

## FACTORS AFFECTING THE ACCEPTANCE OF E-COMMERCE WITH YOUNGSTERS IN INDIA

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### Abstract

Technology is revolutionizing the possibilities for both marketers and consumers, offering a multitude of opportunities that were previously inaccessible. Moreover, global e-commerce is expanding choices and access on an unprecedented scale. E-commerce, commonly referred to as online business, involves the exchange of goods or services facilitated through computer networks, particularly the internet. While other technologies such as email may also be utilized, contemporary e-commerce predominantly relies on the World Wide Web for various stages of the transaction process. This research aims to explore the factors influencing consumer behavior in the realm of e-commerce.

In recent times, online shopping has gained significant traction among the youth in India, seamlessly integrating into their daily routines. The widespread availability and affordability of the internet have propelled young individuals to become key players in the e-commerce landscape. Consequently, this study seeks to examine the attitudes of young consumers towards online shopping.

**Keyword: E-Commerce, Factors, Youngsters, Technology, Online, Shopping, India, Money, Exchange**

### Introduction

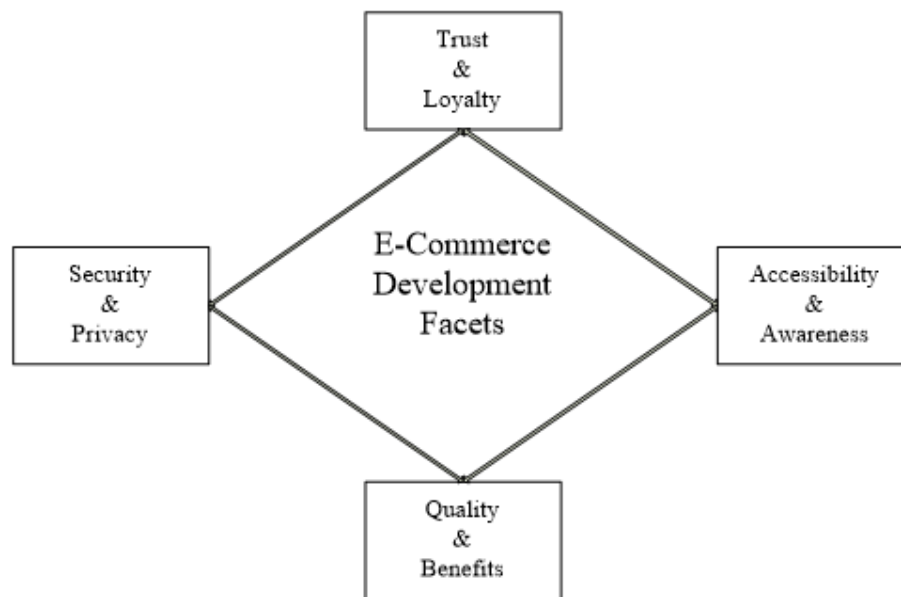
The internet plays a crucial role in the daily lives of individuals, evolving over the years to become a platform where virtually anything can be accomplished. Alongside this evolution, e-commerce has flourished, propelled by the technological advancements of the 20th century. E-commerce serves as the driving force behind the growth of online shopping, significantly altering consumer shopping habits in recent years.

This surge in e-commerce has not only facilitated business growth but also empowered marketers to expand their reach beyond geographical limitations. Regardless of their company's location, marketers can leverage e-commerce technologies to enhance sales. However, the constantly

changing behavior of consumers poses a significant challenge (Ramannanavar and Nithyashree, 2019).

Consumer behavior analysis delves into the intricacies of when, why, how, and where individuals make purchasing decisions. With the e-commerce model gaining traction, opting for an online presence allows businesses to enhance their operational efficiency, establish new channels of commerce with direct access to target customer groups, and pave the way for innovative products and services.

Figure 1 shows the factors that contribute in the E-Commerce Development in a country.



**Figure 1 E-Commerce Development Facets**

Source: [www.researchleap.com](http://www.researchleap.com)

Usage patterns will continue to evolve with the advent of new breakthroughs. The reasons why consumers opt for online shopping are also analyzed from various perspectives (Bhatt and Bapna, 2018). This implies that business developers who can quickly grasp and understand consumer behavior and the factors influencing their shopping habits will have the opportunity to attract more consumers, strengthen their position in the market, and increase revenue.

