

# To Explore the Drivers and Barriers of Online Shopping among Adolescents: A Gender Based Analysis

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## Abstract

The present study aimed to investigate the drivers and barrier of online shopping among adolescents. The target group of the study was male (100) and female (100) adolescents, from different colleges and schools from Tricity (Mohali, Panchkula, Chandigarh). Data was collected on four variables as drivers and five variables as barriers of online shopping were studied. Descriptive statistics and independent-sample t-test was used to analyse data on the basis of gender. The result of the study found that males and females are significantly different on effort expectations and tradition barrier. On the other hand, drivers: performance expectations, social influence, facilitating condition and barriers: usage barrier, value barrier, risk barrier, image barrier showed no difference between both the genders.

**Keywords :** Online shopping drivers, online shopping barriers, descriptive statistics, t-test analysis.

## I. INTRODUCTION

In late 1998, internet retailing exploded, with millions of customers placing holiday present orders online and shops scrambling to update their distribution networks to keep up with the demand (Lohse, Bellman & Johnson, 2000). The Indian commerce business has made headlines in recent years due to the amount of money it has raised. Due to initial inhibitions, e-commerce was slow to take off in the early years, but it is now developing at a breakneck rate as Indian shoppers' confidence grows.

Experts predicted that in the following years, the trend of e-shopping will become a common occurrence among Indian shoppers, based on their current behaviour (Mathew, 2015). Multi-channel retailing, or online stores, is a type of multi-channel retailing that may now be used to reach a larger market (Kim & Park, 2005). Because of the so-called "net-generation," internet usage has exploded since its inception. Young individuals and adolescents born between 1977 and 1997 are believed to make up the net-generation (Alch, 2000). These individuals have spent practically their entire

lives utilising cutting-edge information technology equipment, making them highly literate in online activities.

Mathew (2015) listed several benefits of online shopping that encourage people to conduct business online, including ease of finding products, lower prices, time and energy savings, freedom of choice, price flexibility, high customer satisfaction, buyer protection, rare products, privacy, and e-business. He also mentions various negatives, such as product delay, poor goods, shipping expenses, delivery troubles, return issues, warranty issues, and so on.

## II. REVIEW OF LITERATURE

In his study of internet shopping behaviour among college students, KIYICI (2012) sought to determine the impact of familiarity, income, and the possession of a credit card on online shopping. His findings revealed that male student teachers are better familiar with their students and had a more positive attitude than female student teachers. Teacher students with a higher monthly income and higher internet self-efficacy have a more positive attitude and

are more likely to shop online. Participants who use a credit card are more comfortable with online buying and have less anxiety.

Through a five-level Likert scale self-administered questionnaire based on existing work, (Delafrooz, Paim, and Khatibi, 2010) attempted to discover the factors impacting students' attitudes toward online shopping in Malaysia. The most important predictors of customers' views regarding internet buying were discovered by multiple regression analysis.

According to Delafrooz, Paim, Haron, Sidin, & Khatibi (2009), among postgraduate students, the degree of online buying intention was rather high, and the direction of attitude toward online shopping was positive. Furthermore, attitudes about internet purchasing were found to be strongly and positively connected with utilitarian and hedonic orientations, perceived benefits, and demographic variables (gender, age, and income).

Kim and Song (2010) discovered that the consumer factor, which includes privacy, security, and trust, as well as time savings, simplicity of use, convenience, shopping delight, firm reputation, and tactility, was the most important element for those who intended to buy online and those who did. Wambui (2018) attempted to discover the features of online shopping adopters among university students, as well as the reasons for online shopping adoption and non-adoption. The study's findings found that while there was a significant level of knowledge of internet shopping, it was only used by a small percentage of people. The findings also revealed that internet buyers were largely men, with the majority of them being under 30 years old and earning higher earnings. Concerns about financial security and the inconvenience of disclosing personal information online were identified as some of the reasons for non-adoption of online purchasing.

According to Pauwels, Leeflang, Teerling & Huizingh (2011) The offline revenue impact of an informational website, is highly dependent on the product category and consumer segment.

Lower internet search costs were especially advantageous for sensory products and clients who lived far away from the store. Customers in one category, on the other hand, reduce their shopping trips, implying that their online actions partially replace experience shopping in the real store.

