

WANNA SHOPPING ONLINE OR OFFLINE

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Abstract: Purpose: The online brings an entire world inside the system. It provides unmitigated things to their clients. In the busy world, people want everything in their hand, where and when they need. The individuals are 'starving of time'. The purpose of the study is to analyze the shopping style of youth in a specific segmentation and it displays the involvement of gender factor in shopping field. The research intention is to examine whether the youth preference is high amount towards the online or offline shopping.

Design/Methodology: The research study was conducted by using survey method. The survey questionnaire was circulated to the VIT University students in Vellore and data collected from their responses. The survey conducted through the social network and via an email.

The quantitative results are the useful sources of information and shows online and offline shopping behavior of youth.

Findings: The study is to find out the youth buying behavior especially in a segment of people toward online and offline purchase. The survey identifies the gender discrepancy in shopping style and it led to be knowledgeable about the youth buying behavior and need to be aware of several problems related to this. The research implies the youth mindset towards the benefit and disadvantages of both the shopping styles.

Original/Values: The quantitative survey improve the quality and accuracy of the research. The study make to known the gender shopping styles in students sector. The survey questionnaire reveals the statistical inference of the population and public outlook on the subject of shopping.

Keywords: Online shopping, Offline shopping, youth buying behavior, Gender, Segmentation, Online survey, Age.

Paper Type: Research paper

INTRODUCTION

Today online is captivating the attention of merchandising marketers. The online shopping contains many advantages compare to ordinary offline shopping. The offline shopping is hard sell process. So people move on to the online shopping. The consumer is the 'Breadwinner' in shopping. The online shopping survey forms

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are typically prepared in document and provide a number of data-entry methods including radio buttons for variables that take a single value, check boxes which can be used for multiple response questions. These questions help us to understand the online shopping of youth in a particular segmentation. The Study of Online shopping and traditional shopping behavior mainly spotlights the demographic, psychological and personality features. There are four pertinent demographic factors like gender, age; family life cycle and amount of income have noteworthy effect on consumers' viewpoint towards the online shopping. But now-a-days younger have more cognizance and they are associated with income factor, which was found that higher a person's income, the higher the tendency to shopping online, on the word of existing literature.

In the case of online shopping, can get more variety of products and find comparison from their place itself. The distance of travel and time can be saved. So situational aspects also plays foremost role in online shopping. The face to face contact is not possible in online shopping. On the word of some younger related to offline shopping preference which shows the emotional factors. The products like cloths, electronics, and cosmetics have no difficult to purchase in online. But some other extravagant products like car, bike, and jewels involved with emotional elements.

BACKGROUND OF THE STUDY

The standard Internet users of this twentieth century are career people, young and Well-to-do with higher level of earnings and better education (**Palumbo and Herbig (1998)**). As mention earlier online shopping have many advantages and side by side have some disadvantages also. The online is a medium which can be easily accessible, 24 hours availability, attractive advertisements for products, can do the market research for the particular brand, variety of consumption products and product door delivery. One of the factors affecting consumer buying behavior is relevant in terms of study is pricing strategy. The youth frame set of mind is, the online shopping provide lower price compare to traditional market. The gender, age, education, marital status and income which are the predictors of internet buyers.

The online purchasing customers have no hurry on shopping and they can purchase short and simply. (Salo and Karjaluoto) proposed some internal and external factors decide the trust of shopping site. The external factors including the service characteristics and variety of markets and cultures are have some effects towards online belief. The internal factors such as consumer behavior, past experience, trustworthiness, website quality, usefulness, ease of usage and trusted seal have some noteworthy effects on online purchasing trust. Childers et al. (2001) proposed "enjoyment" is the strong analyst of attitude in the direction of online shopping. The online shopping outcomes displays in all the browsing sites. So

youth are highly attracted by those advertisements. They are the leading internet users and aware of internet purchase.

There are some factors stopovers the online purchasing. The online shopping customers should be “expertise” in this. The internet is costly and need more knowledge about it (Alba and Hutchinson, 1987). Apart from influence, self efficiency also there which is related to expertise. The person’s particular character also involved here. The customer wants to experience the product (Bandura, 1994). So some of them are not comfortable with online purchases. In internet purchase have no interaction between the customer and salesman. It may lead to some mistakes of orders. Example, People ordered a cloth with one size and they can get different size of delivery. Some online sites are not permitting the return or exchange of products. The study represents the youth buying behavior and youth mindset about the online products, age and gender involvement in purchase.

SEGMENTATION

Kotler, (1991) indicates that segmentation is important in a research. Most early segmentation efforts were based on macro considerations that include the cultural factor. According to Bellman *et al.* (1999), demographics are not important in determining the online purchasing potential. The research reveals the cultural segmentation.

AGE

The age factor found that younger especially students are more interested in using new expertise like Internet to search for reasonable information and about products. In early days consumers keep away shopping from online by reason of less awareness. Age can bear on enjoyment levels. The younger men seem extricate and are broadly speaking distressed when shopping; The older men are either get mind numbing experience or neutrality (Otnes and McGrath 2001).

