



International Journal of Innovative Research in Computer and Communication Engineering

(A High Impact Factor, Monthly, Peer Reviewed Journal)

Website: www.ijircce.com

Vol. 6, Issue 1, January 2018

A Survey on E-commerce Trends and Popularity in Indian Youths

Archana Patil

Assistant Professor, Department of Management Studies, Bunts Sangh Mumbai Anna Leela College of Commerce and
Economics, Kurla(E), Maharashtra , India

ABSTRACT: Today youth uses Internet compared to the general population. The current generation of youth is one of the biggest targeted markets in India. Through the internet, businesses are able to convert youth into their customers and also from customer to loyal customers by providing more options, mobility and convenience to younger customers. Indian E-Commerce market shown immense growth during last few years and expected to growth even faster over next few years. Internet is the major reason for changing the business environment. Continues increase in use of internet for E-commerce is growing with risk of lack of control, uncertainty, and potential opportunism. Privacy and security of consumer's personal data is one of the measure reason for the success of E-commerce. Lack of acceptance of E-commerce is not only because of security and privacy, but also lack of trust and reliability of Web vendors. The study focused on use of internet for E-Commerce by Indian youth. Study also focused on the various reasons for non-willingness of Indian youth to make online purchases.

KEYWORDS: E-commerce, Security and privacy, Risk, Trust and reliability, E-vendors.

I. INTRODUCTION

E-commerce is now being used by every sector. E-commerce has made business processes more reliable and efficient. Consequently, e-commerce is now essential for businesses to be able to compete in the global marketplace. Young generation is one of the important targets for companies using E-Commerce for sale of their products. Online 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. This study concentrated on to identify use of E-Commerce by young generation and factors which are directly related to consumers trust to use e-commerce in India.

II. LITERATURE REVIEW

Out of 500 million internet users, India is the second largest country by the number of internet users. India ranks first in the population of youth who are adopting technology quickly and with advanced technology in hand, E-commerce is catching attention of number of youths. A poll opinion conducted in India by Inshortsand Ipsos, between 25th July and 7th August 2016 to find out, 54% urban Indians said if the cost is same, they would prefer to visit a proper retail store to buy a product, while 4% said they don't indulge in online shopping at all. Typically a consumer's purchase behaviour is influenced by various factors. For instance, online shopping has its own risks that only an offline retail store can overcome. It was recommended that to convince and influence the purchase decision of the consumer, online retailers must provide discounts. Discounts added with a comfort of sitting at home and purchasing, can prove effective driving factor.

International Journal of Innovative Research in Computer and Communication Engineering

(A High Impact Factor, Monthly, Peer Reviewed Journal)

Website: www.ijircce.com

Vol. 6, Issue 1, January 2018



*Source: Forrester Data: Online Retail Forecast, 2016-2021 (Asia Pacific)

III. OBJECTIVE OF RESEARCH AND HYPOTHESES

The objectives of this study are:

- 1) To understand the use of internet for E-Commerce in Indian youth.
- 2) To study view of youth on online purchases in the near future.
- 3) To study factors affecting the use e-commerce among youth.

Hypotheses

H1: A majority of youngsters using internet for on line shopping.

H2: Level of security used to protect personal data of Customers, examination of goods and reliability of E-vendor are the major factors affecting use of E-Commerce.

H3: Measures taken by E-Vendors and Bankers for protection of data used during online transactions positively affects consumer's behaviour for online shopping.

IV. RESEARCH METHODOLOGY

A survey instrument in the form of questionnaire is used to collect primary data. Simple percentage method is used for analysis of data. For study target respondents are 120 youngsters who are internet savvy. The respondents are of the age group of 20 to 28.



International Journal of Innovative Research in Computer and Communication Engineering

(A High Impact Factor, Monthly, Peer Reviewed Journal)

Website: www.ijircce.com

Vol. 6, Issue 1, January 2018

V. DATA ANALYSIS

Table: 1

Particulars	No of Students	Percentage
Frequently Use Internet	113	94.16%
Seldom Use Internet	7	5.83%
Total	120	100 %

Table: 2

Experience of Online Purchase	50	41.66%
Not Having Experience of Online Purchase	70	58.29%
Total	120	100 %

Table : 3

Willingness to make online purchases in the near future	96	80.00%
Not Willing to make online purchases in the near future	24	20.00%
Total	120	100 %

Table : 4

Reason for non-willingness to make online purchases in the near future		
Security & privacy of their personal data	8	33.33%
Cannot feel product	4	16.66%
Not trusting Vendor	12	50.00%
Total	24	100%



International Journal of Innovative Research in Computer and Communication Engineering

(A High Impact Factor, Monthly, Peer Reviewed Journal)

Website: www.ijircce.com

Vol. 6, Issue 1, January 2018

Table: 5

Use of credit card over internet		
Not safe	75	62.50%
Somewhat Safe	5	4.16%
Safe	20	16.66%
Not Sure	20	16.66%
Total	120	100%

Table: 6

There is adequate precautions to ensure security of personal data		
Yes	40	33.33%
No	73	60.83%
Don't Know	7	5.83%
Total	120	100%

Table: 7

Opening accounts for financial transaction with banks		
Trusting	60	50.00%
Not Trusting	42	35.00%
Not sure	18	15.00%
Total	120	100%



