An Insight into Usage of Shopping Apps Among Youth

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Abstract: With the exponential growth of technology, a variety of Smartphone apps have penetrated in our lives. Smartphone apps enable consumers to use their Smartphone to look out of all the daily activities which also includes shopping. The objective of the paper is to study the usage, motivating and hindering aspects of shopping apps amongst youth. For achieving the objectives of the study, survey was conducted using a structured questionnaire. A sample size of 125 respondents, who have used shopping apps for purchasing online was taken for the purpose of the study. The paper concludes that there is no association between gender and usage frequency for the shopping apps among the youth. It also identifies that Ease of use followed by choices available and Discounts & Offers are the top most factors considered for App based shopping. Amazon and Flipkart are the most popular shopping apps amongst users. The study also determines that respondents generally prefer to install and use less numbers of Shopping Apps due to its large storage space requirement and too much notifications.
Keywords: Smartphone Apps, Shopping apps, Ease of Use, Discounts and Offers, Apps installed

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I.   Introduction

Mobile apps can be defines as "end- user software applications that are designed for a mobile device operating system and which extent that device's capabilities."[10] People use Mobile apps to satisfy a broad range of needs, such as entertainment, communication, information, and commerce. There are apps available for games, Social Networking, Video, News, Navigation, Weather, Banking, Shopping and Productivity. India has proved to be optimistic in the shopping apps, which recorded 440% growth in retail app downloads, which has outpaced the developed countries like US and Japan. [5] Youth are heavy users of Smartphone, more likely to download apps to their phone than any other age group. Thus, this survey based research tries to study the youth's usage of shopping apps and the motives behind using it. The study generates a profile regarding the shopping apps awareness and its usage and the factors considered in app based shopping.

The literature identified several aspects like usefulness, ease of use, convenience and enjoyment that make a technology accepted among consumers. Thus, in this study, it is tried to explore the usage of shopping apps as well as determining various factors that influence the use of shopping apps.

The success of mobile based shopping depends on aspects like transaction safety, website design, the quality of information, reputation, reliability, convenience of use, interactivity, the advantages of using customers' databases, good products and services, and easy accessibility. Convenience of use is the degree of comfort and ease users feel with a certain system. Being easy and convenient to use will work as an important factor in increasing consumer satisfaction and loyalty to a certain brand. Easy and user-friendly systems are accepted more speedily and used more widely by consumers than complicated ones. Eye-catching designs and exciting interactivity with certain applications can be another pleasant experience. An easy-to-navigate app that delivers a suite of key functionalities and mobile services through an intuitive, entertaining user interface is something customers will certainly want to download and use steadily. [11] Perceived usefulness and ease of use are the main beliefs about a new technology that influence the attitude towards their use and predict the intentions to use and adopt this technology; the TAM is the most widely used theoretical concept in this area. [6] There are various uncertainties which result in different perceived risk dimensions that hinder mobile payment (m-payment) acceptance. [9]

Further, There are four interaction-based benefits in the context of mobile apps, namely: learning benefits, social integrative benefits, personal integrative benefits and hedonic benefits. With regards to purchase intentions, only learning benefits and hedonic benefits are found to generate intension. Finally, the study confirms the relationship between consumer satisfaction and purchase intentions.[1] Two elements create very different experiences for the consumer with regards to viewing fashion online, the first area identified functional product viewing, allows the consumer to personalize how they view and interact with the garment stimulating more utilitarian effects, whilst the second area, aesthetic fashion information is driven by the retailer providing

advice and information about the garments stimulating hedonic effects.[4] Branded apps strongly influence users' attitude toward brands; however, using branded apps had a smaller impact on purchase intentions. As well, attitudes towards the branded apps, although significant, had a limited impact on purchase intentions. [7]
A study evaluated the aspects like Utilitarian and hedonic benefits of perceived value in mobile apps i.e. App Utility, Quality, Enjoyment, Aesthetics; Monetary and non-monetary sacrifices of perceived value in mobile i.e Perceived price. Privacy risk, Knowledge of alternative quality, Technicality; Intention to recommend, app continuance intention and recommendation. The study concluded that perceived price does not have effects on satisfaction, app continuance intention and intention to recommend.[8] There are four decision factors: monetary value of App, App enjoyment, App usefulness, and App trialability have direct effects on mobile App purchase intention.[2] A study evaluated perceived interactivity of shopping apps, convenient use and playfulness of shopping apps. The results suggest that convenience of use and playfulness have a significant effect on customer trust in mobile applications, which could extend into relationship building and explain customer preference for certain application brands.[3]

II.   Research Methodology

1.1 Objectives of the Study
- To attain insights into usage of shopping apps.
- To study the motivating and demotivating for using smartphone shopping apps.

