillment of the requirements for the award of degree of

**BACHELOR OF COMMERCE**

Submitted by

**MUGHLISA REGISTER NO: AVASBCM006**

Under the guidance of

**Mrs. SREEJA. T**

[Lecturer, Department of Commerce and Management Studies]

# ASSABAH ARTS AND SCIENCE COLLEGE VALAYAMKULAM

**2018-2021**

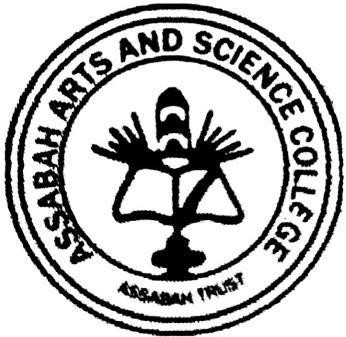
**DEPARTMENT OF COMMERCE ASSABAH ARTS AND SCIENCE COLLEGE VALAYAMKULAM**

**CERTIFICATE FROM GUIDE**

This is to certify that this report submitted by **MUGHLISA** for partial fulfillment of the requirements of Bachelor of Commerce degree of the University of Calicut is undergoing project at “**A STUDY ON THE ATTITUDE OF YOUTH TOWARDS ONLINE SHOPPING WITH SPECIAL REFERENCE TO VADAKKEKAD**

**AREA”** and is a bona fide work done by the candidate under my guidance and supervision. No part of this work has been submitted earlier any other purpose.

Place: Date:



### Mrs. SREEJA. T

Department of Commerce & Management Assabah Arts And Science College Valayamkulam

**DECLARATION**

I **MUGHLISA** student of **ASSABAH ARTS AND SCIENCE**

### COLLEGGE, VALAYAMKULAM hereby entitled on “A STUDY ON THE ATTITUDE OF YOUTH TOWARDS ONLINE SHOPPING WITH SPECIAL

**REFERENCE TO VADAKKEKAD AREA”** is a work done by me in partial fulfillment for the award of the degree of **BACHELOR OF COMMERCE** from University of Calicut during 2018-2021.

Place: **Valayamkulam MUGHLISA**

Date: **Reg. No: AVASBCM006**

**ACNOWLEDGEMENT**

First and foremost let me sincerely thank ALMIGHTY for the great opportunity and blessings that he has showered up on me for the successful and timely completion of my project work.

I express my thanks to **Calicut University** for giving me an opportunity for carrying out my project.

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COLLEGE,VALAYAMKULAM) for permitting to take up this project work.

I am extremely thankful to **Mrs. JUBY. C. K (H.O.D)** for the active patience and support forwarded to me in respect of this project.

I own my pleasure and sincere gratitude to my project guide **Mrs. SREEJA.T** for her kind guidance, suggestions, timely advice and encouragement throughout my project.

Finally I extent thanks to my family members and friends for the encouragement I got form them.

Place: **Valayamkulam MUGHLISA**

Date: **Reg. No: AVASBCM006**

**INDEX**

|  |  |  |
| --- | --- | --- |
| **CHAPTER NO** | **TITLE** | **PAGE NO** |
| **1** | **INTRODUCTION** | **1-6** |
| 1.1 | Introduction to the study | 2 |
| 1.2 | Statement of the problem | 4 |
| 1.3 | Objectives of the study | 4 |
| 1.4 | Significance of the study | 4 |
| 1.5 | Scope of the study | 5 |
| 1.6 | Research methodology | 5 |
| 1.7 | Limitations of the study | 6 |
| **2** | **REVIEW OF LITERATURE** | **7-10** |
| **3** | **THEORATICAL FRAME WORK** | **11-16** |
| **4** | **DATA ANALYSIS AND INTERPRETATION** | **17-32** |
| **5** | **FINDINGS, SUGGESTIONS AND CONCLUSIONS** | **33-36** |
|  | **BILIOGRAPHY** | **37-38** |
|  | **APPENDIX** | **39-42** |

**LIST OF TABLES**

|  |  |  |
| --- | --- | --- |
| **SL.NO** | **CONTENTS** | **PAGE NO** |
| 4.1 | Table showing the period of using online shopping | 18 |
| 4.2 | Table showing the satisfaction in delivery of products | 19 |
| 4.3 | Table showing reason for choosing online shopping | 20 |
| 4.4 | Table showing online shopping reduce the frequency of direct shopping | 21 |
| 4.5 | Table showing source of knowledge about online shopping | 22 |
| 4.6 | Table showing service preference in setting the online shopping | 23 |
| 4.7 | Table showing the frequency of the online shopping | 24 |
| 4.8 | Table showing product preference | 25 |
| 4.9 | Table showing impact on online shopping due indirect contact with sellers | 26 |
| 4.10 | Table showing online shopping trust worthy | 27 |
| 4.11 | Table showing 24 hour accessibility is an important advantage of online shopping | 28 |
| 4.12 | Table showing of influence of advertisement on online shopping | 29 |
| 4.13 | Table showing online shopping give more offer and discount than direct shopping | 30 |
| 4.14 | Table showing confidence about information given a product being true | 31 |
| 4.15 | Table showing the anxiety about online shopping | 32 |

