



“THE INFLUENCE OF E-COMMERCE ON CONSUMER PURCHASING BEHAVIOUR: AN EXAMINATION OF YOUTH ONLINE SHOPPING TREND”

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ABSTRACT

Along with technological advancements, consumer behaviour has also changed in terms of lifestyle, attitudes, preferences, and purchasing patterns. People can now access markets all over the world with great convenience thanks to the widely recognized digitalization trend. India, the seventh-largest nation in the world, has a large e-commerce population, especially among young people who choose to shop online because of time and financial constraints. They can access anything at any time with just one click. Customers now find it incredibly convenient to shop for anything they want thanks to e-commerce platforms. This study looks at Uttarakhand's youths' online shopping habits and how digital platforms affect their decisions to buy. Businesses can better adapt their internet marketing strategies to meet the preferences of younger consumers by using the insights gained from this research.

KEYWORDS: Digital Platform, Internet, Youth, Online Shopping, Buying Behavior, Ecommerce

INTRODUCTION

The world is connected through the vast communication network known as the internet. The ease of access to the Internet has led to a significant shift in global needs, lifestyles, and business practices. These days, practically every business has an online app where clients can make purchases. Additionally, with so many options available globally, customers can now purchase anything they want with ease by simply opening these apps on their convenient Smartphone.

The exchange of funds or data for the buying and selling of goods and services through an electronic network, most commonly the internet is known as electronic commerce, or e-commerce. Internet is a vast communication network that connects the world as one. With the easy access to Internet worldwide the need, lifestyle, preferences along with the way to conduct business has drastically changed. Now almost every enterprise has their online apps through which the customers can make purchase. Moreover these apps on easy handy Smartphone has made much more easy for customers to just open the app and purchase anything they wish too with a lot of options available worldwide.

Electronic commerce, or e-commerce, is the exchange of money or data via an electronic network, usually the internet, for the purchase and sale of goods and services. There are four main categories of e-commerce transactions: consumer-to-business, business-to-business, business-to-consumer, and business-to-business.

Sixty-four percent of the eight billion people on the planet today use the internet, which is double the percentage from ten years ago, according

to a Forbes report. Access to the internet has changed many aspects of consumer life, including shopping. According to Euromonitor International's forecast, by 2024, consumers will have spent almost \$11 trillion on products and services that they purchased online.

One of the biggest industries in the modern era is e-commerce. Nearly 90% of businesses nowadays have a website, and some even don't provide e-commerce services. One of the biggest industries in the modern era is e-commerce. Nearly 90% of businesses nowadays have a website, and some even don't provide e-commerce services. (Lissy N.S., Krupa Esther M., 2023)

E-commerce has a significant impact on how consumers make purchases, particularly young people who are leading the way in the adoption of digital technology. Young consumers are clearly showing signs of this shift as they increasingly use the web for their purchasing requirements. The ease of use provided by online shopping is a major factor propelling this trend. Online shopping offers the convenience of browsing and buying products at any time and from any location, in contrast to traditional brick-and-mortar stores. The learners and young professionals who frequently juggle busy schedules and value the time-saving advantages of e-commerce will find this flexibility especially appealing.

For example, rather than going to different stores, a university student may prefer to shop online for publications, electronics, and apparel. With a large product selection, affordable prices, and home delivery options, online retailers such as Amazon and Flipkart make it simpler learners to find what they're seeking without interfering

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with their academic obligations. Furthermore, the provision of comprehensive specifications, customer reviews, and ratings facilitates informed decision-making for younger consumers, thereby augmenting their shopping experience in general.

Finding the best deals and comparing prices online are important factors that impact the online shopping behaviour of young people. E-commerce sites frequently host special sales events, discounts, and promotions that draw in young, budget-conscious customers. For instance, learners and recent graduates are more inclined to make large purchases, from electronic devices to fashion accessories, during holiday seasons or yearly sales such as Big Billion Days, taking benefit from the significant discounts offered. In addition to saving them money, this practice promotes recurring purchases and develops an online shopping habit.

