DIGITAL SHOPPING TRENDS AMONG YOUTH: PERCEPTION AND INFLUENCE IN DELHI/NCR

Suruchi Gill

Research Scholar, School of Business and Commerce

The Glocal University, Mirzapur Pole, Saharanpur, Uttar Pradesh, India.

Dr.Vikas Deepak Srivastava

Research Supervisor, School of Business and Commerce

The Glocal University, Mirzapur Pole, Saharanpur, Uttar Pradesh, India.

ABSTRACT

In the modern era of globalization, electronic marketing has undergone a significant transformation, reshaping the way businesses engage with consumers. Over the past decade, technological advancements have driven most commercial enterprises to adapt to digital innovations, fundamentally changing traditional marketing approaches. The integration of digital tools, particularly computers and mobile devices, has played a pivotal role in enhancing marketing strategies and improving consumer experiences. One of the most notable outcomes of this digital shift is the emergence and widespread adoption of online shopping, also known as e-shopping or e-commerce. This innovative retail model allows consumers to purchase goods and services directly from sellers through the internet using web browsers, eliminating the need for physical store visits. The convenience, variety, and ease of access offered by online shopping have contributed to its growing popularity among consumers worldwide. This study aimed to explore and analyze the perceptions of young individuals toward online shopping, focusing specifically on students in the Delhi/NCR region. To conduct the research, students from the University of Delhi were selected as participants, forming a total sample size of 200 respondents. A structured and pre-tested questionnaire was utilized for data collection to ensure the accuracy and reliability of responses. The gathered data was then subjected to comprehensive statistical analysis to derive meaningful insights into the attitudes and preferences of the respondents. The findings of the study revealed a nearly even split in opinions regarding online shopping. While 51% of respondents expressed a positive perception, viewing online shopping as a convenient and efficient way to make purchases, 49% of participants held a negative impression, possibly due to concerns related to product quality, security issues, or dissatisfaction with online services. Furthermore, the study highlighted the most preferred online shopping platforms among the respondents, with Flipkart, Amazon, and Myntra emerging as the top three choices. These platforms have gained popularity due to their vast product selections, competitive pricing, and user-friendly shopping experiences. The research findings provide valuable insights for e-commerce businesses looking to understand consumer behavior and refine their strategies to cater to young shoppers more effectively.

Keywords: Youth Aspirants, Consumer Behaviour, Delhi, NCR, Perception, Impact, Online Shopping.

Purpose: This study seeks to contribute to our understanding of the perspective and impact of online

shopping on Youth Aspirants.

1. INTRODUCTION

Customers now prefer internet purchasing over traditional shopping since it provides them with discounts and other benefits. Internet shopping is growing increasingly popular as technology advances. Many traditional firms that used to only sell their products in physical stores have now chosen to enter the e-commerce industry. Internet usage is continuously increasing in the modern era. As e-commerce has grown in popularity, more business owners have begun to conduct their sales and marketing online. In recent years, online shopping has grown tremendously in popularity. Many customers, on the other hand, preferred traditional markets because they wanted to verify the product's quality and take possession of it as soon as they paid. In today's world, the consumer is primarily concerned with receiving something of good quality and being satisfied with it. Despite the fact that online shopping is easier and less expensive than conventional shopping, offline shopping remains the favoured way. Customers select the mode of buying that best matches their needs, whether online or offline. An internet business success is determined by the capacity of the businessperson to attract customers to their product. Because of its numerous advantages, the e-commerce industry is rapidly increasing. Online purchasing is less expensive for transactions and searches when compared to traditional shopping. Customers may order goods and services online more rapidly, with more selections, and at the lowest feasible costs.

According to **Cuneyt and Gautam (2004),** the seller may measure how customers feel about online purchase and spend thousands of dollars to meet all of their desires. Customer Perception for Online Shopping refers to the consumer's mental and emotional state at the moment of choosing and making an online purchase. Online purchasing behaviour follows a five-step approach similar to traditional purchasing behaviour **(Liang and Lai 2000).** For example, if a consumer thinks they need to buy a book, they will go online to make the purchase, begin searching for the book online, and check out all the websites and applications before selecting on to the product that would best suit them.

Many individuals like online shopping since it allows them to acquire their desired product without leaving the comfort of their homes. Consumers spend more time online looking for information because it is convenient for them, say **Park and Kim (2003).** The immediate consequences of relevant online shopping features first influence consumers' attitudes toward internet purchasing **(Davis, 1993).** According to **Li and Zhang (2002),** client views on internet shopping have attracted a lot of attention. The likelihood that a shopper will go online to look for a product and, eventually, buy something is assumed to depend on the shopper's disposition. Customers prefer shopping online because it allows them to easily compare products and services, as well as their perceived benefits. Buying things online

is popular because it saves time compared to going to a physical store.

