

Identifying the Online Shopping Style of Young Consumers with Special Reference to Delhi NCR

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Abstract

The majority of Indian online shoppers are young individuals. The goals of this study are to identify the characteristics of adolescent internet users' consumer decision-making processes and to develop a profile of their online buying preferences. The research goals were achieved using a quantitative research strategy. 100 people who are members of Generation Z and Millennial buy products through e-commerce in Delhi NCR and replied to questionnaires distributed via social media, which served as the major source of data for the study. Consumer Style Inventory (CSI) was the foundation for the survey questions. Through factor analysis, seven features of young customers' online buying habits were discovered. The results of this study show that young customers choose high-quality products, look for amusement when buying, and are impulsive. They also have a hedonic online purchasing style. Consumers in their 20s and 30s are crazy about novelty and branded goods. They are loyal to specific brands and shops even if they usually struggle to choose online stores and products. This study bridges the knowledge gap by offering a more thorough understanding of online buying preferences, with implications for taking purchasing preferences into account when marketing products and creating the user experience and shopping experience of a website that sells goods online.

Keywords: Consumer behavior, young consumer, online shopping, shopping style.

1. Introduction

In India, use of internet has increased dramatically. As per government data there were 692.0 million internet users in India in the beginning of 2023, when internet penetration stood at 48.7 percent. Online purchases continue to rise as internet technology adoption and penetration levels rise. Indeed, finding product information and making purchases online have grown in popularity. Online shopping has become a trend for customers in Delhi NCR to purchase products. Some consumers believe that patterns of online product sales have assimilated into their way of life. Major benefits of virtual stores include the potential for time and money savings, a wide selection of products, convenient delivery and payment options, and stress-free gift-buying on holiday and pre-holiday days. There are few studies that have been documented that attempt to integrate

research findings across studies from a theoretical marketing and consumer behavior perspective, despite the growing attention and interest surrounding online consumer behavior over the past ten years. Consumer behavior patterns refer to decision-making processes and styles, and they are largely conceptualized. Online shopping behavior is the act of purchasing goods or services through a website, which is comparable to traditional shopping behavior.

Choosing between two or more options for products or services is one of the most challenging processes that individuals must go through when thinking. A purchase decision, according to, is the consumer's behavior pattern that determines and adheres to a decision-making process. The consumer decision making style methodology, or Consumer Style Inventory (CSI), developed by SI was previously

used by researchers to divide groups of consumers according to their predominant decision-making characteristics.

Young consumers are increasingly important in online shopping. Young consumers prefer online shopping because it is convenient, cheaper, has more options, saves time, and is available anywhere and at any time. The average online transaction value has increased significantly for almost every product, and Generation Z and millennial have led this expansion, accounting for 85% of total transactions. Marketers need to have an in-depth understanding of the numerous aspects impacting consumers' decisions in order to successfully provide products and maintain customers in the market. Due to their reputation as one of the most powerful consumer groups, ease of online adaptation, and usage of the internet as a tool for shopping, young people have historically been the focus of consumer studies. There have been numerous initiatives to simulate and investigate internet purchase behaviour. However, very few research have been published on characterizing the youthful demographic of customers using the consumer style inventory and on comprehending online purchasers from a decision-making perspective.

2. Literature Review

2.1. Consumer Decision-Making Style

A full understanding of the various customer decision-making processes is necessary for a successful marketing strategy, according to Sinkovics, R. R. (2013). According to Siu, N. Y., Wang, C. C., Chang, L. M., & Hui, A. S. (2001), one of the most studied subjects in consumer behaviour research is decision making styles, which are utilized to address problems with market segmentation and positioning. Three methods for describing customer shopping preferences have been established by Sprotles, G. B., & Kendall, E. L. (1986): consumer typology, psychographics or lifestyle approach, and consumer characteristics approach. One of the most fascinating techniques is the consumer characteristics approach, which is concerned with the mental orientation of consumers when making decisions, according to Yang, C., & Wu, C. C. (2007). According to Sprotles, G. B., and Kendall, E. L. (1986), a consumer's decision-making

style is "a way of thinking that describes how a consumer makes decisions". According to Brown, M., Pope, & Voges (2003), shopping orientation is a general tendency towards shopping activities. Numerous research have been conducted in an effort to identify and categorize consumer shopping styles. Early research on shopping orientations was done by Stone, G. P. (1954), who distinguished four different shopping types based on their buying orientations: the economic, personalizing, ethical, and apathetic shoppers are four types of consumers. The four shopper categories defined by Stone were supported by Darden, W. R., & Reynolds, F. D. (1971) when measuring shopping orientations for health and personal care products. Moschis, G. P. (1976) studied the purchasing preferences of consumers of cosmetics using lifestyle characteristics (activities, interests, and opinions) and established four groups of consumers as follows: store-loyal, brand-loyal, psycho socializing, name-conscious, and problem-solving shoppers. Bellenger, D. N. (1980) defined recreational shoppers in terms of their preferences for shopping during their free time. Four categories of consumers—the economic consumer, the personalizing consumer, the ethical consumer, and the indifferent consumer—were established by Westbrook, R. A., and Black, W. C. in 1985. Additionally, Bae defined eight characteristics of different consumer decision-making styles: the perfectionist, the brand-conscious, the novelty-conscious, the recreational/hedonistic, the price-conscious, the impulsive/careless, the puzzled by choice, and the habitual/loyal customer.

