

# Innovations

## Uses and Gratification of Online Shopping of Youth in India: A Study

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### **Abstract**

*Social media has become an insurmountable force in modern society. More than half the global population uses social media. An average person spends more than two hours on it every day. It can be said that it has altered our lives and life styles. It has given us new ways to get connected. On social media we come together and stay connected. It is a media of self expression. Basically it is the community interaction among people in which they virtually live. They create and share information and ideas in these virtual communities. It has become the basic need of human beings. It has greatly satisfied the need of human beings to be social. It has given us new ways to stay connected. It is a wonderful medium of self expression. It has changed our relationships and our thinking style. People depend too much on social media. There is trend of online shopping everywhere. There are advertisements on social media sites. They give information regarding products and make people buy them. Marketers spread messages on social media. People see the advertisements. They purchase the items they need. Experts say that social media advertisements affect youth more than other people. This research work studies the uses and gratification of online shopping of the youth of Punjab state of India which is known to be the most developed and prosperous Indian state.*

**Key Words:** *Social Media, Modern Society, Advertisements, Marketers, Youth, Uses and Gratification, Youth, Punjab.*

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**Introduction:**

Online shopping has become a trend all over the world. People of all age groups are getting attracted by it. Internet driven digital media has played a major role in this connection. Social Media has brought people to various common platforms where they can chat and make friends with people from known and unknown geographical and cultural locations. There are plenty of advertisements on these Social Media Sites which allure people to purchase certain products. They appear in plenty. Though one can never guarantee about the quality of the goods but one cannot resist himself from purchasing these products. Then there are on line shopping sites which are devoted for selling various types of goods 24x7. They Include Amazon India, Flipkart, Snapdeal, Myntra, OLX, Zomato, Swiggy, Make my Tour, Golbibo etc. Monet transaction is very easy as one can transfer instant money through Gpay, Paytm, Bhim, Phone Pay etc. More and more people are making online purchasing as it saves a lot amount of time, money and energy.

Social media is not all about meeting new people only. It is primarily meant for connectivity with people we know. It includes family members, friends and social contacts. Facebook, Instagram, Twitter etc. allow us to share photos, videos and textual information. Then there are online messenger apps like WhatsApp, Snapchat, Telegram and Facebook Messenger etc. Social media does not just ensure one-to-one connection. It is, in fact, a network of connections. This online social network is useful for spreading information, pictures and videos. It is a platform to remain in touch with people who live way from us. The whole point of joining social media is to be in touch with your friends and family. Just like the global trends, social media is very popular in India also. The following table shows the mobile phone connections, internet users and social media suers in India.

**Status of Internet/Social Media users in India:**

Total Population	1.40 billion Approx
Mobile connections in India	1.14 billion
Population having Mobile phones	81.3%
Active social media users	467 million
Number of Internet users	840 million (60% of population)
Annual Growth of Internet users	34 million (5.4%)

As shown in above table population of India is about 1.40 billion. There are 840 million Internet users in India at present. There are 467 million Social Media users.

**Number of Social Media users in India:**

Social Media	Users (in millions)
YouTube	467
WhatsApp	390
Facebook	330
Instagram	253
Twitter	23.6

As shown in above table Indian people use YouTube the most. It is followed by WhatsApp, Facebook and Instagram.

**Popular Messenger Apps in India:**

Application	Percentage of Users
WhatsApp	81.20%
Telegram	56.90%
Facebook Messenger	39.30%
Snapchat	42.90%
Skype	23.00%

As shown in above table 81.20% of total Social Media users use WhatsApp messenger app. It is followed by Telegram and Facebook messenger.

**Online Shopping:**

Online shopping is an emerging business technology. Here the consumers get unlimited opportunities to buy the product. It is a medium to buy products of your choice from the comfort of your home away from the hustle and bustle of traditional markets, making shopping easier and more convenient. The seller of the product uploads the details of the product online which can be easily searched through the website or application. There are many sites that are very easy to access. Technological advancement is changing the standards and lifestyle of human beings. Changes are taking place in technology day by day. It is the method in which business and transactions are done through internet. Online shopping has become an essential need of the present. Because most of the people do not have time due to their busy life style due to their daily work or office work, by this the life of the people will be simple because in busy time they can buy more and more useful and low cost products.