Shopping via the web is a type of e-commerce whereby buyers and sellers use websites or online businesses to conduct business over the internet. The internet is the most popular place for buyers to find almost any kind of product or service, with a vast array of options and prices. In the current technological era, shopping online is now the most popular method of shopping. Since its inception in 1990, online shopping has experienced significant growth in both popularity and success, and it appears to have a promising future. In addition to many other distinctive features like various languages, home delivery, an extensive selection of products, a comparison tool, and other features that gradually became available, it has offered convenience, ease of use, around the clock service, cheaper rates, appealing websites, discounts and deals, and effortlessly purchasing from the ease of one's own residence in just a few clicks. **(Siddiqui Arshi, Mehrotra Sanjeev, 2022)**

Also, social media has a significant influence on how young people shop online. Social media sites like Facebook, YouTube, and Instagram are excellent resources for finding and influencing products. On these platforms, peer recommendations and influencers have a big influence on what people buy. A young professional might, for example, follow fashion bloggers on Instagram who present the newest styles and offer direct links to buy the products they feature. Young people have a big say in family decisions and have an impact on the family's purchasing habits. It also aids in influencing friends' purchasing decisions. The majority of businesses, particularly those that deal in consumer goods, are influencing the younger generation through the use of digital marketing platforms. When it comes to businesses that sell food, clothing, entertainment, and personal electronics, this strategy is extremely specific. The younger generation is very brand aware and gets excited when they purchase a specific brand. **(Painoli Kant Arun, Bansal Rohit, Singh Ram, Kukreti Ankur, 2021)**. The evidence and validation process fosters trust and motivates impulsive purchases, thereby integrating e-commerce into the regular lives of youthful consumers.

In addition, the introduction of safe payment methods and the growth of virtual wallets like Paytm and Google Pay, which have simplified and improved the reliability of online shopping. The hurdles to internet shopping have decreased due to the simplicity of transactions and effective delivery services, even in remote locations. Because they can monitor what they ordered in real time and know that their financial data is secure, younger consumers are more comfortable using these platforms. As cited by **Daroch Bindia, Nagrath Gitika and Gupta**

Ashutosh, (2020) Even with all of the benefits, some consumers might think internet buying is unreliable and dangerous. According to the research, customers trust brands far more than retailers who sell them, and there is a strong correlation between brand loyalty and trust (Bilgihan, 2016; Chaturvedi et al., 2016). Because there is no in-person interaction between the seller and the customer when shopping online, it is not socializing and the customer may find it difficult to build trust (George et al., 2015). To turn a prospective customer into a real customer, you must have faith in the online retailer. Though the internet offers an endless supply of goods and services, there is a perceived risk associated with digital shopping methods like using a mobile application, ordering through a catalogue, or placing a mail order. (Tsiakis, 2012; Forsythe et al., 2006; Aziz and Wahid, 2018)

In a nutshell there are many different ways that e-commerce affects young people's purchasing decisions. The popularity of online shopping is raising due to its convenience, affordable prices, social media impact, and safe payment methods. In order to effectively meet the changing needs of the younger consumer base in the area, businesses need to comprehend these factors as this trend develops and adjust accordingly.

REVIEW OF LITERATURE

1. **Fennala Agnes Iylin D. (2024)**. The aim of the study is to find out how customers feel about apps such as Flipkart, Amazon, Myntra, Snapdeal, etc. Examining current consumer product preferences, purchasing trends, and buying choices made through a variety of online shopping apps, including Flipkart, Amazon, and Snapdeal, among others, is the aim of the study. With an emphasis on e-commerce websites, the research aims to determine the factors that encourage young people to make purchases online and looks into those elements in more detail.
2. **Lissy N.S., Krupa Esther M. (2023)**. The goal of this study is to comprehend how changing technology has affected consumer purchasing behaviour. This study will assist e-commerce companies in understanding consumer needs and wants and in keeping up with current market trends. Because both types of behaviour have an equal influence on consumers' purchasing decisions, this study examined both positive and negative consumer behaviour.
3. **T M Kumar Prveen Prof., P Divyashree (2023)**. The purpose of this study is to determine the factors that influence people's choices to buy food items via the internet in the same area and to investigate how e-commerce impacts customer buying habits in the Coimbatore district. Gaining understanding of how technological developments influence consumer purchasing behaviour is the main goal of this study. It also says that e-commerce businesses can use this study to better understand the needs and wants of their customers and remain aware of current market trends. Both the beneficial and detrimental elements of consumer behaviour are investigated in this study because they have an equal influence on the decisions that consumers make about what to buy.
4. **Siddiqui Arshi, Mehrotra Sanjeev (2022)**. The purpose of this essay was to investigate Uttarakhand, India consumers' attitudes regarding internet shopping. In

