Online Shopping Behavior Pattern among School Children

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Abstract: Online Shopping has become an important aspect among parents and childrens' routine life. Shopping everything that wee desire, sitting in one place is easy now, due to the advancement in technologies. Online shopping among adults is common, but in this paper, we highlight childrens' online shopping behavior. Here the researcher attempts to understand childrens' awareness of online shopping, preferences applications, motivating and encouraging factors towards online shopping. This paper reports on recent research, which was undertaken among school-going childrens' at Tamilnadu. A structured questionnaire was developed and distributed among a sample of 380 school children, among which 32.4% were male children and 67.6% were female children. Social media plays a vital role in childrens' behavior patterns. The next generation of children will be more addicted to Online Shopping, since this is a recent survey, which will enable us to find exactly the factors which are responsible for triggering them to shop online. Recent advancements in online shopping technologies have provided children, to use this unique opportunity to learn and teach parents as well. Upon exploration from the data collected, childrens' preferences and choices towards the online shopping has been identified.

Key Words: Awareness, Online Shopping, Preferences, School Children.

I. INTRODUCTION

Online Shopping has become an important aspect among parents and childrens' routine life. In this digital era, internet is playing an important role to shop through online. The act of purchasing products or services over internet is the definition of Online Shopping. Rather going outside and spending lots of time over shopping of preferred products has become less when compared to Online Shopping. In this study, our main focus is School Children, as we are aware that Students are already addicted towards online shopping as mentioned by [9] in his study. He has stated that students' Online shopping addiction was positively predicted by time spent on Online Shopping per day. The present study focuses on the school children who are now the most important decision maker while doing Shopping through Online. A Child is an important part that has an influence on family's shopping as mentioned by [6].

Children Awareness towards Online Shopping: [7] in his study, holds the views that children aged 8-11 and aged 12-15 were different in their behavior and perceptions of online shopping. He has also mentioned that younger group children are mainly attracted towards online shopping in search of new products. Also in his study he represents that children often find difficulty while navigating through different sites or Applications. Further the author expresses that children has the desire to get relieved from parental influence and become independent through Online Shopping.

Role of Social Media in Online Shopping: [7], in his research states that social media plays a major role in Children Online Shopping Behavior. Children gets addicted towards products which was recommended by some celebrities. In his research, some of the children have represented that without any intention they Shop through Online, when they get attracted towards something (Instagram, Facebook, etc.) when they surf through online. [3] in his results, interprets that the involvement in the social channel influences on agent communication, time, money spent through online shopping and future intentions to shop through online. Shopping involvement with each channel has a positive impact on Social communication with both peer and family.

Factors Encouraging towards Online Shopping: The attitude of University students towards online shopping has been determined, with majority of the female respondents in the study of [5]. His findings suggests that utilitarian orientations, ease of shopping, wider selection of products are the important factors which determines the respondent's attitude towards online shopping. [7] in his recent research, has put a larger effort to compare the attitude and behavior towards, online shopping. In his study, both male and female consumers use similar shopping intentions [2] has determined focus group participants description of online shopping. The ease of product selection has been identified as the important factor which determines the goal directed reason to shop through online. Mothers of the child participants are the respondents in the study of [1] the author has focused on main five areas: shopping frequencies, childrens' presence in the supermarket, influence of children on parents, key products areas of influence, influences on children. He represents that children are the main focus in parental decision making while buying products. [8] in his study, mentioned that children always consult their friends whenever they do online shopping. Upon exploration from the data collected, childrens' preferences and choices towards the online shopping has been identified.

II. STATEMENT OF THE PROBLEM

Shopping everything that we desire, sitting in one place is easy now, due to the advancement in technologies. Online shopping among adults is common, but in this paper, we highlight childrens' online shopping behavior. Here the researcher attempts to understand childrens' awareness of online shopping, preferences applications, motivating and encouraging factors towards online shopping. This paper reports on recent research, which was undertaken among school-going childrens' at Tamilnadu. The present study focuses on the school children who are now the most important decision maker while doing Shopping through Online.

