

# **A Study on the Purchase Intention of Youngsters through E-commerce Platforms**

**Author-** Preeti Gawalani

**Course-** BCOM(H), 6<sup>th</sup> Semester

**Affiliation-** Amity Buisness School , Amity University, Chattisgarh

**E-mail-** pgawalani9@gmail.com

**Guided by-** Ms. Pratiksha Mishra

## **ABSTRACT**

This research delves into how young consumers in India are changing their purchasing intentions on e-commerce platforms. Targeting the 18–25 age group, the study looks at key factors that influence their choices, including convenience, digital marketing, price sensitivity, social media impact, trust, and how user-friendly the platforms are. By gathering primary data from 20 respondents through structured questionnaires and backing it up with literature reviews, the findings highlight that ease of use, the influence of peers and social media personalities, and value-for-money are the main drivers of youth behavior in e-commerce. The study emphasizes the need for digital marketers and e-commerce platforms to embrace strategies that resonate with the evolving digital lifestyles and emotional needs of young consumers.

**Keywords:** E-commerce, Youth Consumer Behavior, Purchase Intention, Social Media Marketing, Digital Influence, Online Shopping, India

## **Introduction**

Purchase intention is all about how ready a consumer is to make a buying decision. As e-commerce becomes a vital part of the lifestyle for young people in India, understanding their shopping behavior has become a key focus for businesses. This study looks into how digital habits, the adoption of technology, and online engagement patterns shape the shopping preferences of individuals aged 18–25.

## **Objectives**

1. To explore why young people in Raipur, India, are leaning towards e-commerce platforms for their shopping needs.
2. To identify the key factors, such as price and convenience, that shape their shopping choices.
3. To investigate how digital marketing and social media influence the buying behavior of young consumers.

## **Literature Review**

A wealth of studies shows that social media, influencer endorsements, digital advertising, and trust factors play a significant role in shaping the purchasing habits of youth. Research on the Consumer Style Inventory (CSI) highlights different shopping orientations among young consumers, such as those who prioritize convenience versus those who seek novelty. The Indian e-commerce landscape is on the brink of rapid

growth, and platforms need to adapt to the evolving expectations of young shoppers, especially in areas like personalization, mobile optimization, and community-driven marketing.

### **Research Hypothesis**

- \* The perceived ease of use positively affects young people's intention to make a purchase.
- \* Trust in e-commerce platforms boosts confidence and increases the chances of buying.
- \* Promotional deals and influencer marketing are key drivers of youth engagement and conversions.
- \* Positive customer reviews have a strong impact on how products are evaluated.
- \* The usability of mobile apps and familiarity with brands are crucial factors in making purchase decisions.

### **Methodology**

In this study, we took a descriptive and quantitative approach, gathering data from a convenient sample of 20 students aged 18 to 25. We used a structured survey via Google Forms, which included Likert scale and multiple-choice questions. For analyzing the data, we turned to Microsoft Excel, focusing on frequency and percentage calculations. We made sure to uphold ethical standards, ensuring that participation was voluntary and that confidentiality was maintained.

### **Results and Discussion**

**Demographics:** The majority of respondents were students aged 18 to 25, with a slight lean towards female participants.

**Frequency & Preference:** A significant number of respondents reported shopping online regularly, with Myntra (for fashion), Amazon (for electronics), and Nykaa (for beauty) being the most popular platforms.

#### **Key Factors:**

**Convenience:** The ability to shop anytime, quick delivery, and easy access are major draws.

**Price Sensitivity:** Discounts, special offers, and price comparisons play a big role in decision-making.

**Social Influence:** Recommendations from friends and influencers have a strong impact on purchasing choices.

**Trust and Brand Familiarity:** Well-known brands and secure payment options help build trust.

**Digital Experience:** Factors like reviews, visual content, and user interface significantly influence buying intentions.

### **Conclusion**

The purchasing intentions of young people are shaped by a mix of logical factors (like price and convenience) and emotional ones (such as trust, identity, and social validation). The success of e-commerce hinges on being digitally agile, having user-friendly platforms, and effective marketing strategies. Brands that connect with young consumers through authenticity, personalized experiences, and collaborations with influencers are likely to maintain a competitive advantage. This study highlights the need for more detailed segmentation and further research into how regional, gender-based, and technological factors influence youth shopping behavior.

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