2.2. Consumer Style Inventory (CSI)

Previous research on shopping behaviour has been successful in demonstrating that customers regularly disagree and make routine decisions, but it has not directly addressed the problem of how to assess the traits that lead to these divisions. Mitchell, V. W., Bakewell, C. (2004). Sprotles, G. B., and Kendall, E. L. (1986) developed the consumer style inventory (CSI) to pinpoint the essential characteristics of young American consumers' decision-making styles. The consumer style inventory (CSI) model has eight dimensions, including brand consciousness, novelty and fashion consciousness, recreational and hedonistic consciousness, price and value consciousness, impulsiveness and carelessness, confused by over-

choice, and brand loyalty orientation. Xin Zhou, J., Yu, & Eun Park, J. (2010) has examined that Consumers who are perfectionists and have high levels of awareness are measured by perfectionism consciousness. Items that are high on this factor reflect consumer interest in the highest possible product quality. Because of the emphasis on price and quality orientation, utilitarian buying is characterized by perfectionism or high-quality awareness. Mitchell, V. W., Bakewell, C. (2004) has stated that brand consciousness describes the traits of brand-conscious consumers, who consider that a higher price equates to a better level of quality. As per Xin Zhou, J., Yu, & Eun Park, J. (2010) Hedonistic and recreational shopping awareness are both evaluated by recreational consciousness. Consumers go shopping for fun, entertainment, and recreation. As per S. Lysonski, S. Durvasula, and others (2013) The orientation of consumers who exhibit impulsiveness and carelessness is examined. Shoppers who exhibit this trait typically shop impulsively without planning their purchases, even if they don't seem to care how many products they buy or how much money they spend. According to Sproles, G. B., & Kendall, E. L. (1986) This occurs when a customer has a preferred brand that they always buy from or a preferred retailer that they frequently visit.

2.3. Cross-Cultural Consumer Decision-Making Style

Sproles and Kendall developed Consumer Style Inventory (CSI) in the middle of the 1980s for offline purchasing. Subsequent researchers have used the CSI to evaluate consumer decision-making styles in physical retail stores. The CSI model needs to be adjusted to meet the e-commerce environment as a result of the growth of e-commerce activities. As per Sam, K. M., and Chatwin, C (2015) Online shopping is equated to e-commerce by Pavlou, P. A., and Fygenon (2006), who also put up the idea that e-commerce is the process through which consumers use internet technology to get information and make purchases. Some scholars in the field of consumer economics have come to the conclusion that when given an option on the market, consumers make judgement according to a variety of styles or rules. In a study Nagra, G., and Gopal, R. (2013) discovered that while occupation did not significantly affect customers' online buying behaviour, gender, age,

and income did. According to Richa, D. (2012), prior research has demonstrated that individuals of all ages and socioeconomic statuses have various attitudes about internet buying. According to Khare (2016), the eight-factor CSI, which was created in the US, has been used to analyse consumer purchasing patterns across cultures, retail settings, and product categories. According to Lysonski, S. (1996), it divides consumers into four categories: rational, brand, price-conscious, and quality-conscious. Mehta, R., & Dixit, G. (2016) found that there are still distinctions in how consumers approach markets even if India's economy is undergoing rapid structural transition and becoming more and more similar to industrialized economies. Hiu, A. S., Siu, N. Y., Wang, C. C., and Chang (2001) make this claim. For Chinese customers, there are five valid decision-making philosophies: perfectionism, novelty-fashion consciousness, recreational, price consciousness, and overwhelmed by choice. Tai modified the CSI to evaluate the shopping habits of Chinese working women by include four more shopping styles: proactive trendy chaser, rational, value client, and opinion seeker. Zhou et al. looked into materialism to determine if there are any differences between the buying preferences of rural and marine Chinese consumers. Consumers in both the interior and the coast have four traits: over shopping, carelessness, fanaticism (quality consciousness), and value for money sensitivity. The eight-factor US CSI scale has been examined in the current body of research on consumer decision-making styles to see how it relates to online buying behaviors in various cultural contexts.

3. Objectives of the Study

This study aims to illustrate how young customers make decisions online. The study's two primary goals are:

- i. Classify the online shopping habits of young people in Delhi-NCR
- ii. Make a profile of their preferred methods of internet shopping.