Online shopping in India is expected to grow from 650 million to one billion in the coming years due to the increasing trend towards online shopping. The online shopping industry has shifted towards a direct-to-consumer model. The advent of

the Internet has changed a lot in the rough market. E-commerce has become an integral part of the global retail system. Due to the modern day glitz, the buyers are now getting benefited from the system of online transactions. Not only in India, the number of people shopping online is increasing with the growing internet and increasing intensity around the world with about 5 billion global internet consumers. Online shopping was expected to cross US\$ 5.2 trillion worldwide in 2021, expected to reach new highs in coming years.

Before moving forward a review of some recent research works done recently becomes imperative. Following are some reviews of previous researches.

### **Review of Literature:**

- Fortis, John N. (2015) in *The Use of Social Media and its Impacts on Consumer Behaviour: The Context of Holiday Travel* concluded that there are mountains of information on Social Media. Social Media has great impact on Consumers' purchasing behavior. Consumers actually use social media as a tool in validating the purchasing decisions and for seeking relevant information. They seek information about hotels and restaurants. They get information about travel before proceeding for holiday travel. They compare the travel packages of different companies with the help of information available on Social Media Sites. Most of the respondents opt for advance booking before undertaking a travel.
- Duffet, Rodney Graeme (2017) in his study *Influence of social media marketing communications on young consumers' attitude* established that social media advertising has significant impact on every attitude component. It ascertained that youngsters who spend more than two hours on social media daily exhibit great positive response across all the attitude components. The study done in South Africa suggests that female teenagers are more impressionable. Relatively heavy dose of social media leads to addiction which plays a decisive role in shaping the attitude of social media users. Social media marketing communication has great impact on highly impressionable young minds.
- Bharucha, Jehangir (2018) of Linclon University, Kualalumpur in *Social Media and Young Consumers Behavior* found that social media is growing at unprecedented rate. Companies, in India, are realizing its importance to reach out to young consumers. It was an online survey. The study found that social media has myriad benefits for youth in Mumbai. Young generation lives more in virtual than real world. Social media is a kind of addiction. It says 74% young consumers in Mumbai rely on social media advertising for making

buying decagons. Consumers evaluate different products before taking a decision. While 38% respondents block excessive advertisements, 12% young consumers do not check the content of social media advertisements. It suggested businesses to create innovative pages with correct data, facts and figures. It concluded that social media is vital to business in future.

- Verma, Dr. Chitranshi (2018) in Impact of Social Media on Consumer Behaviour in Indian Context found that social media has made the world small market Social Media and use of networking websites has become a trend in India. Marketers have not entirely accepted social media platform for promotion of their goods and services. Social Media can increase their business manifold. They must try to understand the psychology of target consumers and plan their strategies accordingly. It is must for getting consumers' loyalty. Frequent updating of brands and information is necessary.
- Salem, EmadAbdulwhab (2018) in Assessing Consumer Behaviour within the Context of Social Media Marketing found that most Saudi users have Social Media accounts.52% respondents spend around 2 hours a day on social media platforms. 98% respondents have done online shopping using social media sites. Most of the respondents are Post Graduate and earn about 6000,000 Saudi Riyal annually. Most of Saudi respondents have Face book (75%), Twitter (90%) and YouTube (74.7%) accounts. 98.4% respondents say they have accounts on other social media sites also. Most of the respondents (78.1%) say that they make online purchases. They have Brand Knowledge, Brand Loyalty, Brand Trust and Brand Awareness. They make heavy purchases by way of social media sites.
- Rishi, Shashvat (2018) in Impact of Social Media on customer purchase decision in Restaurant Industry found that Social Media has become an important platform for consumers to search and make selection of restaurants. Tourists search for restaurants. They search for the facilities they want to have. Online visibility of restaurants on social media is helping restaurants owners to have strong consumer base. Customers give ratings to restaurants, their services and other facilities. Such ratings on social media affect the choice of future customers. Similarly, restaurant owners can make changes as per the feedback of customers on social media.
- Ziyadin, Sayabeket al (2019) of Al-Farabi Kazakh National University, Almaty ( Kazakhstan) in their study The role of social media marketing in consumer behavior found that 87% adults use internet. Social media marketing is the most economical way to advertise any product. It also gives a lot of control

over target audience. Awareness of advertised brand is increasing. People learn a lot from digital environment through their observations. Social media allows interacting directly with potential consumers on a regular basis. Social Media is increasing brand loyalty and the companies now understand the need of using social media in marketing.

