

Youth Attitudes towards Online Shopping in Manipur

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Abstract

Online shopping has slowly made its mark in Manipur in the last seven or eight years. It has become mainstream in the past few years and a trend among youth because of its advantages over regular "brick-and-mortar" retailers. The article aims to assess Manipuri youth attitudes toward online shopping.

Keywords: Youth, Online Shopping, Attitudes, Convenience, preference

Introduction

Advances in Internet technology have altered how business is conducted, resulting in a new business model known as electronic commerce. E-commerce, also known as online shopping, allows the consumer to buy products and services from a retailer directly through the Internet by using a web browser. Propelled by rising Smartphone penetration, the launch of 4G networks, and increasing consumer wealth, the Indian e-commerce market is gaining momentum now more than ever. Experiencing the convenience of avoiding traveling to shop and the time saved in bargain hunting are adding advantages to online shopping.

Anything, from groceries, medicine, and apparel to furniture, electronics, books, greeting cards, and mobile phones, is readily available to consumers through online shopping sites. Almost all portals provide a simple return policy, so even apparel shopping is gaining popularity as buyers are less concerned about being stuck with the wrong size or fit of clothing. Cash on delivery is also available, providing a sense of security to Indian consumers. Another reason people prefer online retailers is that they are open 24/7/365 and frequently have more extensive inventories than their physical counterparts. Customers can easily compare products within or between stores, read product reviews from other customers, access vendor return policies, and find warranty information within or between stores. Consumers save time and money because of the widespread availability of shopping online. The increasing Internet use by the younger generation in India provides an emerging prospect for online retailers.

Online shopping has slowly made its mark in Manipur in the last decade but has become mainstream in the previous few years. Online shopping has become a trend in Manipur among the youths because of its appealing websites, user-friendly, offering the latest trends, straightforward payment methods, and cash-on-delivery. Increased use of credit and debit cards among the youths and more time spent on social media sites like YouTube, Facebook, Twitter, and Instagram influence online retail in Manipur. The present study aims to assess youth attitudes toward online shopping in Manipur. The study also tries to understand the preferences and the risks in the purchasers' minds while shopping online.

Review of Literature

Na Li and Ping Zhang (2002) reported that online purchasing is strongly associated with personal characteristics, vendor/service/product characteristics, website quality, attitude towards online shopping, intention to shop online, and decision-making.

Lester et al. (2005) have indicated that university students prefer online shopping because they are a generation of technology enthusiasts from birth. The study reported that more than 95% of university students used the Internet for shopping and preferred purchasing via credit cards, primarily online shopping for banking services, concert tickets, and clothing.

Vaggelis Saprikis et al. (2010) suggested that the sharp increase in internet usage and the systematic progress of information and technology have transformed how goods are bought and sold, resulting in exponential growth in online shoppers.

Izgü and Sahin (2013) found out, too, that consumers who prefer online shopping were young adolescents and educated people. It has also found that male customers pay more importance to items such as plenty of options, comfort, convenience, and price advantage than female ones.

ComScore Report (2013) stated that the increasing Internet consumption makes India the third Largest Internet Population globally, comprising about 73.9 million users. However, as of 2019, the number has spiked to 451 million monthly active users, and India has become second to China regarding internet users. The study findings suggest that online retail in India is on a significant rise having huge growth potential, with about 60 percent of web users visiting online shopping sites. The users mostly look for apparel, computer shopping, and consumer electronics. Zhou et al. (2007) found that customer traits, internet self-efficacy, prior online shopping experience, shopping orientations, economic benefit perception, and risk perception are essential factors affecting customers' online shopping acceptance.

Khitoliya (2014) found that post-graduate respondents mainly do online shopping. Male and female respondents showed a similar trend in online shopping behavior. Most respondents in all age groups shopped online for convenience, followed by a wide variety and discount deals.

In studies conducted by Goyal (2015), India is one of the fastest-growing e-commerce markets in the Asia Pacific, along with China. The rising Internet use in India provides an impetus for online shopping. Now consumers are increasingly adopting electronic channels for purchasing their daily needed products. The increasing Internet use by the younger generation in India creates opportunities for online retailers. With the increase in internet penetration, adoption of smartphones, and lower data rates, the way Indian shops are entirely changing with time.

