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A STUDY ON SHOPPING BEHAVIOR OF YOUNG ADULTS TOWARDS PURCHASE OF SMARTPHONES

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Abstract

India has witnessed tremendous growth within the e-commerce market. Indian youth are buying apparels, shoes, and smartphones through online. The paper attempts to know the consumer behavior towards online shopping of Smartphones and the factors influencing the buying behavior and preferences. The gender does not influence the selection of supreme important conditions while buying smartphone. With the help of structural equation model, it is found that demographic variables have positive influence on brand of smartphone and willingness to pay for smartphone, consumer choice of smartphone has also influence on the ready to pay for the smartphone, shopping over the internet has influence the brand of smartphone and psychographic variables also influence the brand of smartphone selection by the consumers.

INTRODUCTION

Indian business model has been completely transformed by E-Commerce. The growth projection of Indian E-commerce market is US\$ 111.40 billion by 2025 from US\$ 46.2 billion as of 2020. The growth in E-Commerce business is being triggered by the increased usage of internet and smartphone. The number

of internet connections in India as of September 2020, is 784.6 million, mainly driven by the 'Digital India' program. 61% connections were in urban areas, of which 97% connections were wireless. Amazon launched, Amazon Pay Later in April 2020 has now around two million users—enabling consumers to shop and pay in monthly instalments. Buy now, pay later solutions are also gaining popularity in India. Few other companies such as ePayLater, LazyPay, Sezzle, and Simpl also offer payment services.

According to Indian E-Commerce industry is expected to grow to US\$ 188 billion by 2025 India with a revenue of \$50 billion became the eighth-largest market for e-commerce in the year 2020, trailing France and a position ahead of Canada. According to Global Data, e-commerce sales will rise at a compound annual growth rate (CAGR) of just over 18% between 2021 and 2025, to reach \$120.1 billion (or 8.8 trillion Indian rupees). According to NASSCOM report despite COVID-19 challenges/disruptions, India's e-commerce market continues to grow at 5%, with expected sales of US\$ 56.6 billion in 2021. Due to increased smartphone penetration, launch of 4G network and increasing consumer wealth, the Indian E-commerce market is expected to grow to US\$ 200 billion by 2026 from US\$ 38.5 billion in 2017. (Indian E-Commerce Industry Report -August, 2021).

Indian consumers are increasingly adopting 5G smartphones even before roll out of the next-gen mobile broadband technology in the country. Smartphone shipments reached 150 million units and 5G smartphone shipments crossed 4 million in 2020, driven by high consumer demand post-lockdown. According to a report published by IAMAI and Kantar Research, India internet users are expected to reach 900 million by 2025 from ~622 million internet users in 2020, increasing at a CAGR of 45% until 2025. In festive season CY20, the Indian e-commerce GMV was recorded at US\$ 8.3 billion, a significant jump of 66% over the previous festive season. Similarly, the Indian e-commerce market recorded ~88 million users in festive season CY20, a significant jump of 87% over the previous festive season.

For the 2021 festive season, Indian e-commerce platforms are anticipated to generate over US\$ 9 billion gross GMV (Gross Merchandise Value), a 23% increase from last year's US\$ 7.4 billion. India is one of the fastest emerging economies in the world with the GDP forecast of 10% in the fiscal year 2020-21 according to Asian Development Bank (ADB). India is that the second most inhabited country of the globe next to China. Population of India is about to 1.38 billion in 2020. The country has the globe's biggest young population of around 356 million in the age group of 10 and 24-years according to the United Nations Population Fund's (UNFPA) State of the World's Population Report. In 2020, India drive into the world's supreme youthful homeland by 64 % of its general populace in the employed age. India is probably going to own the world's largest men by 2027, with a billion people aged between fifteen and sixty-four. Indian e-Commerce market witnessed tremendous growth with the entry of Amazon and acquisition of Flipkart by Walmart. A recent KPMG's report on Indian Consumer says: The online customer progressively originates from more current areas, and elements other than cost are rising as significant differentiators for retailers. Growth