II. LITERATURE REVIEW

Bahl, Kesharwani (2020): Overall, the study indicates that perceived risk and online trust influence Indian consumers' online shopping behaviour, particularly those in the Delhi NCR region. As a result, e-commerce enterprises should take adequate precautions to ensure that customers feel secure and protected when shopping online and on the web.

Prashar Kirti, Singhal Shashi(2020): The research paper advises marketers to concentrate on consumer perception research in order to turn risks into opportunities. The research has significant significance for both dealers in learning about consumers' reactions to online grocery and consumers in learning about various online grocery sites and the benefits of dealing online, which will help them save time in this fast-paced environment.

Mule A. Mayuresh(2020): According to the study , the researcher has come to some conclusions about how online shoppers perceive the Western Mumbai and Central Mumbai regions. The findings demonstrated that respondents are more internet literate. To grow their online business, marketers need pay more attention to each type of customer and geographic area. Marketers could target specific business categories and provide these regions more advantageous offers, discounts, and plans. Seven characteristics were identified in this study as having an impact on consumer internet shopping behaviour. These elements include perceived risk, perceived utility, perceived risk of usage, perceived ease of use, impact of website design, economic aspect, product availability, and customer happiness.

Givan, Amalia, Abdurrachman, Sari, Winarno, Putra (2021): According to the research, the variables E- Money (X1) and Online Business (X2) have a considerable impact on E-Commerce (Y), meaning that a successful E-Money (X1) will be able to produce E-Commerce (Y). Which is also advantageous because electronic money transactions boost e-commerce sales. Accordingly, a good online business (X2) will be able to generate a good e-commerce (Y) because companies that sell goods online through e-commerce channels can increase sales and expedite payments by using electronic money.

Jeffany, Kosasih, Vinsen, Purba (2021): This study aims to assess customer loyalty and determine how customer experience, consumer perception, and customer delight impact it. This study is based on previous data as well as the fact that more people are shopping online due to the epidemic. The research was conducted using a method called multiple linear regression analysis. This study uses descriptive quantitative research as its method, and its goal is to provide explanations. The sample for this

investigation was selected using a straightforward random selection technique. As many as 100 students from the city of Medan participated in the study, which employed them as its population. According to the findings, Customer Experience had a favorable and significant impact on Customer Loyalty, whereas Consumer Perception had no such favorable and significant impact. Customer satisfaction has little impact on repeat business. Customer Loyalty is positively and significantly impacted by Customer Experience, Consumer Perception, and Customer Delight at the same time.

Skerhakova, Taha, Tirpak, Kral (2022): This study aimed to examine the correlations between young consumers' online buying behaviour and their perceptions of the reputation of e-shops. The goal of the study was to determine the correlations between the aspects of online shopping consumer behaviour that influence the perception of an e-reputation shops in the eyes of young consumers. In addition to domestic origin of products, e-merchant involvement in CSR activities, and the offer of eco and bioproducts, the reputation of an e-shop was also impacted by variables pertaining to sustainability (mostly represented by variables included in the "social responsibility and promotion" factor). In addition, we analyzed the reputation representing the opposite elements of sustainability, such as free shipping, the fastest mode of delivery, and special offers of an e-commerce site (represented mostly by the variables included in the "e-commerce services" factor).

Sakhuja Sumit (2022): According to the review presented in this paper, online shopping has a positive impact on passenger travel, which can be significant given the rapid expansion of e-commerce. While current research is quite advanced, online buying alternatives, shopping behaviours, and transportation consequences are intrinsically complicated and continually growing. Further research to explore and develop unique methods of evaluating the impact will be welcomed by transportation planners in anticipation of and preparation for changing travel demands.

2. OBJECTIVES OF THE STUDY

The following objectives are kept in mind when the study is being conducted:

- To study the relationship between perception and impact of online shopping towards youth aspirants.
- To analyze the perception of youth aspirants towards online shopping.
- To examine the impact of youth aspirants towards online shopping.

3. RESEARCH METHODOLOGY

Business research is a methodical investigation that gives data to influence business decisions and aims to address managerial issues. Research methodology is a process for systematically addressing research issues. It may be considered as a science to study how scientific research is conducted. It comprises of overall research design, sampling technique, data gathering method, and analytic method.

A. Methodology of the Study

The present study, which is both statistical and analytic in character, examines the key benefits that young aspirants seek from online purchasing.