According to Gupta & Bhatnagar (2017), online shopping in the recent era has hiked in the domain of E-Business and will be the future of shopping worldwide. Everyone has entered the Smartphone world, so it is easy to access apps according to their comfort and improve their lives. There are millions of mobile apps for health, games, booking tickets, music, social networking, travel, banking, news, fitness, calendars, and many more. The app stores add on 20,000 apps every month. Consumers shop when and where they want, where they are comfortable with the products, and the choice of shopping. The increase in technology provides good opportunities for the seller to reach the customer much faster, more accessible, and more economically.

Kiliç Zafer and Ateş Vildan (2018) conducted a study on the online shopping habits of University students in Turkey. The statistical results revealed that online customers' purchase

preferences were gender-biased. According to the results, students in Gaziantep use the websites Trendyol, Hepsiburada, and Alibaba for online shopping. The products bought mainly by online customers were clothing, stationery products, online tickets, and electronic devices.

According to the reviews, several studies on youth's online shopping behaviors, attitudes, preferences, and concerns while shopping online had done. Recently, online shopping has become popular in Manipur, especially among young people. The article aims to assess Manipuri youth attitudes toward online shopping.

Aim and objectives of the study

To find out the most frequently used online shopping sites.

To find out the most preferred product for online shopping.

To find out the reasons for preferring online shopping.

To find out the primary concern while shopping online.

To study whether there is a relationship between daily time spent online and average money spent online shopping in a month.

To study whether a relationship exists between gender and the highest amount spent on a single online purchase.

Research Methodology

The study adopted the Surveys method. Questionnaires were used to collect the data. The study covers youth of 18 to 30 years residing in and around Imphal. Imphal was selected as it is a conglomeration of all the people from different districts of Manipur. Sample is 200

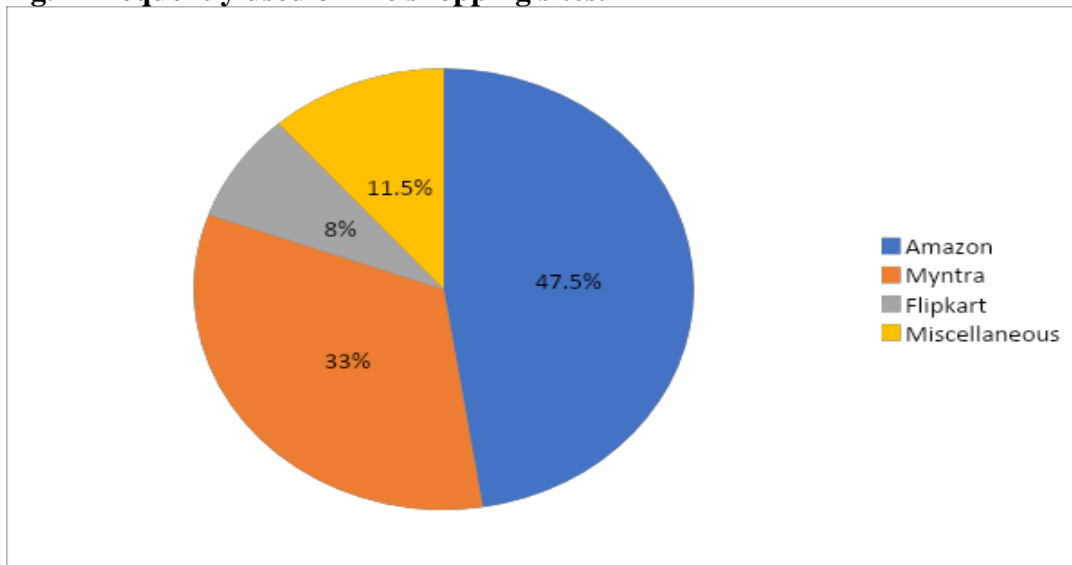
Data Analysis

Table No. 1 Demographic profile

Demographic items		Frequency	Percent
Gender	Male	81	40.5 %
	Female	119	59.5 %
Age	18-21	57	28.5 %
	22-25	103	51.5 %
	26-29	26	13 %
	Above 30	14	7 %
Educational Qualification	U. G	81	40.5 %
	P. G	110	55 %
	Research Scholar	9	4.5 %
Source of income	Pocket money given by parents	101	50.5 %
	Part-time job	61	30.5 %
	Scholarship	24	12 %
	Full-time job	14	7 %
Online Shopping	Yes	190	95 %
	No	10	5 %
Shopping preference	online	96	48 %
	Traditional	104	I. 52 %
			II.