in on-line retail has been driven by inflated worth consciousness, tiny town aspirations and also the growing importance of convenience. According to this report India's populace is probably going to be youth commanded soon. A huge youth populace base is probably going to go about as an impetus for utilization driving retail. Ordinarily, this is likewise the section with youthful workers increasingly open to testing. Youth consumption crosswise over different classes in India can be portrayed as profoundly creative. Youngster is the main impetus behind the utilization of new items in a few classifications, for example, sustenance administration, media and individual consideration. Youth establishes an in depth extent of online purchases with India's childhood together with a basically larger provide than the worldwide web clients. Accommodation is a basic factor of internet spending, which is apparent from the predominant portion of mobile phones crosswise over shopper fragments. Goldman Sachs 2016 report says: The youth market speaks to around one hundred billion U.S. greenbacks in disbursement power. Quite little bit of this money goes towards "feel better" things – makeup, clothes and low-cost food (Solomon, 2011). India is that the developing sector, with its young and more and more urbanizing shopper base, that has solid development potential for net utilization. India is a forthcoming and worthwhile market for web based business players. India is additionally foreseen to be the third real web based business commercial center on the planet following the US and China (Leslie, 2014).

Youth represent the significant portion of online buyers. As per Mubin (2012) youth are the premier purchasers who might buy items through online choices. Head servant and Peppard (1998) examine investigated the relationship among age and Internet shopping. They revealed that more youthful purchasers were progressively disposed to shop on the web. According to Slyke et al. (2005) that over 40% of online buyers are somewhere in the range of age group 20 to 49 years. The greater part of the experimental research led in investigating internet shopping conduct had not concentrated on shopping conduct of youth specifically. This examination endeavors to comprehend the predecessors of online buy amongst youth and endeavors to recognize the impeding variables and further investigates those components specific to the web based business site, which would be an initiative in more customers purchase through online, in Indian setting. Vijay et al. (2009), in their exploration concentrate inferred that patrons, universally everywhere the globe, square measure bit by bit stirring from the packed stores to the one tick net looking style. Be that because it could, regardless the comfort offered, internet primarily based looking could be a great distance from being the foremost favored form of looking in Asian country.

The Internet contributes a usual 34 % in developed countries and 19 % of value in craving countries (McKinsey 2012 Report). Twenty to thirty year olds, the target marketplace for varied organizations, square measure the overall population United Nations agency square measure coming into the prime fixing years and supply plenty of potential for an outsized portion of the organizations they need full-grown up seeing a little of the many changes as way as innovation and developments that have created the globe level for them. This so has

affected their social and individual lives and on these lines the organizations together with them.

This is the place the Indian twenty to thirty year olds are available. 600 million and tallying, the Indian recent faculty grads structure the many section of the Indian emptor market. They grasp the longer term and also the brands have to be compelled to be a chunk of that future. In any case, for that they need to create sense of however the approaching of innovation has modified the inclinations of Indian recent faculty grads, what square measure their yearnings and the way would they want to guide their lives. In any case, what do these organizations kill the wake of breaking down shopper conduct? They understand what the client wants and later impart that to the emptor. Customers a number of the time do not perceive what they might be absent in their lives. This is often the place the organizations return in; they cause the shopper to acknowledge however their lives might be higher applied math mensuration and examining emptor conduct allows organizations to induce imperative bits of data into the customers' psyche. These experiences facilitate the organizations rewrite things that the emptor is in important want of however might not be primarily aware of various hypothetic models on looking conduct, TAM, TRA. (Shergill and subgenus Chen ,2005), are utilized to analyze the elemental mind of net primarily based looking. There square measure various parts that will propel an emptor towards on-line obtain - access to nitty gritty information, aggressive prices, additional distinguished call and accommodation (Zhou et al.2007, Kumar et al. 2005). On-line looking is altogether influenced by members of the family, reference teams, peers, reference teams and their proposals (Foucault and Scheufele, 2002). On-line looking empowers superior product and worth assessments, as compared to ancient looking (Alba et al., 1997). Studies additionally disclose that financial gain level, instructional qualification age, and gender square measure important issue that influence however one would use and adopt technology (Slyke et al., 2005).

Literature Review

Consumer Buying Behavior of Smartphones

There unit varied problems that have a control on consumer's buying a decision. "Consumer behavior is influenced by a lot of variables. Chow et al (2012) written abstract paper based on the broad literature review planned four major components – product characteristics i.e., Social influence, Price and brand that have an influence on the demand of smartphones among shoppers. Malviya et al (2013) conducted a study in Indore city, India, cited that Social Influence, Brand Name, Product choices, and worth the key factors that influence consumers' picks whereas buying a Smartphone. "Brand names are the valuable assets that enable correspond quality and recommend precise evidence structures that area unit associated with the brand" (Srinivasan and until, 2002). Juwaheer et al., (2013) publicized that young customers have recognized rating as a vital determinant whereas selecting mobile phones. A survey discovered that 17 per cent of mobile phone consumers use the internet on their phone reasonably using their computers or other devices (Smith, 2012). Solomon and

