

Exploring The Growth Potential of Digital Shopping for Electronic Communication Products in NCR Delhi

Renu Jakhar, Research Scholar, NICE School of Business Studies, Shobhit Institute of Engineering & Technology, Deemed to be University, Meerut

Dr. Abhishek Kumar, Associate Professor, NICE School of Business Studies, Shobhit Institute of Engineering & Technology, Deemed to be University, Meerut

ABSTRACT

The study explores the growth potential of digital shopping for electronic communication products in the National Capital Region (NCR) of Delhi. Using a descriptive research design and stratified random sampling of 510 respondents, primary data were collected through a structured questionnaire rated on a Likert scale. The findings reveal a highly positive outlook for the future of digital shopping, with consumers confident about its sustained growth and minimal resistance to adoption. Key drivers include improved digital infrastructure, faster delivery services, and wider product variety, while challenges such as pricing concerns, value for money, and logistical feasibility persist. The results highlight vast untapped potential, offering opportunities for innovation, diversification, and service enhancement in the NCR digital marketplace.

Keywords: Digital Shopping, Consumer Attitudes, Electronic Communication Products, NCR Delhi, Growth Potential

INTRODUCTION

As India's e-retail market continues to mature, categories like electronics will be central to retention, monetization (including advertising and seller services), and platform differentiation. By focusing on a metropolitan, digitally engaged consumer base and using contemporary data and robust analytical methods, this thesis seeks to bridge descriptive accounts and normative guidance producing evidence that can inform platform design, brand strategy, and consumer protection policy in India's rapidly evolving digital marketplace.

The emergence of internet has been contributing such a variety of medium in doing business and lifestyle of people too. In fact internet is pre requisite for existence of E-commerce. People always get confused about the meaning of E-business and E-commerce. They use both words interchangeably. E-commerce involves commercial transaction over internet, while ebusiness is to conduct a business over internet; it's an online presence of business. E-commerce covers outward facing activities through internet like to get in touch with customers, suppliers, external partners, while e-business includes e-commerce and also covers internal activities such as production, product development, inventory management risk management etc. through internet, extranet or intranet.

Conducting business online has simplified and accelerated trade, offering innovative methods to promote and grow businesses. Websites serve as the cornerstone of online commerce, showcasing products and services effectively. The Internet unites competitors and consumers on a single platform, creating new avenues for marketing and advertising. This modern shopping approach not only provides consumers with access to a vast selection of merchandise but also opens up extensive markets and numerous business opportunities; Jun and Jaafar (2011).

The rise in online shopping has compelled companies to offer their products and services digitally to maintain a competitive edge in the market. This shift brings numerous advantages for retailers, including the ability to simultaneously reach a global audience, cater to diverse demographic groups, and enhance business efficiency and effectiveness.

According to Moshref *et al.* (2012), individuals utilize the Internet for various purposes, including researching product information, comparing prices and quality, selecting services, and making payments. The Internet provides round-the-clock access to a vast range of products and information. These technologies present consumers with an additional platform for accessing information, services, and purchases and it also offering greater choice, convenience, competition among retailers, and potential cost savings.

The rapid expansion of e-commerce in India has significantly altered consumer buying patterns, particularly in high-value categories such as electronic communication products. Affordable smartphones, improved internet connectivity, and secure payment systems have encouraged more consumers to shift from traditional retail to digital shopping. In this segment, products like smartphones, tablets, smartwatches, and accessories are often researched, compared, and purchased entirely online. The evolution of online retail has redefined how consumers approach the purchase of electronic communication products, blending convenience with extensive choice. Enhanced internet access, user-friendly interfaces, and secure payment gateways have encouraged a growing shift from physical stores to digital platforms. In this category, items such as smartphones, smartwatches, wireless accessories, and related gadgets are often evaluated, compared, and purchased entirely online. Consumers' buying patterns are shaped by multiple influences, including brand image, technical specifications, price competitiveness, peer recommendations, and the credibility of online reviews. Equally significant are perceptions of trust, platform reliability, and the quality of after-sales service, which determine both purchase intentions and repeat transactions. As technology adoption accelerates and competition among e-retailers intensifies, understanding the complex interplay of these factors is essential for designing strategies that enhance customer satisfaction and loyalty in the digital shopping environment.