- Akhila, S. and Sivabagyam, Dr. K.R. (2020) in A Study on Social Media Sites and its Impact on E-consumers' Buying Behaviour found that utilization of social media has improved satisfaction of consumers at initial stage. Many respondents visit departmental stores for buying the products. They get information from Social Media Sites but don't make online purchases. It means that brick-and-mortar shops have not yet lost their importance among respondents in Coimbatore.
- Davis, Linitta (2021) in A Study on Impact of Social Media on Consumer Behaviour found that all respondents use social media. Most of them use it for information. Majority of respondents use WhatsApp the most. They spend 1-5 hours on social media daily. Most of them pay attention to advertisements on social media. They have great trust on social media which influences their purchasing decisions. Instagram influences their purchasing decisions the most. Offers and discounts motivate many consumers to shop through social media. Online shopping site Flipkart is preferred by majority of respondents. Social media helps consumers to seek out products/ services. It is found that social media provides more information than traditional media.
- Karni, Anna (2021) in her study 'The impact of Social Media and Online Influences on Consumer Behaviour' found that people in Greece remain online for 4-5 hours daily. Out of these 60% people spend more time on Social Media. Both men and women remain active on social media for almost equal time. Main users of social media in Greece are young students. Social media platforms like Facebook and YouTube are their first choice. 45.7% respondents admit that they have made purchases due to social media exposure. Most of the respondents seek extensive online search before buying expensive products. They give great importance to searching product reviews. They tend to get more influenced by negative reviews rather than positive ones. A high percentage of 82.7% respondents depend on information available on Internet.
- Murtaza, Radab (2021) for his research paper Impact of Social Media on Consumer Buying Behaviour conducted a study on 200 respondents of North India and found that information available on social media increases every day. Easy accessibility and transparency of social media have changed the

consumer behavior. In this digital age simply starting a Facebook page and posting pictures of the product is not enough. Innovative and engaging content is needed on social media. Cutting across gender and age barriers, users use social media for buying their desired products. Majority of respondents depend on Social media advertisements for information about goods and services.

- Prome, Sadia Sharmin (2021) in his study Impact of Social media on buying behavior of consumers in Digital Bangladesh found that consumers are highly impressed by trends and influencers. Consumers have great faith on Social Media. Digital marketing persuades individuals to make online purchases. Social Media increases consumers' loyalty to the company. Social Media positively affects consumers' mindset. Social Media adds to the convenience to the people and the consumers can get tangible information about products by spending more time on it.
- Varghese, Sony and Agrawal, Mansi (2021) in Impact of Social Media on Consumer Buying Behavior found that Social Media has powerful impact on buying behavior of people. Consumers are highly selective while making purchases. There is plenty of information about products on social media. But personal attitude has the final say. Consumer relevant content affects the buying decisions. Consumer can get all information about the product through social media advertisements. Bad reviews may destroy company's reputation and affect future consumers. Social media has bridged the gap between consumers and brands.

### **Research Gaps:**

A literature review is analysis of published sources on a particular topic.

Research gap is the missing piece or pieces. Research gap is the zone that has not yet been investigated or studied. Research papers have been written about the influence of Social Media on consumer behavior of people in India and across the globe. It is an unexplored area of research on Uses and Gratification of Online shopping in India, particularly the most advanced state of Punjab. Hence, this study is needed to study this unexplored field of research.

### **Hypotheses:**

Hypotheses are ideas about the possible outcome of a research work. It is a testable statement. It is needed to give direction to research. This study will be based on these hypotheses:

1. Urban Indian youth is heavy user of social media.
2. Social media command great acceptability and trust among urban youth.
3. There is a trend of shopping through Online Shopping sites rather than social media sites.