**LIST OF CHARTS**

|  |  |  |
| --- | --- | --- |
| **SL.NO** | **CONTENTS** | **PAGE NO** |
| 4.1 | Chart showing the period of using online shopping | 18 |
| 4.2 | Chart showing the satisfaction in delivery of product | 19 |
| 4.3 | Chart showing reason for choosing online shopping | 20 |
| 4.4 | Chart showing online shopping reduce the frequency of direct shopping | 21 |
| 4.5 | Chart showing source of knowledge about online shopping | 22 |
| 4.6 | Chart showing service preference in setting the online shopping | 23 |
| 4.7 | Chart showing the frequency of the online shopping | 24 |
| 4.8 | Chart showing product preference | 25 |
| 4.9 | Chart showing impact on online shopping due indirect contact with sellers | 26 |
| 4.10 | Chart showing online shopping trust worthy | 27 |
| 4.11 | Chart showing 24 hour accessibility is an important advantage of online shopping | 28 |
| 4.12 | Chart showing of influence of advertisement on online shopping | 29 |
| 4.13 | Chart showing online shopping give more offer and discount than direct shopping | 30 |
| 4.14 | Chart showing confidence about information given a product being true | 31 |
| 4.15 | Chart showing the anxiety about online shopping | 32 |

# CHAPTER-1 INTRODUCTION

* 1. **INTRODUCTION**

Internet is the world’s largest computer network. The word “Internet” was coined from the work “inter connection “and network. The word internet is a network or more precisely “interwork” of hundreds of connecting networks made up of different types of computers all over the world that can share messages and information with one another. It is described as the network of networks. It was treated nearly 30 years ago as a project for the US department of defense. Shopping is an activity in which a customer browses the available goods or services presented by one or more retailers with the intention to purchase a suitable selection of them.

In day to day life, we need to buy a lot of goods or products from a shop. It may be food items, Electronic items, etc.… Nowadays, it is really hard to get some time to go out and get them by ourselves due to busy lifestyle or workload. In order to solve this, B2B e-commerce websites have been started. Using these websites, we can buy goods or products online just by visiting the website, ordering the item and making payments online. The existing system of buying goods has several disadvantages. It requires lot of time to travel to a shop to buy the goods. Since everyone is leading a busy life now a days, Time means a lot of everyone. Also, there are expenses for travelling from house to shop. Moreover, the shop from where we would like to buy something may not be open 24 Hours. Hence, we have to adjust our time with the vendor time.

In order to overcome these, we have e -commerce solution, i.e. one place where from we can get all requires goods / products online. The proposed system helps in building a website to buy, sell products or goods online using internet connection. While purchasing of goods online, use can choose different products based on categories, online payments, delivery services and hence covering the disadvantage of the existing system and making the purchasing procedure easier and helping the vendors to reach wider market. The online shopping system enables vendors to set up online shops, customers to browse through the shops and a system administrator to approve and rejects requests for new shops and maintain lists of shop categories. Out online shopping malls will use the internet as the sole method for selling goods to their consumer; hence, shopping will be highly personalized.

In modern days, Customer focus is more transferred towards online shopping. Worldwide people order products from different regions and online retailers delivers the products at their homes, offices or wherever they want. The B2B process has made it easy for consumers to select any products online from a retailer’s website. The consumer does not need to consume his energy. Online shopping or e-shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet using web browser. Alternative name is e-web store, e-ship, internet shop, web-shop, web store, online store, online store front and virtual store.

People are most interested to shop online instead of purchasing items by traditional means. People can surf on online stores and purchase items by comfortable sitting at home. People had to suffer the rush of the market when they went for direct shopping. They used to think hundred times to buy anything even after having the sufficient money for shopping. The problem’s was the rush: the quarrel at the time of buying the things. But the advancement of technology brought the new way for shopping. The way of shopping was completely changed with the coming of internet technology. People have to fill a sample form on the internet to place their order on any popular shop for the things they want to buy.

Online shopping is preferred by many people because of its convenience. You can shop at any time in early morning hours or night. Payment for online shopping can be done in many ways. Most commonly online shoppers use credit cards for their payments. Some other modes include billing to mobile phones and land lines, debit cards, cash on delivery, electronic money of various types, gifts cards, postal money order and wire transfer or delivery on payment. Online stores deliver the items purchased by shipping in proper packing. So we need not worry about delivery. The only major issue in online shopping is privacy and security with respect to credit card issues.

* 1. **STATEMENT OF THE PROBLEM**

Online shopping is focused on examine the factors and relationship that influence the browsing and buying behavior of individuals sites. We are also interested in examining shopping performances based on various demographic categories of products and services.

In today’s competitive business world, the success of business depends upon the ability to satisfy consumers. Now a day, most of consumer prefer online shopping because of its wide scope. So, in this business world study of online shopping among youth is relevant. So, we selected the topic **“A study on the attitude of youth towards online shopping with special reference to Vadakkekad area”** for our project work.

* 1. **OBJECTIVES OF THE STUDY**

### Primary objectives

* To study the attitude of youth towards online shopping with special reference to Vadakkekad area.

### Secondary Objective

* To study the awareness of youth about online shopping.
* To study the problems associated with online shopping.
  1. **SIGNIFICANCE OF STUDY**

Young people have been the majority shoppers online and thus this study finds out the attitude of youth towards online shopping The results of the study highlighted

that there is a significant relationship of online shopping with gender, internet literacy, and online product price.

