
4. To Study the Purchasing Trend of Product in Youth

Dr. Prashant Kumar Rai

Post Doctoral Fellow, ICSSR

L. S. College, Muzaffpur, Bihar

Email: kumarprashantrai@gmail.com

Abstract

In this research researcher find out that the purchasing trend of product in youth is not fully change to the online shopping because they still believe in face to face shopping rather than online shopping without checking the products. researcher also find out from my research that more of the male respondent shop online than female respondent. Male respondent finds it easy to buy online than from market.

Introduction

Consumer behaviour can be defined as the decision-making process and physical activity involved in acquiring, evaluating, using and disposing of good and services¹. This definition clearly tells that it is not just the buying of goods and services that receives attention in consumer behaviour but, the process starts much before the goods have been acquired or bought. The process starts from deciding to buy a product, then evaluating its advantages and disadvantages. This lead to the flow of decision making for purchase and using the goods/services, and then the post-purchase behaviour which is also very important because it gives a clue to the marketers whether its product has been success or not.

According to Kotler and Keller “consumer buying behaviour is the study of the ways of buying and disposing of goods, service, ideas or experiences by the individuals, groups and organisations in order to satisfy their needs and wants.²” Purchasing trends is the habits or behaviours prevalent among consumers of goods and services. Consumer trends simply what consumer buy and how much they spend through what kind of marketing.³ With the change in technology, purchasing trend of consumer also change. The rise of sites such as Amazon, Flipcart etc. it is possible buy almost anything online. While it comes to the consumer behaviour we can't remove it from the market because for any product or services one has to keep in mind the behaviour of its consumer to establish its product/services in market. India has the large population of youth so; the large number of consumer are our youth.

Literature Review

¹ <https://www.slideshare.net/mobile/arjun.ramesh86/consumer-behaviour-presentation>

² <http://researcher-methodology.net/consumer-buyer-behaviour-defination>

³ <http://www.businessdictionary.com/defination/consumer-treands.html>

P.B. Josephine & O. Ritsuko. (2008). *Marketing influence on consumer purchasing decision*⁴

Objectives of this study was to study if marketing and branding techniques can help to increase the product consumption, in this paper survey is done by using questionnaire, sample size was 52 mothers who shop at supermarket. The result shows the correlation between the product and their beliefs in generals.

K.Pavleen & S. Raghbir.(2007). *Uncovering retail shopping motives of Indian youth*⁵

Objectives of this study was “the retail boom in India bring tremendous opportunities for foreign as well as domestic players”. Sample size was 115 students and a questionnaire were used as a tool and survey method were used. The result reveal that the Indian youth primarily shop from a hedonic perspective.

OBJECTIVES

- To study the purchasing trend of youth
- To know the change in consumer behaviour

Research Question

- Is Youth consumer shifting from physical marketing to online marketing?

Population of Study

Population refers to all constituents of clearly describe objects and group of people who for research purpose are designed as being the focus of an investigation. To define the population of study:

Geographical Area: Makhanlal National University of Journalism Noida campus

Human Universe: students of Makhanlal National University of Journalism Noida campus is the human universe of the study.

Selection of sampling size: The current qualitative study focused on youth of MCU Noida campus. The study aims to investigate the changing trends of consumer marketing. Purposive sampling is used to approach 50 respondents (students of MCU). Their age ranged from 18-27. Sample size will be 50 students. There are 250 students in M.C.U premises so researcher take 1/5th out of whole population.

Tools of Data collection: Data will be collected from primary source. Questionnaire is used as a tool of data collection.

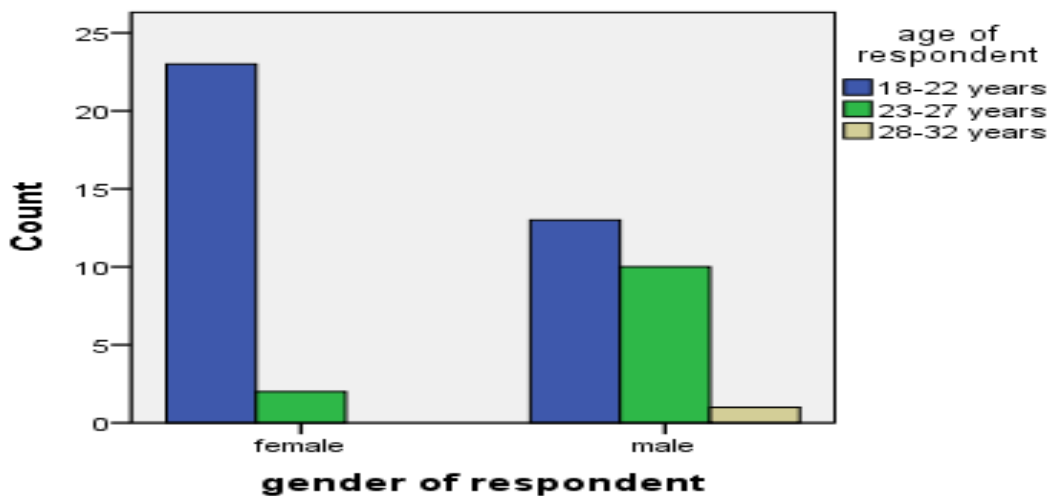
⁴<http://www.emeraldinsight.com/doi/abs/10.1108/0736376890516>