GENDER

Gender factors also associated to different attitudes in the direction of online shopping. Even though men are more convinced about using online as a ‘shopping vehicle’, female shoppers prefer more to shop online and do it habitually than male. The gender is formed through the institutional and social movements and those are constantly create a different definition through the everyday case-by-case practices and fundamental interactions (Poggio, 2006). The research survey conducted in an institution. Both male and female who accomplish higher levels of education led to develop non-traditional roles in the home and further took place within the family (Qualls 1987; Biernat and Wortman 1991; Belch and Willis 2002). As said by Mitchell and Walsh (2004), both the gender want distinct products

and they have out of the ordinary ways of liking and get hold of those. Solomon *et al* (2010) proposed that, the products are androgynous in the market.

LOYALTY

The youth are not emotionally sensitive people compare to old men. They are highly addicted to emotional factors for particular products like Car, Bike, and Jewels. The old men are loyal to their traditional shopping. In addition, online shopping loyalty also has quite a few equivalent to the “store loyalty” theory (Corstjens & Lal, 2000) such as reputable brand name things in the shop. As a result there is an imbalance relationship between satisfaction and loyalty (Waddell, 1995; Oliver, 1999).

RESEARCH METHODOLOGY

The existing literatures expresses the consumers analyze their shopping experiences in terms of assessments like information about the product, payment mode, delivery, better service offered, hazard involved, security, photographic appeal and Enjoyment . The data obtained from the survey results collected from VIT University students. The Data were collected through conducting social network and an email survey.

DESIGN OF QUESTIONNAIRE

In the research survey, we asked some demographic factors related questions like age and gender. This helps us to analyze the contribution of male and female in shopping preference at what number. The students were asked what kind of products they purchase more in online and whether they have belief on their online shopping location. The students replied, the satisfaction level on online shopping which is used to measure their mindset on internet buying. The satisfaction level is about whether they can more variety of products or not. The young people are highly internet users. The students were asked such questions like how often they are using internet and how much time spent for purchasing. From the research we can analyze that what are the benefits of online shopping that the student gets and their accepted wisdom about pricing strategy and product quality. The questions also how do they know about online purchase, influences and whether they suggest their experiences to others or not.

RECONDENTS PROFILE

The online shopping customers in the study are youth from particular segmentation. We can predict their preferences on shopping. The mean, percentages, chi squared values and graphs are derived from the responses of customers.

RESULTS

Table 1

<i>Gender</i>	<i>Category</i>	<i>N</i>	<i>Online shopping</i>	<i>Mean</i>	<i>Offline shopping</i>	<i>Mean</i>	χ^2
MALE	13-19	45	6(13.3%)	7.5	5(11.1%)	9	1.00
	20-25	45	21(46.6%)	2.14	9(20%)	5	
	>25	45	3(6.6%)	15	1(2.2%)	45	
FEMALE	13-19	63	5(7.94%)	12.6	2(3.2%)	31.5	4.48
	20-25	63	30(47.62%)	2.1	23(36.51%)	2.74	
	>25	63	0(0%)	0	3(4.76%)	21	

The given table provide the information about the male and female shopping percentage in line with their age. The percentage has been calculated by using total number (N) and the number of people purchasing in online and offline shopping with regard to their age. The male students of 20-25 years are purchasing big amount in online shopping(46.6%), similarly female also shopping more number in online (47.62%) compare to offline (36.51%).

But there is some significant different in shopping style of men and women. The overall mean value is higher for offline shopping preference in both the gender category. The chi square value displays high for female customers (4.48) than male (1.00).

The Male state of mind toward online shopping

Table 2

<i>Category</i>	<i>Percentage</i>	<i>N</i>	<i>Mean</i>
Satisfaction of products	39(86.66%)	45	1.15
Trust on the purchasing site	41(91.11%)	45	1.09
Variety of products	42(93.33%)	45	1.07
Product quality	45(100%)	45	1.0
Reasonable Pricing	39(86.66%)	45	1.15
Suggest to others	36(80%)	45	1.25
Exchange and return options	31(68.88%)	45	1.45

The table 2 grant the details of male attitude towards online shopping. The percentage of react for survey question has been calculated using the total number and number of response. From this response we can analyse that male are fully trust the product quality (100%). The results shows that the male clients are mostly supporting the online shopping. All the percentages are shown above 50%.

The mean value is higher in the category of Exchange or return of products (1.45). Satisfaction of products and reasonable pricing shows same mean value (1.15) for male gender. But there is no high number of difference among all categories.

The Female state of mind toward online shopping

Table 3

Category	Percentage	N	Mean
Satisfaction of products	51(80.95%)	63	1.24
Trust on the purchasing site	54(85.71%)	63	1.16
Variety of products	57(90.48%)	63	1.11
Product quality	57(90.48%)	63	1.11
Reasonable Pricing	37(58.73%)	63	1.70
Suggest to others	50(79.36%)	63	1.26
Exchange and return options	40(63.49%)	63	1.58

The table 3 shows the online shopping behavior of Female in different thoughts toward online shopping. The percentage of each category were calculated. The responses shows us that female also more intended to purchase online shopping. The highest values for two categories has been identified, those are variety of products and the product quality in online shopping.

The mean value shows higher in reasonable pricing(1.70) than other categories. The female clients are more satisfied with variety of products(90.48%) and the product quality (90.48%) which shows the least mean value. The mean value has been found using N value for each category.