International Journal of Innovative Research in Computer and Communication Engineering

(A High Impact Factor, Monthly, Peer Reviewed Journal)

Website: www.ijirccce.com

Vol. 6, Issue 1, January 2018

Table : 8

Fortitude to make online purchase will be increased if it more safer methods is used.		
Fortitude will be increased	72	60.00%
Fortitude will not be increased	12	10.00%
Not sure	30	25.00%
Total	120	100%

Table -9

Fortitude to adopt e-commerce will increase when online vendors provide all necessary guarantees to ensure security and privacy of their personal information		
Confidence will be increased	68	56.00%
Confidence will not be increased	15	12.5%
Not sure	37	30.83%
Total	120	100%

VI.RESULT

According to data analysis, Table1 Shows that youth using the Internet very frequently is 96.14% and only 5.83% uses internet less frequently. Table2 Proved that most of youngsters have not experienced online purchase only 41.61% of youngsters had experience of purchasing goods online. Table3 shows that most (80.00%) of the youngsters are willing to make purchases online in nearest future. Table4 shows that majority of youngsters (50.00 %) are not willing to make online purchase due to lack of trust on E-vendors while other youngsters (33.33 %) feel unsecure to their personal data. Few youngsters (16.66 %) cannot trust the goods without physical inspection. Table 5 shows that majority (62.50%) of youngsters feel unsafe to use of credit card for making online purchase, only 16.66 % feeling safe to use of credit card for online purchase. Table6 proves that most of the youngsters (60.83 %) believe that there is no adequate security to protect personal data of customers. Table7 shows that half of young generation (50.00%) feels safe to open an bank account for financial transaction for online shopping. Table8 shows that most of the youngsters believe that use of E-commerce will increase ifsafer methods are used for transactions. Table9 proves that fortitude of youngsters to adopt E-commerce will increase if the vendors provide grantee to ensure security on their personal data.

The study reveals that every youngster is using internet but very less uses internet for online purchase or shopping. Nearly half of the youth iswilling to make online purchases in the near future. Security & privacy of consumer's personal data, Lack of personal examination of goods and trust over E-Vendor are the major reasons considered by youth for online purchase. Online payment through credit card is not safe, but confidence in online shopping and online payment increased when E-vendor and bank provides guarantee about security of personal data of consumer during online transactions.



International Journal of Innovative Research in Computer and Communication Engineering

(A High Impact Factor, Monthly, Peer Reviewed Journal)

Website: www.ijirccce.com

Vol. 6, Issue 1, January 2018

VII.CONCLUSION

Still online shopping is not popular among Indian youths, but its increasing its popularity with the increase in the usage of internet. Understanding customer's requirements for online selling is one major challenge that has to be undertaken by the marketers. If all the figures are carefully considered then it can be easily identified that maximum number of respondents of online shopping are lying in age group of 20- 26 years . Therefore Young generation is the major scope for E-commerce market. Properly understanding the customers' expectations and making improvements in the factors that effects customers, will help the E-commerce business to gain profit to extend. The online buying culture of youth can be increased through findings obtained through survey. By focusing on various factors identified in this study, the E-commerce business can make their marketing strategies in better way.

REFERENCES

1. Devika Veeralakshmi, "A study on online shopping behaviour of customers", International journal of scientific research and management, pp-28-32,2013
2. Renuka Sharma, Mehta ad Shashanka, "understanding online shopping behaviour of Indian shoppers", international journal of management and business studies, CVol.4, pp.9- 17,2014
3. Botha, J. , Botham C., : Managing E-commerce, 2nd Edition, Juta& Co. Ltd., Geldenhuys P., 2008
4. Dr. Pandey U.S., : E-Commerce and Mobile Commerce Technologies, S. Er. ShuklaSaurabh Chand & Company Ltd., Ram Nagar, New Delhi 110055.
5. Derbyshire, K. et al. "Problematic Internet use and associated risks in a college sample", Comprehensible Psychiatry, 54 : 415-422,2013.
6. Harry Matlay : .E-entrepreneurship and small e-business development: towards a comparative research agenda", Journal of Small Business and Enterprise Development, Vol. 11 Iss: 3, pp.408 – 414,2014
7. Commerce and Mobile Commerce Technologies, S. Er. ShuklaSaurabh Chand & Company Ltd., Ram Nagar, New Delhi 110055.
8. Jadhav, V., &Khanna, M. Factors Influencing Online Buying Behavior of College Students: A Qualitative Analysis. The Qualitative Report, 21(1), 1-15,2016.
9. Reynolds, Janice,2004 : The Complete E-commerce Book, published by CMP Books, San Francisco, USA, 2004.
10. Clayton, T. et al (2002). Electronic Commerce and Business Change.
11. H. Bell and N. K. H. Tang, "The effectiveness of commercial Internet websites: a user's perspective", Internet Research: Electronic Networking Applications and Policy, vol. 8, no. 3, pp. 219-22,1998.
12. J. Bernard and S. Simone, "Bidding on the buying funnel for sponsored search and keyword advertising", Journal of Electronic Commerce Research, vol. 12, no. 1, pp. 1-18,2011.