**Objectives:**

A study without objectives is just like a boat without helmsman. Therefore, it is necessary to have well defined objectives of study. The study is based on following objectives:

1. To study the social media using habits of youth in India.
2. To learn the trend of online shopping of youth in India.
3. To study the influence of social media advertisements on consumer behavior on Youth in India.
4. To study the uses and gratification impact of online shopping sites on consumer behavior of youth in India.
5. To know the types of purchases the youth makes through online shopping Sites.

**Significance of Study:**

The advent of social media has opened the floodgates for communication hungry humanity throughout the world. It has taken the world in its stride in a very short span of time. Billions of social media users stand as witness to the fact that people all over the world hugely follow this internet supported user-generated content based media. In fact, it has provided people tremendous opportunities to express freely and frankly as per their sweet will. Social networking sites have huge fan following. Studies suggest that social media is quite favorite among adolescents and youth. The study aims at learning the influence of social media advertisements and online shopping sites on youth in India. The significance of the study lies in the fact that it is the only study of its kind which aims at gauging the influence of social media advertising on the consumer behavior of youth in North India.

**Research Methodology:**

The study is conducted on the youth of Punjab state of North India. The study is conducted by way of selecting respondents from these states. Sampling method of research will be followed. A sample of 105 youth has been taken. Demographic variable of gender and habitat are applied. Questionnaire technique of data collection was applied. 25 questions were included in the questionnaire. Random method was applied to select the sample from the universe. Online survey was conducted by way of sending the Google forms link to all the respondents.

**Theoretical Framework:**

This study depends on Uses and Gratifications Theory. Uses and Gratifications theory asserts that people use media to gratify specific wants and needs. It presumes that users are active agents who have control of their media consumption. It underlines that people are highly selective about the media they choose to consume. It also asserts that people are aware of their reasons for selecting different media options. The greater choice and control brought about by new media has opened up new avenues. It has also led to the discovery of new gratifications especially in regard to social media. This theory is attributed to Jay Blumer and Elihu Katz.

**Data Presentation and Interpretation:**

1. For how many years have you been using Social Media?

	2-3 Years	3-4 Years	5-6 Years	6-7 Years	More Than 7 Years	Total
Respondents	34	22	15	10	24	105
Percentage	32.38	20.95	14.28	9.52	22.85	100

Table-I

As shown in above table a majority of 32.38% respondents said that they have been using social media for 2-3 years, 22.85% respondents divulged that they have been using it for more than 7 years while 20.95% respondents said that they have been using Social Media for 3-4 years.

2. On which Social Media application did you create your account first?

	WhatsApp	Facebook	You Tube	Instagram	Snapchat	Total
Respondents	50	27	14	12	02	105
Percentage	47.61	25.71	13.33	11.42	1.90	100

Table-II

47.61% respondents said that they created their first Social Media account on WhatsApp, 25.71% on Facebook, 13.33% on You Tube and 11.42% respondents created their first Social Media account on Instagram.

3. Kindly mention your favorite Social Media Application?

	Instagram	YouTube	WhatsApp	Snap Chat	Facebook	Total
Respondents	46	26	13	12	08	105
Percentage	43.81	24.76	12.38	11.42	7.61	100

Table-III

Instagram is the most favorite Social Media Application of Youth. 43.81% respondents regarded Insta as their favorite Social Media app, 26.76% divulged in favor of You Tube, 12.38% voted for WhatsApp while 11.42% respondents regarded Snap Chat as their favorite Social Media application.

4. Usually how much time do you spend on Social Media platforms?

	1-2 Hours	2-3 Hours	3-4 Hours	4-5 Hours	More than 5 Hours	Total
Respondents	38	35	16	06	10	105
Percentage	36.19	33.33	15.23	5.71	9.52	100

Table-IV

A majority of 36.19% respondents said that they spend 1-2 hours daily on Social Media platforms, 33.33% respondents spend 2-3 hours on such platforms daily while 15.23% respondents remain active for 3-4 hours on Social Media platforms daily. There are 9.52% respondents who spend more than 5 hours on different Social Media platforms.