B. Sources of Data

The researcher has collected data from primary sources. The report analyses perception of youth aspirants towards online shopping using primary data.

C. Sampling Technique

1. The Target Population is students of their ages, gender and qualification across Delhi/NCR.

2. Sample is selected through Simple Random Sampling.

3. 200 Respondents have been taken as Sample Size.

4. For this study, the units of sampling are the different students who shop online.

D. Tools to Collect Data

An Online Shopping Survey has been conducted on understanding the perception and the impact of youth aspirants towards online shopping through an online questionnaire via Google forms.

E. Tools to analyze data

The obtained data is tabulated first, then analyzed and interpreted using arithmetic tools such as the percentage technique. This paper also comprises rank analysis.

4. DATA ANALYSIS AND INTERPRETATION

Questionnaire Results

1. Age

Table 1: Age of Respondents

Age	Results
20-25	55.6%
25-30	30.6%
30-35	8.3%

Findings: Table 1, shows that 55.6% of respondents belonged to the age group of 20-25. 30.6% belonging to 25-30 years. 8.3% belonged to 30-35 years.

2. Gender

Table 2: Gender of Respondents

Gender	No. of Respondents
Male	28
Female	172
Total	**200**

(Source: Primary Data)

Findings: Table 2 indicates 72% of respondents are female whereas 28% are male.

3. Educational Qualification

Table 3: Educational Qualification background consists of Academics, Undergraduates, and Post Graduates.

Qualification of Students	No. of Respondents	Percentage
Academics	50	25

Undergraduates	50	25
Postgraduates	100	50
Total	**200**	**100**

(Source: Primary Data)

Table 4: Perception and their Impact of Youth towards Online Shopping

S.No.	Statements	Strongly Dissatisfied	Dissatisfied	Neutral	Strongly Satisfied	Satisfied
1.	Online shopping saves time.	68(42.22)	36(16.66)	8(5.55)	48(22.22)	42(18.88)
2.	The ability to shop at any time of day is a huge benefit.	98(54.66)	43(24.44)	-	20(10.00)	25(14.22)
3.	I like shopping the old-fashioned way better than shopping online.	65(37.77)	55(30.33)	20(12.55)	25(15.88)	22(12.88)
4.	Online shopping is very risky.	84(46.66)	19(8.33)	5(2.22)	49(22.55)	50(25.55)
5.	Online Shopping takes a very long time to deliver items and services.	88(49.44)	36(22.22)	14(8.88)	25(15.88)	22(12.12)
6.	The variety of products available on the Internet is extensive.	110(60.22)	52(26.22)	-	16(8.88)	12(6.66)

7.	Online shopping is equally safe as offline shopping.	46(28.88)	28(15.55)	20(11.66)	44(24.66)	48(26.66)
8.	I am somewhat hesitant to submit my credit card number when shopping online.	130(72.22)	34(18.88)	-	14(8.88)	10(6.66)
9.	Instead of accepting credit or debit cards as payment, I prefer cash on delivery.	158(88.88)	14(8.88)	-	10(6.66)	6(4.44)
10.	I will only purchase if home delivery is available.	130(82.22)	30(14.22)	-	14(8.88)	12(5.22)

Findings: According to Table 4, half of the respondents (50%) had a negative impression of online shopping, while the other half (50%) had a positive perception of online shopping. Students' low perspective may be due to a lack of product touch and feel, as well as online security concerns. The benefits of online shopping include the ability to save time and money on transportation, the ability to shop at any time, better prices, and discounts, a wider selection of products, and the ease with which prices may be compared.

Table 5: Favorite Online Shopping websites ranked by Respondents

S.No.	Online Shopping websites	No. of Respondents	Percentage	Rank
1.	Flipkart	60	50	I
2.	Amazon	50	35	II
3.	Myntra	40	7	III

4.	Snapdeal	30	5	IV
5.	Other websites	20	3	V
	Total	**200**	**100**	

Findings: According to Table 5, Flipkart, Amazon, and Myntra were the respondents' top three favourite online shopping websites. The most well-known e-commerce websites are Flipkart and Amazon, which feature deals on all kinds of items that students need and even give payment on delivery. Other factors could include prompt product delivery and product exchanges if a customer is not happy.