* 1. **SCOPE OF THE STUDY**

The online shopping networks has established its footprint in India and is spreading all over the country at a very fast pace. The study is conducted on the topic “A study on the attitude of youth towards online shopping with special reference to Vadakkekad area”. It extends to a preliminary study of online shopping of youth. This study is focused to know the attitude, awareness and worries about online shopping.

* 1. **RESEARCH METHODOLOGY**

Methodology is a way to systematically solve the research problem physically activeness involved in the study is:

* Developing the questionnaire regarding the customer experience in online shopping
* Get questionnaire filled by the customers.
* Analyse of data

## RESEARCH DESIGN

This study is descriptive in nature where the data is collected through well- structured questionnaire and from information taken from the customers.

## SAMPLE DESIGN

### Sampling method

The sample technique used in study is convenience sampling.

### Sampling size

The research is conducted with 50 respondents from the area of Vadakkekad.

## DATA COLLECTION

### Primary data

Primary data is collected through structured questionnaire

### Secondary data

Secondary data is collected from referring various books and surfing on the websites.

### Tools for data collection

Questionnaire is used for data collection.

## TOOLS OF DATA ANALYSIS

Percentage Method, Diagrams, Chart and Tables are used in this study for data analysis.

## TOOLS OF DATA PRESENTATION

Data has presented with the help of bar diagram, pie chart, etc.

## TIME PERIOD OF STUDY

The period of study is conducted from 18th December 2020 to 7th January 2021.

* 1. **LIMITATIONS OF THE STUDY**
* The findings are entirely based on the questionnaire.
* The sample size is limited to 50.
* The time allowed for the study is very limited.

# CHAPTER-2 REVIEW OF LITERATURE

**ONLINE SHOPPING**

“Online shopping sometimes known as e-tail ‘electronic retail’ or e- shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet using a web browser”. It is the act of purchasing products or services over the internet. Online shopping has grown in particularly over the years, mainly because people find it convenient and easy.

As the world adapts itself to the technological advances that have brought us into next century. People are growing more & more comfortable with searching for products on the net & shopping online. Online shopping involves purchasing products or services over the internet. Online shopping is done through an online shop, e- shop, e – store, virtual store, web shop, internet shop or online store. All the products in online stores are described through text, with photos and with multimedia files. Many online stores will provide links for extra information about their product. They often make available safety procedure, instruction, manufacture specification and demonstration. Some will provide advice or how to guides. The reason why people prefer to shop online is the convenience that they can get online. Shopping online is less hassle and stress free. You don’t need to look for a parking space like when you do so in a mall. We don’t need to wait in a long line.

In simple words, online shopping is the process of buying goods and services from vendors over the internet. Since the emergence of the World Wide Web, Merchants have sought to sell their products to people who spend time online. Shoppers visit web stores from the comfort of their homes and shop as they sit in front of the computer. Consumers can buy a huge variety of items from online stores, and just anything can be purchased from companies that provide their products online. Books, clothes, household appliances, toys, hardware, software, and health insurance are just some of the hundreds of products consumers can buy from an online store. Online shopping is convenient, easy and quick. But before you start adding items to your cart, make sure you are up-to- date and have the latest security software, web browsers and operating system keeping a clean machine is the best defense against virus, malware and other online threats

Some people may find online shopping to be such a drag because they do not get instant gratification right then and then and there. Unlike when you in a mall for shoes,

for example, you can immediately wear the shoes right after you pay for them. When you shop online you will have to wait for it to be shipped in a day or two depending on your location before it drives of your doorstep. Most products sold on the internet can be purchased off a way much lower price unlike their retail counterparts inside the malls because online retailers don’t have to pay for overhead expenses like electricity, rent & salary for people.

**2.1 LITERATURE REVIEW**

**(KIYICI, 2012),** In his study of the internet shopping behavior of collage of education students, tried to find out the role of familiarity and income and possession of credit card on online shopping. His result found out that male student’s 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-efficiency have positive attitude and intension to shop online. Participants, who have credit card, have more familiarity and less anxiety concerning internet shopping.

The study of **( Delafrooz and Khatibi, 2010 )** , tried to find out the factors influencing student’s attitude towards online shopping in Malaysia through a five-level Likert scale self – administrated questionnaire, which was developed based on prior literature. The multiple regression analysis demonstrated the most significant utilitarian orientation, convenience, price and a wider selection influenced consumer’s attitude towards online shopping. Therefore e-retailers should emphasize a more user-friendly function in order to provide utilitarian customers a way to find what they need efficiently.

The study of **(Wambui, 2010),** tried to find out the characteristics of online shopping adaptors among university students and went further to the reason behind non- adoption and adoption of online shopping. The findings of the study revealed that there was 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 years and below and most earned higher incomes. Some of the reasons for non-adoption of online shopping were concerns about financial security and discomfort in sharing of personal information online. Some of the reasons 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.

(**Delafrooz, 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 the utilitarian orientation and hedonic orientation, perceived benefits and demographic characteristics (gender, age and income) 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 facility, was most significant for who intended to purchase online and who did buy online.

