

SWIPE, SHOP, REPEAT: “YOUTH SPENDING HABITS IN THE DIGITAL ERA”

Disha Sahu

Student, The Bhopal School of Social Sciences

Harmeet kaur Rajpal

Student, The Bhopal School of Social Sciences

ABSTRACT

Online Marketing is quickly evolving in front of our eyes, and it is almost impossible to reject and hide from this new form of media. “This shift in consumer influence indicates a need and an opportunity for companies to reprioritize the mix of communication channels they use to reach their consumers”. This study on the impact of online marketing among youth where a structured questionnaire was designed and circulated among young respondents to gather primary data of 60 responses. The responses collected were analyzed to identify trends, preferences, and the overall influence of online marketing. As we see in today's era consumers like to stay updated with the latest trends, mostly they believe in the reviews and feedback of other customers and make a purchase. Where they also believe that it is much safer than before.

Key words: Structured questionnaire, digital era, reviews and recommendations, impulsive buying

INTRODUCTION

Online business has grown immensely. There are millions of websites on the internet trying to reach prospective customers. The Internet has reached every corner of the world. Nearly 80% of world population seek the Internet for information. The market reach has expanded. The number of e-commerce websites has risen in a short span. Online shopping has become a trend. With online marketing, both business and buyers are benefiting. The impact can be judged by rising numbers of tools and technologies to aid customers and measure the results. Billions of dollars are spend on advertising on the Internet. It shows a clear picture of the effect of internet marketing on business. The impact of business promotion is overt as millions of marketers are making huge

profits. Online marketing delivers better results and revenues than the traditional marketing channels.

- Wider reaches the customers. Online business is not confined to the limitations of physical place. You can sell the products in any part of the country without actually opening outlets.
- . Online marketing delivers quantifiable results immediately. You can measure every action from clicks, visits, sign-ups, and purchases.
- Less business overheads. As the business is online, there are less overheads to deal with as compared to investing in offline stores.
- Ability to track customer’s preferences. You can keep track of the customer’s past purchases and preferences. This is very helpful to personalize the offers for the customer.

(OnlineMarketing-Impact,pros&cons. (n.d.).

It’s essential to understand that we are living in an age where the internet and social media have a huge influence on local and global businesses, economy and trade. 5G wireless communication is on the cards and new technologies are emerging every day. Riding on this technology wave, companies and brands are providing their services and products to targeted clients across the world more efficiently and effectively than ever before. The online world is filled with digital marketing opportunities, and these are reshaping the world around us.

The world is rapidly changing with the emergence of new trends, services, issues and needs. The various digital marketing opportunities are keeping clients up-to-date on the latest market trends. The customer has instant information access to any new product or launch service. Digital marketing opportunities are being translated into a customer-oriented market. Consumers can now opt for international products and get the best bargain.

We always check Amazon’s review section before placing an order, right? The focus of digital marketing is on the enhancement of user-experience. Customers now have the option to give feedback regarding a product or service on websites and apps. This helps to make an informed buying decision for future customers. In the modern world, time is a precious commodity.

Customers can get product information with the click of a button and make quick purchasing decisions. Instead of spending valuable time driving to the store, finding and buying the product, customers can now shop within the comfort of their home.

Customers have steady access to information on the web irrespective of the day of the week or time of the day. They can form an opinion on the businesses at any time of the day. Customers now can also shop for a product when they need it regardless of the time of the day.

The rise of digital marketing opportunities has fundamentally transformed customer buying behaviour and established a customer-centric digital ecosystem. Companies are now providing more engagement and integrity to clients to survive in the highly competitive digital marketing sphere.

Digital Marketing is definitely the buzzword today and not only so, but it has also actually become integral to core marketing. Interacting with targeted audiences in real-time, with the help of Internet marketing tools, has certainly given digital marketing the edge over its traditional counterpart.

Businesses, small and big, are doing everything they can to keep up with the change & evolution of modern technologies. What differentiates a successful, thriving business from one that has failed is its ability to attract its target audiences online and convert them to leads or sales. Various Digital Marketing tools and techniques provide you with the best chances for competition, survival and even business.

REVIEW OF LITERATURE

1.(Maity et al., 2021) Digital marketing has become a transformative force in the economy, revolutionizing business models, customer engagement, and product sales through online platforms. In India, the digital market landscape is rapidly evolving with significant contributions from the online travel industry. The growth of digital marketing in India is fueled by an increasing internet population, anticipated to reach over 330 million users, and the acceleration of mobile commerce. The emergence of social media as a key driver highlights the evolving consumer behavior, especially among the youth, who are shaping market demands through their online engagements. As the retail sector in India continues to expand, both online and offline,

understanding the preferences and behaviors of the youth segment will be crucial for marketers. This demographic plays an essential role in guiding manufacturers in product development and marketing strategies, indicating a promising future for digital marketing initiatives in the country.