Cross tabulation results between Gender and Shopping site in each category

The experiment has been done through SPSS software and checked manually. The Cross tabulations are enable to determine the relationships within the data that might not be readily apparent when analyzing total survey responses.

Table 4
gender * preferred purchase place Cross tabulation

			Preferred purchase place		
			offline	online	Total
gender	female	Count	28	35	63
		% within gender	44.4% ¹	55.6%	100.0%
		% within preferred purchase place	65.1% ²	53.8%	58.3%
	male	Count	15	30	45
		% within gender	33.3% ⁴	66.7%	100.0%
		% within preferred purchase place	34.9% ⁵	46.2%	41.7% ⁶
Total		Count	43	65	108
		% within gender	39.8% ⁷	60.2%	100.0%
		% within preferred purchase place	100.0%	100.0%	100.0%

The table 4 is about the cross tabulation between gender and preferred purchasing site. Usually cross tabulation are help us to summarize the data. The

female responses shows that the higher response in online shopping (35/63=55.6%) than offline(28/63=44.4%). The male intention also shows high shopping in online(30/45=66.7%). The preferred purchasing sites percentages were calculated by the column wise values.

The total count within the gender calculation shows higher in online shopping (60.2%) only. Both male and female gender percentages has been calculated by the row and column wise.The overall total percentage shows topmost in online shopping (65/108=60.2%), they are female customers.

Table 4.1
Chi-Square Tests

	<i>Value</i>	<i>df</i>	<i>Asymp. Sig.</i> <i>(2 sided)</i>	<i>Exact Sig.</i> <i>(2 sided)</i>	<i>Exact Sig.</i> <i>(1 sided)</i>
Pearson Chi-Square	1.352 ^a	1	.245		
Continuity Correction ^b	.928	1	.335		
Likelihood Ratio	1.363	1	.243		
Fisher's Exact Test				.319	.168
N of Valid Cases ^b	108				

a. 0 cells (.0%) have expected the count is less than 5. The minimum expected count is 17.92.

b. Computed only for a 2x2 table

Null hypothesis: There is no association between gender and purchasing site

The level of significance for the chi-square value is 1.352 from the table.The corresponding degree of freedom is 1.

The significance shows the p value is 0.245. The significance approve to reject the null hypothesis is $p \leq .05$.

The p value is 0.245 which is greater than .05.So we can accept the null hypothesis.We can decide that gender and purchasing site have no relationship.It states there is no difference between both the gender regard to purchasing sites.

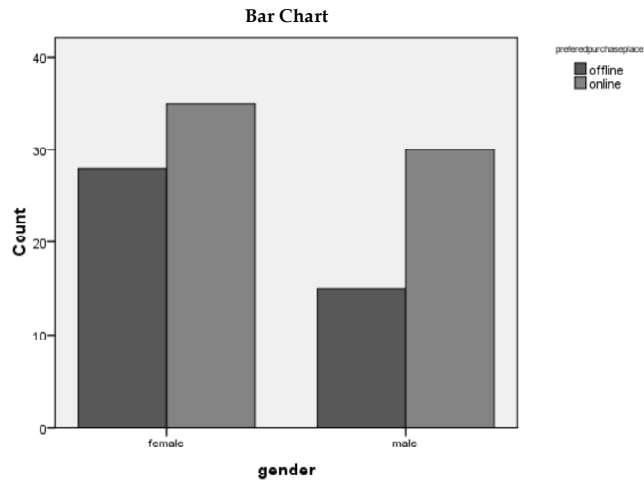
0 cells (.0%) have expected count less than 5 that is less than 20%. The minimum expected count is 17.92 which is more than 1.The both the conditions are satisfied. So the chi-square test is valid for the cross tabulation.

Table 4.2
Symmetric Measures

	<i>Value</i>	<i>Approx. Sig.</i>
Nominal by Nominal Phi	.112	.245
Cramer's V	.112	.245
N of Valid Cases	108	

The symmetric measures provide Phi and Cramer's V values.Those values shows strength of association between the variables.Usually symmetric measures

indicates 0- .3 values shows no relationship to week relationship .In this case the strength of variables is very week.



The bar chart shows the gender preferences on purchasing site.Both female and male students shows the increasing number of online shopping.It represents the young female students are more captivated by online shopping.

The cross tabulation between gender and purchasing site towards satisfaction of products category

Table 5
Satisfaction of products gender
*** shopping site Cross tabulation**

		Shopping site			
		offline	online	Total	
gender	Count	14	0	0	14
	% within gender	100.0%	.0%	.0%	100.0%
	% within shopping site	100.0%	.0%	.0%	13.7%
Female	% of Total	13.7%	.0%	.0%	13.7%
	Count	0	18	32	50
	% within gender	.0%	36.0%	64.0%	100.0%
	% within shopping site	.0%	64.3%	53.3%	49.0%
Male	% of Total	.0%	17.6%	31.4%	49.0%
	Count	0	10	28	38
	% within gender	.0%	26.3%	73.7%	100.0%
	% within shopping site	.0%	35.7%	46.7%	37.3%
Total	% of Total	.0%	9.8%	27.5%	37.3%
	Count	14	28	60	102
	% within gender	13.7%	27.5%	58.8%	100.0%
	% within shopping site	100.0%	100.0%	100.0%	100.0%
	% of Total	13.7%	27.5%	58.8%	100.0%

The table provides the cross tabulation results between gender and shopping site in the particular category known as satisfaction of products. In the category out of 50 female 32 are preferred shopping is online(32/50=64%) and satisfied with online products. The male students are more satisfied with products to be purchased in online(28/38=73.7%), in this category their preference also online(28/60=46.7%) than offline shopping. The total percentages are high in online shopping(60/102=58.8%).All the percentage value has been calculated for both the gender from row and column series.