Rabolt (2004) have advanced that the impact of customers suggests that of life is decided by item varieties and makes. Lee et al. (2009) have mentioned as attention to the importance of choosing a transferable that matches clients' ways in which of life. From conduct and mental purpose of read, children utilize a cellular phone to remain in touch with dear ones (Aoki and Dwones, 2003; Haverila, 2011). Laugesen and Yuan (2010) ascribed the accomplishment of Apple's iPhone to the five elements of client inclination, culture, inventive innovation, fulfilling purchaser needs, and streamlining the innovation. Malasi (2012) examined the influence of product attributes on mobile phone preference among undergraduate university students in Kenya. One of the fundamental issues in consumer behavior is the way consumers develop, adapt and use decision making strategies (Moon, 2004). The greater the purchase intention is, the greater a consumer's desire to buy a product is (Vinynda & Sihombing, 2013)

Consumer decision making could be defined as the “the behavior patterns of consumers, that precede, determine and follow the decision process for the acquisition of need-satisfying products, ideas or services” (Du Plessis et al., 1991). In recent times, globalization which is at its peak has continued to drive the rapid growth of international trade and global corporation while advances in e-commerce and the emergence of the internet have changed how businesses and customers do things (Ifeanyichukwu, 2016). According to Kotler (2009), “Consumer behavior is the study of how individuals or groups buy, use and dispose of goods, services, ideas or experience to satisfy their needs or wants”. In the early stages, consumer behavior was taken as buyer behavior that reflects the interaction between consumers and producers at the time of purchase but now marketers recognize that consumer behavior is an ongoing process, not just something that happens at the time when the consumer gives money and gain some goods or services (Solomon, 2006). Consumers select products based on features which create specific benefits that engender specific outcomes that are supportive of personal values (Chow et al., 2012) In our study, it was found out that the price of a smartphone has a significant effect on the purchase behaviour among young adults (Ayodele, Adeola Adetola and Chioma Dili Ifeanyichukwu, 2016).