2.(Ravindran et al., 2019). Raman Tirpude's study examines the impact of digital marketing on consumer buying behavior for electronic goods. The study highlights the changing preferences of the youth and how it influences purchasing patterns. Digital marketing plays a significant role in reaching consumers through various channels. The research, based on a survey of 786 respondents, indicates that customers are aware of digital marketing mediums and prefer online shopping due to its convenience and affordability.

3.(Mazeed et al., 2019) Srivastava's research examines the impact of advertising on consumer purchasing decisions in India. Advertising is a key component of marketing strategies, influencing consumer behavior through motivation, learning, belief perception, and attitude. The study highlights the crucial role of advertisements in shaping customer perceptions of product quality. Mazeed et al.'s study focuses on the role of social media in customer buying behavior, emphasizing its immediacy and ability to facilitate direct communication between businesses and consumers, ultimately influencing purchase decisions. Customer buying behavior is a fundamental concept in marketing, incorporating elements from psychology, sociology, social anthropology, and economics.

4.(Dhote et al., 2015) The rapid rise of internet usage and smartphone penetration in India has led to significant transformations in media consumption, particularly affecting the education sector. With over 350 million internet users and considerable digital advertising growth, digital platforms have emerged as powerful tools for brand communication and marketing strategies.

While digital marketing extends traditional marketing functions, the excessive reliance on digital channels poses challenges, especially regarding information authenticity. Misleading information can significantly impact the decision-making processes of young students seeking higher education. The proliferation of digital and social media requires a critical evaluation of the sources and content shared, as not all information is reliable.

5.(Pant, 2014) The advent of online shopping has revolutionized consumer behavior in India, offering a swift and efficient alternative to traditional purchasing methods. With the click of a button, consumers can explore various mobile models, make payments, and expect delivery within five to six days. This convenience has significantly altered shopping habits over recent years. These trends demonstrate two critical insights about Indian consumers: the growing awareness and usage of the internet, and the resultant boom in the online business landscape. This transformation not only modifies shopping behavior but also contributes positively to the economy, underscoring the importance of digital platforms in shaping modern consumerism.

6.(Buchanan et al., 2018) Digital Marketing has a significant impact on the behavior of young consumers, as seen in the case of Big Bazaar in Udupi. It is widely used by all age groups for socializing and business purposes. Social media plays a crucial role in marketing, with advertisers shifting towards digital campaigns. Retailers are adapting to digital advancements to engage with consumers through various platforms. This research not only explores digital marketing's influence on the youth but also delves into the market potential of Big Bazaar. The study highlights the future prospects of digital marketing and its implications for the retail sector.

7.(Goplani et al., 2020) Digital marketing has a significant impact on consumer buying behavior, especially among the youth. With rapid changes in the market environment, factors such as product, price, place, promotion, features, quality, packaging, and age play a crucial role in influencing purchasing decisions. The current generation's preferences and trends, influenced by digital awareness, have led marketers to adopt innovative selling techniques to cater to the needs of the younger demographic. The use of technology in marketing has proven to be effective in targeting and attracting young people as customers, as they prefer online platforms for shopping and communication, citing convenience as a major factor in their buying decisions.

8.(Ahamed Nizar and Janathanan 2018) In a consumer-oriented market, youth's buying behavior is influenced by various factors like product, price, quality, and generation. Marketers face challenges in understanding and predicting the ever-changing preferences of the youth who are more inclined towards online shopping. A study on "Digital marketing and its impact on buying behavior of youth" highlights the need for innovative selling tactics due to the younger generation's

influence on purchasing behavior. A case study on Dialog Axiata focuses on social media marketing's impact on consumer purchase decisions. Research methods include surveys, interviews, and data analysis using SPSS software, with findings confirming a positive correlation between social media marketing and consumer purchase behavior.

9.(Srivastava & International Research Journal of Engineering and Technology (IRJET), 2017)

Promotional mix in marketing plans includes advertising, public relations, sales promotion, and personal selling. Advertising is pervasive and crucial for reaching consumers. Companies invest significantly in advertising to boost sales and market share. Consumer buying behavior is influenced by psychological factors like motivation, learning, belief, perception, and attitude, all directly impacted by advertising. Learning from information and experiences changes behavior, while motivation is linked to needs. This study examines how advertising affects customer buying behavior.