The above table 1 reveals that most respondents were female, 59.5%, and the remaining were male, 40.5%. Out of the 200 respondents, 139 respondents (69.5%) shop online, while 61 respondents (30.5%) do not shop online. We can also observe that more than half (51.5 %) belong to the 22-25 age group, followed by 18-21 with 28.5%, and only 7% belong above 30. For educational qualifications majority (55%) of them are post graduates students, followed by U.G with 40.5%, and only a few (4.5%) are research scholars. With ages 18-25 constituting a majority of the respondents, it is no surprise that the primary income of the majority (50.5%) is pocket money given by parents, 30.5% from a part-time job, 12% from scholarships, and 7% from full-time employment. It is observed that almost cent percent (95%) of the respondents shopped online, but more than half (52%) of the respondents preferred traditional shopping.

Fig. 1 Frequently used online shopping sites.



It is crystal clear from the above figure 1 that the majority (47.5%) of the respondents frequently used Amazon, followed by Myntra (33%), Flipkart (8%), and miscellaneous (8%)

Fig. 2 Most preferred product for online shopping.

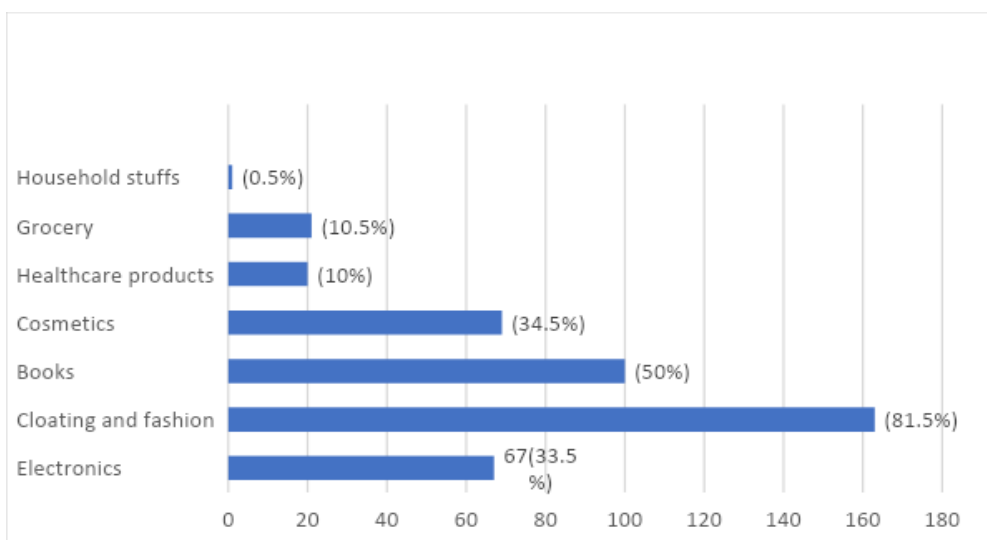


Figure 2 shows that the most popular items bought online are clothing and fashion (81.5%), electronics (33.5%), books (50%), and accessories (46.5 %).