III. OBJECTIVES

1. To understand about the Awareness and Preference towards online shopping among School Children.
2. To analyse the association between School Childrens' Preferences and Online Shopping Factors.
3. To analyse the significant difference between demographic variable and encouraging factors towards online shopping among school children.
4. To analyse the relationship between School Childrens' Preferences and Online Shopping Factors.
5. To provide suggestions based on the finding to improve Online Shopping among School Children.

IV. RESEARCH METHODOLOGY

The present study is both descriptive and analytical in nature. A pilot study was done to check the reliability of the survey instrument with the sample size of 380. 450 questionnaire were distributed for the study, out of which 380 questions were selected after the elimination of the incomplete responses, null and void answers unreciprocated questionnaires from the respondents, the final sample size for the study was with 380 respondents, this is more than Raosoft Calculator (377), since the population is infinite. The sample for the study was school going children overall Tamilnadu. Convenient Sampling method was used to undergo this survey were used. Children those who are aware of online shopping were selected as our respondents. 380 questionnaires was circulated among school children, as well as directly to the school children. To meet the objectives, researcher has used the Descriptive Statistics, ANOVA, Chi-Square, and Correlation as statistical tools.

V. DATA ANALYSIS AND INTERPRETATION

The data has been analyzed thoroughly using statistical tools mentioned below. Descriptive analysis has been carried out to interpret the demographic variables and Childrens' Awareness and Preference towards online shopping. Then the data has been analyzed using Chi-Square, ANOVA and Correlation. The interpretation are mentioned below the respective tests.

A. Demographic profile of the Respondents

Table- I: Demographic Summary of the Respondents

S.No	Demographic	Classification	Frequency	Percentage
1	Age	5 years to 10 years	107	28.2
		11 years to 15 years	97	25.5
		Above 15 years	176	46.3
2	Gender	Male	123	32.4
		Female	257	67.6
3	Both are Working Parents	Yes	156	41.1
		No	224	58.9
4	Number of times ordered so far through Online	< 5 times	213	56.1
		5-10 times	93	24.5
		> 10 Times	74	19.5

Source: Primary Data

Table- I interprets, from the overall 380 responses, Majority of the respondents 46.3 percent are coming under the age group of Above 15 years, whereas the next age group of 5 years to 10 years are 28.2 percent, respondents with age group 11 years to 15 years are only 25.5 percent which is the minority. From our study, Majority of the respondents are Female Children of 67.6 percent and minority are male respondents of 32.4 percent, this shows that female children are doing frequent online shopping. From the overall respondents, 58.9 percent of respondents have replied no to both as working parents and 41.1 percent of them have both as working parents. We can conclude that from the overall respondents, majority of 56.1 percent have responded that they have ordered only <5 times through online. Next to that 24.5 percent have responded that they have ordered 5-0 times through online and 19.5 percent have ordered >10 times.

Table-II: Awareness and Preference towards Online Shopping of the Respondents

S.No	Variables	Classification of the variables	Frequency N=380	Percentage
1	Awareness about Online Shopping	Agree	158	41.6
		Disagree	222	58.4
2	Likeness to Shop through Online	Agree	302	79.5
		Disagree	78	20.5
3	Parents allow to shop through online	Agree	287	75.5
		Disagree	93	24.5
4	Ordered so far through Online	Agree	295	77.6
		Disagree	85	22.4

Source: Primary Data

From Table-II, 58.4 percent of the respondents have disagreed that they don't have awareness towards online shopping, though they want to buy shop through online due to different factors and 41.6 percent of the respondents have

stated that they are aware about online shopping, though there is not a major difference. 79.5 percent of the respondents have the likeliness towards online shopping and only 20.5 percent of the respondents have stated that they don't have the likeliness towards online shopping, though they have a need to shop through online. Almost 75.5 percent of the sample have mentioned that their parents agree and allow to shop through Online and only 24.5 percent disagree with it. Likewise, 77.6 percent of the responses reveals that they have ordered so far through online and minority of the responses 22.4 percent shows that they have not ordered so far through online.