10.(Mukhtar et al., 2023) Digital marketing has a significant impact on customer purchase intentions, particularly in developing economies. A study collected data from customer experiences with digital marketing utilizing a survey method and a questionnaire. . The study extends the theory of planned behavior and provides practical recommendations for marketing practitioners. Another study explores how digital marketing influences consumer behavior and loyalty. It highlights the importance of various digital marketing strategies such as social media marketing and email marketing in captivating consumers. Endorsements from peers and social media platforms, as well as discounts and rewards, significantly impact consumer online purchasing decisions. The study emphasizes the role of interaction and customization in building lasting customer relationships.

11.(Tandon et al., 2018) Due to intense competition and technological advancements, the market has shifted from traditional to digital marketing strategies. Digital marketing has a wide reach, reduces costs, and expands businesses globally. Customers prefer online shopping due to its safety and convenience. With digital marketing, customers can access product information, compare products, make informed choices, and place orders 24/7. Increasing internet usage leads to greater

consumer interconnectivity, changing consumer behavior. This study examines how digital marketing impacts consumer buying behavior.

12.(Unni, 2020) This research paper explores the impact of social media marketing on consumer purchase behavior, focusing on Dialog Axiata. Through surveys and interviews the study found a positive correlation between social media advertising and consumer decisions. Digital and social media marketing have transformed consumer culture, allowing for easier access to information and decision-making processes. While marketing methods have evolved, consumer behavior towards purchasing remains consistent. The paper highlights the advantages and disadvantages of digital marketing, emphasizing its measurable impact on consumer behavior in the modern era.

13.(Prasath et al., 2010b) The research paper examines the impact of digital and social media marketing on consumer behavior. It discusses both the positive and negative effects these forms of marketing have on consumers. With the rise of digitalization, social media and digital technology have revolutionized how products are marketed. Consumers now have easy access to information online, leading to a shift from traditional word-of-mouth to online reviews influencing purchasing decisions.

14.(Nawaz et al., 2020b) Digital marketing, especially social media and email marketing, is widely used for customer engagement and purchase intention. These tools help companies promote products, build relationships with customers, and increase sales. A study at CoderFirst Sri Lanka aims to explore the connection between social media, email marketing, customer engagement, and purchase intention, providing valuable insights for long-term strategies.

15.(Gill et al., 2023) The study by Ekeruke Unenabasi Godwin from Ahmadu Bello University in Nigeria aimed to analyze the impact of digital marketing on consumer buying behavior.. The study found that digital marketing significantly affects consumer purchasing decisions, with platforms like Facebook, Twitter, and Instagram playing a key role in influencing consumer behavior. Similarly, the study by Atif Ali Gill, Shehzad Farrokh, Muhammad Usman Haider, and Rabia Zubair focused on the impact of digital marketing on customer purchase intentions in developing economies. The researchers collected data from 259 respondents in higher education using a

questionnaire and found that social media and email marketing have a significant influence on consumer purchase decisions. The study suggests that implementing digital marketing strategies can enhance customer purchase intentions, providing practical recommendations for marketing practitioners and decision-makers.

16.(Ekeruke, 2019b) The term 'digital marketing' refers to promoting products or services online to reach a wider audience and engage with customers. In today's competitive market, businesses use the internet for advertising, creating virtual marketing structures, and managing clients.. Through regression analysis and feedback from 385 participants, the study finds that digital marketing significantly influences consumer shopping behavior. Businesses can use this information to improve their digital marketing strategies and attract more customers.

OBJECTIVES

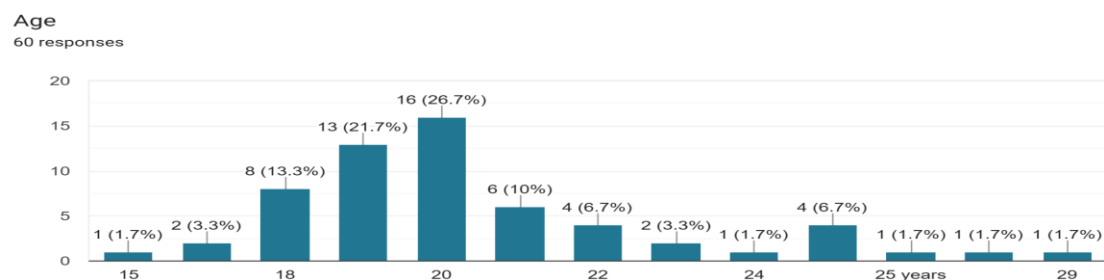
- 1.To find out the preferences of people for online marketing over physical marketing
2. To find out which online shopping platforms people prefer the most.
3. To understand the most preferred payment method among youth.