Table 5.1
Chi-Square Tests

	<i>Value</i>	<i>df</i>	<i>Asymp. Sig. (2-sided)</i>
Pearson Chi-Square	1.031E2 ^a	4	.000
Likelihood Ratio	82.533	4	.000
N of Valid Cases	102		

Null hypothesis: There is no association between gender and purchasing site for satisfaction of products category.

The level of significance for the chi-square value is 1.031 with the corresponding degree of freedom 4.

The significance shows the p value is 0.000.The significance approve to reject the null hypothesis is $p \leq .05$.

The p value is 0.000 which is lesser than .05. So we can reject the null hypothesis. We can decide that gender and purchasing site have an association for the satisfaction of products.It clearly states there are difference between both the gender with regard to satisfaction of products. 2 cells (20.0%) have expected count less than 5 which is accepted. The minimum expected count is 1.92 which is more than 1. The both the conditions are satisfied. So the chi-square test is valid for the cross tabulation.The chi-square test is valid for the cross tabulation.

The cross tabulation between gender and purchasing site towards trust on purchasing sites category

The table displays the female customers are more trusted in online shopping (34/46=73.9%) than offline shopping (12/46=26.1%). The male clients also have the same trust on online shopping (29/41=70.7%).

In both male and female are more comfort with online shopping(58.9%) within the purchasing site category.The row and column wise total and percentages summarize our data for the trust on shopping site of both the gender.

Table 6
Trust on sitegender * shopping site Cross tabulation

		Shopping site			
		offline	online	Total	
gender	Count	20	0	0	20
	% within gender	100.0%	.0%	.0%	100.0%
	% within shopping site	100.0%	.0%	.0%	18.7%
	% of Total	18.7%	.0%	.0%	18.7%
Female	Count	0	12	34	46
	% within gender	.0%	26.1%	73.9%	100.0%
	% within shopping site	.0%	50.0%	54.0%	43.0%
	% of Total	.0%	11.2%	31.8%	43.0%
Male	Count	0	12	29	41
	% within gender	.0%	29.3%	70.7%	100.0%
	% within shopping site	.0%	50.0%	46.0%	38.3%
	% of Total	.0%	11.2%	27.1%	38.3%
Total	Count	20	24	63	107
	% within gender	18.7%	22.4%	58.9%	100.0%
	% within shopping site	100.0%	100.0%	100.0%	100.0%
	% of Total	18.7%	22.4%	58.9%	100.0%

Table 6.1
Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.071E2 ^a	4	.000
Likelihood Ratio	103.198	4	.000
N of Valid Cases	107		

Null hypothesis: There is no association between gender and purchasing site for trust on purchasing sites category.

The level of significance for the chi-square value is 1.071 with the corresponding degree of freedom 4.

The significance shows the p value is 0.000. The significance approve to reject the null hypothesis is $p < .05$.

The p value is 0.000 which is lesser than .05. So we can reject the null hypothesis. We can decide that gender and purchasing site have an association for the trust on purchasing sites category. It clearly states there are difference between both the gender with regard to rust on purchasing sites. The chi-square test is valid for the cross tabulation.

The cross tabulation between gender and purchasing site towards variety of products category

Table 7
Variety of Products gender * shopping site Cross tabulation

		Shopping site			
			offline	online	Total
gender	Count	19	0	0	19
	% within gender	100.0%	.0%	.0%	100.0%
	% within shopping site	100.0%	.0%	.0%	17.8%
	% of Total	17.8%	.0%	.0%	17.8%
Female	Count	0	13	34	47
	% within gender	.0%	27.7%	72.3%	100.0%
	% within shopping site	.0%	52.0%	54.0%	43.9%
	% of Total	.0%	12.1%	31.8%	43.9%
Male	Count	0	12	29	41
	% within gender	.0%	29.3%	70.7%	100.0%
	% within shopping site	.0%	48.0%	46.0%	38.3%
	% of Total	.0%	11.2%	27.1%	38.3%
Total	Count	19	25	63	107
	% within gender	17.8%	23.4%	58.9%	100.0%
	% within shopping site	100.0%	100.0%	100.0%	100.0%
	% of Total	17.8%	23.4%	58.9%	100.0%

The cross tabulation shows that the female customers replied as they can get more variety in online(34/47=72.3%) than offline shopping(13/47=27.7%). The male category also suggest that online shopping(29/41=70.7%). The results shows the row and column wise total percentages for gender and preferred purchasing sites.