**CHAPTER-3 THEORETICAL FRAMEWORK**

**THEORETICAL FRAMEWORK**

This section reviews the previous studies done in the area of online shopping following consumers attitude towards online shopping and highlighting the two main research questions as:

1. Factors affecting and influencing consumers to shop online.
2. Who are online shoppers in terms if demography.
   1. **ONLINE SHOPPING**

Online shopping is basically a process of selling and buying of goods and services on World Wide Web. As (Forsythe and Shi, 2003) explains “Internet shopping has become the fastest growing use of the internet; most online consumers, however, use information gathered online to make purchase off-line

According to a report (ACNielsen Report on Global Consumer Attitudes towards Online Shopping , 2005 ) published on [www.acnielsen.com,](http://www.acnielsen.com/) one teeth of the world population is shopping online , till October 2005, 627 million people have done online shopping, and according to the same report Germans and British are on the top of the list on Online Shopping Additionally report (ACNielsen Report on Global Consumer Attitudes towards Online Shopping , 2005 ) published on [www.acnielsen.com](http://www.acnielsen.com/) confirms that products most purchased online are Books on the top followed by DVD/Video/Games and the plane Reservations, the payment method that is being used mostly is credit card.

As above stats confirm internet activity as growing fast Sweden has always been on high heels in Internet Usage and Online Shopping in Europe. According to a report (ACNielsen Report on Global Consumer Attitudes towards Online Shopping , 2005 ) shows on the list of top 20 internet purchasers countries Sweden is on number nine following Japan and USA.

## TYPES OF INTERNET USERS: SHOPPERS VS BROWSERS

As Forsythe and Shi (2003) mention internet users can be categorized into two Internet Shoppers and Internet Browsers, Internet shoppers are the people who shop online whereas internet browsers are the people who just browse the internet other than shopping purpose

* 1. **FACTORS INFLUENCING CONSUMER TO SHOP ONLINE**

Through there are several factors that influence consumers to shop online, but as mentioned above researchers have selected four factors after reading literature in the field on consumer attitudes towards online shopping and these factors are discussed below in the light of previous literature.

## CONVENIENCE

Convenience factor refers that it is easy to browse or search the information through online is easier than the traditional retail shopping. Through online, consumers can easily search product catalog but if the consumer look generally for the same product or item in a traditional store manually it is difficult to visit physical and time consuming also. Convenience has always been a prime factor for consumer to shop online. Darian (1987) mention that online shoppers carry multiple benefits in terms of convenience, such as less time consuming flexibility, very less physical effort etc. Bhatnagar and Ghose (2004) claims for convenience as one of the most important advantage for online shopping. According to the Robinson, Riley Rettie and Wilsonz (2007) the major motivation for online purchasing is convince in terms of shop at any time and having bundles of items delivered at doorstep.

Rohm and Swaminathan’s (2004) claims in “typology of online shoppers into “Convenience shoppers, balanced buyers, variety seekers and store-oriented shoppers, based upon their preset shopping motivation. Rohm and Swaminathan’s (2004) findings about ‘convenience consistent with Morganosky and Cude’s (2000) research findings. Web check’s (1999) study shows that convenience factor is one of the biggest advantages of online shopping. Through online purchase consumers can easily compare the price than the traditional purchase. So, price comparison is also another convenience factor of online shopping.

## TIME SAVING

Time savings is one of most influencing factors of online shopping. Browse or search an online catalogue can save time and patience. People can save time and can reduce effort by shopping online.

According to Rohm and Swaminathan’s (2004), one possible explanation that online shopping saves time during the purchasing of goods and it can eliminate the traveling time required to go to the traditional store. On the other side, some respondent think that it is also time taken for delivery of goods or services over online shopping. Unexpectedly time saving is not the motivating factor for the consumers to shop online (Corbett, 2001) because it takes time receiving goods or delivery. But time saving factor can be seen through different dimensions i.e. “person living in Florida can shop at Harod’s in London (through the web) in less time than it takes to visit the local Burdines department store” (Alba et al. 1997, p. 41,emphasis added). Morganosky and Cude (2000) have concluded that time saving factor was reported to be primary reason among those consumers who have already experienced the online grocery buying. So the importance of the time saving factor cannot be neglected as motivation behind online purchasing. Additionally Goldsmith and Bridges (2000) emphasize that there is a discrimination between online shopper and non-online shoppers, online shoppers are more worried about convenience, time saving and selection whereas non online shoppers are worried about security, privacy and on time delivery. A study by Kamariah and Salwani (2005) shows higher website quality can highly influence customers to shop online.

## WEBSITE DESIGN / FEATURES

Website design and online shopping activity is one of the vital influencing factors of online shopping. Website design, website reliability/fulfillment, website customer service and website security/privacy are the most attractive features which influence the perception of the consumer of online buying Shergill & Chen (2005). Kamariah and Salwani (2005) claims the higher website quality, the higher consumer intends to shop from internet. Web design quality has important impacts on consumer choice of electronic stores, stated by Liang and Lai (2000).Website design one of the important factor motivating consumers for online shopping.