order to investigate the effects of these factors on buyer attitudes towards online shopping, the paper presents an integrated model that includes faith, perceived advantages, perceived web quality, and digital word of mouth (eWOM) in addition to their relationships. The primary data for the study was gathered via a structured questionnaire that was sent to online shoppers using a straightforward random sampling technique. To obtain the results, basic percentage analysis, ANOVA, etc., were used for analysis.

5. **Painoli Kant Arun, Bansal Rohit, Singh Ram, Kukreti Ankur, (2021).** Seeks to determine the elements influencing young people's purchasing decisions when they use digital channels to buy goods or services. In order to accomplish the research's goal, secondary sources of data were employed. This method of random sampling was applied. The purpose of the study was accomplished through the use of a structured questionnaire. A range of statistical instruments were employed to analyze the information.
6. **Daroch Bindia, Nagrath Gitika and Gupta Ashutosh, (2020).** The purpose of this study is to look into how consumers behave when they shop online, as well as the factors that prevent them from doing so. The goal of the study was to identify the issues that customers run into when they shop at online retailers. For this study, a survey of users of e-commerce sites was conducted using a quantitative research methodology. Six factors, it was found, discourage customers from making online purchases.
7. **Richa, Ranjan & Singh, & Kukreti, Ankur. (2018).** This study looks into a wide range of variables that affect consumers' behaviour when making online purchases from any type of e-commerce website. The exploratory factor analysis method was employed by the author of this paper to identify the factors that significantly influenced the online purchase behaviour of the customers.
8. **S. Kumar Hemanth Dr., S. Umakanth Dr. (2018)** The issues and influences of purchasing goods online as well as offline are reflected in this study. This research paper's main goal is to examine the differences in consumer purchasing behaviour between traditional and e-commerce markets. First-hand information was gathered via a formal questionnaire. The study could close the gap between online and offline shopping options.

OBJECTIVES

1. To examine the factors motivating the youth to purchase online.
2. To study the impact of ecommerce platforms in shaping the buying behavior of youth.
3. To analyze the obstacles that the youth face while purchasing online.

METHODOLOGY

This research is purely based on secondary data sources that have been accessed through various news articles, research papers which have been reviewed from Shodhganga, Research gate, Google Scholar, etc.

RESULTS AND DISCUSSION

1. Factors motivating the youth to purchase online.

Any country's youth are its backbone and its main economic contributors. Because they accept any novel idea or modification first, young people are further referred to as innovators. Consumer purchasing behaviour is highly complicated and influenced by a wide range of factors that differ from person to person. According to a 2019 Hoot Suite report, the average person spends 6 hours, 42 minutes a day online. (Painoli Kant Arun, Bansal Rohit, Singh Ram, Kukreti Ankur, 2021)

The retail landscape has changed due to the emergence of e-commerce platforms, particularly for younger consumers. Comprehending the driving forces behind youth online purchases is essential for companies trying to target this market segment with customized marketing campaigns. The youth's inclination for online shopping is fueled by a number of important factors, all of which add to e-commerce's allure.

Convenience and Accessibility

Young people purchase online primarily because of the ease of use and accessibility provided by e-commerce platforms. Young shoppers value not having to visit shops in person and being able to shop whenever and from anywhere. Their frequently hectic and active lifestyles go well with this round-the-clock accessibility. For instance, a college student can simply order textbooks or clothing items from websites like Amazon or ASOS at any time of the night, saving them the trouble of having to deal with traffic and store hours.