Both the gender are totally suggested variety of products mostly available in online(63/107=58.9%) only. The percentages are used to sum up the data results which are used to visualize the difference between both the gender towards variety of products grouping.

Table 7.1
Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.070E2 ^a	4	.000
Likelihood Ratio	100.113	4	.000
N of Valid Cases	107		

Null hypothesis: There is no association between gender and purchasing site for variety of products category.

The level of significance for the chi-square value is 1.070 with the corresponding degree of freedom 4.

The significance shows the p value is 0.000. The significance approve to reject the null hypothesis is $p \leq .05$.

The p value is 0.000 which is lesser than .05. So we can reject the null hypothesis. We can decide that gender and purchasing site have an association for the variety of products category. It clearly states there are difference between both the gender with regard to variety of products .

The cross tabulation between gender and purchasing site towards product quality category

Table 8
Product Qualitygender * shopping site Cross tabulation

		Shopping site			
		offline	online	Total	
gender	Count	6	0	0	6
	% within gender	100.0%	.0%	.0%	100.0%
	% within shopping site	100.0%	.0%	.0%	5.6%
	% of Total	5.6%	.0%	.0%	5.6%
Female	Count	0	27	33	60
	% within gender	.0%	45.0%	55.0%	100.0%
	% within shopping site	.0%	65.9%	55.0%	56.1%
	% of Total	.0%	25.2%	30.8%	56.1%
Male	Count	0	14	27	41
	% within gender	.0%	34.1%	65.9%	100.0%
	% within shopping site	.0%	34.1%	45.0%	38.3%
	% of Total	.0%	13.1%	25.2%	38.3%
Total	Count	6	41	60	107
	% within gender	5.6%	38.3%	56.1%	100.0%
	% within shopping site	100.0%	100.0%	100.0%	100.0%
	% of Total	5.6%	38.3%	56.1%	100.0%

The table parades that there are 55% ($33/60=55\%$) of the female replied the online shopping product quality is good compare to offline shopping ($27/60=45\%$). The young male students are replied the product quality is better in online ($27/41=65.9\%$) than offline ($14/41=34.1\%$). The responses also higher in female gender.

The percentage for gender and purchasing site were calculated with row and column values. The overall calculated result states that the online shopping provide good quality ($60/107=56.1\%$) which is greater than offline shopping ($41/107=38.3\%$).

Table 8.1
Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.083E2 ^a	4	.000
Likelihood Ratio	47.429	4	.000
N of Valid Cases	107		

Null hypothesis: There is no association between gender and purchasing site for product quality category.

The level of significance for the chi-square value is 1.083 with the corresponding degree of freedom 4.

The significance shows the p value is 0.000. The significance approve to reject the null hypothesis is $p < .05$.

The p value is 0.000 which is lesser than .05. So we can reject the null hypothesis. We can decide that gender and purchasing site have an association for the product quality category. It clearly states there are difference between both the gender with regard to product quality.

The cross tabulation between gender and purchasing site towards reasonable pricing category

Table 9
Reasonable pricing gender * shopping site Cross tabulation

		Shopping site			
		offline	online	Total	
gender	Count	6	0	0	6
	% within gender	100.0%	.0%	.0%	100.0%
	% within shopping site	100.0%	.0%	.0%	6.1%
	% of Total	6.1%	.0%	.0%	6.1%
Female	Count	0	24	30	54
	% within gender	.0%	44.4%	55.6%	100.0%
	% within shopping site	.0%	64.9%	54.5%	55.1%
	% of Total	.0%	24.5%	30.6%	55.1%
Male	Count	0	13	25	38
	% within gender	.0%	34.2%	65.8%	100.0%
	% within shopping site	.0%	35.1%	45.5%	38.8%
	% of Total	.0%	13.3%	25.5%	38.8%
Total	Count	6	37	55	98
	% within gender	6.1%	37.8%	56.1%	100.0%
	% within shopping site	100.0%	100.0%	100.0%	100.0%
	% of Total	6.1%	37.8%	56.1%	100.0%

The cross tabulation table indicates which shopping is most preferable for reasonable pricing between male and female. From the responses that we can analyze the female preferences is 55.6% (30/54=55.6%) online shopping which is higher than offline (24/54=44.4%). The young male students also mostly preferred online shopping (25/38=65.8%) for affordable price.

The total value help us to end up with the data for the reasonable pricing category. It shows the most purchasing in online (55/98=56.1%) is provide reasonable pricing for products.

Table 9.1
Chi-Square Tests

	<i>Value</i>	<i>df</i>	<i>Asymp. Sig. (2-sided)</i>
Pearson Chi-Square	99.035 ^a	4	.000
Likelihood Ratio	46.122	4	.000
N of Valid Cases	98		

Null hypothesis: There is no association between gender and purchasing site for reasonable pricing category.

The level of significance for the chi-square value is 99.035 with the corresponding degree of freedom 4.

The significance shows the p value is 0.000. The significance approve to reject the null hypothesis is $p \leq .05$.

The p value is 0.000 which is lesser than .05. So we can reject the null hypothesis. We can decide that gender and purchasing site have an association for the reasonable pricing category. It clearly states there are difference between both the gender with regard to reasonable pricing. The cross tabulation is match for the chi test values.