Online shopping behavior refers to an individual's overall perception and assessment of a product or service while shopping online, which can lead to either positive or negative outcomes. It is closely connected to the customer's psychological state regarding the process of completing an online purchase; Li & Zhang (2002).

The demand for electronic communication products has surged globally, with emerging markets like India experiencing rapid adoption due to affordable devices, low-cost internet plans, and increasing digital literacy. Factors such as product innovation, shorter technology life cycles, and competitive pricing strategies have accelerated purchase cycles, prompting consumers to upgrade devices more frequently. E-commerce platforms have become critical channels for distribution, offering extensive product variety, user reviews, and comparison tools that simplify the purchase decision process. The market is also highly brand-driven, with consumers often associating specific brands with quality, reliability, and status, making brand equity an important competitive advantage.

REVIEW OF LITERATURE

Lee & Nass (2005) explored the concept of social presence in consumer experiences, identifying two key aspects: co-presence and psychological involvement. Their findings suggest that consumers especially those with extroverted personalities tend to feel a heightened sense of social presence when exposed to audio cues or voices that align with their own personality traits. In contrast, mismatched audio characteristics result in a weaker sense of connection or presence.

According to Seiders et al. (2007), the combination of convenience and customer satisfaction plays a crucial role in shaping consumers' intentions to make future purchases. The ease of access offered by digital shopping allows consumers to save valuable time, bypass parking challenges, steer clear of crowded retail environments, and enjoy the flexibility of making purchases anytime and from any location, all without added stress.

Hoffman & Novak (2009) emphasized that in live e-commerce settings, the flow experience significantly influences consumers' purchase intentions and loyalty across various aspects. Their research demonstrated that a strong sense of flow has a notable impact on users' cognitive processes, attitudes, behavioral intentions, and actual online behaviors, shaping how consumers interact with and respond to digital shopping environments.

Limbu et al. (2011) found that many online retail platforms offer minimal details about their businesses or individual sellers, leading to a sense of uncertainty among potential buyers. This lack of transparency often causes consumers to question the legitimacy of the website, making them hesitant or unwilling to proceed with online purchases.

Shen et al. (2012) highlighted that the interactive features of websites play a vital role in enhancing the feeling of social presence among users. This heightened sense of connection can significantly shape consumer intentions and behaviors by influencing their perceptions of enjoyment (hedonism) and usefulness (utility), ultimately impacting their overall online experience.

Song et al. (2014) explained that consumer involvement is influenced by external stimuli but operates as an internal psychological mechanism focused on processing information. This involvement emerges when external information aligns with internal needs, shaping consumer preferences, attention, and engagement with specific products, services, or brands. When involvement is high, consumers thoroughly evaluate factors such as the supplier's competence, trustworthiness, and other attributes, leading to well-reasoned and informed decision-making.

Baubonienė & Gulevičiūtė (2015) discovered that one of the most significant advantages of online shopping is the ability to easily compare prices of similar products across multiple sellers. This feature empowers consumers to identify the most cost-effective options and make informed purchasing decisions, ultimately enhancing satisfaction and encouraging smarter, value-driven shopping behavior in the digital marketplace.

Ahmad et al. (2017) suggest that future research should consider product variety and delivery as important elements that may help foster e-loyalty. Addressing this gap, the present study develops and evaluates a conceptual framework that explores how information quality, privacy concerns, perceived security, product variety, and delivery impact customer satisfaction and loyalty in the context of online shopping in South Africa.

According to Algharabat et al. (2018), social media allows businesses to engage with their customers, enhance brand visibility, shape consumer attitudes, gather valuable feedback, refine existing products and services, and ultimately boost sales.

Aswani et al. (2018) point out that digital marketing can lead to adverse outcomes when handled by inexperienced or unqualified service providers. The study emphasizes that poorly planned and mismanaged marketing efforts not only fail to deliver expected advantages but can also diminish value, raise transaction and coordination costs, result in the loss of intangible benefits, and negatively affect long-term gains.

Gaber et al. (2019) conducted a study examining consumer interactions with Instagram advertisements, revealing that user attitudes are significantly shaped by how they perceive the content's relevance, entertainment value, and trustworthiness. Additionally, the absence of annoyance or disruption from the advertisement contributes positively to consumer responses. The study highlights that when Instagram ads are seen as engaging, informative, and credible, they are more likely to generate favorable consumer attitudes and engagement.