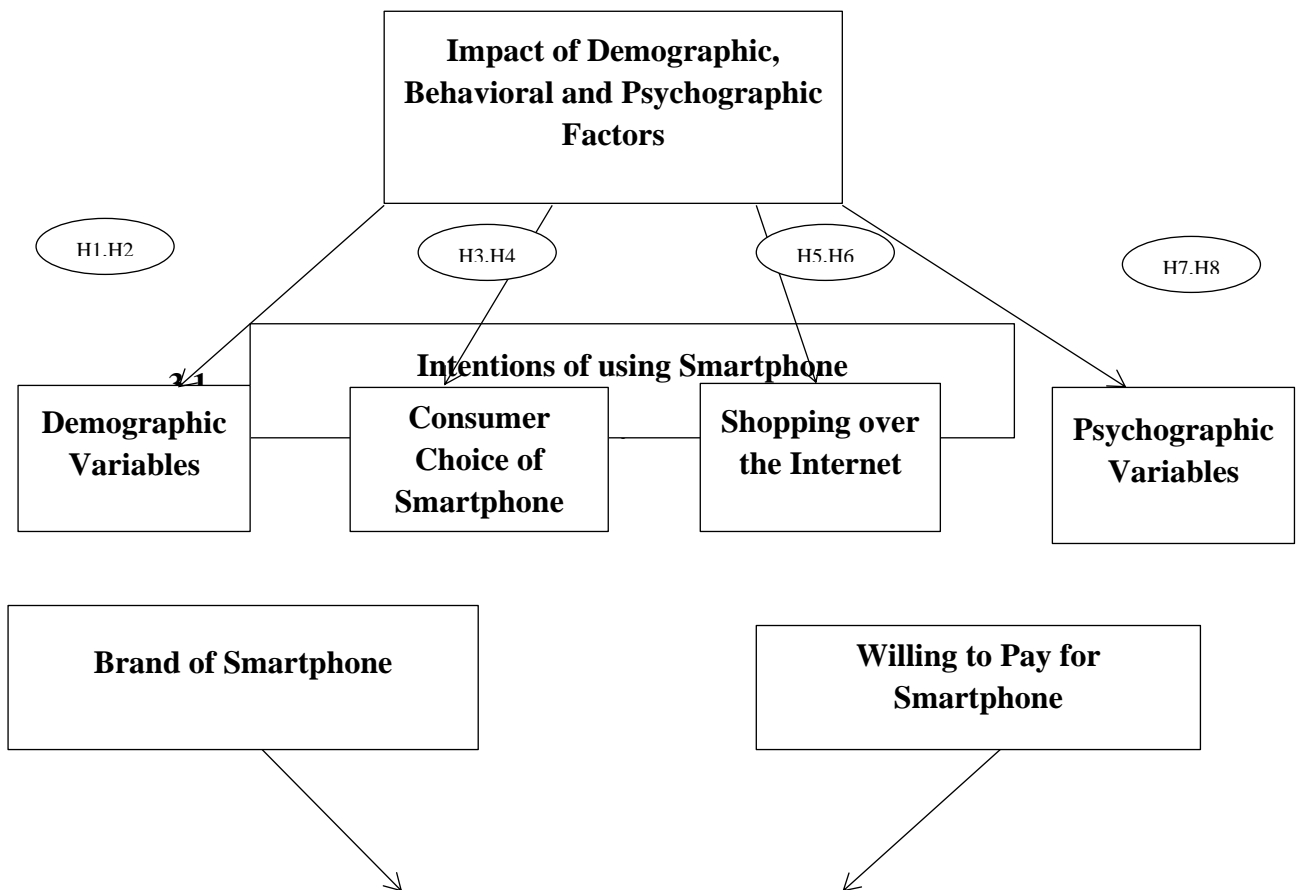
Online Shopping Behavior

A few researchers have completed out studies in their effort to check the variables impacting consumer's disposition and acumen to form web-based business buys over web-based looking. Attitudes toward on-line searching area units well-defined as a consumer's positive or negative approaches associated with accomplishing the getting behavior on the net (Schlosser, 2003; Chiu et al., 2005). Consumers past experiences with on-line get or deficiency therefrom may be a major impact of levels of risk perception by customers and their buying selections (Dillon, 2004). Behavioral functions are well-established as a robust predictor of actual usage of data technologies (Venkatesh et al., 2003 and Davis et al., 1989) and of online searching (Pavlou and Fygenson, 2006; Lin, 2007; Ajzen, 2011). Close and Kinney (2010) identified the motivations of consumers using electronic shopping carts; aside from quick buy goals, purchasers place things

in their trucks for verifying on the web value advancements, getting more data on specific items, sorting out shopping things, and furthermore stimulation. Gurleen (2012) targeted the understanding of demographic profiles of adopters and non-adopters of on-line looking, analyzed the various reasons for adoption and non-adoption of on-line looking and highlighted the importance of price Consciousness, Convenience and choice, simple Payment selections and Challenges of on-line looking. The only concern customers have is regarding the trait of some websites, since they need to relinquish their master card details to buy on-line. Salisbury et al. (2001) expressed that client web primarily based getting goal within the net looking condition can decide the standard of a purchaser's goal to finish preset getting conduct by means that of the web.

Conceptual Inspiration of the Study

Figure 1: Conceptual Inspiration of the Proposed Model



Demographic, behavioral and psychographic elements on complete preference and disposition to pay money for a smartphone among young adults. The validity of the construct (intentions of purchase of smartphones) has been tested with the questionnaire administered to the respondents. The selected variables such as brand of smartphone and willingness to pay for a smartphone have been confirmed to find the influence of the same on the buying intents of young adults.

Development of Constructs

The researchers hand - picked the variables i.e. brand of smartphone and disposition to get a smartphone and tested the impact of those variables towards shopping for call of smart phones among young adults.

STUDY OBJECTIVES

1. To identify the key factors which motivate young adults' choice to purchase and use smartphones
2. To know if there is any significant difference between genders regarding the purchase of smartphones.
3. To develop a model describing the factors that influence the acquisition of smartphone

RESEARCH METHODOLOGY

The present study is descriptive in nature and adopts the survey technique. A structured non-disguised questionnaire was administered to collect information. A list of fifteen items associated with the factors that have an effect on consumers' buying intention of smartphone was adopted from numerous studies. In this study a seven-point scale (agree-disagree) is used (1 indicates disagree; 7 indicates strongly agree). Responses for the nineteen statements associated with the factors that have an effect on searching behavior over the internet were collected. For these statement a 5-point scale (agree-disagree) used (1 depicts disagree; 5 depict strongly agree). The survey technique is used to collect the data from those who are pursuing their course in the colleges in Bangalore. Total 100 questionnaires were distributed among the respondents at intervals that 94 were completely filled by the respondents.