Variety and Choice

The variety of products offered by e-commerce platforms is far greater than that of physical retail locations. Young consumers can explore and select from a greater range of options thanks to this variety, which helps them find exactly what they're looking for. Websites such as eBay and Etsy, for example, cater to the varied tastes of young customers by offering distinctive and varied products, ranging from handmade crafts to mainstream brands.

Competitive Rates and Rebates

A big consideration for young people, a majority of whom have little extra money, is price sensitivity. E-commerce platforms are a desirable option for shopping because they frequently provide exclusive online discounts, frequent sales, and competitive pricing. Users can save income on their purchases by using platforms such as Groupon and Honey, which offer coupons and deals to their users. The ease with which young consumers can evaluate prices from various sellers also gives them the power to make economical decisions.

Social Media Presence and Evaluations

It is impossible to overestimate how much social media and internet reviews affect young people's purchasing decisions. Young shoppers are heavily impacted by the influential individuals they follow on social media sites like YouTube, Instagram, and TikTok, as well as by their peers. Good feedback and recommendations from reliable sources can have a big impact on what they decide to buy. For example, a beauty

product recommended by an influencer on YouTube may see a spike in sales on websites like Sephora or Ultra.

Customized Shopping Experiment

Young customers respond favorably to personalize shopping experiences provided by e-commerce platforms that use data analytics. A customized shopping experience that feels distinct for every user is produced by recommendations that are based on past surfing and previous purchases. Similar algorithms are used in online purchasing, such as Netflix's personalized movie recommendations and Amazon's product suggestions, thanks to Spotify's success with customized playlists.

Integration of Technology

Young people are accustomed to incorporating modern technology into the way they shop since they were raised in a digital age. Online shopping is made more interesting and user-friendly by the smooth integration of mobile apps, safe payment gateways, and innovative functions such as augmented reality (AR) try-ons. For example, AR is used by fashion brands like Zara and IKEA to help customers make better decisions by enabling them to see how furniture or clothing will appear before making a purchase.

Quick and Dependable Delivery

Effective shipping methods are a major driving force behind online purchases. E-commerce sites that provide prompt, dependable, and occasionally even same-day delivery are very appealing to young people's impatience. Because of Amazon Prime's reputation for speedy delivery, other e-commerce sites are under pressure to improve their logistics in order to live up to the high standards set by the company.

According to **Richa, Ranjan & Singh, & Kukreti, Ankur (2018)**, the following factors influence customer purchasing decisions made through e-commerce:

Benefits for the customer include: Quick delivery, easy navigation, and brand comparability across brands.

Quick, affordable, and safe purchases include: economical data packs, quick internet access, a safe return policy, and constant internet connectivity.

Technology trends include the following: cashless transactions, instantaneous access to new fashion items, and mobile connectivity via Smartphone.

Easy availability includes the following: Data packs are inexpensive for middle-class families, and IT can help numerous businesses update their websites with ease.

In short, convenience, variety, affordable prices, social influence, customization, technology integration, and effective delivery services are the main reasons why young people shop online. When combined, these components offer a captivating shopping experience that suits the tastes and way of life of younger shoppers. Companies trying to reach this market segment should concentrate on improving these areas in order

to foster customer loyalty and increase sales in the cutthroat world of online shopping.

As stated by **Painoli Kant Arun, Bansal Rohit, Singh Ram and Kukreti Ankur in 2021** The results of the factor analysis show that youths are highly relevant for digital marketing and are influenced by four factors:

1. Customer satisfaction
2. Company policies
3. Benefits of Information and Delivery
4. Extra advantages

2. The impact of ecommerce platforms in shaping the buying behavior of youth.

Technology's quick development and the internet's widespread use have changed many aspects of everyday life, with purchasing being one of the biggest areas of change. Over the previous 20 years, there has been a significant increase in the Indian e-commerce market. This is explained by the growing number of people using mobile phones and the internet. The e-commerce landscape in India has undergone a fundamental transformation due to the combination of

favorable demographics and the increasing popularity of online shopping, which has changed the way businesses interact with and cater to their customers. The ongoing importance of the Internet in promoting interpersonal connections and information exchange has led to increased demand for marketplaces that have adopted online services, especially in areas where e-commerce is still relatively new. (**T M Kumar Prveen Prof., P Divyashree, 2023**). E-commerce platforms, which provide previously unheard-of levels of accessibility, variety, and convenience, have become a dominant force in retailing. Youth are the most involved and active demographic on these platforms among all others. This is a tech-savvy demographic that is heavily impacted by the online ecosystem, so it's important to know how e-commerce platforms affect their purchasing decisions.