Almost 100,000 on-line shopper’s surveyed by (Reibstein, 2000) shows that web site design was rated as important factor for online shopping. Another study conducted by Zhang, Dran, Small, and Barcellos (1999, 2000), and Zhang and Dran (2000) indicated that website design features of the website are important and influencing factors that leads consumer’s satisfaction and dissatisfaction with a specific website. A study conducted by Yasmin and Nik (2010) shows a significant relationship between online shopping activity and website features. Website design features can be considered as a motivational factor that can create positive or negative feelings with a website (Zhang, et al 1999). A study by Li and Zhang (2002), if website is designed with quality features it can guide the customers for successful transactions and attract the customers to revisit the website again. However, worse quality website features can also hamper online shopping. According to Liang and Lai (2000), web design quality or website features has direct impact on user to shop online. Moreover, researchers such as Belanger, Hiller and Smith (2002) concluded that a large segment of internet users have serious concerns of security

## SECURITY

Security is another dominant factor which affects consumers to shop online. However many internet users avoid online shopping because of credit card fraud, privacy factors, non-delivery risk, post purchase service and so on. But transaction security on the online shopping has received attention. Safe and secured transaction of money and credit card information increases trust and decreases transaction risk. In 1995, UK has introduced Fraud free electronic shopping and later on Europe and Singapore introduced secured electronic transaction (SET). According to Bhatnagar and Ghose (2004) Security is one of the attribute which limits buying on the web as they claim that there is a large segment of internet shoppers who don’t like to buy online because of their thinking about the security of their sensitive information. Cuneyt and Gautam (2004 claims trust in the internet shopping with advanced technology, and frequent online shopping to the internet being secured as a trustworthy shopping channel.

* 1. **ONLINE SHOPPER IN TERMS OF DEMOGRAPHY**

Online shoppers in terms of demography are another important aspect. We would like to study demography in terms of age, gender, income and education as are there any differences while consumers shop online, differences within the age groups such as does online shopping attracts elder people or younger people. Studies have shown that online shoppers mainly consist of people with Higher education and income and working in middle to senior management or professionals (Kehoe et al., 1998; Hoffman et al., 1996). Locally, a report in the Business Times and an online survey showed that demographically, atypical Net shopper is mainly male, aged between 18 and 40, had attended at least secondary school and belongs to a family with average income of at least $5000. The online survey also showed that cyber buyers were also mainly Chinese below 36 years old with diplomas or degrees and drawing a monthly salary of less than

$3500. Another study by Miller (1996) claims cyberspace is the domain of young people Bhatnagar and Ghose (2004). Sim and Koi, (2002) states as main discriminating factors appeared to be gender and income. Customer segmentation is important for electronic commerce success, Berry (1999). Miller (1996) has focused on demographics to show the profile of Internet users, Bhatnagar and Ghose (2004).

* 1. **ONLINE PURCHASER’S BEHAVIOUR AMONG YOUTH**

Today internet shopping is shaping up, as we say that the youth is in majority among online shoppers. It is so because youth thought that online shopping is convenient and has an easily 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 customers’ satisfaction depends perceived performance and delivering value to their expectations

# CHAPTER-4

**DATA ANALYSIS AND INTERPRETATIONS**

35%

30%

30%

30%

25%

20%

20%

20%

15%

10%

5%

0%

**TABLE 4.1**

**TABLE SHOWING THE PERIOD OF USING ONLINE SHOPPING**

|  |  |  |
| --- | --- | --- |
| **OPTIONS** | **NO:OF**  **RESPONDENTS** | **PERCENTAGE** |
| One year | 15 | 30% |
| Two year | 15 | 30% |
| Three year | 10 | 20% |
| Four year | 10 | 20% |
| **TOTAL** | **50** | **100%** |

**CHART 4.1**

**CHART SHOWING THE PERIOD OF USING ONLINE SHOPPING**



## INTERPRETATION

Above details shows the percentage of using online in 1 to 2 years is more than 3 to 4 years out of 50 respondents.

60%

50%

50%

40%

30%

30%

20%

20%

10%

0%

0%

Satisfied

Very much satisfied

Not satisfied

Can’t say

**TABLE 4.2**

**TABLE SHOWING THE SATISFACTION IN DELIVERY OF PRODUCTS**

|  |  |  |
| --- | --- | --- |
| **OPTIONS** | **NO:OF**  **RESPONDENTS** | **PERCENTAGE** |
| Satisfied | 25 | 50% |
| Very much satisfied | 10 | 20% |
| Not satisfied | 15 | 30% |
| Can’t say | 0 | 0% |
| **TOTAL** | **50** | **100%** |

**CHART 4.2**

**CHART SHOWING THE SATISFACTION I DELIVERY OF PRODUCTS**

## INTERPRETATION

The information given above shows the satisfaction in delivery of products more than 50% of people are satisfied with their goods delivery service.

**TABLE 4.3**

**TABLE SHOWING REASON FOR CHOOSING ONLINE SHOPPING**

|  |  |  |
| --- | --- | --- |
| **OPTION** | **NO:OF**  **RESPONDENTS** | **PERCENTAGE** |
| cheaper than direct  shopping | 20 | 40% |
| Easily accessible | 5 | 10% |
| More information about  product | 5 | 10% |
| Wide choice | 20 | 40% |
| Other | 0 | 0% |
| **TOTAL** | **50** | **100%** |

**CHART 4.3**

**CHART SHOWING REASON FOR CHOOSING ONLINE SHOPPING**

45%

40%

40%

40%

35%

30%

25%

20%

15%

10%

5%

0%

cheaper than

direct shopping

Easily accessible More information Wide choice

about product

Other

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  | | | | |  |  |
|  |  | | | | |  |
|  |  | | | | |  |
|  |  | | | | |  |
|  |  | | | | |  |
|  | 10% 10% | | | | |  |
|  |  |  |  |  |  |  |
|  |  |  |  | 0% |

## INTERPRETATION

The diagram show that the main reason for choosing online shopping is the availability of product at a low price and availability of wide choice. Only a few percent are bothered about getting more information about product.