5. What is your general opinion about the information available on Social Media platforms?

	Needs to handle with care	Usually Fake	Very Informative	Misinformation/ Disinformation	Highly Trustworthy	Total
Respondents	68	09	21	04	03	105
Percentage	64.76	8.57	20	3.81	2.85	100

Table-V

It is evident from the above table that the respondents don't consider information available on Social Media very trustworthy. That's why 64.76% respondents said that

information available on different Social Media platforms needed to be handled with care. There are 20% respondents who regarded it as very informative. 8.57% respondents regarded it as usually fake and another 3.81% respondents called it misinformation or disinformation.

6. To what extent do you like online shopping?

	Depends on need	Sometimes	Not Much	Greatly	Always	Total
Respondents	37	36	19	09	04	105
Percentage	35.23	34.28	18.09	8.57	3.81	100

Table-VI

35.23% respondents said that they go for online shopping as per their need while 34.28% respondents sometimes opt for online shopping. 18.09% respondents don't like online shopping. It is only about 12% respondents who said they always or greatly like online mode of shopping.

7. What type of items do you usually purchase through online shopping?

	Footwear/ Clothes/ Garments	Male/Female Accessories	Beauty Products	LED/Smart Phones/ Laptops	All of these	Total
Respondents	59	12	08	06	20	105
Percentage	56.19	11.42	7.61	5.71	19.04	100

Table-VII

56.19% respondents said that they purchase footwear/clothes/garments through online mode of shopping while 11.42% respondents like to purchase male/female accessories through online shopping.

8. Which mode of payment do you prefer while doing Online shopping?

	Cash on Delivery	Money transfer	Debit Card	Credit Card	Total
Respondents	60	34	08	03	105
Percentage	57.14	32.38	7.61	2.85	100

Table-VIII

A majority of 57.14% respondents prefer doing online shopping through Cash on Delivery mode while 32.38% make online payments by way of Google Pay/PayTM/Bhim/PhonePe. About 10% respondents make payments by making use of Credit/Debit Cards.

9. Which is favorite Online Shopping site?

	Flipkart	Amazon	Myntra	AJIO	All of these	Total
Respondents	42	43	05	03	12	105
Percentage	40	40.95	4.76	2.85	11.42	100

Table-IX

When the respondents were asked to name their favorite Online Shopping Site, 40.95% respondents regarded Amazon and 40% respondents said that Flipkart is their favorite Online Shopping site. Very thin percentage of respondents like Myntra or AJIO the most. There are 11.42% respondents who said all these sites are their favorite Online Shopping Sites.

10. Have you noticed difference between quality of advertised goods and the good sent to customers?

	Some times	Always	Depends	Often	Never	Total
Respondents	59	10	17	09	10	105
Percentage	56.19	9.52	16.19	8.57	9.52	100

Table-X

56.19% respondents said sometimes they find difference between the quality of advertised goods and the goods they receive. 9.52% respondents never notice any difference and the same percentage of respondents always notice difference between the advertised and received goods.

11. Do you think Online shopping has resulted in making you become Brand conscious?

	Can't Say	Sometimes	Not yet	To some extent	To a great Extent	Total
Respondents	26	27	22	15	15	105
Percentage	24.76	25.71	20.95	14.28	14.28	100

Table-XI

A majority of 25.71% respondents said that they sometimes think that they have become Brand conscious after the advent of Online Mode of Shopping. 24.76% of respondents were undecided, 20.95% respondents said that they have not yet

become Brand conscious while an equal percentage of 14.28% respondents said that they have become Brand conscious to some or great extent.

12. Is online shopping better than Local Market Shopping?

	Depends	No	May be	yes	To a Great extent	Total
Respondents	52	19	17	13	04	105
Percentage	49.52	18.09	16.19	12.38	3.81	100

Table-XII

Just 12.38% respondents regarded Online shopping better than Local Market shopping while 18.09% respondents said categorical no. A majority of 49.52% respondents said that it depends on goods to be purchased.