Statistical Tools

Exploratory Factor Analysis was used to identify underlying dimensions applying Principle Component Analysis with Varimax Rotation. Data were analyzed by SPSS 22. K-S test was utilized to check the normality of the given data. Mann Whitney U check was used to see the variations between the responses of male and female respondents. Visual PLS software was used to develop the model.

RESULTS AND DISCUSSION

Factor Analysis for Consumer Choice to purchase and use smartphones

Here 15 statements about consumer option to purchase smartphones were factor analyzed. Four factors representing 66.475% of the explained variance were extracted from the initial 15 statements. Two statements were deleted from the analysis. Four consumer choices to purchase and use smartphones factors with 13 statements were outlined by the first 15 statements that were loaded most heavily (loading >0.5) on them. The results showed that then alpha constant for the four factors ranged from 0.60 to 0.864. The results of the KMO measure of

sampling adequacy (0.824) and Bartlett's test of sphericity was done. (chi-square value of 655.090 at 105 degree of freedom and 0.000 significance level).

Table 1: Consumer Choice to purchase and use smartphones – Factor Analysis

	Factor Load	Eigen Value	% of Variance	Cronbach alpha
Factor 1: Prestige Will increase my status Style statement To treat myself special Unique – ability	0.867 0.786 0.747 0.556	5.821	19.755	0.864
Factor 2: Product Feature After Sales Service Attributes an important issue Modern technology	0.756 0.745 0.745	1.896	17.180	0.745
Factor 3: Product Reliability Brand a crucial factor Social networking sites Reliability Quality / Warranty	0.735 0.611 0.603 0.595	1.206	16.680	0.737
Factor 4: Usage Friends, Colleagues, Social circle use it For playing games	0.843 0.616	1.048	12.859	0.600

The above table reveals the factor analysis based on consumer choice to purchase and use smartphone by the respondents. The four factors were named as prestige, product feature, product reliability and usage.

Factor 1: Prestige:

This issue reveals the status of the respondents. This issue contains things equivalent to increase my status, vogue statement, to treat myself special and distinctive ability. An alpha value of 0.864 shows that this scale is consistent. This factor accounts for 19.755 per cent of the variance and Eigen value of 5.821 and perhaps named as prestige.

Factor 2: Product Feature

This factor explains 17.810% of the overall variance and is known as “Product Feature” as a result of all the statements in this factor – after sales service, attribute a crucial factor and latest technology related with feature of the smartphones.

Factor 3: Product Reliability

Third factor which explains 16.680% of the overall variance and alpha value is 0.737 and is called “Product Reliability” owing to the things during this issue—brand a crucial factor, social network sites, quality and reliability related with the smartphone.

Factor 4: Usage

This factor explains 12.859% of the overall variance, the two variables primarily justify the explanations why consumers use smartphones, i.e., friends, colleagues, social circle use it and to play games. This factor named as usage.

Test of Normality

One of the objectives of the study is to search out if there's any vital variance between the responses of male and female concerning the choice of the smartphones. There is no significant distinction between male and female respondents with reference to the buying criteria while selecting smartphones.

Table 2: Normality Test

Gender		K – S			S - W		
		Stat.	Df	Sig.	Stat.	df	Sig.
Prestige	Male	0.119	66	0.021	0.942	66	0.004
	Female	0.116	28	0.200*	0.930	28	0.061
Product – Feature	Male	0.148	66	0.001	0.901	66	0.000
	Female	0.147	28	0.127	0.901	28	0.012
Product Reliability	Male	0.176	66	0.000	0.835	66	0.000
	Female	0.171	28	0.036	0.924	28	0.044
Usage	Male	0.137	66	0.004	0.916	66	0.000
	Female	0.208	28	0.003	0.873	28	0.003
*. This is a lower bound of the true significance.							
a. Lilliefors Significance Correction							

Kolmogorov – Smirnov; Shapiro - Wilk

The Kolmogorov – Smirnov table shows that the given knowledge is not traditional for prestige (male p-value<0.05), product feature (male p-value<0.05), product reliability (male p-value<0.05 and female p-value<0.05) and usage (male p-value<0.05 and female p-value<0.05). Mann-

Whitney check was done to ascertain if there is any vital distinction between the responses of males and females on these factors.

Table 3: Test Statistics ^a

	Prestige	Product Feature	Product Reliability	Usage
Mann-Whitney U	862.500	859.000	863.000	904.500
Wilcoxon W	3073.500	3070.000	1269.000	1310.500
Z	-0.509	-0.541	-0.507	-0.162
Asymp. Sig. (2-tailed)	0.610	0.589	0.612	0.871
a. Gender: Grouping Variable				

Mann-Whitney U reveals that there was no vital distinction among the mean score of males and females for prestige, product feature, product dependability and usage ($p < 0.05$). The result indicates that there was no vital distinction between gender with regard to the buying criteria while purchasing smartphones.