1.2 Research Design
Descriptive Research Design was used as it describes the characteristics of phenomenon being studied. It does answer questions about how, when, why the characteristic occurred. Primary Data was collected through online structured questionnaire, while Secondary Data was collected from various online and offline articles and research papers. The sample size was 125 respondents while sampling unit being a person of age 20-35 years who have used Smartphone apps for shopping in the past six months. Convenience sampling method was used for the study. SPSS is used for data analysis. Chi- Square test has been used to test the hypothesis.
H_0- There is no significant association between gender and frequency of usage of shopping apps.
H_1- There is a significant association between gender and frequency of usage of shopping apps.

III.   Data Analysis

1.1 Usage of Shopping Apps
The data indicates that 65% of the respondents have installed less than 3 shopping apps. 33% have installed 3 to 5 shopping apps whereas only 2% have installed more than 5 shopping apps. 12 % respondents use shopping apps more than once in a month while 27% respondents use of shopping apps once in a month contrasting 22 % of them using it rarely. Flipkart, Amazon and SnapDeal (124, 122, 109 frequency of respondents respectively) are most popular online shopping apps while Homeshop18 and Naaptol (40and 13 respondents respectively)are least popular among respondents. It was observed from the data that majority have installed Amazon (90) and Flipkart (89) shopping apps on their smartphones.

1.2 Motivating and Demotivating Aspects for Shopping using Apps
Ease of use(105) followed by more choices available (96) and Disc. & Offers (85) are the top motivating aspects for using shopping apps. The least important aspects were Ease of Payment, Product Updates and Notifications(38, 27 and 21 respectively). Large Storage Space occupied by shopping apps in the mobile phones is the most demotivating aspect with 101 Respondents, followed by too much Notifications (76) & Large data-pack usage by Apps (67). The least demotivating aspects were Financial Risk (54), Low Internet connectivity(37), Irrelevant offers(10), Time consuming(8) and Small screen size (3).
FIGURE 1.1 depicts that majority respondents strongly agrees to the statements related to the offers based on previous search (60%), rapid updates (42%) , user- friendliness (39%) followed by Extra benefits and discounts (35%) and convenient to use (35%) of the shopping app. The study also notes that people dislikes the notifications from the shopping apps (34%).
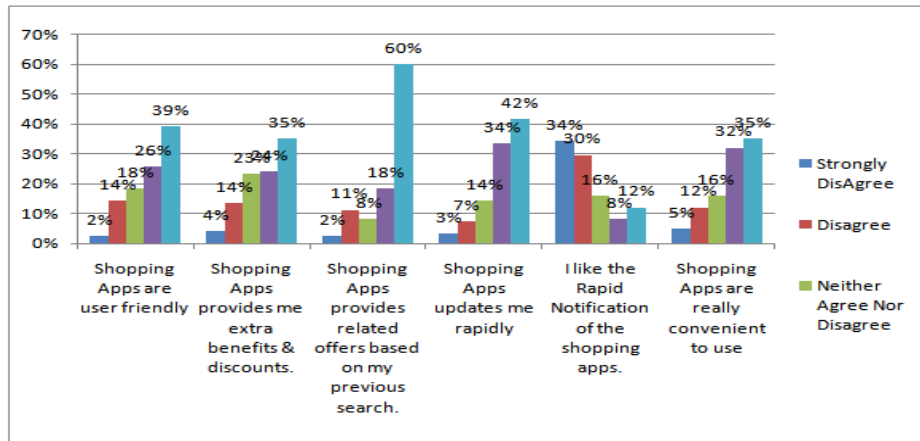
Fig 1.1

FIGURE 1.2 portrays a strong dislike towards constant notification (60%) from the shopping apps and the storage space (63%) that it uses in the mobile phone. It is found that people don't remove apps once installed and there is no strong preference towards use of websites over apps while there is low level of resistance due to small screen size.
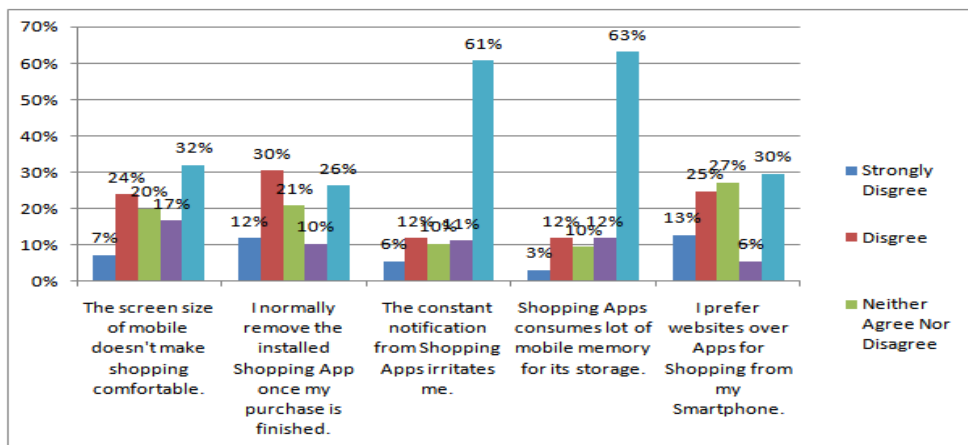