13. What appeals you the most in Social Media Advertisements?

	Discount Offers	Price of Product	Brand	Shape/ Size/ colour	Celebrity	All of these	Total
Respondents	35	19	15	12	02	22	105
Percentage	33.33	18.09	14.28	11.42	1.90	20.95	100

Table-XIII

A majority of 33.33% respondents said that they are allured by Discount Offers in Social Media Advertisements, 18.09% said they consider the price of the product, 14.28% respondents said that they take into consideration the Brand of the product while 11.42% respondents said that shape/size/color of the product in Social Media Advertisements appeals them the most.

14. Which site do you prefer for purchasing clothes/footwear/garments?

	Flipkart	Amazon	Myntra	Others	All of these	Total
Respondents	46	36	07	05	11	105
Percentage	43.81	34.28	6.66	4.76	10.47	100

Table-XIV

In order to purchase clothes/footwear/garments a majority of 43.81% respondents prefer Flipkart, 34.28% prefer Amazon and 6.66% prefer Myntra Online Shopping app.

15. Which site do you prefer for purchasing Smart Phones/ Laptops/ Computers/ LEDs?

	Amazon	Flipkart	Myntra	Others	All of these	Total
Respondents	58	35	03	05	06	105
Percentage	55.23	33.33	2.85	4.76	5.71	100

Table-XV

Amazon is preferred by 55.23% respondents when it comes to purchasing of Lap Tops/Computers/LEDs. Amazon is followed by Flipkart by 33.33% respondents.

16. Which site do you prefer for purchasing books?

	Amazon	Flipkart	India book store	Others	All of these	Total
Respondents	41	25	20	05	14	105
Percentage	39.04	23.81	19.04	4.76	13.33	100

Table-XVI

Amazon and Flipkart are again the most preferred Online Shopping Applications when the respondents decide to purchase books through online mode of Shopping. India book store is preferred by 19.04% respondents.

17. Which site do you prefer for purchasing beauty products?

	Nyaka	Amazon/Flipkart	Myntra	Others	All of these	Total
Respondents	35	37	12	07	14	105
Percentage	33.33	35.23	11.42	6.66	13.33	100

Table-XVII

A majority of 33.33% respondents prefer Nyaka for purchasing beauty products. Amazon and Flipkart together are followed by 35.23% respondents while 11.42% respondents prefer Myntra and 13.33% respondents like all of these.

18. Do you get attracted by Discount Offers and Off-season sales?

	Sometimes	Never	Depends on Need	Greatly	Always	Total
Respondents	36	26	24	10	09	105
Percentage	34.28	24.76	22.85	9.52	8.57	100

Table-XVIII

24.76% respondents said that they never get attracted by Discount Offers or Off-season sales on Online shopping sites, 34.28% respondents said they sometimes get allured by such offers and 22.85% respondents said that their allurements is determined by the need of the product.

19. Which Social Media site do you prefer for watching Advertisements for online shopping?

	Instagram	You Tube	Facebook	LinkedIn	Twitter	All of these	Total
Respondents	46	30	10	04	01	14	105
Percentage	43.81	28.57	9.52	3.81	.95	13.33	100

Table-XIX

When it come to watching advertisements for online shopping, a majority of 43.81% respondents said that they prefer Instagram the most while 28.57% prefer You Tube advertisements. A thin percentage of respondents don't like other Social Media Applications for the sake of advertisements.

20. Do you think Social Media Advertisements are more impactful than those of Television?

	Yes	No	May be	Sometimes	Total
Respondents	41	18	24	22	105
Percentage	39.04	17.14	22.85	20.95	100

Table-XX

A majority of 39.04% respondents said that Social Media Advertisements have more impact and appeal than those of Television Advertisements. 22.85% respondents were found to be undecided while 20.95% respondents think that Social Media advertisements are sometimes more impactful than TV advertisements.

21. What type of goods do you tend to purchase after watching Social Media Advertisements?

	Garments/ Footwear/ Clothes	Male/Female Accessories	Books	Laptops/Phones	All of these	Total
Respondents	33	17	13	12	22	105
Percentage	31.42	16.19	12.38	11.42	20.95	100

Table-XXI

31.42% respondents said that they tend to purchase garments/Footwear/Clothes after watching Social Media Advertisements, 16.19% respondents tend to purchase

Male/Female accessories and still 11.42% respondents tend to purchase Lap Tops/Phones after watching Social Media Advertisements. There are 12.38% respondents who said that they tend to purchase books after watching Social Media Advertisements.