Structural Equation Modeling:

Structural Equation Modeling examines the relationship between independent and dependent variables given in the hypotheses. These equations depict all the relationships among variables.

Model Specification

To ascertain the factors which influence the purchase of smartphones.

Results of the Model Fit

To build the Structural Equation Modelling (SEM) the following hypotheses were framed.

H 1: There is no significant relationship between demographic variables of the respondents and brand of smartphone.

H 2: There is no significant relationship between demographic variables of the respondents and willingness to pay for a smartphone.

H 3: There is no significant relationship between consumer choice of smartphone and brand of smartphone.

H 4: There is no significant relationship between consumer choice of smartphone and willingness to pay for a smartphone.

H 5: There is no significant relationship between shopping over the internet and brand of smartphone.

- H 6:** There is no significant relationship between shopping over the internet and willingness to pay for a smartphone.
- H 7:** There is no significant relationship between psychographics and brand of smartphone.
- H 8:** There is no significant relationship between psychographics and willingness to pay for a smartphone.

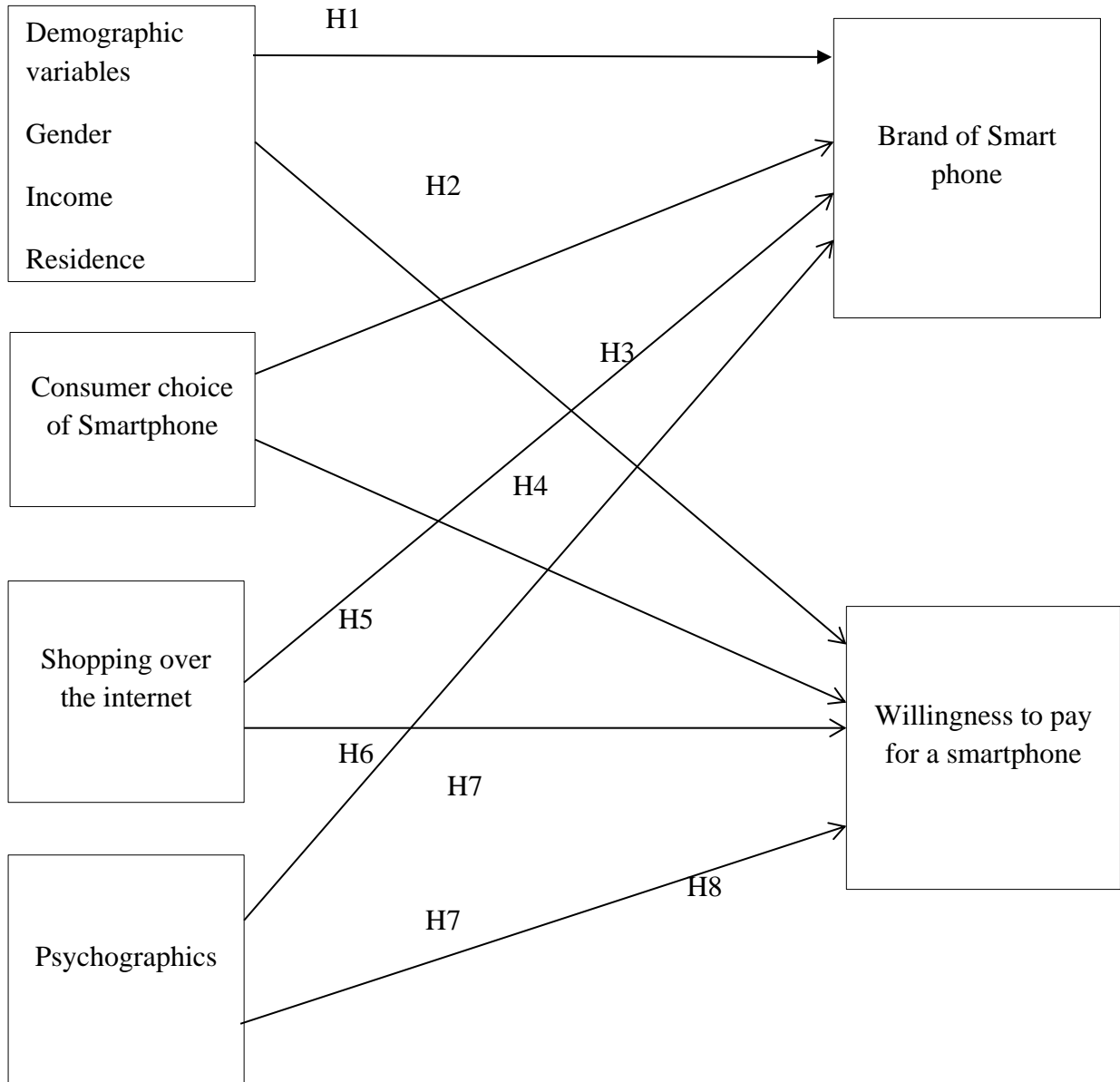


Fig 2: Factors influencing purchase of smartphones
 From the above figure, we can easily ascertain the relationship between each constructs.

Table 4: Variables used for SEM

Hypothesis	IV	D V	Cor.	Significant
H1	Demographic Variables	Brand of smartphone	0.320	S
H2	Demographic Variables	Willingness to pay for a smartphone	0.329	S
H3	Consumer choice of smartphone	Brand of smartphone	-0.020	NS
H4	Consumer choice of smartphone	Willingness to pay for a smartphone	0.200	S
H5	Shopping over the Internet	Brand of smartphone	0.260	S
H6	Shopping over the Internet	Willingness to pay for a smartphone	-0.041	NS
H7	Psychographics	Brand of smartphone	0.279	S
H8	Psychographics	Willingness to pay for a smartphone	0.051	NS

IV – Independent Variable; DV – Dependent Variable; Cor – Correlation; S – significant; NS – Not Significant

Table 5: Boot Strap Summary - Structural Model

H	ESE	MS	SE	T.S	R.Square	Significant
H1	0.3200	0.3452	0.1088	2.9420	0.470	S
H2	0.3290	0.3468	0.0880	3.7385	0.152	S
H3	-0.0200	-0.0595	0.0481	-0.4155	0.470	NS
H4	0.2000	0.1995	0.0929	2.1526	0.152	S
H5	0.2600	0.2674	0.1322	2.167	0.470	S
H6	-0.0410	-0.1190	0.0793	-.05173	0.152	NS