METHODOLOGY

This study is on the impact of online marketing among youth where a structured questionnaire was designed and circulated among young respondents to gather primary data. The responses collected were analyzed to identify trends, preferences, and the overall influence of online marketing.

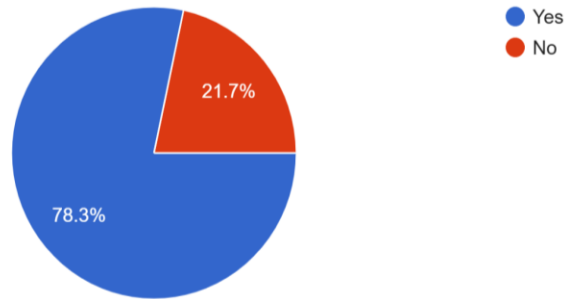
DATA ANALYSIS

- Age



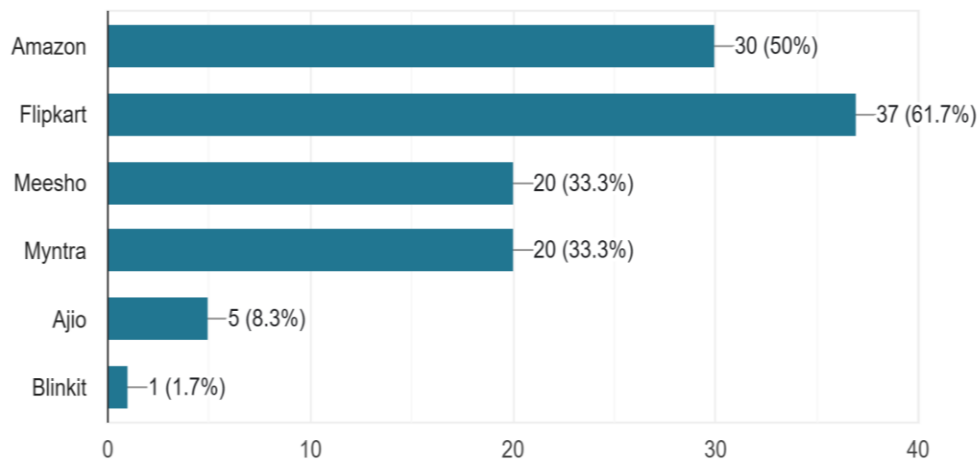
Online shopping is most popular among late teens and young adults (18-25 years old), with strong engagement starting as early as 15.

- Do you prefer online marketing over physical marketing?



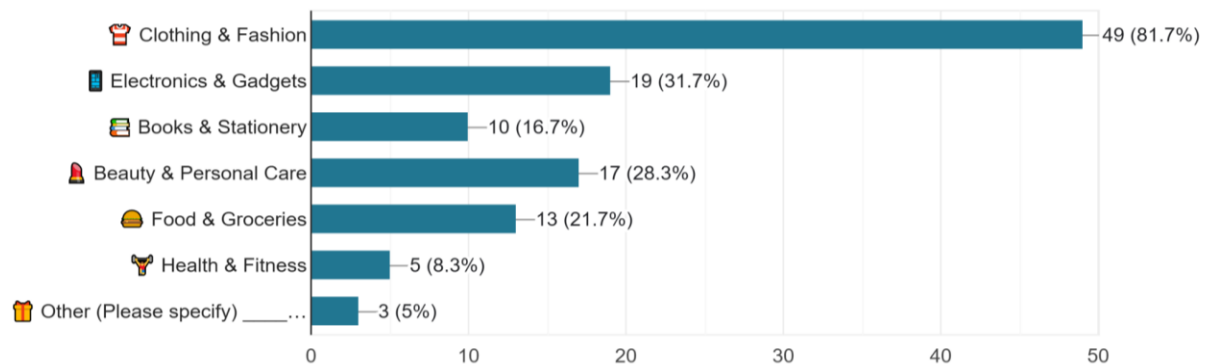
Youth overwhelmingly prefer online shopping, especially those aged 18-20 and 15. Online marketing is favored over physical marketing by a wide margin (78.3%).