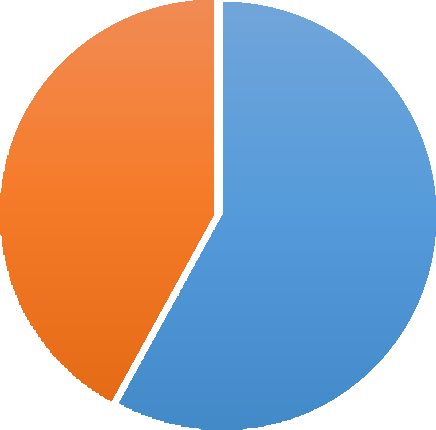
**TABLE 4.4**

**TABLE SHOWING ONLINE SHOPPING REDUCE THE FREQUENCY OF DIRECT SHOPPING**

|  |  |  |
| --- | --- | --- |
| **OPTION** | **NO:OF RESPONDENTS** | **PERCENTAGE** |
| YES | 29 | 58% |
| NO | 21 | 42% |
| **TOTAL** | **50** | **100%** |

**CHART 4.4**

**CHART SHOWING ONLINE SHOPPING REDUCE THE FREQUENCY OF DIRECT SHOPPING**



42%

58%

YES NO

## INTERPRETATION

From the diagram we came to know that 58% of the youth are of the opinion that the frequency of direct shopping is reduced due to online shopping, 28% disagree with this statement

60%

50%

48%

40%

30%

30%

20%

14%

10%

8%

0%

0%

Friend

Relative

Media

Newspaper

Others

**TABLE 4.5**

**TABLE SHOWING SOURCE OF KNOWLEDGE ABOUT ONLINE SHOPPING**

|  |  |  |
| --- | --- | --- |
| **OPTION** | **NO:OF RESPONDENTS** | **PERCENTAGE** |
| Friend | 24 | 48% |
| Relative | 4 | 8% |
| Media | 15 | 30% |
| Newspaper | 7 | 14% |
| Others | 0 | 0% |
| **TOTAL** | **50** | **100%** |

**CHART 4.5**

**CHART SHOWING SOURCE OF KNOWLEDGE ABOUT ONLINE SHOPPING**

## INTERPRETATION

It is known from above information that friends and media are the major source of information about online shopping for the youth. The newspaper give the least information about online shopping

22%

66%

12%

**TABLE 4.6**

**TABLE SHOWING SERVICE PREFERENCE IN SETTING THE ONLINE SHOPPING**

|  |  |  |
| --- | --- | --- |
| **OPTION** | **NO:OF RESPONDENTS** | **PERCENTAGE** |
| Debit/Credit | 11 | 22% |
| Bank Transfer | 6 | 12% |
| Cash on delivery | 33 | 66% |
| **TOTAL** | **50** | **100%** |

**CHART 4.6**

**CHART SHOWING SERVICE PREFERENCE IN SETTING THE ONLINE SHOPPING**

## INTERPRETATION

The above information shows the service preferences chosen for online shopping payment. It is reported that a good percent prefer cash on delivery. Only a few go for bank transfer and debit / credit card.

70%

60%

60%

50%

40%

30%

22%

20%

18%

10%

0%

0%

0%

Twice a week or

above

Once per two

weeks

Monthly

Occasional

Never

**TABLE 4.7**

**TABLE SHOWING THE FREQUENCY OF ONLINE SHOPPING**

|  |  |  |
| --- | --- | --- |
| **OPTION** | **NO:OF RESPONDENTS** | **PRECENTAGE** |
| Twice a week or above | 0 | 0% |
| Once per two weeks | 0 | 0% |
| Monthly | 11 | 22% |
| Occasional | 30 | 60% |
| Never | 9 | 18% |
| **TOTAL** | **5O** | **100%** |

**CHART 4.7**

**CHART SHOWING THE FREQUENCY ONLINE SHOPPING**

## INTERPRETATION

The above tables represent major part of the youth go for online shopping occasionally and small percent that is 22 % are monthly purchasers, the rest 18% are direct purchasers

45%

40%

40%

35%

30%

30%

25%

20%

16%

15%

10%

8%

6%

5%

0%

Bags and Foots

wears

Cloths

Books

Cosmetics

Others

**TABLE 4.8**

**TABLE SHOWING PRODUCT PREFERENCE**

|  |  |  |
| --- | --- | --- |
| **OPTION** | **NO:OF RESPONDENTS** | **PERCENTAGE** |
| Bags and Foots wears | 8 | 16% |
| Cloths | 20 | 40% |
| Books | 4 | 8% |
| Cosmetics | 3 | 6% |
| Others | 15 | 30% |
| **TOTAL** | **50** | **100%** |

**CHART 4.8**

**CHART SHOWING PRODUCT PREFERENCE**

## INTERPRETATION

From above diagram it is obvious that clothes are the main item purchased by the youth. Besides cloths, electronic items are also purchased to a large extend. Only a few people buy cosmetics.

