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ONLINE BUYING BEHAVIOUR AMONG TEENAGERS - AN INDIAN PERSPECTIVE

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ABSTRACT

The development of electronic commerce, in particular electronic retailing, sets numerous challenges for both retailers and customers. The ease and availability of the electronic retailing environment can result in impulsive online purchasing. Impulsive buying behaviour refers to the tendency of consumers to make a purchase spontaneously, instantaneously and without prior consideration. Generally, in the Croatian context, the issue of impulsive buying is not sufficiently represented in scientific papers, and this is particularly true in the context of electronic retailing. Although this chapter focuses on the rather narrow part of online buying behaviour, it sought to provide a better understanding of purchasing behaviour of Croatian consumers in an electronic commerce environment. The research contributes to the existing literature by extending the understanding of consumer purchasing behaviour and by providing new insights into purchasing intentions of Indian teenager's consumers in an online shopping environment

KEYWORDS

online buying, teenagers buying behaviour.

INTRODUCTION

The online buying has become a full arena as big as retail store buying and now is at times preferred for means of convenience and utility gained through various deals available. India has a large internet savvy population that is not only accessing the internet but also buying online. With a revolution in the very basics of transaction from a physical store format to a non-store one, the retail industry has begun to understand the indispensability of the internet as a medium of transaction. However, the rate of diffusion and adoption of the new phenomenon amongst consumers is still relatively low. Trust on online transactions is one of the key barriers to vendors succeeding in online transactions. A lack of trust discourages consumers from participating in online buying. With the internet advancing new opportunities, it is important to understand the factors that generate trust of Indian consumers in the online buying system. The purpose of this paper is to explore the determinants of trust in online buying behavior of consumers. This paper is a theoretical attempt at conceptualizing "trust" as a construct, in the context of online buying and testing it empirically. The objective of the study is to explore what prompts customers to buy online among teens.

Bakos (1991), describes an e-market as "... an inter-organizational information system that allows the participating buyers and sellers to exchange information about prices and product offerings". Meuter et al. (2000) have defined e-retailing in terms of the internet market as "a virtual realm where products and services exist as digital information and can be delivered through information-based channels". Jones et al. (2000) said "... carrying out of retailing activities with customers that leads to an exchange of value, where the parties interact electronically, using network or telecommunications technologies". We may define online-retailing as use of an electronic via media through which the customer and the marketer may enter into a transaction for sale and purchase, so as to benefit both the parties in the long run. The rapid usage rate of buyers transacting online has been due to advances in technology, to consumer characteristics (both demographic as well as psychographic) and to situational influences.

The objective of the study is to explore the factors that influence teenagers 's online buying decision and to establish their causal impact, if any.

LITERATURE REVIEW

Much of the early research on internet shopping behavior has focused on predicting the type of consumer who is likely to use the internet to search for and buy products. Bellman et al. (1999) investigated several predictors for whether an individual will buy online. These authors concluded that demographic variables such as income, education and age have a modest impact on the decision of whether to buy online. They found that the most important determinant of buying on the web was previous behavior such as earlier online purchases. "Once people are online, whether they buy there and how much they spend has more to do with whether they like to buy online and whether the time they have for buying is limited" (Bellman et al., 1999, p. 37). This is consistent with Forrester Research that concluded "demographic factors such as age, race and gender don't matter anywhere near as much as the consumers' attitudes toward technology" (Modahl, 2000). In examining the relationship between age and internet shopping motivations, Dholakia and Uusitalo (2002) found that younger consumers reported more hedonic and utilitarian benefits of online shopping than older consumers. They did not measure online search or buying behavior, only the perceived benefits of shopping. The relative impact of demographic factors such as age when compared with attitudinal or motivational factors has only been addressed by a small number of studies. Korgaonkar and Wolin (1999) found that motivational factors as well as age and gender impacted the likelihood of online purchasing. In their study, older males were the group that had the highest online purchase behavior. This is consistent with the results of Donthu and Garcia's (1999) research, who found that older internet users were more likely to buy online when compared to younger users, even though the younger users had more positive attitudes towards internet shopping. Joines et al. (2003) found that web usage motivations significantly predicted both online purchasing and online information searching for products or services.

It is often stated that impulsive buying behaviour provides hedonic rewards (Hausman, 2000). According to Kacen, Hess, and Walker (2012), product characteristics, particularly the hedonic nature of product, have a 50% greater influence on impulse buying than do retailing factors. The findings of the positive impact of hedonic consumption tendencies have been reported for fashion and apparel industries in context of both physical and e-impulse buying (Park, Kim, Funches, & Foxx, 2012). The general logic behind these findings is that consumers tend to view shopping as action involving more than sole purchasing of product. Rather, the impulsive shopping releases emotions such as cheer, jealousy, fear, passion and joy. Furthermore, involvement was found to be an important variable impacting consumers' tendencies to make an impulse purchase (Liang, 2012). Accordingly, the needs, values and interests of individuals determine the relevance of products for individuals. Cognitive efforts invested by individuals to gather information about products can generate product-specific impulse buying tendency. In that context, impulse purchases of new products differ from impulse purchases of other types of products. Harmancioglu, Finney, and Joseph (2009) emphasise that the knowledge of new product and consumer desire for excitement and esteem promote impulse buying intention and behaviour.

RESEARCH METHODOLOGY

This research is exploratory in nature and has been done the national capital region of Delhi with data being gathered through a structured questionnaire to understand what triggers the teenagers to engage in online purchases and what do they most prefer to purchase through ecommerce websites. The collected data was analysed through MS excel and statistical software SPSS.

RESULTS

A total of 128 teenagers between the age group 13 -19 years responded to the questionnaire from the 200 requested to do so representing a response rate of 64%

REASONS FOR ONLINE PURCHASES

TABLE 1

1	Impulsiveness associated with new products	32%
2	Ease of information about new products	28%
3	Comparative analysis & Review availability	22%
4	Deals that can be sought	10%
5	Convenience of buying without visiting the store	8%

KIND OF PRODUCTS PURCHASED

TABLE 2

1	Cellphones	47%
2	Mobile accessories	22%
3	Books	12%
4	Branded Sportswear	11%
5	Watches	8%

MOTIVATING FACTORS FOR PURCHASES ONLINE

TABLE 3

1	Speed with which information can be sought	25%
2	Security of purchases done	23%
3	Ease of delivery	22%
4	Content of web page	18%
5	Transparency and diversity of products available	12%

CONCLUSIONS

The development of electronic commerce, in particular electronic retailing, sets numerous challenges for both retailers and customers. The ease and availability of the electronic retailing environment can result in impulsive online purchasing. Impulsive buying behaviour refers to the tendency of consumers to make a purchase spontaneously, instantaneously and without prior consideration. Generally, in the Croatian context, the issue of impulsive buying is not sufficiently represented in scientific papers, and this is particularly true in the context of electronic retailing. Although this chapter focuses on the rather narrow part of online buying behaviour, it sought to provide a better understanding of purchasing behaviour of Croatian consumers in an electronic commerce environment. The research contributes to the existing literature by extending the understanding of consumer purchasing behaviour and by providing new insights into purchasing intentions of Indian teenager's consumers in an online shopping environment.

These findings may be useful to online retailers, as well as marketers and practitioners, to recognise and understand the features of online purchasing behaviour in order to convert casual online visitors to buyers. Additionally, online retailers should design their web sites to encourage impulsivity in online buying behaviour. In particular, the potential impulse purchases can be increased by applying some external trigger cues, such as sales, promotions, purchase ideas, suggested items, etc. However, the findings should be considered in the light of their limitations

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