1. Most online shopping platforms preferred by the youth



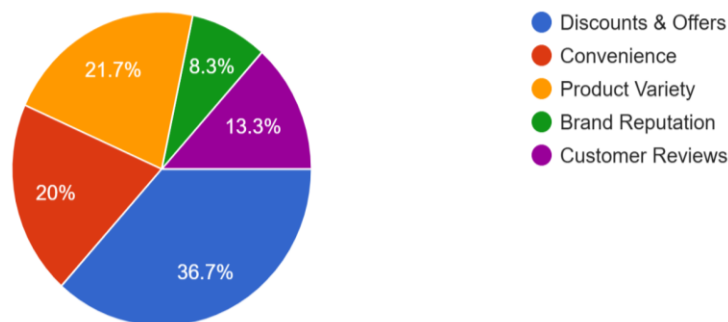
Youth heavily rely on online shopping, with Flipkart (61.7%) and Amazon (50%) as top choices. Meesho & Myntra (33.3%) attract fashion lovers, while Ajio (8.3%) and Blinkit (1.7%) have limited reach. Fashion (81.7%) dominates purchases, followed by electronics (31.7%) and beauty products (28.3%), while books (16.7%) see the least demand. Online shopping is shaping youth spending habits, with convenience and affordability driving the trend.

2. Most preferred product purchased by the youth



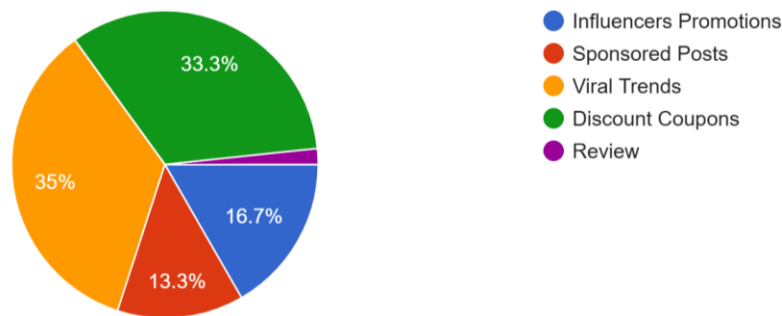
Online shopping habits reveal Flipkart and Amazon’s overwhelming popularity, particularly for clothing and fashion, which dominates online purchases. Electronics are also a significant category, while beauty, books, food, and health items see moderate interest. This data underscores the significant impact of online shopping on youth spending, driven by convenience and variety.

3. Shopping online is convenient, but what makes youth preferred them



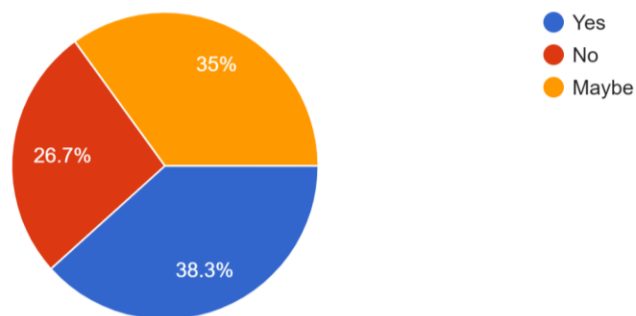
Convenience is the biggest driver of online shopping among young people, followed by price sensitivity (discounts and offers). Young shoppers also rely heavily on customer reviews and appreciate product variety. While brand reputation is a factor, it's less influential than convenience and social proof. This suggests that online retailers targeting young people should prioritize user-friendly experiences, competitive pricing, and showcasing diverse products alongside customer feedback.

4. Online marketing catches the most of the attention of young people



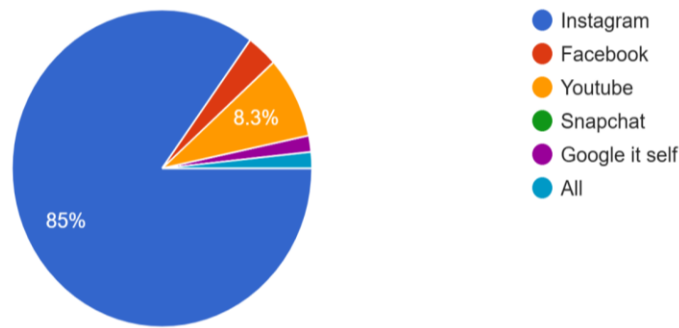
This indicates that young people are most influenced by viral trends and discount coupons when it comes to online marketing. While online marketing may contribute to influence marketing for some, it doesn't seem to be widespread. This suggests that while young people are engaged with online marketing and influenced by it, they are also potentially discerning consumers.

