



## AN APPLICATION OF E-COMMERCE BY YOUNG GENERATION –A CASE STUDY IN MYSORE DISTRICT

**Megha Urs. L**

Assistant Professor, Department of Commerce, Teresian College, Siddharthanagar, Mysore- 570011

**ABSTRACT** E-Commerce means Electronic commerce it involves buying and selling of goods and services through electronic media. E-commerce carries all the business transactions including buying, selling and payment over internet. E-commerce uses new technologies to satisfy the users. The developing countries like India requires E-commerce for its development, it leads to solve the problem of limited time, it helps for the sustainable development of the country and it gives opportunities for manufacturer, wholesaler, retailer and for customers. Our young generation is playing a very important role in the use of Electronic commerce.

**KEYWORDS :** E-Commerce, online shopping, online banking

### INTRODUCTION

Both the developed and developing countries required E-Commerce for their future. Now a day's E-Commerce is not only restricted for buying and selling of goods and services it's there in all the fields like banking, entertainment, career, marketing, advertising, shopping and also for learning. With the help of E-Commerce an individual can compete in global level and our young generation can use E-Commerce more than anyone.

Keeping these things in mind, the present study was undertaken.

### OBJECTIVES OF THE STUDY

- To study awareness of E-Commerce among the young generation
- To know how E-Commerce is helping for countries' development

### HYPOTHESES OF THE STUDY

Application of E-Commerce by young generation is not satisfied.

### SCOPE OF THE STUDY

The scope of the study extends to the Mysore district. The selection of Mysore district has been done with a conscious effort. The district as seven taluks. For the purpose of in depth study only the age group of 18-25 is taken as sample.

### METHODOLOGY

The present study is an empirical study. It is based on both primary and secondary data. Primary data is collected from the age group of 18-25 years through questionnaire method. Secondary data through news papers, survey published by IAMAI.

### QUESTIONNAIRE DESIGN

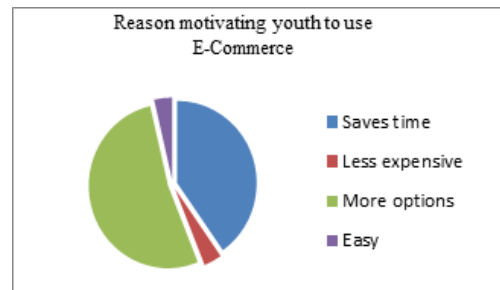
A questionnaire is developed for the purpose of this study. The purpose of the questionnaire is to obtain response of the young generation about E-Commerce. The questionnaire is divided into three sections. Section A requests the respondents to provide their demographic profile such as name, age, gender, educational background and work experience.

Section B requests the respondents to provide their awareness and opinion on E-Commerce. There are seventeen different questions were developed in this section as given below. The respondents are requested to complete the questions in this section based on multiple choice as agree, disagree and can't say.

In the last section, Section C requests the respondents to provide their suggestion in order to improve E-Commerce. Two questions were developed in this section. The questions include how to improve security aspects of E-Commerce, how to reduce the gap between E-Commerce and Rural areas.

### SURVEY ANALYSIS

- Reason motivating youth to use E-Commerce  
Opinion of the sample regarding reason motivating youth to use E-Commerce. Out of 164 respondents, 66 (40.24 per cent) respondents were marked because it saves time, 6 (3.66 per cent) respondents for it is less expensive, 86 (52.44 per cent) respondents for it has more options and 6 (3.66) respondents for it is easy to use.



- Purpose of using E-Commerce  
Opinion of the sample regarding purpose of using E-Commerce. Out of 164 respondents, 42 (25.61 per cent) respondents are for shopping, 16 (9.76 per cent) respondents are for banking 18 (10.98 per cent) respondents for learning and 88 (53.65 per cent) respondents for entertainment.
- Online shopping is more comfortable than traditional method of shopping  
Opinion of the sample regarding online shopping is more comfortable than traditional method of shopping. Out of 164 respondents, 32 (19.51 per cent) respondents are agreed, 64 (39.02 per cent) respondents are disagreed to the point that online shopping is more comfortable than traditional method of shopping. And 68 (41.47 per cent) respondents had an opinion of can't say.
- Online banking system is safe  
Opinion of the sample regarding Online banking system is safe. Out of 164 respondents, 28 (17.07 per cent) respondents are agreed, 52 (31.71 per cent) respondents are disagreed to the point that Online banking system is safe. And 84 (51.22 per cent) respondents had an opinion of can't say.
- Educational institutions and society are supporting to the use of E-Commerce  
Opinion of the sample regarding Educational institutions are supporting to the use of E-Commerce. Out of 164 respondents, 60 (36.59 per cent) respondents are agreed, 18 (10.98 per cent) respondents are disagreed to the point that Educational institution are supporting to the use of E-Commerce. And 86 (52.43 per cent) respondents had an opinion of can't say.
- E-Commerce is not safe for the users  
Opinion of the sample regarding E-Commerce is safe for the users. Out of 164 respondents, 40 (24.39 per cent) respondents are agreed, 38 (23.17 per cent) respondents are disagreed to the point that Educational institution are supporting to the use of E-Commerce. And 86 (52.43 per cent) respondents had an opinion of can't say.
- E-Commerce system will help students in their studies and for their career  
Opinion of the sample regarding E-Commerce system will help students in their studies and for their career. Out of 164 respondents, 134 (81.71 per cent) respondents are agreed, 6 (3.66 per cent) respondents are disagreed to the point that Educational institution are supporting to the use of E-Commerce. And 24 (14.63 per cent) respondents had an opinion of can't say.
- E-Commerce is more beneficial than traditional commerce

