

# A study on factors affecting the choice of e-commerce platform for the purchase of Mobile phones amongst youngsters

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**Abstract:** This study delves into the myriad factors that sway the decision-making process of youngsters when selecting an e-commerce platform for purchasing mobile phones. In the digital era, e-commerce has become the primary avenue for acquiring various goods, with mobile phones being a pivotal commodity. Understanding the preferences and behaviors of the younger demographic is crucial for e-commerce platforms to tailor their strategies effectively. Drawing upon a mixed-methods approach, including surveys and interviews, this research explores the multifaceted aspects influencing platform selection. The study investigates key factors such as user experience, pricing, brand reputation, product variety, security concerns, and social influence. By analyzing data gathered from a diverse sample of youngsters, this research aims to provide valuable insights for e-commerce platforms to enhance their offerings and better cater to the evolving needs and preferences of this demographic segment. The findings of this study are anticipated to contribute to the refinement of marketing strategies and the optimization of user experiences within the e-commerce landscape, particularly in the context of mobile phone purchases among youngsters.

## INTRODUCTION

In recent years India has experienced a boom in internet and smartphone penetration. The number of internet connections in 2021 increased significantly to 830 million, driven by the 'Digital India' programme. Out of the total internet connections, ~55% of connections were in urban areas, of which 97% of connections were wireless. The smartphone base has also increased significantly and is expected to reach 1 billion by 2026. This has helped India's digital sector and it is expected to reach US\$ 1 trillion by 2030. This rapid rise in internet users and smartphone penetration coupled with rising incomes has assisted the growth of

India's e-commerce sector. India's e-commerce sector has transformed the way business is done in India and has opened various segments of commerce ranging from business-to-business (B2B), direct-to-consumer (D2C), consumer-to-consumer (C2C) and consumer-to-business (C2B). Major segments such as D2C and B2B have experienced immense growth in recent years. India's D2C market is expected to reach US\$ 60 billion by FY27. The overall e-commerce market is also expected to reach US\$ 350 billion by 2030 and will experience 21.5% growth in 2022 and reach US\$ 74.8 billion.

The E-commerce industry has been directly impacting micro, small & medium enterprises (MSME) in India by providing means of financing, technology and training and has a favourable cascading effect on other industries as well. The Indian E-commerce industry has been on an upward growth trajectory and is expected to surpass the US to become the second-largest E-commerce market in the world by 2034. Technology-enabled innovations like digital payments, hyper-local logistics, analytics-driven customer engagement and digital advertisements will likely support the growth in the sector

## OBJECTIVES OF THE STUDY

1. To understand the preference of the youngsters towards mobiles.
2. To study the factors affecting the choice of E-Commerce platform for purchase of Mobile phones.

## LITERATURE REVIEW

(Lai and Jinlu, 2017) aforementioned that increasing quality of on-line impulse buying victimization digital

platforms like mobile apps, it's raised very important interests concerning the customer behavior. They gathered that info by victimization semi-structured interviews and self-completion on-line type. Throughout this analysis age, gender and country origin taken in to thought.

(Liao, 2016) attempt to address this study indicates that on-line retailers have to be compelled to take special care once promoting utilitarian merchandise. For utilitarian merchandise, giving a prime quality net style interface associate degreed taking steps to boost consumers' product involvement square measure vital for eliciting positive emotions and ultimately causing an impulse shopping for call. What is more this study proposes 2 factors: presentation mode and products kind that have an effect on consumers' emotional states and result in impulse shopping for choices.

(Sharma, 2010) discussed once client makes impulse shopping for, they create associate degree causeless, unthinking associate degreed immediate purchase and infrequently feel an urge to shop for the merchandise. Variety of reasons will influence impulse shopping for like low worth, marginal want of item, emotions, low psychological feature management or spontaneous behavior. Such purchases might happen mostly while not considering the money consequences.

(Parboteeah, 2009) assessed the results reveals that the standard of web site conjointly influences the impulse shopping for behavior of the buyer. The visual charm of the web site that have an effect on the degree to that a user enjoys browsing website however that don't directly support a specific looking goals. Interaction with a web site ends up in each psychological feature and affectional reaction.

(Erkip 2005) reportable that buyers visit looking websites to pay their spare time by browsing the website. Consequently, customers visiting the web site with hedonistic motives might occupy the web site for extended periods, which can increase the likelihood of an acquisition while not previous intention to shop for. During this sense, future activities square measure vital to extend the likelihood of the consumers' browsing. Browsing may be a crucial construct for customers' store selection and time spent on the web site.

(Beatty and Ferrell 1998) found the urge to shop for impetuously to be a stronger live of impulsivity than actual impulsive behavior, on condition that the work of their structural model improved once exploitation the urge to shop for impetuously instead of the

particular purchase behavior because the variable. (Gehrt, 1992) searching orientations talk to the overall predisposition of customers toward the act of searching. This predisposition could also be manifested in variable patterns of knowledge search, various analysis, and products choice. The orientations area unit operationalized by a spread of perspective, interest, and opinion statements associated with the subject of searching.