Due to the technological revolution in the younger population, which allows them to use technology more for their own well-being than people in other age groups, younger people are making more purchases from online retailers. The two shopping websites that young people prefer to use are Flipkart and Amazon. The abundance of options available to consumers at affordable prices has led to a rise in demand for online shopping. Customers use e-commerce more for clothing and other fashion accessories than for other products like electronics, banking, and marriage. (**S. Kumar Hemanth Dr., S. Umakanth Dr., 2018**)

For a variety of reasons, today's youth prefer to shop online. This preference is mostly driven by the ease of buying things from anyplace at any hour, a greater selection of products than in stores in person, and the simplicity of comparing prices. For example, websites such as Amazon and ASOS provide a vast inventory of goods, from electronics to fashion, enabling young customers to locate what they're looking for without having to

leave their homes. Furthermore, young consumers can make better purchasing decisions thanks to the simplicity with which user reviews, ratings, and detailed product information can be accessed. These platforms are made more appealing by the fact that they provide a variety of payment methods, quick delivery, and hassle-free returns.

In this technological age, online shopping has grown to be one of the most popular methods of purchasing, not just in India but globally as well. Online shopping is becoming popular throughout India, including Uttarakhand. People in the plain area in particular are addicted to it because of its many benefits and conveniences, busy schedules, etc. Demographic factors including gender, the total number of people in the family, marital status, yearly income, and annual expenses have no bearing on the desire of buyers to make purchases online. Online purchases are made by people in all situations. Online shopping has developed into a convenient and enjoyable activity. (Siddiqui Arshi, Mehrotra Sanjeev, 2022)

Youth purchase behaviour on e-commerce platforms is greatly influenced by the web and online marketing. Commercials, sponsored posts, and endorsements from influential people on social media sites like Facebook, Instagram, and TikTok are a constant source of exposure for younger

consumers. For instance, an influencer in fashion on Instagram might share a link to an upcoming clothing line that is offered for sale on an online store, encouraging people who follow them to explore it out and buy. These channels influence consumers' opinions of brands and create them to novel goods while also setting trends. Influential individuals in specific, have a big influence because their followers find them to be trustworthy and relatable. Because of their ability to influence young consumers' purchasing decisions through their shared content, influencers are an essential part of marketing strategies on online platforms.

Discounts and promotions are another important element that influences how young people behave when they shop. In order to draw in and keep young customers, online shopping sites commonly provide sales, coupon codes, and loyalty programmes. To encourage repeat purchases, some platforms, such as Sephora, offer participants of their loyalty programmes special offers as well as early access to sales. Impulsive buying is frequently encouraged by the lure of a good deal, which also raises the amount of purchases. These marketing techniques work especially well with young people, who frequently have little extra money and are price conscious.

Additionally, e-commerce platforms have added features tailored to the tastes of younger customers. The shopping experience is improved by personalized recommendations, intuitive user interfaces, and entertaining mobile apps. Similar recommendation algorithms, for instance, have been influenced by Spotify's customized playlists in e-commerce, where sites like Netflix recommend films based on previous viewing history to provide a more customized experience. A good user experience is also enhanced by the capacity to make wish lists,

monitor orders in real time, and communicate with customer support agents via chatbots or live chat. These attributes not only enhance customer contentment but also cultivate brand allegiance among youthful shoppers.