Moreover, advancements in online technology have led to a remarkable growth in online transactions. This growth is attributed to the level of internet interaction: the opportunity for online communication, information browsing and sharing, and social networking experiences, all of which align with consumer expectations for online shopping. Today, youth are recognized as having significant purchasing power (Khare, 2016). Their habits and purchasing behavior are heavily influenced by electronic and print media. Given that youth are early adopters, they are more likely to embrace new products and enjoy exploring new trends continuously. Various factors influence

youth purchasing decisions and buying behavior towards online shopping, according to marketers, such as the wide variety of products available and the ease of shopping (Singh and Meshram, 2016). Online shopping has become commonplace in India with the expansion of the internet and technological advancements. E-commerce facilitators leverage cutting-edge technologies to attract online consumers, such as augmented reality and artificial intelligence. The role of online entertainment in advertising, coupled with extensive promotional activities, may lead consumers to perceive risks related to performance and financial aspects.

### **Objectives of The Study**

1. To analyze the factors highlighted in the extant literature regarding E-Commerce Adaption in Youth.
2. To conclude the about the various factors that contribute to the E-Commerce Adaptation in Youth.

### **Research Methodology**

This study conducts a review of 15 high-quality papers focusing on the adoption of E-Commerce. The selection of papers was based on specific judgment criteria, and only those papers featuring terms related to E-Commerce, E-Retailing, or similar concepts falling under the E-Commerce umbrella were included. These keywords were identified in either the title or abstract of the papers. The selected papers span a four-year period from 2016 to 2019.

Due to limitations in time and resources, the papers were sourced from open-access research databases, including Google Scholar, ResearchGate, and Academia.edu. The review process involved a critical analysis of the papers to extract various themes and keywords. Conclusions were drawn based on the findings derived from this review process.

### **Literature of Review**

Pinto (2019) - Online shopping has become increasingly popular and integral to modern life, driven by global internet access and increased merchant utilization of the internet. This study explores young people's attitudes toward online purchasing, examining the impact of factors such as web familiarity, orientation, instructional competence, website usability, and online item pricing on buying behavior.

Khan (2019) - E-Commerce, or internet-based trade, facilitates the exchange of goods and services through digital platforms. This study highlights the influence of factors such as ease of access, perceived risk, product features, and quality on online purchasing intentions, emphasizing the importance of understanding consumer behavior for marketers adapting to evolving technological trends.

Rana (2019) - This article outlines the factors influencing consumers' inclination toward online shopping and forecasts future perspectives of E-Commerce. The study utilizes quantitative and qualitative methods to assess consumer online purchasing decisions, emphasizing convenience, ease of use, and pricing as key determinants.

S. (2017) - India's rapid internet growth presents opportunities for online businesses, particularly targeting the youth demographic. This study explores factors influencing online purchasing behavior among young consumers in Raipur, focusing on convenience and product variety.

Kumar and Bajaj (2016) - The advent of internet banking has transformed traditional banking operations, offering faster services and personalized options. This study emphasizes the importance of understanding customer preferences and implementing strategies to enhance the adoption of online banking services.

Tom and Kamal (2019) - This study identifies security and trust as primary factors influencing Indian consumers' acceptance of E-Commerce. The findings suggest that improving telecommunications infrastructure could further enhance consumer confidence in online transactions.

Roy & Moorthi (2017) - Technological advancements in emerging economies have led to significant changes in business dynamics, particularly in the realm of E-Commerce. This study reviews theoretical and empirical research on E-Commerce development in India, highlighting future research directions.

Tandon et al. (2018) - Digital marketing strategies are becoming increasingly important for businesses to remain competitive. This study explores innovative digital advertising techniques and the evolving landscape of digital marketing in India.

Silpa et al. (2016) - SMEs play a crucial role in economic development, and E-Commerce presents opportunities for these businesses to compete globally. This study examines the adoption of E-Commerce among SMEs in Orissa, identifying factors such as organizational support and perceived ease of use as key determinants.

Bhatt (2019) - The rise of E-Commerce in India is attributed to increased consumer convenience and accessibility through mobile internet. This study highlights the shift in consumer behavior toward online shopping and the value-added features offered by E-Commerce platforms.

Yadav and Siraj (2016) - This study identifies seven factors influencing the adoption of M-Commerce services by smartphone users. The findings emphasize the importance of considering customer perspectives in developing mobile applications and services.

## Conclusion

This study aims to underscore the importance of reliability and reputation in online shopping, as offering a wide range of products and services may lead to frequent purchases that are not sustainable in the long run. Online shopping is becoming increasingly preferred over traditional methods of visiting stores due to various obstacles such as limited choices, dealing with sales representatives, difficulties in transporting products home, and the lack of sales and discounts. With the youth comprising the largest population in India and having the highest spending potential, when the product's performance exceeds the focus on promotional activities, offers, benefits, and discounts in driving sales, E-Commerce providers can effectively reduce the perceived risks

associated with purchasing. Strengthening consumers' perception of performance should be prioritized, as purchases are made to fulfill their basic needs.

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