Fig. 3 Reasons for Respondents preferring online shopping

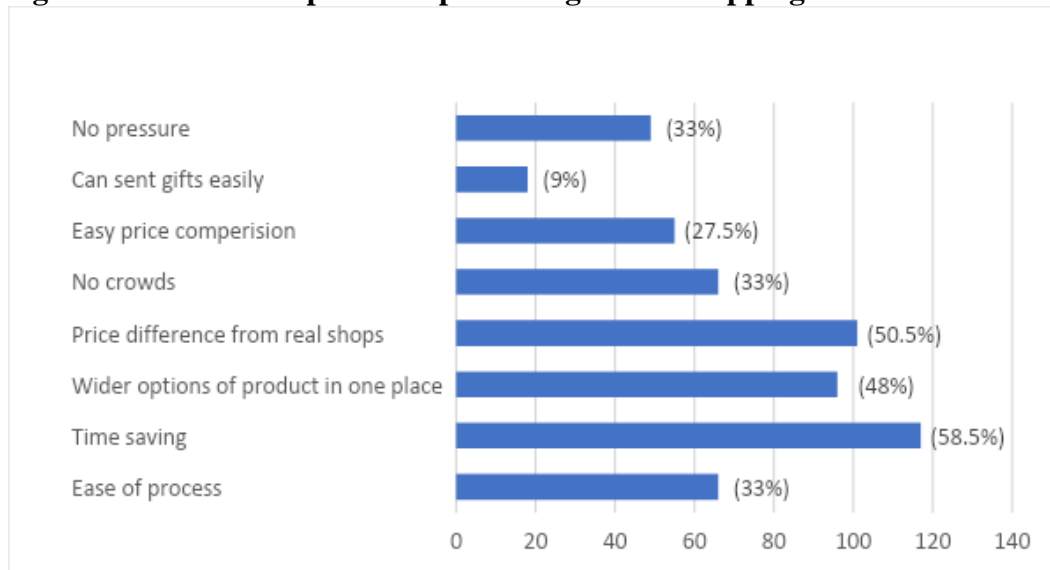
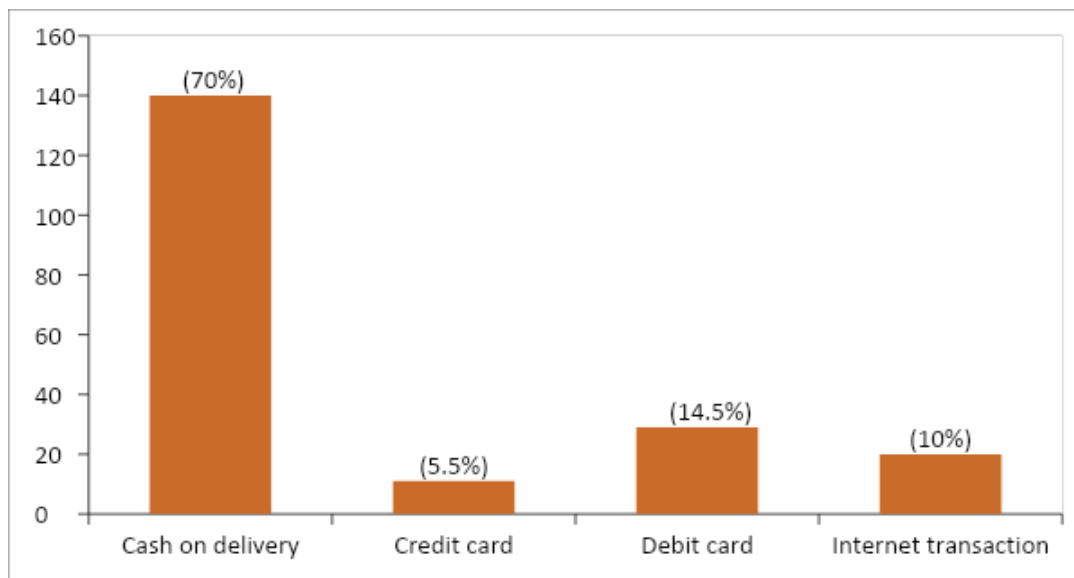


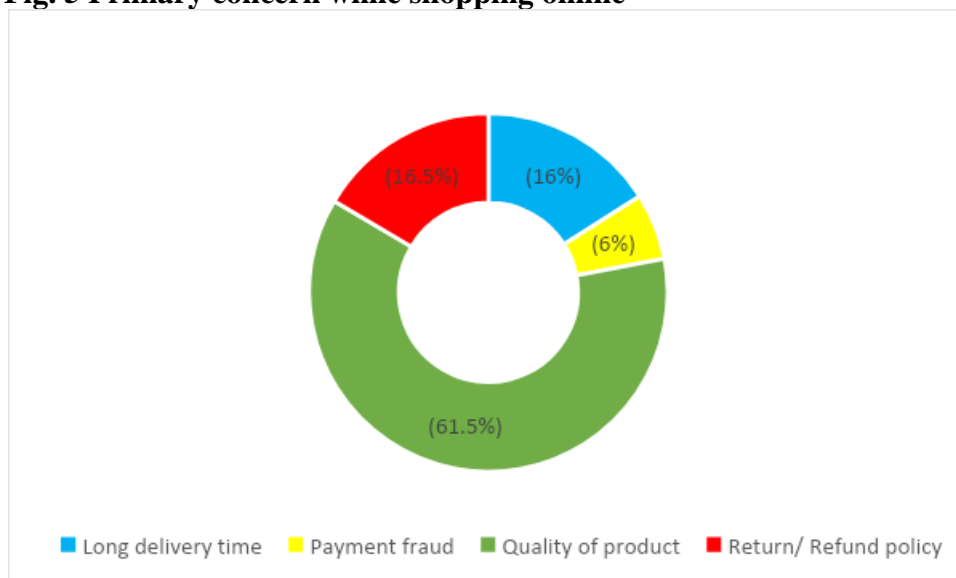
Figure 3 clearly shows that, among the many justifications, the "time-saving" aspect of online shopping is the primary justification, with 117 (58.5%) respondents opting for this choice. They were followed by "price difference from real shops" with 101(50.5%) and "wider product options in one place" with 96 (48%).