B. Reliability Analysis

Table-III: Case Processing Summary-Reliability Analysis

Cases	N	Percentage
Valid	380	100.0
Excluded	0	.0
Total	380	100.0

Source: Primary Data

Table-III, mentions that the overall sample size consists of 380 respondents and no values are excluded.

Table-IV: Reliability Statistics

Factors	Cronbach's Alpha	N of Items
Encouraging Factors towards Online Shopping	.843	9

Source: Primary Data

Since the calculated Cronbach's Alpha value is 0.843 which is greater than reliability co-efficient 0.7 which is acceptable by most of the social science research studies. Therefore, the items are considered to be more reliable.

C. Online Shopping Behavior among school childrens'

The Age of Respondents with respect to the Encouraging Factors towards Online Shopping is tested using ANOVA.
Ho: There is no significant difference between Age of the respondents and Encouraging Factors towards Online Shopping

Table-V: Age of Respondents Vs Encouraging Factors towards Online Shopping

Encouraging Factors		Sum of Squares	df	Mean Square	F	Sig.
My friend/relative encouraged me to buy through online	Between Groups	7.155	2	3.578	3.151	.044
	Within Groups	428.053	377	1.135		
	Total	435.208	379			
To impress my friends and relatives	Between Groups	18.193	2	9.097	7.541	.001
	Within Groups	454.783	377	1.206		
	Total	472.976	379			
I feel happy and proud, when I show online purchased product to others	Between Groups	17.914	2	8.957	7.024	.001
	Within Groups	480.707	377	1.275		
	Total	498.621	379			
I get a wide range of discounts and offers	Between Groups	10.347	2	5.173	3.781	.024
	Within Groups	515.801	377	1.368		
	Total	526.147	379			
It is easy to shop and search the products	Between Groups	29.508	2	14.754	14.975	.000
	Within Groups	371.439	377	.985		
	Total	400.947	379			
I feel comfortable in this rather than going to several stores	Between Groups	13.617	2	6.808	5.583	.004
	Within Groups	459.710	377	1.219		
	Total	473.326	379			
Product delivery is done in Time	Between Groups	14.015	2	7.007	7.641	.001
	Within Groups	345.712	377	.917		
	Total	359.726	379			
I get the choices and varieties more through online shopping	Between Groups	12.180	2	6.090	5.984	.003
	Within Groups	383.652	377	1.018		
	Total	395.832	379			
I feel happy through online shopping	Between Groups	6.824	2	3.412	3.247	.040
	Within Groups	396.113	377	1.051		
	Total	402.937	379			

Source: Primary Data

The Table-V, represents the significant values for encouraging factors which is responsible for the respondent's online shopping behavior. From the above table, it is clear that the p value for the overall variables is less than 0.05. All the variables used in the analysis are as follows: 'My friend/relative encouraged me to buy through online' (0.044), 'To impress my friends and relatives' (0.001), 'I feel happy and proud, when I show online purchased product to others' (0.001), 'I get a wide range of discounts and offers' (0.024), 'It is easy to shop and search the products' (0.000), 'I feel comfortable in this rather than going to several stores' (0.004), 'Product delivery is done in time' (0.001), 'I get the choices and varieties more through online shopping' (0.003), 'I feel happy through online shopping' (0.040). All the factors have the p value less than 0.05, hence we can reject the null hypothesis. Therefore, it is concluded that there is significant difference between, Age of the respondents and Encouraging Factors towards Online Shopping.