⁵<http://www.emeraldinsight.com/doi/abs/10.1108/17473610710757491>

Data Analysis: Inferential analysis was done through all transcribed data of questionnaire. Major theme which emerged was the granted assumptions of advertisement in consumer empowerment.

Data Interpretation

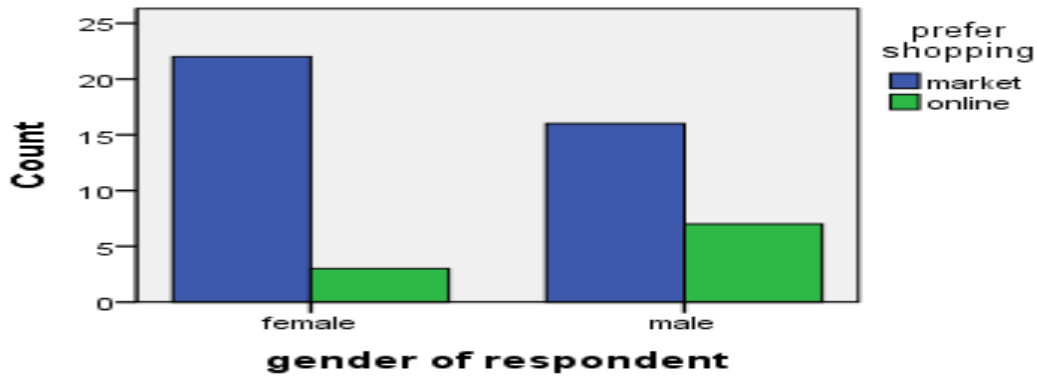
Gender of respondent * Age of respondent Crosstabulation					
Count					
		age of respondent			Total
		18-22 years	23-27 years	28-32 years	
gender of respondent	Female	23	2	0	25
	male	13	10	1	24
Total		36	12	1	49



According to above chart and table Maximum number of respondents are from the age group of 18-22 years. 23-27years of age group most of the respondents are male.

Gender of respondents prefer shopping

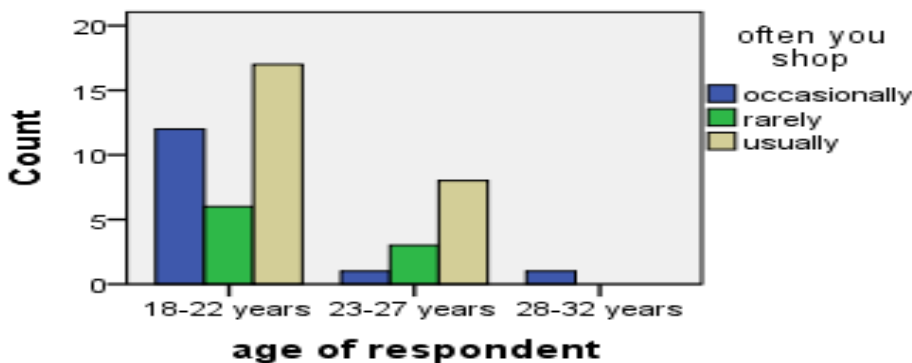
Gender of respondent * Prefer shopping Crosstabulation				
		prefer shopping		Total
		market	online	
gender of respondent	Female	22	3	25
	male	16	7	23
Total		38	10	48



According to the above chart and table maximum number of female prefer shopping from market the online shopping where as we found male prefer shopping from online then male. We also found that our respondent prefers shopping from market then online.