22. Which is your most preferred application for eatables?

	Zomato	Domino's	Swiggy	Never ordered for online food items	Others	Total
Respondents	57	18	06	23	01	105
Percentage	54.28	17.14	5.71	21.90	.95	100

Table-XXII

Zomato is the first choice of respondents so far as ordering eatable in online mode is concerned. Dominos is like by 17.14 and Swiggy by 5.71% respondents. There are 21.90% respondents who said that they have never ordered food or eatable items in online mode.

23. Do you think advertisements on You Tube create demand for goods among Social Media consumers?

	To a Great Extent	Sometimes	Not at all	Depends from person to person	Rarely	Total
Respondents	16	33	19	28	09	105
Percentage	15.23	31.42	18.09	26.66	8.57	100

Table-XXIII

15.23% respondents that advertisements on You Tube create demand for goods among Social Media users, 31.42% respondents think they sometimes do so while 26.66% respondents said that the creation of demand depends from person to person. 18.09% respondents don't think that YouTube advertisements create demand among Social Media users.

24. Do you think you tend to overspend while making online shopping?

	Yes	No	May be	Sometimes	Total
Respondents	16	43	30	16	105
Percentage	15.23	40.95	28.57	15.23	100

Table-XXIV

A majority of 40.95% respondents said that they tend to overspend while making online shopping. 28.57% respondents are found to be undecided about it. 15.235 respondents said that they tend to overspend while making online shopping.

25. What is your level of satisfaction with respect to Online shopping?

	Highly Satisfied	Moderately Satisfied	Dissatisfied	Can't say	Total
Respondents	46	29	14	16	105
Percentage	43.81	27.61	13.33	15.23	100

Table-XV

A majority of 43.81% respondents said that they feel highly satisfied with respect to online shopping experience while another 27.61% respondents regarded their experience as moderately satisfied. 13.33% respondents feel dissatisfied while 15.23% respondents were undecided in this regard.

**Conclusion:**

Above data presentation and interpretation presents a nice glimpse of online shopping habits of youth in the state of Punjab. Most of the youth remain active on Social Media up to 4 hours a day while there are also about 25% respondents who remain active on Social Media for more than 4-Instagram and You Tube are their favorite Social Media Applications while a majority of respondents opened their first Social Media account on WhatsApp which seems to be the number one Social Media chatting application in India. The youth don't think information available on Social Media as trustworthy and it is of the opinion that the information available on Social Media needs to be handled very carefully. Their online shopping habits revolve round their needs and they still prefer Local Markets. Most of respondents like online shopping because of lucrative offers available on online shopping sites like Discount offers and off-season sales. They prefer online shopping because of Cash on Delivery facility. The facility of returning damaged or over/under sized items also plays its role in the trend for online shopping among youth. On most of the occasions they don't find difference in the quality of advertised goods and that of the goods supplied to them. Though they still like local market shopping but online shopping habits are fast picking up. Advertisements affect their shopping habits and they prefer purchasing domestic goods, garments, footwear, Lap Tops and Smart Phone along with male/female accessories. Zomato is their favorite site for ordering online food items and Nyaka is preferred for the purchase of beauty products.

They have been using Social Media for more than 4 years. Majority of young respondents like online shopping but they still prefer to visit local markets or Malls

for making purchases. They have developed the habit of purchasing branded goods as they are available at low cost in online shopping. They admit that they tend to overspend when it comes to online mode of shopping. Amazon and Flipkart are their most trusted and favorite online shopping sites. A majority of respondents feel satisfied with regard to the online purchasing and their gratification level is very high. To conclude, it may be safely said that online shopping trend is picking up in this agriculture dominated state as more and more people prefer one or the other online shopping site for making purchases. Their satisfaction level of online shopping is rather high which prepares the ground for the future of online shopping among youth and other sections of society.

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