

Research Summary

The Effect of Internet Shopping on the Youth's Purchasing Decisions

Shopping through the internet is a modern phenomenon and it hasn't taken the due care that suits it and its steady widespread

The research aims at:

- 1-Identifying the youth (research sample) adoption of electronic shopping.
- 2- Determining the relative differences for the factors affecting electronic shopping purchasing products by for the youth (the research sample).
- 3-Determining response differences in the shopping measures among the target youth of the research according to demographic changes .
- 4-Determining the differences among the sample target youth of the research in responding measure of shopping decisions through the internet according to demographic factors.
- 5-Realizing the nature of the relation between electronic shopping for the youth (research sample) and their ability to take shopping decisions.
- 6-Studying the ratio of the independent changes in explaining the differences affecting the electronic shopping.
- 7- Studying the ratio of the independent changes (in explaining the effective factors on shopping decision of the youth (the research sample).

This research follows the descriptive, statistic method.

The original sample of the research (350) youth of both sexes chosen purposefully from among different social and economic levels (country and town), Cairo governorate.

The general data form, internet shopping scale and purchasing decision scale are applied.

The search results reached to

- 56.3% among the sample members are ready to shop through the internet.
- The difference in relative measures as hindrances to electronic shopping is the absence of guarantee for most sold items by 10.5%,
- There are indicating differences between the average degrees of the sample members in internet shopping according sex. The value (T) was 6.288 and it is a statistic indicating value at indicator level 0,01 for the female interest.
- There are differences of statistic indication between the average degrees of the research sample in electronic shopping according to residence change. for the research sample members staying at town.
- There are differences of statistic indication between the average degrees of the research sample in electronic shopping according to age. The value F was 49.186 and it is a statistic indicating value at indicator level 0,01, 0,05. Here comes first the sample members aged 26 and over as they were more ready to shop.
- There are differences of statistic indication between the average degrees of the research sample in electronic shopping according to educational level for the youth at value F 42.318, and it is a statistic indication at level 0.01 to the higher educational level.
- There are differences of statistic indication between the average degrees of the research sample in electronic shopping according to the higher monthly income of the family.

- There are differences of statistic indication between the average degrees of the research sample in internet shopping decisions according to sex. T value was 13.429. It is an indicating value at level 0.01 for the interest of females.
- There are differences of statistic indication between the average degrees of the research sample in internet shopping decisions according to residence. for the interest of the members staying at town.
- There are differences of statistic indication between the average degrees of the research sample in electronic shopping decisions according to the educational level of the youth for higher educational level
- There are differences of statistic indication between the average degrees of the research sample in electronic shopping decisions according to the monthly income of the family for the higher income
- It is clear that the educational level of the youth is the most effective factor on the internet shopping process with the percentage of 0.765 followed by shopping in internet with ratio 0.571
- There is a parallel relation between the axes measures of electronic shopping and the axes measures of purchasing measures at the indicating level 0.01 – 0.05.