**TABLE 4.9**

**TABLE SHOWING IMPACT ON ONLINE SHOPPING DUE TO INDIRECT CONTACT WITH THE SELLER**

|  |  |  |
| --- | --- | --- |
| **OPTION** | **NO:OF RESPONDENTS** | **PERCENTAGE** |
| Always | 7 | 14% |
| Sometimes | 27 | 54% |
| Never | 16 | 32% |
| **TOTAL** | **50** | **100%** |

**CHART 4.9**

**CHART SHOWING IMPACT ON ONLINE SHOPPING DUE TO INDIRECT CONTACT WITH THE SELLER**

14%

32%

54%

Always Sometimes Never

## INTERPRETATION

Majority of the youth are affected sometimes and depending upon the situations due to the indirect contact with seller while shopping online. 14% of youth are never affected due to the indirect contact with the seller while shopping online.

**TABLE 4.10**

45%

40%

40%

38%

35%

30%

25%

20%

15%

14%

10%

8%

5%

0%

0%

STORNGLY AGREE

AGREE

MODERATE

DISAGREE

STORNGLY

DISAGREE

**TABLE SHOWING ONLINE SHOPPING TRUST WORTHY**

|  |  |  |
| --- | --- | --- |
| **OPTION** | **NO:OF**  **RESPONDENTS** | **PERCENTAGE** |
| STORNGLY AGREE | 7 | 14% |
| AGREE | 19 | 38% |
| MODERATE | 20 | 40% |
| DISAGREE | 4 | 8% |
| STORNGLY  DISAGREE | 0 | 0% |
| **TOTAL** | **50** | **100%** |

**CHART 4.10**

**CHART SHOWING ONLINE SHOPPING TURST WORTHY**

## INTERPRETATION

The diagram shows the stranding of youth for or against the statement. “Online shopping is trust worth”. A better percent of the youth moderately agrees to the statement, while 14% strongly agree to the statement. At the same time the 8% of youth is disagreed.

60%

52%

50%

40%

32%

30%

20%

10%

1%

0%

0%

0%

Strongly agree

Agree

Moderate

Disagree

Strongly agree

**TABLE 4.11**

**TABLE SHOWING 24 ACCESSBILITY IS AN IMPORTANT ADVANTAGE OF ONLINE SHOPPING**

|  |  |  |
| --- | --- | --- |
| **OPTIONS** | **NO:OF**  **RESPONDENTS** | **PERCENTAGE** |
| Strongly agree | 26 | 52% |
| Agree | 16 | 32% |
| Moderate | 8 | 1% |
| Disagree | 0 | 0% |
| Strongly agree | 0 | 0% |
| **TOTAL** | **50** | **100%** |

**CHART 4.11**

**CHART SHOWING 24 ACCESSBILIY IS AN IMPORTANT ADVANTAGE OF ONLINE SHOPPING**

## INTERPERTATION

From the above information shows more than half of the youth agree with 24 accessibility is an advantage of online shopping. Only 1% of them have moderate suggestion.

**TABLE 4.12**

**TABLE SHOWIG OF INFLUENCE OF ADVERTISEMENT ON ONLINE SHOPPING**

|  |  |  |
| --- | --- | --- |
| **OPTIONS** | **NO:OF**  **RESPONDENTS** | **PERCENTAGE** |
| Always | 16 | 30% |
| Something | 27 | 54% |
| Never | 7 | 14% |
| **TOTAL** | **50** | **100%** |

**CHART 4.12**

**CHART SHOWING OF INFLUENCE OF ADVERTISEMENT ON ONLINE SHOPPING**

14%

30%

54%

Always Something Never

## INTERPRETATION

From the above given details only a few percent that is 12.5% of the youth believe that advertisement never influence online shopping. More than half of them agree with the statement.

**TABLE 4.13**

**TABLE SHOWING ONLINE SHOPPING GIVE MORE OFFERS AND DISCOUNT THAN DIRECT SHOPPING**

|  |  |  |
| --- | --- | --- |
| **OPTIONS** | **NO:OF**  **RESPONDENTS** | **PERCENTAGE** |
| Strongly agree | 15 | 30% |
| Agree | 23 | 46% |
| Moderate | 7 | 14% |
| Disagree | 3 | 6% |
| Strongly disagree | 2 | 4% |
| **TOTAL** | **50** | **100%** |

**CHART 4.13**

**CHART SHOWING ONLINE SHOPPING GIVE MORE OFFERS AND DISCOUNT THAN DIRECT SHOPPING**

50%

45%

40%

35%

30%

25%

20%

15%

10%

5%

0%

46%

Strongly agree Agree Moderate

Disagree

Strongly

disagree

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | |  |  | | | | | | |
|  | | |  | | | | | | |
| 30% | | |  | | | | | | |
|  |  |  |  | | | | | | |
|  |  |  | | | | | | |
|  |  | 14% | | | | | | |
|  |  |  |  |  | | | | |
|  |  |  | 6% 4% | | | | |
|  |  |  |  |  |  |  |  |

## INTERPRETATION

Above information shows the 4% of youth strongly disagree online shopping give more offer and discount than direct shopping. And 6% of them disagree with this statement. Other remaining percentage of youth agree with this statement.

**TABLE 4.14**

70%

60%

60%

50%

40%

40%

30%

20%

10%

0%

0%

Always

Sometimes

Never

**TABLE SHOWING CONFIDENCE ABOUT INFORMATION GIVEN ABOUT A PRODUCT BEING TRUE**

|  |  |  |
| --- | --- | --- |
| **OPTIONS** | **NO:OF RESPONDENTS** | **PERCENTAGE** |
| Always | 20 | 40% |
| Sometimes | 30 | 60% |
| Never | 0 | 0% |
| **TOTAL** | **50** | **100%** |

**CHART 4.14**

**CHART SHOWING CONFIDENCE ABOUT INFORMATION GIVEN ABOUT A PRODUCT BEING TRUE**

## INTERPRETATION

The above graph shows how often are the youth confident about information given online about a product being true. A vast percent of youth is confident sometimes only while the balance 40% of youth are always confident.