Spears 2006) observed that online store style may be a advanced task involving multiple webpage components. Specific style components are investigated victimization straightforward analysis models, however this doesn't offer an entire image of the triggers of impulse shopping for style components might influence every stage of the decision-making method, reducing the self-control of shoppers or enhancing the likelihood of impulse shopping for advertisement stimuli will evoke impulse shopping for. They impart that associate degree impulse has not been glad, and will cause the buyer to expertise regret over a lost chance, i.e., pre-purchase regret.

#### RESEARCH METHODOLOGY:

Research Design: This study is descriptive in nature. The data used in this study is primarily primary data, obtained through a survey conducted to analyze the behavior of respondents. The stratified random sampling technique was used to collect the data. The survey was conducted on the randomly selected 140 respondents. A systematic questionnaire was designed consisting of various questions related to demographics segmentation, frequency of purchase and key drives that are responsible for the purchase of Mobiles phones.

Source of data: Primary Data and Secondary Data. Primary Data will be collected by doing survey of the respondents using smartphones. Secondary Data can be collected from the websites, newspapers, etc.

#### DATA COLLECTION METHOD: SURVEY METHOD

Finding:

- The study results revealed a significant effect of price on the mobile phone shopping behavior of young adults.

- The study's findings are consistent with previous studies, which suggest that price plays a significant role in young adults' mobile phone shopping behavior.
- Moreover, the finding is in contrast with the finding of Saif et al., who reported that price does affect consumers' preferences for a mobile phone. This contradiction has a good theoretical background as the price is a major player in the choice of mobile phones in developing countries.
- Notably, young adults have lower purchasing power compared to mature and employed individuals in society. Hence, price should determine the buying behavior of young adults in developing countries.
- Further, we did not find any significant influence of convenience on the mobile phone shopping behavior of young adults. The findings are consistent with the study of Bringula et al., who reported that convenience did not contribute to explaining the mobile phone shopping behavior.
- Hence, convenience is not an issue as young adults are highly mobile and energetic to do shopping. Avoidance of core service failure and response was also found to have an insignificant influence on the mobile phone shopping behavior of young adults. Also concluded that post-purchase services comprising guarantee, emergency repair, and software services are the least influential in youth's choice of mobile phone.
- Attraction by competitors was also found to have a significant influence on the mobile phone shopping behavior of young adults. The findings corroborate the results of existing studies on the switching behavior of consumers in the mobile phone industry.
- One of the tremendous improvements relating to communication technology is the development of mobile phones, which are evidence of the rapid change in technological advancements.

#### SUGGESTION

From a theoretical perspective, this study has explored the various factors that affect youth choice of smartphones. Literature review has suggested that the latest trends that the youth long for while purchasing a smartphone are hardware specifications such as dual

SIM requirements, RAM and technology related specifications such as security, OS/version, etc. These two factors form the main hypotheses for this study. The statistical analysis has proven that hardware factors and technology factors are significant factors affecting the smartphone purchase decision of the youth. Another key contribution of the study is the development of a conceptual framework on the factors that affect the choice of young students while purchasing smartphones. This study provides practical implication to all the players involved in the smartphone industry such as smartphone manufacturers, application developers also network providers etc. For smartphone manufacturers the research suggests that OS version is a very important factor that affects choice of smartphones. They must also ensure that battery life, RAM, memory card slot, user interface are provided for in the hardware part of the smartphone. Thirdly they must ensure that features such as good quality camera, screen size, screen resolution, dual SIM, easy to carry are provided for in the smartphones. For application providers the research suggests that they should ensure that the applications that they provide are secure, support various apps, are adaptable to changes and also compatible to the handsets. For the network providers they must ensure that connectivity must be ensured and processing speed should be good. For the branding managers the research suggests that brand name is also an important factor affecting choice of smartphones and that managers can ensure wider reach through advertisements and word of mouth appeal.

#### CONCLUSION

In conclusion, our study underscores the significance of discount offers, product variety, and technological advancements in influencing the choice of e-commerce platforms among youngsters for mobile phone purchases. The allure of competitive pricing and enticing deals resonates strongly with this demographic, driving them towards platforms that offer cost-effective options. Moreover, the availability of a diverse range of mobile phone models and brands, coupled with innovative features like augmented reality and personalized recommendations, enhances the appeal of e-commerce platforms. By prioritizing strategies that revolve around these factors, platforms can not only attract but also retain their target

audience, fostering long-term customer relationships and sustaining competitive advantage in the dynamic e-commerce landscape.

However, while our findings provide valuable insights, it's essential to acknowledge the study's limitations, including its scope and generalizability. Future research endeavors could delve deeper into specific demographic segments within the youth population and explore additional factors such as social media influence and environmental sustainability practices. Nevertheless, by aligning their strategies with the identified factors, e-commerce platforms can better understand and cater to the preferences of youngsters in the mobile phone purchasing domain, ensuring continued relevance and success in an increasingly competitive market.

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