Koo and Lee (2011) claimed that dominance, energetic and tense arousal, pleasure, and their impact on intention are all interconnected. The results revealed that dominance has a significant positive and/or negative effect on both energetic and tense arousal, but has no effect on pleasure or intention in both the offline and online environments; dominance's effect on tense arousal was not statistically significant in an online shopping environment; both energetic and tense arousal has a positive and/or negative effect on both energetic and

Roman and Riquelme (2014) investigated the role of many cognitive and psychographic qualities on customers' perceptions of retailers' deceptive tactics (perceived deceit), as well as the effects of online vs. online store buying on perceived deception.

Molesworth and Suortti (2002) discovered that barriers such as usability, risk, tradition, and image prohibit users between the ages of 20 and 57 from purchasing high-involvement and high-cost products online, based on innovation resistance theory. Laukkanen (2016) compared the attitudes of different user age groups on mobile banking using the same approach. They discovered that customers under the age of 55 consider usage and value to be the most significant hurdles to mobile banking. Users above the age of 55, on the other hand, see usage, value, danger, tradition, and image as hurdles.

Kivijarvi, Laukkanen and Cruz (2008) researched 18–65-year-olds and separated "non-adopters" of an invention (Internet banking) into three groups: "postponers," opponents, and rejecters. They discovered that postponers face no significant obstacles that cause them to refuse new ideas. Risk, tradition, and image, on the other hand, are seen as hurdles to Internet banking adoption by critics. Finally, according

to Kwon and Noh (2010), financial risk has a considerable impact on elderly consumers' attitudes of online buying.

### III. METHODOLOGY

A total of 200 sample with 100 male and 100 female adolescents were included. Nine variables were studied, four as drivers {performance expectation (PE), effort expectation (EE), social influence (SI), facilitating condition (FC)} and five as barriers {usage barrier (UB), value barrier (VB), risk barrier (RB), tradition barrier (TB), image barrier (IB)}. The measurement scale was adapted from the study by Jiunn-Woei Lian and David C. Yen (2014). The variables were measured using a 5-point Likert scale, with all values ranging from 1 to 5. To analyse the results, descriptive statistics and to examine the gender differences on variables with gender, t-test is conducted by using SPSS 23.0.

### IV. RESULTS

The results are divided into two points: A-descriptive statistics and B-t-test analysis.

**A. The Descriptive statistics:** Mean, standard deviation, range, coefficient variance, skewness, and kurtosis were calculated for groups individually (n=100 each). The mean (M) and standard deviation (SD) are given to explain the variation. The values of skewness (skw) and kurtosis (Ku) are near zero (within range of -2 and +2) and are considered to be acceptable to prove normal univariate distribution (George & Mallery, 2019). Hence, as the values obtained on all the variables fall under this paradigm that they are sufficiently normally distributed to enable the use of these parametric tests. Table 1 shows the results of descriptive statistics.

**Table 1 : Descriptive Statistics**

DV	FEMALE (F)				MALE (M)			
	M	SD	Skw	Ku	M	SD	Skw	Ku
PE	11.23	1.94	-0.73	0.66	10.92	2.57	-0.41	-0.56
EE	14.25	2.47	-0.13	0.29	15.12	2.63	-0.56	0.44
SI	10.1	2.21	-0.17	-0.27	9.89	2.43	-0.39	0.03
FC	14.58	2.42	-0.18	-0.92	15	2.35	-1.01	2.58
UB	16.47	2.89	0.68	0.14	16.67	3.66	-0.58	0.3
VB	6.74	1.49	-0.61	0.31	6.87	1.66	-0.55	0.61
RB	9.66	2.12	-0.23	0.68	9.5	2.32	0.34	-0.56
TB	6.26	1.43	-0.21	-0.28	6.65	1.41	-0.29	1.98
IB	7.2	1.52	-0.87	1.26	7.15	1.77	-0.85	0.38

**B. T-test analysis:** The t-test was applied to find out the significant difference between various groups.

**Table 2 : Independent Sample T-Test**

DEPENDENT VARIABLES	t	df	Sig. (2-tailed)	p
<b>Drivers</b>				
(PE)	0.96	198	0.33	p>0.05
(EE)	-2.41	198	0.01	<b>p&lt;0.05</b>
(SI)	0.63	198	0.52	p>0.05
(FC)	-1.24	198	0.21	p>0.05
<b>Barriers</b>				
(UB)	-0.42	198	0.66	p>0.05
(VB)	-0.58	198	0.56	p>0.05
(RB)	0.51	198	0.61	p>0.05
(TB)	-1.93	198	0.04	<b>p&lt;0.05</b>
(IB)	0.21	198	0.83	p>0.05

