

# Millennials perceptions for Online Buying- with Reference to Odisha

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## Abstract:

*Online Booking has emerged in millennials of Odisha as a new trend of booking nowadays and it is quickly absorbed in their routine life. Due to the widespread of internet, low cost accessibility by the millennials is leading traders for E-Commerce and online presence. Millennials have been majority online buyers. So, this study finds out the attitude of a millennials towards online booking for two wheelers. This paper attempts to find out impact of factors like Wide Variety of Products, Ease of Booking, Educational Qualification, Discount and different offers available on online booking. This study was undertaken among the millennials of Odisha. The result of this study is that the Educational Qualification of Respondent and Factors influencing Online Booking in interdependent.*

**Key Words:** ease of booking, millennials, online buying,

## I. INTRODUCTION

The growth rate in use of internet is very rapid in India and it provides a emerging prospect for online business. The fastest growing community of online buyers, i.e, the millennials has forced the traditional marketers of India to rethink and due to change in buying behaviour they change themselves in E-marketers. But E-marketers need to know the factors effecting online Central Indian buying behaviour and the relationship between these factors, and then they can further develop their marketing strategies to convert tentative buyers into active ones, while to maintain existent online buyers and increasing more buyers. This study focuses on factors which online millennial buyers keep in mind while booking online. In current scenario at Bhubaneswar city young people have been the majority online buyers and thus this study finds out the attitude of millennials towards online booking. The numbers are increasing day by day due to the rapid progress of websites that offer products and services via the internet. Most companies now are adopting the internet as a medium to sell their products and services.

Today millennials are ranked as the high purchasing power. Their habits and purchase behaviour are mostly influenced by the media both electronic and printed. It is a common fact that millennials are early adopters in most of the new things, they like to explore and they are investigate frequent. There are several reasons that influence a millennials purchasing decisions and buying behaviour towards online booking according to the marketers like wide variety of products, ease of booking, educational qualification, discount and different offers available on online are the factors that affecting the millennial's purchasing behaviour as well as spending power.

Today internet booking is shaping up. As we say that the millennials is in majority among online buyers. It is so because millennials thought that online booking is convenient and has an easily access to more products and information 24 hours a day and 7 days a week. Today millennials has become smart buyers and use common sense while booking online and just go ahead and enjoy their online booking experience. Young customer's satisfaction depends perceived performance and delivering value to their prospects.

## II. LITERATURE REVIEW

(Samuel,2016) in the paper "Generation X vs. Generation Y – A decade of online booking" explained that study is based on annual social survey in Israel. Generational Cohort Theory was used to examine the trends of internet booking and online purchasing behaviour among generation X and generation Y in the past decade. Study finds out that, the rate of internet access and online purchasing increased continuously in both generations. Authors used Generational Cohort Theory as segmenting tool. Rate of internet access was higher in generation Y and the percentage of those who bought electrical appliance, furniture or vacation online was higher in generation X. study revealed that Generation Y is more attractive population for businesses due to its hedonism, extravagance and great connectivity but it is also important to focus on Generation X as they buys more due to high income and more free time.

(Chatterjee and Ghosal, 2014) find that in current scenario of electronic data exchanges, India is fast adaptor of technology and has taken to e-commerce. In India a significant number of customers who don't adopt the facilities of online services where as online booking provide many facilities. In India the adoption rate of the technology is different from other countries because India has unique social and economical characteristics.

(Raval, 2014) stated that today the demand of e-commerce market is increasing in India. Use of smart phone and desktop has

increased in India and due this the tendency of online booking increase in Indians. It is noticeable that the world's leading e-commerce companies are competing to capture the Indian e-commerce market. The behaviour of the Indian online buyers is the main noticeable factor in Indian e-commerce market. The demands of the Indian buyers are different from other nations of the world. In India, a buyer is always looking for a cheap rate product and that is why almost one third of the total sale is made during the sales season. The discount offered by the companies affects not only offline market but also affects the e-commerce market.

(Agarwal, 2013) finds the factors in "A study of factors affecting online booking behavior of buyers in Mumbai region", that affect online booking like time saving, money saving, no risk in transaction, easy to choose and compare with other products and delivery of product on time., There have been changes in the methodology for business transactions, With advancements in Online booking Oxford Dictionary (2012) e-commerce is defined as 'commercial transactions conducted electronically on the Internet'.

Financial Times (2012) E-commerce is defined as a buying and selling activity through the Internet. E-Commerce can be defined as the buying, selling and exchanging of products and services without any physical contact through the Internet by businesses, buyers and other parties.

(Dayal, 2016) in the paper an analysis of the social media influence on the online buying behavior of Indian Buyers attempts to capture the impact of social media on buying behaviour of Indian customers. The study is based on secondary data and reveals that there are three areas whereby social media is applying. Two of these areas focus on enhancing existing business processes, while third category attempts to re-invent a certain space within the industry together. Social marketing is using various tactics, tools, media and technology across all components of marketing mix. Social CRM (customer relation management) includes simultaneous interactions and conversations with customers and in order to improve business processes, targeting, retaining, acquiring, understanding, listening to and collaborating with customers are important. And lastly, social networks have created a space for new services that is slowly being filled by small sized entrepreneurial companies. Social media thus implies a fundamental shift in the way firms interact with prospects, customers, employees and other stakeholders.