Fig 1.2

1.3 Hypothesis testing
      Chi square test was conducted to find if there is any association between Gender and the frequency of usage of shopping apps.
Results from SPSS Analysis-

Case Processing Summary							
	Cases						
	Valid		Missing		Total		
	N	Percent	N	Percent	N	Percent	
Gender * Frequency of usage of shopping apps	125	100.0%	0	.0%	125	100.0%	

Gender * Frequency of usage of shopping apps Crosstabulation (write interpretation)								
			Frequency of usage of shopping apps					
			Rarely	Once in 3 Months	Once in 2 Months	Once in a Month	More than once in a Month	Total
Gender	Male	Count	16	15	13	22	8	74

		% within Gender	21.6%	20.3%	17.6%	29.7%	10.8%	100.0%
		% within Frequency of usage of shopping apps	57.1%	68.2%	50.0%	64.7%	53.3%	59.2%
		% of Total	12.8%	12.0%	10.4%	17.6%	6.4%	59.2%
	Female	Count	12	7	13	12	7	51
		% within Gender	23.5%	13.7%	25.5%	23.5%	13.7%	100.0%
		% within Frequency of usage of shopping apps	42.9%	31.8%	50.0%	35.3%	46.7%	40.8%
		% of Total	9.6%	5.6%	10.4%	9.6%	5.6%	40.8%
Total		Count	28	22	26	34	15	125
		% within Gender	22.4%	17.6%	20.8%	27.2%	12.0%	100.0%
		% within Frequency of usage of shopping apps	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	22.4%	17.6%	20.8%	27.2%	12.0%	100.0%

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.335a	4	.674
Likelihood Ratio	2.346	4	.672
Linear-by-Linear Association	.009	1	.924
N of Valid Cases	125		
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.12.			

Symmetric Measures			
		Value	Approx. Sig.
Nominal by Nominal	Phi	.137	.674
	Cramer's V	.137	.674
N of Valid Cases		125	

Here p value is 0.674 which is greater than 0.5, hence null hypothesis is accepted. It means that there is no significant association between gender and frequency of usage of shopping apps.

The Phi and Cramer's V coefficients measure the degree of association between two variables under study. But as the null hypothesis is accepted, it is found that there is no association between the variables viz. gender and frequency of usage of shopping apps, so it is futile to establish an interpretation on symmetric measures.

1.4 Demographic Profile

Demographic Profile		
Factors	Frequency	Percentage
Age		
20-24	57	45.6%
25-29	45	36%
30-35	23	18.4%
Gender		
Male	74	59.2%
Female	51	40.8%
Educational Qualification		
Graduate	76	60.8%
Post Graduate	47	37.6%
Doctorate	2	1.6%
Occupation		
Student	35	28%
Salaried	54	43.2%
Professional	12	9.6%
Self Employed	9	7.2%
Home Maker	15	12%

IV.   Conclusion

65% of the respondents have installed less than 3 shopping apps. 33% have installed 3 to 5 shopping apps whereas only 2% have installed more than 5 shopping apps. 27% browse the shopping apps once in a month whereas only 5% uses or browses the data Once in 6 Months which is Minimum.

Amazon, Flipkart & SnapDeal are most popular online shopping apps while Homeshop18 and Naaptol are least popular among respondents. Majority respondents out of total 125 respondents have installed Flipkart and Amazon shopping apps.

Ease of use, followed by more choices available and Disc. & Offers are the top most motivating aspects for App based shopping. Large Storage Space occupied by shopping apps in mobile is the most demotivating aspect, followed by too much Notification & Large Data-Pack Usage by Apps.

Majority of the respondents are positive towards offers based on previous search, rapid updates and user- friendliness followed by extra benefits and discounts, and convenient to use of shopping apps. The study also notes that people dislike the rapid notifications from the shopping apps. There is a strong dislike towards constant notification from the shopping apps and the storage space that it uses in the mobile phone. It is found that people don't remove apps once installed and there is no strong preference towards use of websites over apps while there is low level of resistance due to small screen size. The studies conclude that there is no significant association between gender and frequency of usage of shopping apps.

In a nutshell, The study concludes that people generally prefer to install and use less number of Shopping Apps due to its large storage space requirement and too much notifications. On the other hand, more Ease of use, variety of products available and Disc. & Offers have been the most motivational factors for shopping through apps. Majority of the people find shopping apps convenient to use.The study also found that mobile screen size doesn't hinder their shopping experience. It is also noted that using apps for online is still an emerging trend, and will take some years to fully establish its presence. There is a mixed view and little preference for website over apps based shopping. Amazon & Flipkart have been the most popular apps amongst users, and have captured the shopping apps market. Online retail companies are constantly offering various schemes and value added services to encourage people to use apps.

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