A Study on Perception and Impact of Online Shopping towards Youth Aspirants with special reference to Lucknow City

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ABSTRACT

Electronic marketing has undergone a significant shift in the age of globalization. The majority of commercial organizations have adapted to technological transformation over the past ten years. The use of technology (i.e., computers and mobile devices) for improved marketing results is known as online shopping or e-shopping. Online shopping, also known as e-commerce, enables users to make direct purchases from sellers of goods or services through the internet using a computer browser. The goal of the current investigation was to better understand how young people felt about online purchasing. The study was carried out in Uttar Pradesh Lucknow City. For the study, students from the University of Lucknow were chosen. Thus, 200 respondents make up the entire sample size. The information was gathered using a standardized questionnaire that had been pre-tested. A proper statistical analysis was performed on the data that was collected. The findings showed that 49% of respondents had a negative impression of internet shopping, while the other 51% had a positive perception. The respondents' top three favourite online websites were Flipkart, Amazon, and Myntra.

Keywords: Perception, Impact, Online Shopping, Youth Aspirants, Consumer Behaviour, Lucknow City

Purpose: This study seeks to contribute to our understanding of the perspective and impact of online shopping on Youth Aspirants.

1. INTRODUCTION

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. 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. 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. **Kotler and Armstrong (2000)** claim that consumers' motivation, perception, learning, belief, and attitude all play a role in their final purchasing decisions. Different customers would have different perspectives on their online purchasing habits based on their individual personalities **(Wolfinbarger and Gilly, 2001).**

As technology and media have developed in recent years, online shopping has emerged as one of the most popular methods of purchasing **(Lim et al., 2016; Wu et al., 2011).** Both the number of people who buy online and the revenue they generate have continuously increased over time **(Ozen & Engizek, 2014).** Because it can be done anywhere and at any time **(Lester et al., 2005),** saves time **(Abbad et al., 2011; Morganosky & Cude, 2000),** has a wide selection of products **(Delafrooz et al., 2011; y Monsuwé et al., 2004),** and allows consumers to purchase goods at lower prices **(Delafrooz et al., 2011),** online shopping has more advantages than traditional shopping **(Choi & Park, 2006; Elliot & Fowell, 2000; Lester et al., 2005; Walsh & Godfrey, 2000).** These advantages are one of the most significant and favourably impacting elements for intention to use, according to earlier studies based on **Davis Technology Acceptance Model** (TAM) **(Aziz & Wahid, 2018; Gefen et al., 2003a; Ha et al., 2019; Lim et al., 2016).** The ease of use has an impact on online shoppers' likelihood to make

a purchase, according to studies using the TAM of Davis et al. Along with how beneficial people believe something to be, there is also this **(Gefen et al., 2003a; Gefen et al., 2003b; Ha, 2020; Ha et al., 2019; Lin, 2007).** Many researchers **Ajzen's (1991) Theory of Planned Behaviour** (TPB) in addition to TAM to determine what online customers intend to do. According to TPB, consumers' intentions to shop are influenced by their attitudes, arbitrary standards, and perceptions of their level of control. However, the majority of earlier research **(Slade et al., 2015)** was conducted in industrialized nations with a fully developed digital infrastructure, a more positive outlook, a higher level of control behaviour, and a reduced sense of danger when making purchases online **(Hanafizadeh et al., 2014; Malaquias & Hwang, 2016).** There are numerous indications that consumer issues in developed and developing nations are different. **Malaquias & Hwang (2016); Hanafizadeh et al. (2014).** In addition, there are still many inconsistencies between the findings of earlier studies that require closer examination.

2. LITERATURE REVIEW

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).

Roy Priyabrata, Datta Dhananjoy (2022): Due to decreased business activity, increased unemployment, and decreased spending, the COVID-19 pandemic had a huge impact on people's lives and behaviours, causing both health and economic worries around the world (Mirchevska et al., 2021). The present COVID-19 outbreak has had an impact on people, businesses, and customers (A. Sharma & Mehta, 2020). Online purchases are becoming more popular among consumers, and more businesses are making infrastructure investments. According to the majority of prior surveys, consumers are generally hesitant to use internet shopping because their positive perceptions do not translate into actual use. According to reports, the COVID-19 pandemic's breakout had an effect on consumer buying patterns around the globe (Ali, 2020). As the number of COVID - 19 cases rises, there are some discernible changes in consumer spending trends. Will the pandemic cause changes in consumer preferences, or will they go back to their pre-COVID-19 preferences? Future study will address this issue.

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.

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.

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.

3. OBJECTIVES OF THE STUDY

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

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

4. 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 Lucknow City.

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.

5. 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: Favourite 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.

6. CONCLUSION

People all over the world are changing the way they shop and do business very quickly. Developing countries are also encouraging people to use this new way to shop. The growing number of young people who use the internet has led them to online shopping sites. Another reason why young people like online stores is that they can use Android phones. The results of the study showed that postgraduate students in Lucknow City like to shop online more than in stores. Students tend to shop online because it is easy, has a wide range of products, saves time, and lets them compare prices. The study results showed that most students would rather pay with cash on delivery than with other methods. Based on the results of the study, it seems likely that online shopping will grow in India, especially in Lucknow City, which has a large number of young people. Social media is a big part of getting people around the world to shop online. Taking the study results into account, it could be said that if online stores want to get more customers, they should protect the privacy of their customers' information. Online stores should try to sell high-quality goods to customers so that they can get as many

customers as possible. Customers should feel more comfortable buying things online if online stores make it clear how to exchange and return items.

7. SUGGESTIONS/RECOMMENDATIONS

Online purchasing is still hampered in India since internet penetration has not yet occurred as it should have. By offering more cheap broadband connections, the e-commerce revolution can be sparked**.** The primary benefits of online shopping are convenience and time savings. Therefore, Business Model websites should be created so that users spend as little time as possible accessing the information they need, as taking too long to search for something or for a page to load may cause users to go to another website with a quicker download and display time. By increasing after-sales services, giving more secure payment choices, and fast delivery of items with superior packaging, web businesses can increase demand for a variety of products and services. Toys and household goods are two examples of market subsets that marketers should focus their attention on when attempting to penetrate the market through online shopping.

8. PRACTICAL IMPLICATIONS OF THE STUDY

Numerous top international market firms are making investments in India due to the potential for expansion of the country's online retail sector. For example, Amazon has made a massive $6 million investment, and more companies are about to enter the lucrative Indian market. The segment is now more competitive as a result of the introduction of foreign competitors. According to research on the drivers and inhibitors of online buying among college students, convenience and reduced prices can serve as powerful motivators, whereas issues with refund policies, security, and privacy were the main deterrents. The ordinary internet user, especially young people, is spending more time online, which allows different market participants the chance to increase traffic to their websites by using cutting-edge marketing techniques. In order to give efficient and effective service and support the long-term growth of e-commerce in India, portals should compete by concentrating on both psychological and infrastructural needs. Aspiring young people in the Lucknow region have shown a favourable attitude toward online purchasing.

9. 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 Lucknow City, 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.

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