Many details about how customers communicate on those sites, the amount of time they dedicate there, and the way they make purchases online can be found in the study by **Fennala Agnes Iylin D. (2024)** on the influence of shopping portals on young people's purchasing behaviour. The usage of social media rises along with the period of time spent online. Consumers are getting used to using a range of social media platforms in nations that are both developed and emerging. Online purchases and online marketing have become more challenging for marketers. Building relationships with customers on social media and managing these platforms are essential for a brand to succeed.

In a nutshell because they provide convenience, a large selection of goods, and a variety of value-added services, e-commerce platforms have had a substantial impact on young people's purchasing habits. This impact has been further amplified by the influence of social networking sites and online marketing in conjunction with alluring promotional offers. Comprehending these dynamics is crucial for online shopping sites to formulate efficacious strategies that

address the requisites and inclinations of youthful consumers, consequently propelling expansion and augmenting patronage. The relationship between youth purchasing behaviour and e-commerce platforms will continue to be an important field of research as the digital environment changes.

3. The obstacles that the youth face while purchasing online.

While internet shopping has many benefits, there are a few barriers that young people must overcome that may make the experience less enjoyable overall. E-commerce platforms must recognize and solve these issues if they hope to increase user retention and satisfaction.

In 2020, Daroch Bindia, Nagrath Gitika, and Gupta Ashutosh conducted a study which revealed numerous problems and issues that consumers encounter when utilizing e-commerce platforms. The study identified six factors in total that prevent consumers from making purchases from online sites: lack of trust and fear of bank transactions; traditional shopping being more accessible than online shopping; reputation and services offered; experience; insecurity and inadequate product information; and lack of trust.

These are some specific, typical challenges that young customers encounter when making online purchases, along with some examples:

1. Privacy and Security Issues

When it comes to online shopping, young consumers still have serious concerns about security and privacy. The possibility of security breaches and fraud has many young people leery of disclosing financial and personal data on e-commerce platforms.

For example, young shoppers may become reluctant to enter their banking information on similar websites as a result of a widespread mistrust stemming from a breach of information at a major retailer such as Target.

2. Product Authenticity and Quality

When goods cannot be physically inspected before being purchased, questions regarding their authenticity and quality may arise. Young shoppers frequently worry that the goods they receive won't look or feel like the pictures or descriptions they saw online. For instance, a student purchasing a laptop from an unknown online retailer might be concerned about getting a defective item. This problem affects platforms like Ali Express because of the wide variety of sellers and inconsistent product quality.

3. Exorbitant Shipping Fees and Delivery Problems

While prompt and dependable delivery is a big incentive, expensive shipping and delivery problems can be big turnoffs. Young people, who frequently have tight budgets, might find the extra shipping costs to be unaffordable. Young customers may become even more irate in the event of delays, misplaced packages, or incorrect items being delivered. For instance, ordering from overseas on websites like eBay may occasionally result in longer delivery times and higher customs charges, which discourages customers from making purchases.

4. Policies for Returns and Refunds

Restrictive or complex return and refund procedures may deter young people from making online purchases. Online shopping may seem less appealing because of the trouble of going back a product and the ambiguity of receiving a refund. For instance, young customers might be reluctant to buy apparel that may not suit them perfectly if a clothing store has a strict cancellation policy that requires them to spend money for return shipping.

5. Inadequate Customer Support

Timely and effective problem solving depends on having sufficient customer support. When they are unable to easily contact customer service participants to address their concerns, many young consumers become frustrated. Young shoppers may feel neglected and dissatisfied, for instance, when they experience lengthy wait times and automated responses on platforms like Wish.

6. Problems with Payment

Processing problems and payment options can also be a problem. Young people who rely on bank debit cards or electronic wallets instead of credit cards may experience issues with specific payment platforms or may not have accessibility to credit cards. For example, a young customer using PayPal might come across a website that doesn't accept this mode of payment, which would restrict their options for what they can buy.

7. Usability and Technical Issues with Websites

An easy-to-use online interface is essential for a positive shopping experience. Young customers may become irritated by technical problems like poor mobile optimisation, website

crashes, and slow loading times. For instance, if the mobile app for a fashion e-commerce company like H&M regularly collapses during the checkout process, the company may lose out on potential customers.