The cross tabulation between gender and purchasing site towards suggestion to others category

Table 10
Suggestion to others gender * shopping site Cross tabulation

		<i>Shopping site</i>			
		<i>offline</i>	<i>online</i>	<i>Total</i>	
gender	Count	5	0	0	5
	% within gender	100.0%	.0%	.0%	100.0%
	% within shopping site	83.3%	.0%	.0%	4.9%
	% of Total	4.9%	.0%	.0%	4.9%

contd. table 10

			offline	online	Total
Female	Count	1	26	33	60
	% within gender	1.7%	43.3%	55.0%	100.0%
	% within shopping site	16.7%	70.3%	55.0%	58.3%
	% of Total	1.0%	25.2%	32.0%	58.3%
Male	Count	0	11	27	38
	% within gender	.0%	28.9%	71.1%	100.0%
	% within shopping site	.0%	29.7%	45.0%	36.9%
	% of Total	.0%	10.7%	26.2%	36.9%
Total	Count	6	37	60	103
	% within gender	5.8%	35.9%	58.3%	100.0%
	% within shopping site	100.0%	100.0%	100.0%	100.0%
	% of Total	5.8%	35.9%	58.3%	100.0%

The provided cross tabulation results implement the male and female students shopping style. It helps us to analyze whether the people suggest the products to others or not. Totally out of 60 female, 33 suggest the online shopping products to others (33/60=55.0%). The 26 female suggest offline shopping (26/60=43.3%). Out of 38 male responders, 27 suggest the online products (27/38=71.1%) in row percentage. The total responses also higher in online shopping products (60/103=58.3%). The offline also prefers, but it is lesser than online (37/103=35.9%). Both the cases within the shopping site also shows high number of percentage in online.

Table 10.1
Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	87.438 ^a	4	.000
Likelihood Ratio	37.865	4	.000
N of Valid Cases	103		

Null hypothesis: There is no association between gender and purchasing site for suggestion to others category.

The level of significance for the chi-square value is 87.438 with the corresponding degree of freedom 4.

The significance shows the p value is 0.000. The significance approve to reject the null hypothesis is $p < .05$.

The p value is 0.000 which is lesser than .05. So we can reject the null hypothesis. We can decide that gender and purchasing site have an association for the suggestion to others category. It clearly states there are difference between both

the gender with regard to suggestion to others. The conditions are shows the cross tabulation is intact for chi test values.

The cross tabulation between gender and purchasing site towards Exchange or return of products category

Table 11
Exchange or return optionsgender * shopping site Cross tabulation

		<i>Shopping site</i>			
		<i>offline</i>	<i>online</i>	<i>Total</i>	
gender	Count	6	0	0	6
	% within gender	100.0%	.0%	.0%	100.0%
	% within shopping site	100.0%	.0%	.0%	5.8%
	% of Total	5.8%	.0%	.0%	5.8%
Female	Count	0	26	33	59
	% within gender	.0%	44.1%	55.9%	100.0%
	% within shopping site	.0%	66.7%	55.9%	56.7%
	% of Total	.0%	25.0%	31.7%	56.7%
Male	Count	0	13	26	39
	% within gender	.0%	33.3%	66.7%	100.0%
	% within shopping site	.0%	33.3%	44.1%	37.5%
	% of Total	.0%	12.5%	25.0%	37.5%
Total	Count	6	39	59	104
	% within gender	5.8%	37.5%	56.7%	100.0%
	% within shopping site	100.0%	100.0%	100.0%	100.0%
	% of Total	5.8%	37.5%	56.7%	100.0%

The summarized cross tabulation results displays the female gender out of 59,33 females are prefer online shopping (33/59=55.9%). The percentage total is high in online shopping (31.7%). Out of 39 male, 26 are prefer online for exchange or return of products (26/39=66.7%). The overall percentage high in online purchase (25.0%). From the total counting out of 104,59 students are go behind online for exchange the products (59/104=56.7%). All the above table and calculation visualize the youth preference is more in online shopping for all the categories.

Table 11.1
Chi-Square Tests

	<i>Value</i>	<i>df</i>	<i>Asymp. Sig. (2-sided)</i>
Pearson Chi-Square	1.052E2 ^a	4	.000
Likelihood Ratio	47.018	4	.000
N of Valid Cases	104		

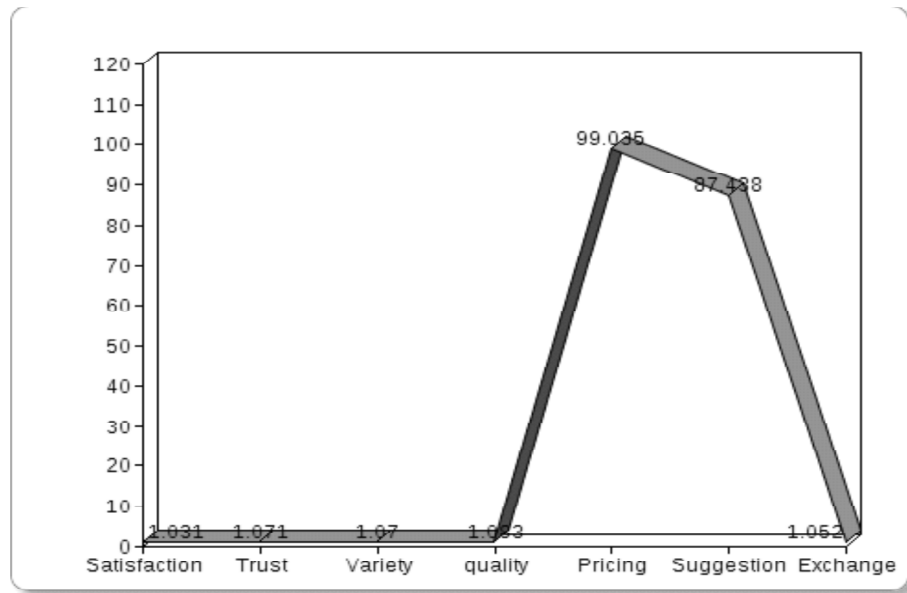
Null hypothesis: There is no association between gender and purchasing site for exchange or return or products category.