5. Youth perception towards impulsive (buying product unnecessarily) buying



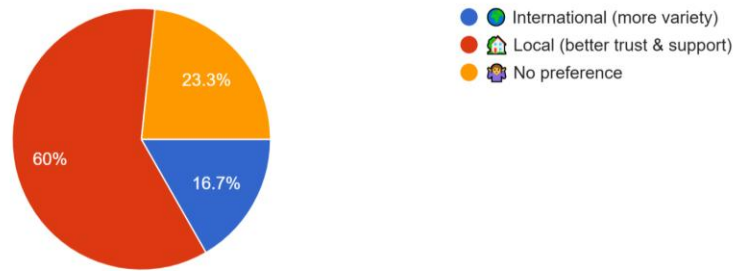
Research on the impact of online shopping among youth shows a mixed response to whether online marketing encourages impulsive buying. While a significant percentage acknowledges its influence, a majority either disagrees or is unsure, suggesting a degree of awareness and conscious consumerism among young online shoppers.

6. Types of online platform which influences youth for online marketing



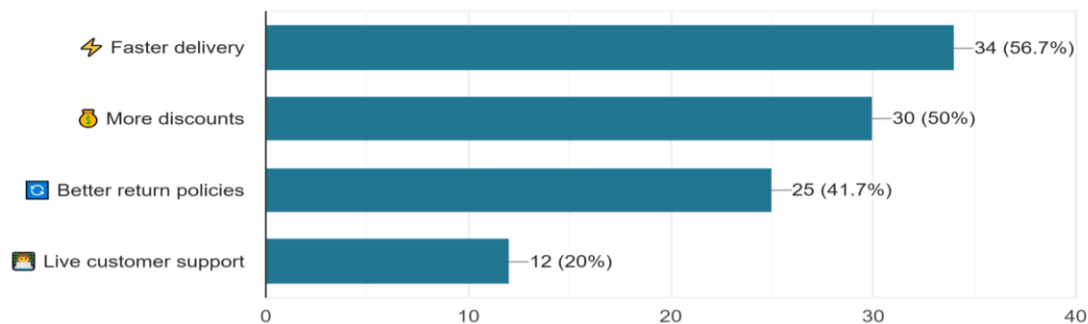
Research shows that Instagram is the most dominant platform for reaching young online shoppers. After this the 8.3% of people rely on youtube. Whereas, other platforms play a minimal role in influencing the youth.

7. Youth preference for purchasing from local stores or international stores



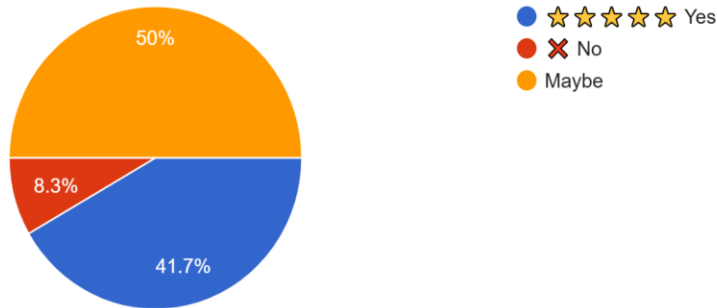
Research indicates a strong preference for local online stores among youth, primarily due to trust and support. While international stores offer more variety, local businesses can leverage this trust by emphasizing secure transactions and responsive customer service to capture the youth market.

8.Features improves youth online shopping experience



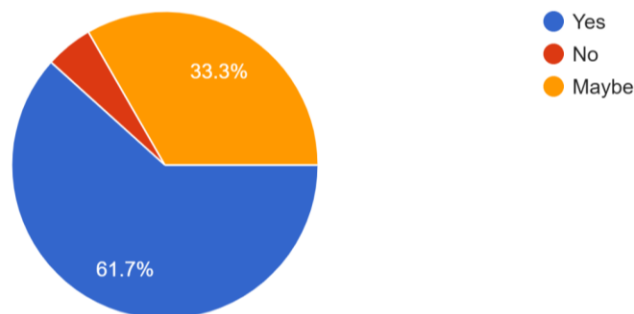
Research shows that faster delivery, more discounts, and easier returns are the top priorities for young online shoppers. This highlights the importance of efficient logistics, competitive pricing, and customer-friendly policies for businesses targeting this demographic.

9.Youth trust on online product reviews and recommendations



The research indicates that 41.7% of youth trust online product reviews, while 50% are uncertain, and 8.3% do not trust them. This suggests that while online reviews influence many purchasing decisions, a significant portion remains skeptical, likely due to concerns about fake or biased reviews. Strengthening credibility through verified reviews and engagement strategies can help convert hesitant shoppers into confident buyers.