Frequency of shopping

Age of respondent * Often you shop Crosstabulation					
Count		often you shop			Total
		occasionally	rarely	usually	
age of respondent	18-22 years	12	6	17	35
	23-27 years	1	3	8	12
	28-32 years	1	0	0	1
Total		14	9	25	48

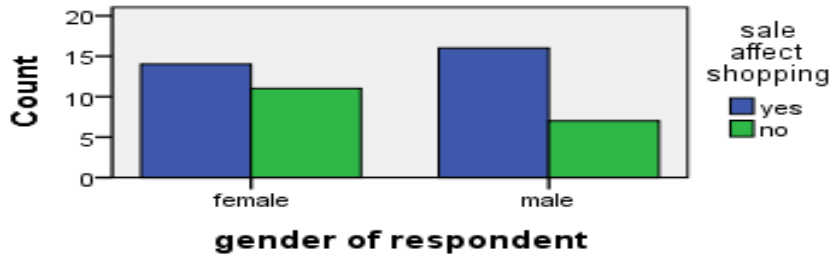


According the above chart and table, age group between 18-22 years shop usually, whereas the age group between 28-32 years shop occasionally.

Gender of respondents affected by sale

Gender of respondent * Sale affect shopping Crosstabulation			
Count			
	sale affect shopping		Total
	yes	no	

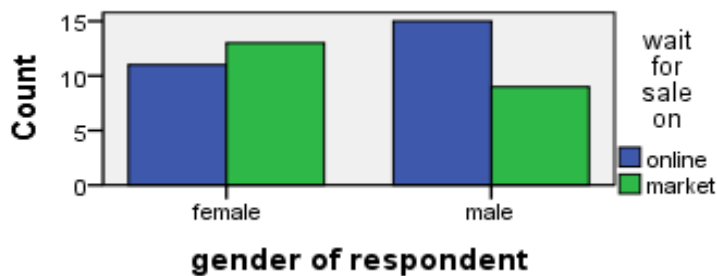
gender of respondent	Female	14	11	25
	male	16	7	23
Total		30	18	48



According to the above chart and table, 61.22% of population affected from the sale and 36.73% of population doesn't affect from the sale. Most of the male respondents affected from the sale as compare to female respondents.

Wait for sale on

wait for sale on		Frequency	Percent	Valid Percent
Valid	online	26	53.1	54.2
	market	22	44.9	45.8
	Total	48	98.0	100.0
Missing	99.00	1	2.0	
Total		49	100.0	

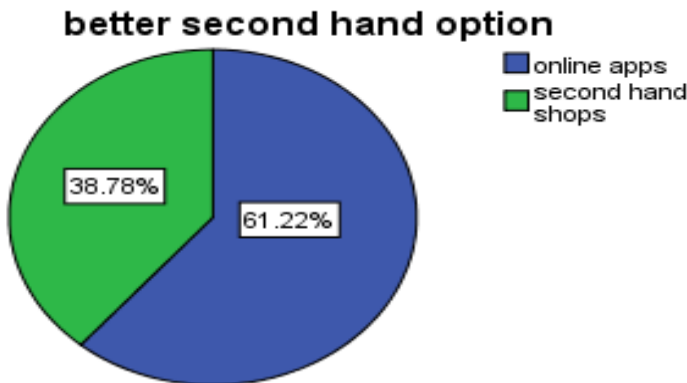


According the above table and pie chart Maximum number of population wait for sale on online shopping sites which isn53.06% and 44.90% wait for sale in markets. most of the male respondents wait for the sale online as compare to male. Female respondents more wait for the sale from market.

Better option of second hand product

Better second-hand option		Percent	Valid Percent
Valid	online apps	61.2	61.2
	second hand shops	38.8	38.8

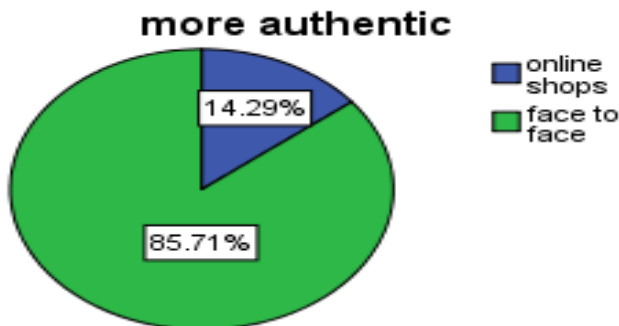
Total	100.0	100.0
-------	-------	-------



According to above pie chart and table Most of the respondents find better option online as compare to online shops. On online shops they find more variety and options to buy with more reasonable price.