The Chi-Square test has been utilized to find the Age of respondents and Parents' Permission for online shopping
Ho: There is no significant association between age of respondents and Parents' Permission for online shopping

Table-VI: Age Vs Parents' Permission for Online Shopping

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.336[a]	2	.311
Likelihood Ratio	2.291	2	.318
Linear-by-Linear Association	.476	1	.490
N of Valid Cases	380		

Source: (Primary Data)

From the Table-VI, it is clear that the p value is greater than 0.05, which represents that the null hypothesis is accepted, hence there is no significant association between 'age of respondents' and 'parents' permission for online shopping'.

Preferred App and Number of Times ordered so far through Online:
Ho: There is no significant association between preferred app and number of times ordered so far through Online.

Table-VII: Preferred App Vs Number of Times ordered so far through Online

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	68.550[a]	12	.000
Likelihood Ratio	78.982	12	.000
Linear-by-Linear Association	.840	1	.359
N of Valid Cases	380		

Source: (Primary Data)

The above Table-VII, shows that p value is less than 0.05, therefore null hypothesis has been rejected. Hence there is significant association between Preferred Apps and Number of times ordered so far through online. The variables used under Preferred App are as follows, Amazon, Flipkart, Myntra, Snapdeal, Jabong, Swiggy, Zomato and Others.

Correlation has been utilized to find the relationship between the ages of respondents with respect to Number of times ordered through online so far.
Ho: There is no significant relationship between Age of Respondents and Number of times ordered through online so far

Table-VIII: Age of Respondents with respect to Number of times ordered through online so far

Factors		Age	Number of times of ordered so far
Age	Pearson Correlation	1	.282
	Sig. (2-tailed)		.000
	N	380	380
Number of times of ordered so far	Pearson Correlation	.282	1
	Sig. (2-tailed)	.000	
	N	380	380
		1	.282

Source: Primary Data

The Table-VIII, reveals that there is a positive correlation between age of respondents and number of times ordered through online, since the correlation coefficient range is above 0.25 and the significance value is less than 0.05, we have to reject the null hypothesis, even though the value is moderate. Hence, there is a significant relationship between age of respondents and number of times ordered through online so far.

VI. FINDINGS & DISCUSSIONS

- The descriptive statistics, reveals that majority of the respondents are Children with age group above 15 years, while speaking about gender, major responses are from Female Children. For the question of does both of the parents working, majority of the respondents have replied no to that. From the analysis carried out, majority of them have ordered below 5 times through online shopping. It is represented that 55% of baby boomers shop online monthly [4]

- With reference to Awareness and Preferences, majority of the respondents replied that they are not aware about Online Shopping but they have likeliness to shop through Online. Majority of the respondents allow the respondents to shop through online and they have ordered products, through Online.

- From the reliability tests, we have identified that Encouraging Factors are reliable based on the Cronbach's Alpha value.

- From the Analysis of Variance, it is identified that there is difference between age of the respondents and Encouraging Factors towards Online Shopping. 9 variables as mentioned in the interpretation, represents Encouraging Factors, all of them are below the significant value.

- Through Chi-Square, we have identified that, there does not exists an association between age group and whether parents allow to shop through online, we have also represented that there exists an association between Preferred Application, and number of times

ordered so far through online.

From the correlation, our result reveals that there is a moderate positive correlation between age and number of times ordered so far through online, since we want the analysis about whether any correlation exists between these variables.

VII. LIMITATIONS

Our present study has focused only among school children with respect to their behavior, awareness level and encouraging factors towards Online Shopping. Concentration should be given on other factors like Online Product Preferences among children in which they addicted. Also Problems encountered so far through Online Shopping can be studied. Care should be given to the findings of the study, as this research in completely based on the School Children.

VIII. CONCLUSION

From the overall study, we can conclude that school children are aware about online shopping, they have interest towards online shopping as the time spent on internet through various devices like mobile phones, laptops, tabs, etc. is very high nowadays. Children are the future generation, care should be given more towards them while browsing through internet. Based on our study, parents are allowing children to shop through online, what we suggest is that, parents should have their presence with children while doing online shopping or they should supervise them knowingly or unknowingly. Advantages and disadvantages are common on every advancement of technology.

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