H7	0.2790	0.2615	0.1370	2.0364	0.470	S
H8	0.0510	0.1171	0.0882	0.5783	0.152	NS

H –Hypothesis; S – Significant; NS – Not Significant

The boot strap summary results are indicated in the above table. The set hypotheses are confirmed through SEM and outcomes revealed that brand of smart phone found to possess positive influence over demographic variables towards buying of smart phones (t-statistics value $2.9420 > 2$). It is known that influence of brand of smart phone found to be significant with sample (0.3200) and R^2 (0.470). It reveals H1 is tested and proved. Whilst assessing the impact of willing to pay for smartphone, it is found to stimulate a positive influence

over demographic variables towards utilizing smart phones (t-statistics value $3.7385 > 2$). It is identified that impact of willing to pay for smartphone found to be significant. (sample estimate 0.3290) and R^2 (0.152). Thus, H2 is evidenced. Though, additional analyses were done to identify the relevant variables i.e. brand of smartphone and willing to pay for a smartphone with regard to consumer choice variables, shopping over the internet and psychographic variables of users. The results discovered that consumer choice of smartphones was not influenced by brand of smartphone with estimated value of -0.4155. Therefore, H3 is disapproved, whereas the consumer choice of smartphone found to possess positive influence with estimated value of 2.1526. It indicates that H4 is proved. While testing H5, the results indicate that the shopping over the internet was influenced by brand of smartphone with estimated value of 2.167. It proved the H5. However, shopping over the internet was not influenced by the willingness to pay for a smartphone with estimated value of -0.05173. It shows that H6 is disapproved. Psychographic variables were influenced by brand of smartphone with estimated value of 2.0364 and by willingness to pay for a smartphone was not influenced with calculated value of 0.5783.

It is vital to realize that demographic variables of a young adult which has positive influence on brand choice of smartphone and willingness to pay for a smartphone. Consumer choice of smartphone has a positive influence on willing to pay for a smartphone. Shopping over the internet has a positive influence on brand of smartphone over willingness to pay for a smartphone. Psychographic variables ensure a positive influence on brand of smartphone and negative impact on willingness to pay for a smartphone.