**TABLE 4.15**

35%

30%

25%

20%

15%

10%

5%

0%

Lack of personal Complicate

contact with seller procedure

Poor quality

products

Worry on

payment security

Others

**TABLE SHOWING THE ANXIETY ABOUT ONLINE SHOPPING**

|  |  |  |
| --- | --- | --- |
| **OPTIONS** | **NO:OF**  **RESPONEDENTS** | **PERCENTAGE** |
| Lack of personal contact  with seller | 16 | 32% |
| Complicate procedure | 7 | 14% |
| Poor quality products | 11 | 22% |
| Worry on payment  security | 16 | 32% |
| Others | 0 | 0% |
| **TOTAL** | **50** | **100%** |

**CHART 4.15**

**CHART SHOWING THE ANXIETY ABOUT ONLINE SHOPPING**

## INTERPRETATION

The table analyzed the worries of youth about online shopping. The main worries youngsters have about online shopping are lack of personal contact with seller and worry on payment security. Some percent worried about the poor quality of product. The final 14% are worried about the complicated procedure involved

# CHAPTER-5

**FINDINGS, SUGGESTIONS & CONCLUSION**

**FINDINGS**

* Majority of youth using online shopping before 1and 2 years.
* 50% of youth are satisfied with their online delivery of their product and 30% of them are not satisfied.
* 40% of youth choose online shopping because of wide choice of product and cheap price.
* More than 50% of youth opinion that online shopping reduce the frequency of direct shopping.
* Majority of youth opinion that friends is the major source of information about the online shopping.
* 60% of youth are occasionally purchase their product in online and 22% of them are frequently purchase in month.
* Most of them prefer cloth that they buy in online.
* More than quarter percent of youth believes that the indirect contact with the seller affect their purchase.
* 40% of youth moderately believes that online shopping is trustworthy.
* More than half percent of youth opinion than 24 hours accessibility is an important advantage of online shopping.
* 54% of youth moderately believes than advertisement influence online shopping.
* Majority of them agree that online shopping give more offer than direct shopping.
* 60% of the youth moderately agree that the information given about a product being true.
* Lack of personal contact with the seller and payment security is the main worry about online shopping

**SUGGESTIONS**

* The online websites should try to settle the problems related to privacy concerns and improve the privacy settings of online shopping.
* The online sites and companies can take a joint effort to solve the problems based on payment security.
* The companies should try to improve the quality of some products provided in shopping online.
* The online advertisement must made for product in other website must have link for purchase site.
* The companies make sure their site loads quickly, whether on a computer or mobile device.

**CONCLUSION**

By this study, we reached at the conclusion that the major part of the youth is aware about online shopping and they have a positive attitude toward it. Cheaper price, wide choice and discounts are the main factors attracting the youth towards online shopping. By this study, came to know the majority if the youth are influenced by the convenience and various advantages in online purchasers and they prefer online shopping than direct shopping. The response of youth towards online shopping is much good.

It is evident from the study that the lack of knowledge about online shopping and the high interest in direct shopping is the main reason behind people being non-online purchasers. A matter which worries the youth more is the problem with their identity and personal details to be kept confidential and the payment security they face. Since there is no direct contact with the seller, some of the youth feel a kind of discomfort with online shopping.

This study enables the researchers to know, the youth’s attitude towards awareness about the problems in online shopping better.

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# APPENDIX

**QUESTIONNAIRE**

This is a questionnaire prepared to know the “attitude of youth towards online shopping with special preference to Vadakekkad area”

1. How long you used with online shopping? One year

Two year Three year Four year Five year

1. Do you satisfied with delivery of the product? Satisfied

Very much satisfied Not satisfied

Can’t say

1. What made you shift from direct shopping to online shopping? Online shopping is cheaper than direct shopping

Easy accessible

More information about products Wide choice

Others

1. Do you think frequency of direct shopping reduced due to online shopping? Yes

No

1. From where did you hear about online shopping?

Friends Newspaper Others Relatives Media

1. If you are going for online shopping which of the following services would you prefer to settle the payment?

Debit Card Bank Transfer

Cash on deliver

1. How often do you go for online shopping?

Twice a week or above Occasional

Once per two weeks Never

1. If you are going for online shopping what product do you prefer? Bags and foot wears Cosmetics Other

Clothes Books

1. Do you feel that indirect contact with the seller affects the shopping? Always Sometimes Never
2. Do you agree with online shopping is trustworthy?

Strongly agree Moderate Strongly disagree Agree Disagree

1. Do you agree 24 hours accessibility is an important advantage of online shopping?

Strongly agree Moderate Strongly disagree Agree Disagree

1. Do advertisement of online shopping influences you?

Always Sometimes Never

1. Do you agree with online shopping give more offers and discounts than direct shopping?

Strongly agree Moderate Strongly disagree Agree Disagree

1. Do you think the information given in online about a product is true? Always Sometimes Never
2. What anxiety do you have about online shopping? Lack of personal contact with seller Complicated procedure

Poor quality product Worry on payment security Others