- 1. Variations between online shopping drivers (OSD) and gender:** The t-test analysis for online shopping drivers were calculated each sub-variable is studied individually as dependent variable. The result shows that effort expectations (EE) (t=-2.41, p<0.05) showed significant difference between males and females. Performance expectations (PE) (t=0.96), social influence (SI) (t=0.63) and facilitating conditions (FC) (t=-1.24) found to be insignificant, which means there is no gender difference exists among these variables. Table 2 shows the t-test results.
- 2. Variations between online shopping barriers (OSD) and gender:** As mentioned in table 1, Transaction barrier (TB) (t=-1.93, p<0.05) showed significant difference among males and females but usage barrier (UB) (t=-0.42), value barrier

(VB) ( $t=-0.58$ ), risk barrier (RB) ( $t=0.51$ ) and image barrier (IB) ( $t=0.21$ ) have showed no significant difference on the basis of gender among adolescents. In conclusion, the results showed that, except from effort expectations (EE) as driver and transaction barrier (TB) as barrier, all the other variables play similar role among adolescents.

## V. DISCUSSION

The present investigation was aimed to explore the drivers and barriers among adolescents. The study was carried out on 200 adolescents between age range 16-19 years with equal number of males and females from Tricity (Chandigarh, Mohali, Panchkula). The online shopping scale was adapted from the study conducted by Jiunn-Woei Lian and David C. Yen (2014). Nine variables were studied out of which four as drivers and five as barriers in online shopping. The responses were taken on 5-point Likert scale.

Interestingly, the results found that adolescents differ on the basis of gender on effort expectations (EE) (driver) and tradition barrier (TB) (barrier). Drivers such as performance expectations, social influence, facilitating condition and barriers like usage barrier, value barrier, risk barrier, image barrier showed no difference between males and females. From the results, it can be concluded that young generation perceive online platform in similar fashion.

For adolescents, if online store performs according to their expectations, have the influence on their social group and facilitates in different ways, then these factors can act as drivers in online shopping. On the other hand, if adolescents feel complexity in e-store usage, doesn't feel valuable, risky in momentary and product images are not satisfactory, then such factors act as hurdles or barriers in purchasing online. Past research also replicated the results as Venkatesh, Morris, Davis and Davis (2003) proposed The Unified Theory of User Acceptance (UTAUT) which suggested that there are three drivers (Performance expectancy, effort expectancy, social influence)

which affect people to adopt technology in their lives.

Consumers add goods/products to the shopping cart while browsing for and assessing products, and the shopping cart displays all of the added items, including taxes and shipping charges, during the transaction phase (Scarle, Arnab, Dunwell, Petridis, Protopsaltis, & Freitas, 2012). For security reasons, consumers avoid using their credit and debit cards, which is another issue in online purchasing (Cassidy & Chae, 2006). To address cancellation issues, retailers are now proposing new payment methods such as Cash-on-Delivery, PayPal, and mobile phone payments (Liebana-Cabanillas, Sanchez-Fernandez & Munoz-Leiva, 2014). In addition, digital currencies and digital wallets have been launched in recent years for secure payments (Rob & Opara, 2003).

## VI. SUGGESTIONS

Based on specific factors, the current literature demonstrates the drivers and barriers of online shopping. Despite the fact that internet sales in India have grown rapidly and are expected to continue to rise, the majority of Indian consumers still prefer the so-called "genuine" shopping experience of brick-and-mortar stores. According to several research, it is mostly the youth that are driving India's incredible development storey in online shopping. The introduction of online purchasing has undoubtedly had a significant impact on brick-and-mortar retailers.

The e-tailers' large discounts have put a lot of strain on their profit margins. Adding to that, the ever-increasing cost of real estate in India has cast doubt on the viability of brick-and-mortar businesses. On the other hand, despite an ever-increasing consumer base, no online store has yet to break even. Massive discounts on items and services have proven to be their undoing.

The concept of omni-channel strategy has begun to take centre stage, with retailers attempting to be active in both online and offline channels in order to meet the needs of as many customers as possible. Sometimes online promotion advertisements on search engines

attract the attention of net surfers and stimulate their minds towards a particular product (Katawetawaraks & Wang, 2011). To encourage online consumers, e-retailers should make their webpage user-friendly and less thought-provoking, by which people may spend more time exploring and compare prices online (Yeole, Chavan, & Nikose, 2015). Online merchant must pay attention to website quality attributes such as simplicity of use, which plays a critical influence in a customer's purchase.

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