Conclusions and Implications of the Study

This research paper has identified prestige, product feature, product reliability and usage are the factors which influence consumer choice to purchase and use smartphones. The gender does not influence the buying criteria while purchasing a smartphone. With the help of structural equation model, it is found that demographic variables have positive influence on brand of smartphone and willingness to pay for smartphone. Consumer choice of smartphone has also influence on the willingness to pay for the smartphone. Shopping over the internet has influence on the brand of smartphone and also psychographic variables have significant influence on the choice of brand of smartphones. It is imperative that e-Commerce companies have to study and analyze consumer behavior to provide products and services to meet the ever- changing consumer needs and preferences. In today's competitive business environment e-Commerce companies have to understand the changing consumer needs and preferences and formulate marketing strategies to attain sustainable growth.

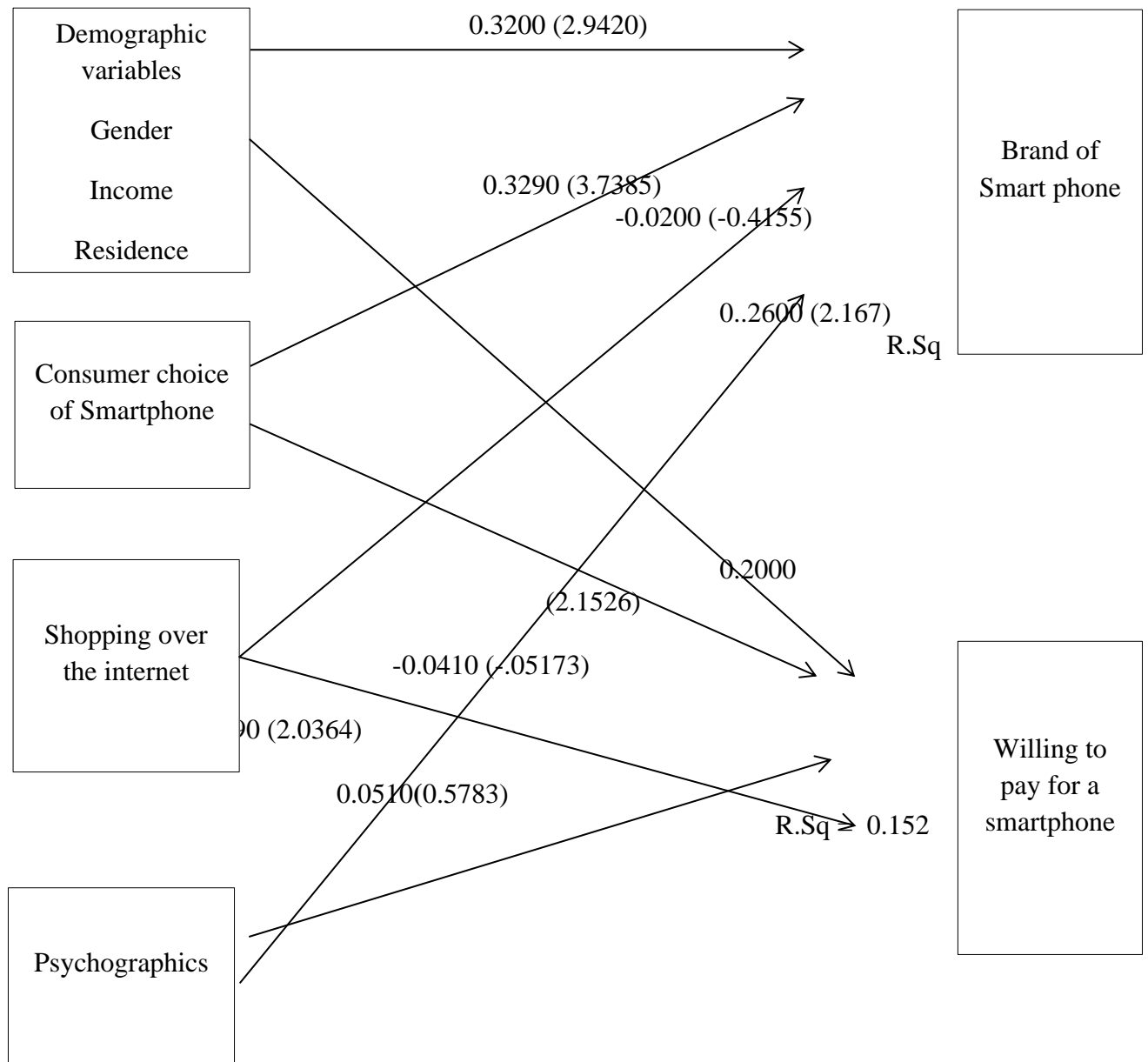


Fig 3: Modeling factors influencing purchase of smartphones

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