The level of significance for the chi-square value is 1.052 with the corresponding degree of freedom 4.

The significance shows the p value is 0.000. The significance approve to reject the null hypothesis is $p \leq .05$.

The p value is 0.000 which is lesser than .05. So we can reject the null hypothesis. We can decide that gender and purchasing site have an association for the exchange or return of products category. It clearly states that there is difference between gender and purchasing site.

Line Graph: Chi-square values vs purchasing factors



The line graph illustrate the youth buying behavior of online and offline shopping. The graph displays the chi-square values in y-axis and categories are shown in x axis. The Pearson's chi-square values are help us to analyse the goodness of fit. The graph visualize that there are five categories slightly fell in the same chi-square values. The categories are follows: The quality of products, Trust on purchasing site, variety of products, Exchange options and satisfaction of products. The topmost chi-square value found in pricing category (99.035). The next utmost category is Suggestion to others (87.438). The goodness of fit is slightly differ in all the categories.

DISCUSSION

The obtained survey result shows the following outcomes and findings of the study.

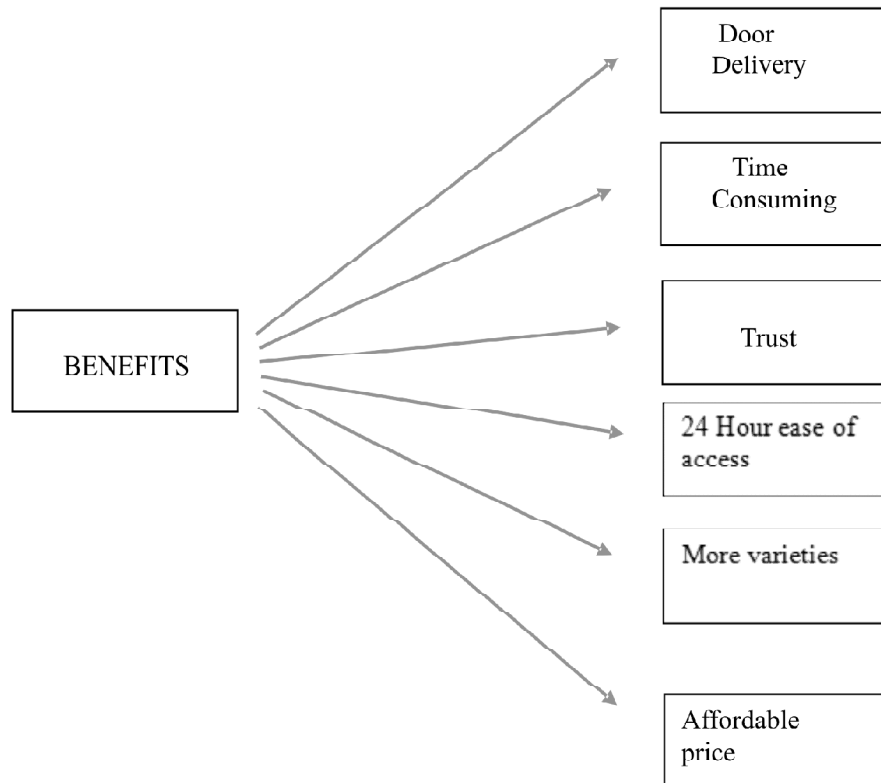
The research shows the demographic, age factor plays the better role in shopping of online products. The reflection of age factor shows specifically 20 - 25 years of people more interested and aware on purchasing online. The results shows the number of girls (59%) purchasing in online is higher than boys (41%). The existing literatures proposed that the girls do not go behind with brands. They are purchasing their favorite design and color products. The student segment especially teenage and 20-25 years age group most showing interest of buying electronic goods like mobile, earphones, laptops accessories, cosmetics, cloths, stationery. The hair dryer, hair curler like these products are mostly purchased by girls. The customer shows more interest on buying electronic goods (27%) and accessories (27%) compare to other products. The cloths also purchased in high amounts (20%) particularly by girls. The data shows the students are access the internet for more than 4 hours. The students are provided with unlimited Wi-fi and internet connections.