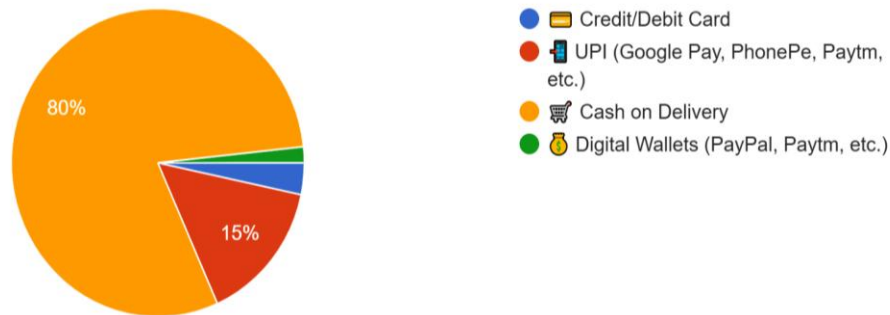
10.Safety of online marketing as compared to previous year



The research shows that 61.7% of youth believe online shopping is safer than before, while 33.3% are unsure, and a small percentage still doubts it. This indicates growing trust due to improved

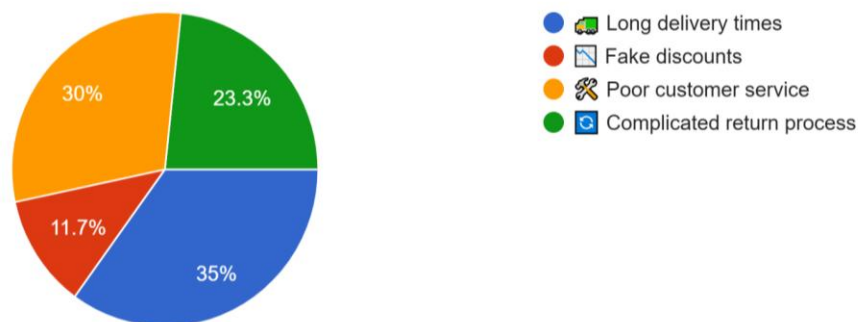
security measures, but some skepticism remains due to fraud concerns. E-commerce platforms can enhance confidence by strengthening security, educating users, and ensuring transparent policies.

11. Most trusted payment method



The research reveals that 80% of youth prefer Cash on Delivery (COD), while 15% trust UPI, with minimal preference for cards and digital wallets. This indicates lingering trust issues with online payments. To boost digital adoption, e-commerce platforms should enhance security, offer buyer protection, and provide incentives for online payments.

12. Most annoying thing about online shopping



Research on youth and online shopping reveals that the biggest frustration is long delivery times (35%) followed by poor customer services (30%). Complicated return processes are also a significant concern for 23.3% of respondents, though least problematic fake discounts still annoys

11.7%. These findings suggest online retailers should prioritize streamlining returns, ensuring transparent pricing, and optimizing delivery to improve the youth online shopping experience.

CONCLUSION

Digital marketing has transformed a lot in the way businesses engage with consumers, making advertising more targeted, interactive, and measurable. It is through the presence of different marketing channels which make it more interactive with its customers. Its impact extends across generations and shaping purchasing behavior. These make people come to know about a particular product within no time. The rise of online platforms and e-commerce has turned the internet into a powerful marketplace, allowing businesses to reach a global audience all over the world which make it more efficiently than ever before. The research we conducted for understanding various consumer preferences was based on what is their perception towards online marketing and how much they trust on this, based on their selection for a type of product they prefer to purchase and what attracts them most towards a particular brand or product. As we see in today's era consumers like to stay updated with the latest trends, mostly they believe in the reviews and feedback of other customers and make a purchase where they also believe that it is much safer than before. As digital technology continues to evolve, businesses must adapt to emerging trends such as AI-driven marketing, personalized content, and data analytics to remain competitive. The future of digital marketing lies in its ability to balance technological advancements with consumer trust, ensuring ethical and effective engagement.

REFERENCES

1. Maity, R., 1, Sandhu, S. K., 1, & Faculty of Business Communication & Law, INTI International University, Malaysia. (2021). The impact of social media on online purchasing behaviour of consumers: an empirical study of youth in West Bengal, India [Journal-article]. MALAYSIAN JOURNAL OF CONSUMER AND FAMILY ECONOMICS, Vol 26,42–44. <https://majcafe.com/wp-content/uploads/2022/11/Vol-26-2021-Paper-3.pdf>
2. Ravindran, K., Sathyamoorthi, V., & Sathyamoorthi. (2019). Impact of digital marketing on consumer purchase decision. International Journal of Innovative Technology and Exploring Engineering, 9(2S2), 453–455. <https://doi.org/10.35940/ijitee.b1214.1292s219>