method

Opinion of the sample regarding E-Commerce is more beneficial than traditional commerce method. Out of 164 respondents, 78 (47.56 per cent) respondents are agreed, 26 (15.85 per cent) respondents are disagreed to the point that E-Commerce is more beneficial than traditional commerce method. And 60 (36.59 per cent) respondents had an opinion of can't say.

- Internet facility in India is supporting for E-Commerce  
Opinion of the sample regarding Internet facility in India is supporting for E-Commerce. Out of 164 respondents, 148 (90.24 per cent) respondents are agreed, 6 (3.66 per cent) respondents are disagreed to the point that Internet facility in India is supporting for E-Commerce. And 5 (6.1 per cent) respondents had an opinion of can't say.
- Govt. of India is doing enough to promote E-Commerce in India  
Opinion of the sample regarding Govt. of India is doing enough to promote E-Commerce in India. Out of 164 respondents, 102 (62.20 per cent) respondents are agreed, 20 (12.20 per cent) respondents are disagreed to the point that Govt. of India is doing enough to promote E-Commerce in India. And 42 (25.6 per cent) respondents had an opinion of can't say.
- Recent changes in economic and legal aspects in India are supporting for the development of E-Commerce  
Opinion of the sample regarding recent changes in economic and legal aspects in India are supporting for the development of E-Commerce. Out of 164 respondents, 76 (46.34 per cent) respondents are agreed, 22 (13.41 per cent) respondents are disagreed to the point that recent changes in economic and legal aspects in India are supporting for the development of E-Commerce. And 66 (40.25 per cent) respondents had an opinion of can't say.
- An increased user of E-Commerce can leads India to compete at global level  
Opinion of the sample regarding an increased user of E-Commerce can leads India to compete at global level. Out of 164 respondents, 106 (64.63 per cent) respondents are agreed, 24 (14.63 per cent) respondents are disagreed to the point that an increased user of E-Commerce can leads India to compete at global level. And 34 (20.74 per cent) respondents had an opinion of can't say.
- Indian traditional culture is one the barriers for the users of E-Commerce  
Opinion of the sample regarding Indian traditional culture is one the barriers for the users of E-Commerce. Out of 164 respondents, 72 (43.9 per cent) respondents are agreed, 44 (26.83 per cent) respondents are disagreed to the point that Indian traditional culture is one the barriers for the users of E-Commerce. And 48 (29.27 per cent) respondents had an opinion of can't say.
- Cheap availability of internet leads more users to E-Commerce  
Opinion of the sample regarding cheap availability of internet leads more users to E-Commerce. Out of 164 respondents, 130 (79.27 per cent) respondents are agreed, 6 (3.66 per cent) respondents are disagreed to the point that cheap availability of internet leads more users to E-Commerce. And 28 (17.07 per cent) respondents had an opinion of can't say.
- Increased dependence on E-Commerce leads to unemployment  
Opinion of the sample regarding increased dependence on E-Commerce leads to unemployment. Out of 164 respondents, 68 (41.46 per cent) respondents are agreed, 28 (17.08 per cent) respondents are disagreed to the point that increased dependence on E-Commerce leads to unemployment. And 68 (41.46 per cent) respondents had an opinion of can't say.

- Domestic industries lost their business because of E-Commerce  
Opinion of the sample regarding domestic industries lost their business because of E-Commerce. Out of 164 respondents, 116 (70.73 per cent) respondents are agreed, 16 (9.76 per cent) respondents are disagreed to the point that domestic industries lost their business because of E-Commerce. And 32 (19.51 per cent) respondents had an opinion of can't say.
- Young generation are misusing E-Commerce in many ways  
Opinions of the sample regarding young generation are misusing E-Commerce in many ways. Out of 164 respondents, 128 (78.05 per cent) respondents are agreed, 22 (13.41 per cent) respondents are disagreed to the point that young generation are misusing E-Commerce in many ways. And 14 (8.54 per cent) respondents had an opinion of can't say.

**SUGGESTIONS**

- The main problem of E-Commerce is hacking, related authorities should create awareness among the public how hackers hack the information and what precautions have to be taken by public.
- Educational institutions should take initiative to educate children about E-Commerce from their childhood.
- Organize awareness program in rural areas to use E-Commerce

**CONCLUSION**

The survey inferred that the youth has knowledge and awareness about E-commerce, current conditions in India are in favor of E-commerce and there more opportunities in the sector. Strict regulations need to be implemented by the government to ensure the safety and confidentiality of the users; these measures will win the confidence of users from all the generations.

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