5. CONCLUSION

Shopping habits and business practices are evolving rapidly worldwide, with consumers increasingly shifting towards online shopping. Even in developing countries, governments and businesses are encouraging people to embrace this digital transformation. The rise in internet accessibility, particularly among young individuals, has significantly contributed to the popularity of online shopping platforms. One key factor driving this trend is the widespread use of Android smartphones, which provide easy access to e-commerce websites and mobile shopping apps.The findings of this study indicate that postgraduate students in the Delhi/NCR region prefer online shopping over traditional in-store purchases. Several factors influence this preference, including the convenience of shopping from anywhere, the availability of a diverse range of products, time-saving benefits, and the ability to compare prices across different platforms. Additionally, the study highlights that most students favor the cash-on-delivery (COD) payment method over other digital payment options, reflecting a preference for security and trust in financial transactions. Based on these findings, it is evident that online shopping in India, particularly in Delhi/NCR, is poised for further growth due to its large and tech-savvy youth population. Social media plays a crucial role in influencing global shopping trends, helping e-commerce businesses attract more customers. To expand their customer base, online retailers must prioritize data privacy and security to ensure consumer trust. Moreover, they should focus on offering high-quality products and maintaining transparency regarding exchange and return policies. By addressing these concerns, online stores can create a more seamless and trustworthy shopping experience, ultimately encouraging more consumers to embrace e-commerce.

6.   SCOPE AND LIMITATIONS OF THE STUDY

The study focuses on the perception and impact of online shopping on young people. The information is gathered from 200 youth aspirants confined to Delhi/NCR, who were chosen at random to represent the perception of purchasing online. The respondents are all given the same questionnaire to complete. The

survey results will only apply to this study and will not be used as a metric in any other research. The researchers' questionnaire will be the primary source of information.

REFERENCES

1. Bahl , R., & Kesharwani, S. (2020). Impact of perceived risk and trust on online shopping behaviour: A study from Indian perspective. *International Journal of Management*, *11*(12). https://doi.org/10.34218/ijm.11.12.2020.329

2. Dandona, A. (2021). "Youth Perception towards Online Shopping", Youth Voice Journal, ISSN (online): 2969.

3. Givan, B. ., Amalia, R. ., Abdurrachman, A., Sari, I. ., Heri Winarno, S. ., & Arman Syah Putra. (2021). Effective Use of E-Money through Online Shopping in E-Commerce: English. *International Journal of Educational Research and Social Sciences (IJERSC)*, *2*(6), 1692–1697. https://doi.org/10.51601/ijersc.v2i6.245

4. Jeffany, Hendry Kosasih, Vinsen and Purnama Yanti Purba (2021) "The Influence of Customer Experience, Customer Delight, and Perception, and on Online Shopping Customer Loyalty (Case Study on Students in Medan City)", *Jurnal Mantik*, 5(2), pp. 670-678. doi: 10.35335/mantik.Vol5.2021.1381.pp670-678.

5. Koch, Julia, Britta Frommeyer, and Gerhard Schewe. 2020. "Online Shopping Motives during the COVID-19 Pandemic—Lessons from the Crisis" *Sustainability* 12, no. 24: 10247. https://doi.org/10.3390/su122410247

6. Mule, M. A. (n.d.). *STUDY ON CUSTOMERS PERCEPTION OF WESTERN MUMBAI AND CENTRAL MUMBAI TOWARDS ONLINE SHOPPING*.

7. Prashar, K., & Singhal, S. (n.d.). *STUDY OF CONSUMER PERCEPTION TOWARDS ONLINE GROCERY SHOPPING*.

8. Perception of college-going students towards online shopping in Assam. (2020). Journal of Xidian University, 14(4). https://doi.org/10.37896/jxu14.4/129

9. Roy, P., & Datta, D. (2022). Impact of COVID-19 on Consumer Buying Behavior Towards Online and Offline Shopping. Journal of Emerging Technologies and Innovative Research (JETIR).,Available at ISSN: https://ssrn.com/abstract=4205473or http://dx.doi.org/10.2139/ssrn.4205473

10. Ramannanavar, A., & Nithyashree, D. D. A. (n.d.). Opinion and Perception of Youths towards Online Shopping.

11. Sivasubramani K, Santhi S.N., International Journal of Emerging Technologies in Engineering Research (IJETER) Volume 4, Issue 12, December (2016).

12. Škerháková V, Ali Taha V, Tirpák D, Kráľ Š. Perception of Corporate Reputation in the Era of

Digitization: Case Study of Online Shopping Behaviour on Young Consumers. *Sustainability*. 2022; 14(21):14302. https://doi.org/10.3390/su142114302

13. Sakhuja, Sumit, Understanding the Impact of Online Shopping on Passenger Travel: Learning from the Literature.   Available   at   SSRN: https://ssrn.com/abstract=4049767or http://dx.doi.org/10.2139/ssrn.4049767