Mandal (2019) observed that the growing use of personalized targeted advertising has heightened consumer concerns regarding privacy. As businesses design their marketing strategies, it is essential that they remain mindful of these concerns. Addressing privacy issues transparently and respectfully can help companies foster trust, enhance consumer confidence, and build strong, lasting relationships with their customer base in the digital environment.

Katta and Patro (2020) emphasized that website aesthetics play a crucial role in attracting consumers to engage in online shopping. A visually appealing and well-structured e-commerce site can significantly influence consumer perception and behavior. To draw customers away from traditional retail outlets, digital retailers must prioritize attractive, user-friendly website designs that enhance the overall shopping experience.

Soleimani (2022) noted that in today's digital age, online shopping platforms have emerged as the go-to option for consumers seeking to buy products and services. However, due to the virtual nature of these transactions, many consumers associate them with a heightened sense of risk. To overcome this, trust becomes a vital element in purchase decisions. Trust reflects the consumer's confidence in the platform's reliability and honesty, significantly influencing how useful the platform is perceived to be.

Guo et al. (2023) emphasize the intricate nature of consumer behavior in the digital age, especially within the context of online shopping. Digital tools and platforms play a central role in fulfilling consumer expectations and encouraging brand loyalty. Features such as time-saving technologies, personalized experiences, and user-friendly interfaces help streamline the decision-making process. Understanding these behaviors is essential for businesses, as customer satisfaction drives repeat purchases, builds trust, and strengthens emotional bonds with brands.

Wang et al. (2023) emphasize that e-commerce platforms should adopt strategic measures to reduce perceived risks in order to build trust and a sense of security among consumers. Successfully lowering these risks can lead to stronger customer loyalty and higher sales.

OBJECTIVE OF THE STUDY

- To study the potential for the development of digital shopping towards electronic communication products in the NCR of Delhi.

RESEARCH DESIGN

For the present study descriptive research design has been adopted.

SAMPLE DESIGN

Stratified random sampling technique has been used based on the objective of study. It has help to describe the major impact the findings have on the population.

Sample Size= 510 Respondents

DATA COLLECTION METHODS

Primary Data: In the present study the primary data has been collected from the selected respondents belongs to NCR of Delhi.

RESEARCH INSTRUMENT

For the present study, the well-structured questionnaire has been designed to gather the information from the respondents. The questions in the questionnaire have been rated on the basis of Likert scale.

ANALYSIS RELATED TO POTENTIAL FOR THE DEVELOPMENT OF DIGITAL SHOPPING TOWARDS ELECTRONIC COMMUNICATION PRODUCTS

Table 1: Table showing the response related to potential for the development of digital shopping towards electronic communication products

S. No.	Questions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Market Readiness: The demand for online shopping of electronic communication products will increase in the coming years.	124 (24.32%)	323 (63.33%)	33 (6.47%)	23 (4.51%)	7 (1.37%)
2	Growth Potential: The digital shopping market for electronic communication products in NCR still has untapped potential.	162 (31.77%)	307 (60.20%)	21 (4.11%)	14 (2.74%)	6 (1.18%)
3	Technological Advancements: Improvements in internet speed and mobile connectivity will boost online electronics sales.	97 (19.02%)	337 (66.08%)	36 (7.05%)	27 (5.30%)	13 (2.55%)
4	Infrastructure: Faster delivery services will increase customer preference for online electronics shopping.	124 (24.31%)	342 (67.06%)	18 (3.53%)	18 (3.53%)	8 (1.57%)
5	Service Development: Expansion of delivery coverage to remote NCR areas will boost online electronics sales.	88 (17.25%)	322 (63.14%)	43 (8.43%)	42 (8.23%)	15 (2.94%)

6	Consumer Willingness: You are likely to increase your spending on electronic communication products online in the future.	70 (13.73%)	298 (58.43%)	54 (10.59%)	70 (13.72%)	18 (3.53%)
---	---	----------------	-----------------	----------------	----------------	---------------

CONCLUSION

The study concludes that the future of digital shopping for electronic communication products in NCR Delhi reflects a highly positive outlook, with most consumers confident about continued growth and only minimal resistance to adoption. The findings highlight significant untapped potential, indicating opportunities for innovation, product diversification, and enhanced services, supported by the belief that the market is far from saturation. Consumers identify better digital infrastructure particularly faster internet and mobile networks as a key driver of growth, along with faster and more reliable delivery services that directly influence satisfaction and preference. Expanding delivery coverage to underserved areas is also viewed as a promising opportunity, though challenges related to cost and logistics remain. While many consumers intend to increase their online spending, concerns about pricing, value for money, and financial limitations suggest that future growth will rely on addressing these barriers effectively.