You fine more authenticity at

More authentic				
		Frequency	Percent	Valid Percent
Valid	online shops	7	14.3	14.3
	face to face	42	85.7	85.7
	Total	49	100.0	100.0

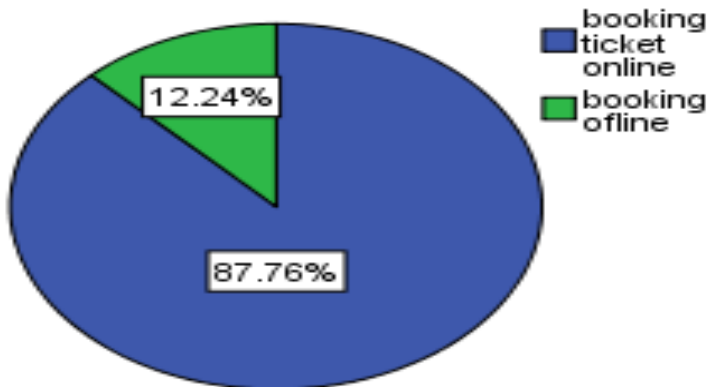


According to above chart and table 85.7% of population find more authenticity in face to face marketing where as 14.3% of population think online shops have more authenticity. Most of the respondent believe face to face shopping in more authentic and better as compare to online shopping.

More convenient

More convenient				
		Frequency	Percent	Valid Percent
Valid	booking ticket online	43	87.8	87.8
	booking offline	6	12.2	12.2
	Total	49	100.0	100.0

more convenient

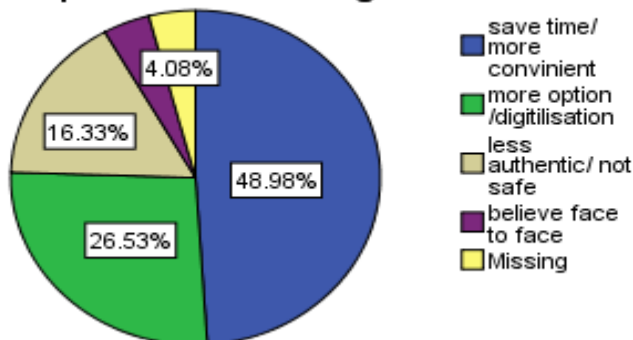


Researcher find out that Booking ticket online is more convenient to most of the respondents. 87.76% of respondent think it is easy and hassle free to book ticket online, it saves their time and easy to book.

Changes in preferences

preferences change or not		Frequency	Percent	Valid Percent
Valid	save time/ more convenient	24	49.0	51.1
	more option /digitalisation	13	26.5	27.7
	less authentic/ not safe	8	16.3	17.0
	believe face to face	2	4.1	4.3
	Total	47	95.9	100.0
Missing	99.00	2	4.1	
Total		49	100.0	

preferences change or not



From above pie chart and table researcher find that 75.5% of population think that our preferences have been change from offline to online marketing and 20.41% of population

think that our preferences are not change. This shows we are slightly shifting from offline to online marketing.

Facts & Findings

In this study researcher find that the online purchasing trend in youth is not fully change people still preferred to do face to face shopping instead of online.

Researchers also find that consumer behaviour moulds towards the online shopping.

Research Questions finding

In this study researcher found that Youth consumer shape up their mind according to the advancement of trends. In present time consumer have variety of options available for shopping. But they slightly shift towards the online shopping.

Conclusion

Researcher also find out that the preferences of youth are changing from physical marketing to online marketing but not with that fast rate. It is expected that in future the preferences will defiantly change to online marketing. Consumer behaviour is changing slightly toward the online shopping because today's youth is busier and they want all the products at a place. Firstly, youth preference was mall where they can find out all the products at a same place but now they find it online where they also get the facility of home delivery. It is convenient to order the product and get it at their home door. Researcher finds that's most of the youth prefer online shopping because of Digitalization, more options, less price compare to market, Convenient and most importantly they don't have to go anywhere to find something.

References

- www consumer behaviour presentation . (n.d.) retrieved from
<https://www.slideshare.net/mobile/arjun.ramesh86/consumer-behaviour-presentation>
- www Consumer buyer definition . (n.d.) retrieved from
<http://researcher-methodology.net/consumer-buyer-behaviour-defination>
- www consumer trends.html . (n.d.) retrieved from
<http://www.businessdictionary.com/defination/consumer-treands.html>
- www marketing influence on consumer . (n.d) retrieved from
<http://www.emeraldinsight.com/doi/abs/10.1108/0736376890516>
- www uncovering retail shopping motives of Indian youth. (n.d) retrieve from
<http://www.emeraldinsight.com/doi/abs/10.1108/17473610710757491>
- <https://www.slideshare.net/mobile/arjun.ramesh86/consumer-behaviour-presentation>
- <http://researcher-methodology.net/consumer-buyer-behaviour-defination>
- <http://www.businessdictionary.com/defination/consumer-treands.html>
- <http://www.emeraldinsight.com/doi/abs/10.1108/0736376890516>
- <http://www.emeraldinsight.com/doi/abs/10.1108/17473610710757491>