Fig. 4. Preferred Payment mode



It is crystal clear from figure 4 that the most preferred payment method is "cash on delivery," with 70%, followed by debit cards (29), internet transactions (20), and credit cards (11).

Fig. 5 Primary concern while shopping online



From the above, it is clear that 61.5% of the respondents are concerned with the quality of products, while 16.5% are concerned with the return/refund policy. 16 % are affected by long delivery times, and 6% are concerned with payment fraud.

Table. 2 Relationship between daily time spent on the internet and average money spent on online shopping in a month.

		Daily time spent on the internet					
		30m-1h	1h-2h	2h-3h	Over three h	Total (%)	Chi-square value (P value)
Average money spent on online shopping in a month	Rs. 200-500	02 (33.33%)	12 (43.37%)	24 (25.53%)	14 (19.71%)	52 (26%)	7.779 (16.92)
	Rs. 500-1000	01 (16.66%)	08 (27.58%)	31 (32.97%)	23 (32.39%)	63 (31.5%)	
	Rs. 1000-2000	01 (16.66%)	06 (20.68%)	24 (25.53%)	23 (32.39%)	54 (27%)	
	Over Rs. 2000	02 (33.33%)	03 (10.34%)	15 (15.95%)	11 (15.49%)	31 (15.5%)	
	Total	06 (100%)	29 (100%)	94 (100%)	71 (100%)	200(100%)	

Table 2 shows that with the increase in daily time spent on the internet, there is also an increase in average money spent on online shopping in a month.

The chi-square test also shows relevance between daily time spent online and the average monthly money spent online shopping.

Table. 3 Relationship between gender and the highest amount spent in a single online purchase in the past three months.

		The highest amount ever spent in a single online purchase in the past three months.					
		500-1000	1000-2000	2000-10000	Above 10000	Total (%)	Chi-square value (P value)
Gender	Male	26 (49.05%)	22(27.16%)	14(31.81%)	19(86.36%)	81(40.5%)	28.1 (7.81)
	Female	27(50.94%)	59(72.83%)	30(68.18%)	3(13.63%)	119(59,5%)	
	Total	53(100%)	81(100%)	44(100%)	22(100%)	200(100%)	

The chi-square test shows no relevance between gender and the highest amount spent on a single online purchase.

Finding and Conclusion

The e-commerce market is expanding faster than ever, driven by rising smartphone penetration, the rollout of 4G networks, and more time spent on social networking sites. In Manipur, especially among young people, online shopping has become popular. Clothing and fashion are the most frequently purchased items online. Due to time savings, price differences from physical stores, and a more comprehensive selection of products in one location, they prefer online shopping. The daily time spent online and the monthly sum spent on online purchases are correlated. Gender does not affect the highest sum ever paid on a single online purchase. Cash on delivery is the most popular payment option. Quality of the products, return/refund policy, long delivery time, and payment fraud are primary considerations when shopping online.

The primary cause for a significant shift to shopping online is the convenience it has brought. It has made comparisons among the products effortless, which gives the consumer a good idea about the product specifications and price before buying it online. The youth demographic is vital because most online retailers cater to this market. The habits like the amount of time spent on the internet, product preference, and payment method will be all factors in building an optimum online business model.

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