8. Decision Fatigue and Information Overload

Decision fatigue and information overload may result from the abundance of choices and information offered by e-commerce platforms. Too many options may overwhelm young shoppers, making it challenging for them to decide what to buy and finish the transaction. For example, spending a lot of time and energy scrolling through numerous identical products on Amazon can result in abandoned shopping carts.

9. The Effect of Unfavorable Reviews

Internet reviews can be useful, but they can also present challenges. Even though the reviews don't fully capture the quality of the product, young buyers may be discouraged from making an order if they see poor feedback or a low rating overall for the product or seller. For instance, a few unfavorable remarks regarding shipment delays on a well-known sneaker website like Foot Locker can affect the opinions and choices of prospective customers.

10. Access to and Digital Literacy

Not every young consumer has the same access to or level of digital literacy. Some people might find it difficult to use digital payment methods, navigate e-commerce websites, or comprehend how to protect their private data online. For example, a young person who has never shopped online might find it intimidating and confusing to go through the checkout procedure on a website like Best Buy.

According to **Siddiqui Arshi and Mehrotra Sanjeev (2022)**, a few of the main problems impeding their motivation are poor internet access, particularly in hilly regions like Uttarakhand's Nainital, slow delivery, expensive delivery fees, and a lower level of awareness than in the state's plains. More buyers can become potential buyers with a fine solution.

As stated by **Daroch Bindia, Nagrath Gitika, and Gupta Ashutosh (2020)**, customers who make purchases online are unable to see, touch, feel, smell, or try the products they wish to buy (Katawetawaraks and Wang, 2011; Al-Debei et al., 2015). As a result, the products are challenging to inspect, making it more difficult for customers to decide what to buy. Furthermore, some products—like clothing and shoes—need to be tried before being purchased. However, when shopping online, it is impossible to inspect, feel, and evaluate the goods before making a purchase, which makes customers reluctant to buy (Katawetawaraks and Wang, 2011; Comegys et al., 2009).

In the end, even though e-commerce platforms have many advantages, these issues need to be resolved if young people are to have a better online shopping experience. E-commerce websites can better meet the demands and expectations of younger consumers by strengthening security measures, guaranteeing the quality of products, streamlining shipping and returns, offering strong customer support, streamlining

payment procedures, enhancing website usability, managing overload of information, and promoting digital literacy.

CONCLUSION

Platforms for e-commerce are becoming more and more popular as digitization becomes more prevalent. The swift growth of online retailers has not only revolutionized conventional retail methods but also profoundly affected the buying patterns of younger customers. Customers, especially the younger generation, would much rather buy products and services online than visit physical stores to look for them. All of this is a result of social media, quick delivery, deals and discounts like Flipkart's Big Billion Days, easy accessibility, convenience, and hectic schedules. Young consumers are tech-savvy and lead fast-paced lifestyles, so being able to shop from

anyplace at any time and with a wide selection of products is convenient. Furthermore, by fostering a smooth and enjoyable shopping experience, the fusion of social networks and e-commerce has increased the allure of online shopping even more.

However, even with so many advantages, there are still some challenges or barriers that influence the consumer's choice of what to buy, such as issues with quality, mistrust, security and privacy worries, refund and return policies, etc. Thus, it is imperative for marketers who want to sell their goods online to create websites and user interfaces that are easy for customers to use and accurately display all the information in order to win their trust. After all, customers rule the market these days, and marketers who can satisfy them will succeed much more. Digital platforms must be adjusted in line with customers' evolving tastes and preferences as time goes on.

The results of the analysis conducted by T M Kumar Prveen Prof., P Divyashree (2023) show that a number of important factors influence consumers' decision to shop for groceries online, including convenience, time savings, and variety of goods, quality, speed, and more. The study also shows that consumers are less likely to make a purchase decision when they have trouble finding information about specific goods or services. As a result, it is critical that e-commerce platforms be created in a way that makes it simple for customers to obtain information about the particular goods and services they are looking for. When this kind of information is unavailable, it may discourage customers from making a purchase. E-commerce platforms should therefore give top priority to user-friendly designs that enable rapid access to information about particular goods and services.

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