There are number of online shopping sites available. We provide the top 5 sites and other sites in survey questionnaire. Most of the customer choose Flip kart site for online purchase. The quality of the products purchased in online are certificated as good by our customers. 60% of people are accepted that the quality is good. The price of the online shopping products is affordable (69%) compare to off-line products. The youth buying behavior influenced by external factors only. The data shows this segment of people influenced mostly by friends (47%) and 26% through advertisements. The product advertisements are available in all the other sites also. So the advertisement capture the youth and they are influenced by family and magazines /newspaper also. Mostly (79%) of people suggesting online shopping to others. So the awareness created between customers.

The payment mode highly prefers cash on delivery (77%) only. In the case of net banking people are frightened to share their personal details to others. So many online sites follow the cash on delivery method. Most of the shopping sites are allow them to exchange their delivered or damaged products. So they can get more convenient and trust worthiness on their locations of purchase. The time consuming factor plays vital role in online shopping. Some of the advantages like money saving, 24 hour accessibility, getting new product information and brand variety.

BENEFITS OF ONLINE SHOPPING

According to the survey results, most of the people prefer online shopping. Online shopping mostly prefer, because it is time consuming, door delivery and so on. But 50% of youth feel hard to single out the shopping style. The young customers are more aware and doing more purchase in online.

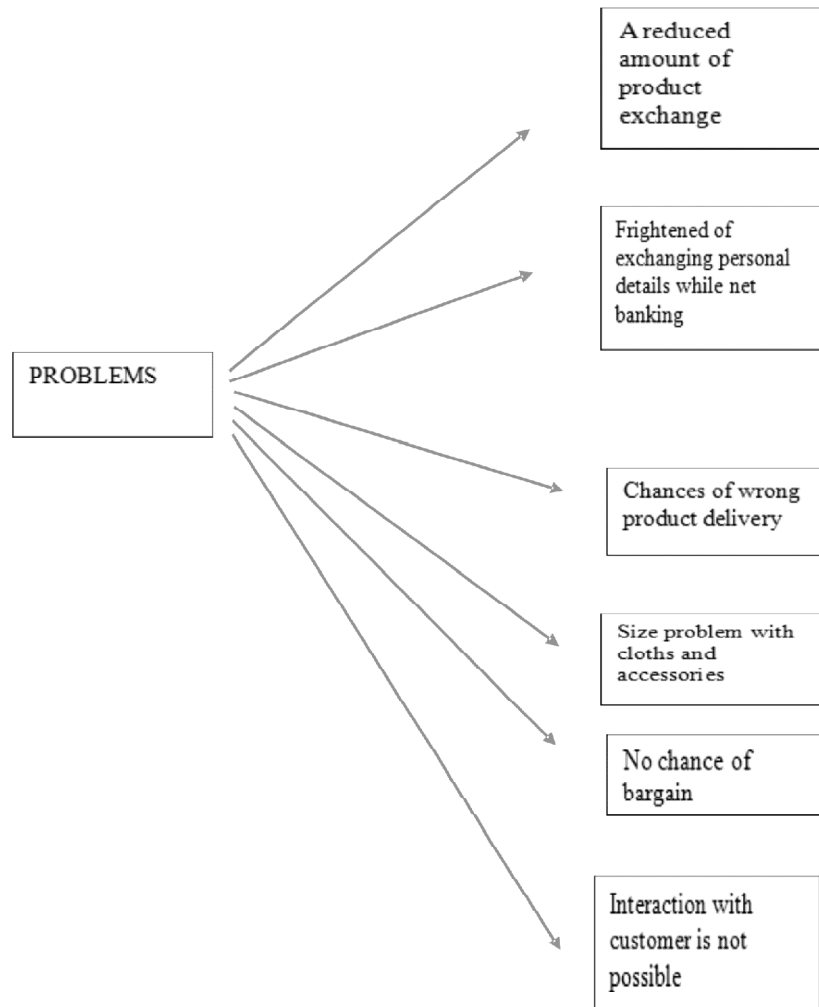


DISADVANTAGES

The online shopping consist of higher risk for consumers due to its modern and deep-rooted characteristics associated to virtual stores .There is no human contact and consumers cannot physically check the quality of a product and their is no security of sending personal and financial data while purchasing online. There are some sites only have the options to exchange or return the products.

CONCLUSION

The here and now research study make an effort to know the youth buying behavior on shopping style in VIT University zone. The customers are more interested to express their view on online shopping. Thus make the data more effective and operational. The data results illustrate that the youth are close at hand on online purchase. The more number of customers express that they have satisfaction on their purchasing sites and trust on them.And the clients have first-class image on their shopping sites. The internal and external factors influence them to merchandise the products. The half of the students is go with traditional shopping due to some emotional and sensible factors which affect online shopping. Now-a-



days positive effect is created on online shopping among youth. This study helps to express the buying behavior on youth segment. The results from our data shows customer prefer online because they can believe they can get more varieties from their site. The results shows 87% of people express this point for the cause of online purchase. The outcome of the data shows that girls are more interested and aware of online shopping in high number than boys in this segmentation. The research help us to examine the influence factor and affecting factors of online shopping in the youth segment. We can predict the most selling products and more preferable sites for purchase. The further scope of this study is used to narrow focus of online shopping. And to analyze the youth purchasing behavior in a special segment. The study will help to predict the levels of online and traditional markets among youth.

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