3. Mazeed, S. A., Chandra, M., Mohan, G. M., & Babu, V. H. (2019). Role of social media in customer buying behavior. *International Journal of Engineering and Advanced Technology*, 9(1), 2411–2413. <https://doi.org/10.35940/ijeat.a1348.109119>
4. Dhote, T., Jog, Y., Gavade, N., & Shrivastava, G. (2015). Effectiveness of Digital Marketing in Education: An Insight into Consumer Perceptions. *Indian Journal of Science and Technology*, 8(S4), 200. <https://doi.org/10.17485/ijst/2015/v8is4/70300>
5. Pant, A (2014). Online shopping change the traditional path of consumer purchasing. In D.A.V Degree College, *International Journal of Business and Management Invention* (Vols. 3–3, pp. 39–42). <https://d1wqtxts1xzle7.cloudfront.net/33372544/D0331039042>
6. Buchanan, L., Kelly, B., Yeatman, H., & Kariippanon, K. (2018). The Effects of digital marketing of unhealthy commodities on Young people: a Systematic review. *Nutrients*, 10(2), 148. <https://doi.org/10.3390/nu10020148>
7. Goplani, M., Gupta, A., & Sabhani, J. (2020). A study on Influence of digital marketing on buying behaviour of youth. In *Studies in Indian Place Names* (pp. 313–314) [Journal-article]. <https://ssrn.com/abstract=3679281>
8. Ahamed Nizar, N., & Janathanan, C. (2018). Impact of digital marketing on consumer purchase behaviour: A case study on Dialog Axiata with specific reference to social media marketing. In APIIT Business, Law & Technology Conference, APIIT Business, Law & Technology Conference (p. 1). https://d1wqtxts1xzle7.cloudfront.net/57130743/PDF_
9. Srivastava, N. & International Research Journal of Engineering and Technology (IRJET). (2017). Advertisement influence and purchase decision of the consumers in India. *International Research Journal of Engineering and Technology (IRJET)*, 04–05, 2424–2425. <https://d1wqtxts1xzle7.cloudfront.net/53591568/IRJET-V4I5620>
10. Mukhtar, S., A, C. M., & Chandra, D. (2023). EXPLORING THE INFLUENCE OF DIGITAL MARKETING ON CONSUMER BEHAVIOR AND LOYALTY. *International Journal of Research-GRANTHAALAYAH*, 11(9) <https://doi.org/10.29121/granthaalayah.v11.i9.2023.5308>
11. Tandon, N., Manav Rachna International Institute of Research and Studies, Kaur, S., & Manav Rachna International Institute of Research and Studies. (2018). Impact of digital market on consumer buying behaviour.

12. Unni, M. V. (2020). Does digital and social media marketing play a major role in consumer behaviour? In International Journal of Research in Engineering, Science and Management (Vol. 3, Issue 4) [Journal-article]. <https://www.ijresm.com>
13. Prasath, P., Yoganathen, A., Department of Management, Eastern University, Sri Lanka, & Department of Management, Eastern University, Sri Lanka. (2010). INFLUENCE OF SOCIAL MEDIA MARKETING ON CONSUMER BUYING DECISION MAKING PROCESS [Journal-article]. Department of Management, Eastern University, Sri Lanka.
14. Nawaz, S. S., Kaldeen, M., & SERSC. (2020b). Impact of digital marketing on purchase intention. In South Eastern University of Sri Lanka & South Eastern University of Sri Lanka, International Journal of Advanced Science and Technology (Vols. 29–29, Issue 4, pp. 1113–1120)[Journal-article].<https://www.researchgate.net/profile/Sabraz-Nawaz-Samsudeen/publication/341670094>
15. Gill, A. A., Farrokh, S., Haider, M. U., & Zubair, R. (2023). Ignite Virality and Rule the Market: Impact of digital marketing on Customer’s purchase intention in developing economy. Zenodo (CERN European Organization for Nuclear Research). <https://doi.org/10.5281/zenodo.8135420>
16. Ekeruke, U. G. (2019b). AN EMPIRICAL ANALYSIS ON EFFECT OF DIGITAL MARKETING ON CONSUMER BUYING BEHAVIOUR. In Dr. Isa Ardo, AHMADU BELLO UNIVERSITY, Department of Business Administration, DR. ISA ARDO, PROF. HASSAN ZOAKA, & PROF. S. Z. ABUBAKAR, SCHOOL OF POSTGRADUATE STUDIES. <https://d1wqtxts1xzle7.cloudfront.net/6207824>