REFERENCES

- Ahmad, A., Rahman, O., & Khan, M. N. (2017). Exploring the role of website quality and hedonism in the formation of e-satisfaction and e-loyalty: Evidence from internet users in India. *Journal of Research in Interactive Marketing*, 11(3), 246–33.
- Algharabat, R., Rana, N. P., Dwivedi, Y. K., Alalwan, A. A., & Qasem, Z. (2018). The effect of telepresence, social presence and involvement on consumer brand engagement: An empirical study of non-profit organizations. *Journal of Retailing and Consumer Services*, 40, 139–149.
- Aswani, R., Kar, A. K., Ilavarasan, P. V., & Dwivedi, Y. K. (2018). Search engine marketing is not all gold: Insights from Twitter and SEOClerks. *International Journal of Information Management*, 38(1), 107–116.
- Baubonienė, Z., & Gulevičiūtė, G. (2015). E-commerce factors influencing consumers' online shopping decision. *Social Technologies*, 5(1), 74–81.
- Gaber, H. R., Wright, L. T., & Kooli, K. (2019). Consumer attitudes towards Instagram advertisements in Egypt: The role of the perceived advertising value and personalization. *Cogent Business & Management*, 6(1), Article 1618431.

- Guo, J., Zhang, W., & Xia, T. (2023). Impact of shopping website design on customer satisfaction and loyalty: The mediating role of usability and the moderating role of trust. *Sustainability*, 15(8), 6347.
- Hoffman, D. L., & Novak, T. P. (2009). Flow online: Lessons learned and future prospects. *Journal of Interactive Marketing*, 23(1), 23–34.
- Jun, G. & Jaafar, N. (2011). A study on Consumers' Attitude towards Online Shopping in China. *International Journal of Business and Social Science*, 2 (22), 122-132.
- Katta, R. M. R., & Patro, C. S. (2020). Consumers' Perceived Value in Internet Shopping - An Empirical Study. *International Journal of Customer Relationship Marketing and Management*, 11(2), 17–36.
- Lee, K. M., & Nass, C. (2005). Social-psychological origins of feelings of presence: Creating social presence with machine-generated voices. *Media Psychology*, 7(1), 31–45.
- Li, N. & Zhang, P. (2002). Consumer online shopping attitudes and behavior. *Americas Conference on Information Systems*, 8, 508-517.
- Limbu, Y. B., Wolf, M., & Lunsford, D. L. (2011). Consumers' perceptions of online ethics and its effects on satisfaction and loyalty. *Journal of Research in Interactive Marketing*, 5(1), 71–89.
- Mandal, P. C. (2019). Public policy issues in direct and digital marketing – Concerns and initiatives: Public policy in direct and digital marketing. *International Journal of Public Administration in the Digital Age*, 6(4), 54–71.
- Moshref Javadi, M. H., Dolatabadi, H. R., Nourbakhsh, M., Poursaeedi, A., & Asadollahi, A. R. (2012). An Analysis of Factors Affecting on Online Shopping Behavior of Consumers. *International Journal of Marketing Studies*, 4(5), 81-98.
- Seiders, K., Voss, G. B., Godfrey, A. L., & Grewal, D. (2007). SERVCON: Development and Validation of a Multidimensional Service Convenience Scale. *Journal of the Academy of Marketing Science*, 35(1), 144–156.
- Shen, J. (2012). Social comparison, social presence, and enjoyment in the acceptance of social shopping websites. *Journal of Electronic Commerce Research*, 13(3), 198–212.
- Soleimani, M. (2022). Buyers' trust and mistrust in e-commerce platforms: A synthesizing literature review. *Information Systems and e-Business Management*, 20(1), 57–78.
- Song, M. Y., Xiao, H. J., Qi, L. Y., & Yu, L. L. (2014). Relationship between brand experience and purchasing intention: Smartphone market based on the moderating effect of brand involvement. *Journal of Dalian University of Technology (Social Sciences)*, 35, 62–68.
- Wang, C., Zhang, M., & Li, Y. (2023). The influence of consumer perception on purchase intention: Evidence from cross-border e-commerce platforms. *Heliyon*, 9(11), e21009.