### III. RESEARCH GAP

After going through the literature in India and outside, it helped in finding out the research gap which helped in framing needs, scope and objectives of present study. It has been observed that substantial work has been done on online consumer behaviour, but such work has to be researched in the light of factors effecting online buying of millennials. No studies have been confined to assess online booking behaviour of buyers of millennials.

### IV. OBJECTIVE & HYPOTHESIS:

#### OBJECTIVE:

To find out the association between the variety of product available online and ease of comparison among the product leads to e-booking among the millennials

#### HYPOTHESES

Following hypotheses are laid down for the study:

H<sub>01</sub> Social Media users have no impact on wide variety of product available online.

H<sub>02</sub> Ease of booking and comparison on availability of variety of product has no impact on online booking.

### V. RESEARCH METHODOLOGY & DATA COLLECTION

To accomplish the objective of the study both primary and secondary data will be used. Primary data will be collected from millennial buyers by using the structured questionnaire method and direct personal interview method. The questions in questionnaire were of multiple choice questions and forced answers.

Secondary data were collected from various survey conducted by internet and mobile association of India, various journals of online marketing, existing literature, and newspapers etc.

### VI. ANALYSIS AND INTERPRETATION

For analysis and interpretation of data, various mathematical and statistical tools will be used. Data will be arranged through coding and tabulation according to the requirement of analysis. Various tools like percentage, mean, chi-square was used for analysis and interpretation.

#### Demographic Profiles

Descriptive statistics are employed for analyzing the primary data of the respondents' demographic profiles. In descriptive analysis, the raw data represented in terms of frequency and percentage. These data include demographic information, namely age, education level, gender, income level, occupation level and the experience of purchasing online.

1. There were 183 respondents in the survey, and according to the survey results, there were 99 females or 54% and 84 males

or 46%.

Table 1: The frequency and percentage summary of demographic profiles (gender)

Gender	Frequency	Percentage
Male	84	49
Female	99	51
Total	183	100

2. Education: The Study reveals that a Bachelor's degree level was the education level possessed by the majority of respondents, 139 respondents or 76%, and a postgraduate degree was second, with 44 respondents or 24%.

Table 2: The frequency and percentage of Demographic Profiles (education)

Education	Frequency	Percentage
Pursuing Bachelor's degree	139	76%
Master's degree or higher	44	24%
Total	183	100

3. Income: From the study it can be seen that the largest monthly income earned was the group between 2,000-10,000 i.e. 180 respondents or 98.36%, the next income group was 10,000- 25,000 i.e. 2 respondents or 1.10%.

Table 3: The frequency and percentage of demographic profiles (Income)

Income	Frequency	Percentage
2000- 10,000	180	98.36
10,000- 25,000	2	1.10
25,000- 40,000	1	0.54
More than 40,000	0	0
	183	100

4. Age: The study states that most of the respondents were between 15-20 years of age i.e, 139 or 76%, over 15-20 years old, 44 or 24% was next.

Table 4: The frequency and percentage of demographic profiles (Age)

Age	Frequency	Percentage
25-30 years	0	0
20-25 years	44	24
15-20 years	139	76
10-15 years	0	0
Total	183	100

5. Occupation: The study reveals that undergraduate millennials were identified as the majority i.e., 139 respondents or 76%, Postgraduate millennials were next for 44 respondents or 24% of the total of 183.

Table 5: The frequency and percentage of demographic profiles (Occupation)

Occupation	Frequency	Percentage
Undergraduate Millennial	139	76
Postgraduate Millennial	44	24
Non Teaching Staff	0	

Faculty Members	0	
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**RESULT 1:** Social Media User's Impact on wide variety of product available online, 85% maximum of the Social Media user have an impact on wide variety of product available online. It was found more than 85% of respondent felt that they use online booking because of the variety of product available. Which is shown in Table 6.

Table 6: Availability of selection of goods in online booking

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<b>STRONGLYAGREED</b>	62	33.9	33.9	33.9
	<b>AGREE</b>	94	51.4	51.4	85.2
	<b>DISAGREE</b>	27	14.8	14.8	100.0
	<b>Total</b>	183	100.0	100.0	

**RESULT 2:** Study found that 96 of respondent felt that they use online booking because it saves their time and it leads to ease of booking. Only 3% of the respondent disagree and felt they don't buy online just for saving the time. Results are shown in Table No. 7.

Table 7: Saving of time encourages online booking

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<b>STRONGLYAGREED</b>	76	41.5	41.5	41.5
	<b>AGREE</b>	101	55.2	55.2	96.7
	<b>DISAGREE</b>	6	3.3	3.3	100.0
	<b>Total</b>	183	100.0	100.0	

## VII. CONCLUSION:

Due to the wide spread of internet, low cost accessibility by millennials leads to online presence of educated millennials of Bhubaneswar region. Study found the majority of the millennials were doing online booking because of wide variety of products, ease of booking i.e. saving time, online payments/ cash on delivery, home delivery, Offers and discounts lead to maximum of online purchasing. The result of the study shows that educational qualification is making millennials more aware of the above mentioned factors which lead for online booking.

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