4. Research Methodology

A quantitative research approach was used to accomplish the research objectives. The primary information in this study was gathered from research participants directly through the

dissemination of an online survey. A screening question about whether or not customers made internet purchases can be included in the questionnaire's first section. The second component evaluates gender, education, the choice of online retailer, and online product purchases. Questions about online buying decision-making patterns were added in the third survey instrument part. The Consumer Style Inventory (CSI), upon which the decision-making style questions were based, was used. Consumer shopping orientation is categorized using CSI into various decision-making traits. The 40-item CSI scale for the assessment is built using the CSI translation, with a few small modifications, like the addition of the term "online shopping". A 5-point Likert scale, ranging from 1 for strongly disagree to 5 for strongly agree, was used to score each item. Members of generations Y and Z who made e-commerce purchases online in Delhi NCR served as the subjects of this study. 100 people made up the overall sample, 68 of whom were men and 32 of whom were women. The samples' average age ranged from 16 to 40, and the majority of them had completed higher education. Two stages of data

analysis were performed. A descriptive analysis was then conducted to profile the consumer decision-making styles for young people after the exploratory factor analysis to identify the features of consumers' online decision-making. To demonstrate significant cross-loading, EFA was used.

5. Data Analysis and Interpretation

5.1 Profile of target Audience

(Profile of Respondents (N=100)) Table 1

The consumer style inventory, specifically the online decision-making style, was used to evaluate young customers from the Y and Z generations. Both generations were between the ages of 16 and 40. Table 1 provides a summary of the survey respondents. Only 32% of the 100 respondents were women, whereas 68 percent of the respondents were men. They are the most educated, with 67 percent having completed at least the 12th grade. Only 25% of those who are employed are still in school, while roughly 75% are active employees.

		Frequency	%
Gender	Male	68	68
	Female	32	32
	Total	100	100
Education	Up to 10	14	14
	Upto 12	19	19
	UG	30	30
	PG	37	37
	Total	100	100
Occupation	student	25	25
	employee	28	28
	professional/ Business owner	26	26
	housewife	18	18
	other	3	3
	Total	100	100

Online store selection	Instagram/FB	74	74
	Marketplace	23	23
	Other	3	3
	Total	100	100
Products Purchased Online	Household grocery items/ Food	39	39
	Clothing	21	21
	shoes	12	14
	Electronic Gadgets/Appliances	10	10
	Body/Beauty Products	15	13
	Other	3	3
	Total	100	100

Source: Compiled through survey

Only a small percentage of young customers, according to the report, prefer to shop at marketplaces over social media or official store websites. In contrast, 39% of the 100 respondents indicated that they had purchased food online the most often out of the six product categories examined. With 21% of all purchases, clothing is the second most popular category. Body/Beauty Products are in third place with 15%.

5.2 Reliability Analysis

An exploratory factor analysis was carried out to look into the consumer style inventory's dimensions of the study construct. An exploratory factor analysis was required to ascertain the factor structure of the consumer style inventory in the context of young internet buying. Twenty-four items were used to measure seven dimensions of consumer decision-making traits: brand consciousness, novelty and fashion consciousness, perfectionism consciousness, recreational and hedonistic consciousness, price and value consciousness, impulsiveness and carelessness, and overwhelmed by choice.

Additionally, each factor was simplified by the application of a varimax rotation process. Based on a screen test and eigenvalues larger than 1.00, components were extracted. The consumer style inventory, which had 10 items, was found to have been downsized by a total of 7 items after three rounds of data processing. Remaining variables were significantly weighted towards one of the identified factors, with factor loadings of at least +0.50 and ranged from 0.600 to 0.826. The reliability of each factor was looked into. For factors 1 through 5, the Cronbach's alpha coefficients varied from 0.762 to 0.898, showing a satisfactory level of dependability. Eighth factor was eliminated since its coefficients were below 0.7. Finally, a mean statistical analysis was employed to characterize the youthful consumer's online decision-making preferences. The factor loading findings, as well as each factor's dependability and mean, are shown in Table 2.

Table 2: Reliability, Factor Loading and Mean of each factor			
Factor	Factor Loading	Cronbach's Alpha	Mean
1.Perfectionism Enthusiasm		0.802	
I make an effort to find the best option when making internet purchases.	0.805		6.48
In general,I try to buy online products that are of the highest quality.	0.87		6.21
I generally attempt to purchase the best things possible when shopping online.	0.812		6.23
When I receive a flawless product, I am happy.	0.761		6.01
2.Habitual and Brand Loyal Orientation		0.878	
I have a preferred brand that I frequently purchase when I shop online.	0.642		6.23
When I find a brand I like, I stay with it.	0.714		6.67
I consistently use the same app when shopping online.	0.702		6.98
3.Novelty and Fashion Enthusiasm	0.613	0.779	
Usually, I have one or more items in the latest trends	0.705		5.29
My products are upto date with fashion trends	0.762		5.11
I put a lot of value on having a stylish and attractive appearance.	0.698		5.26
4. Brand Enthusiasm		0.876	
I favour getting products from well-known brands.	0.675		6.26
Usually, I incline towards the costly brands.	0.636		4.23
I think that a product's quality increases with price.	0.657		5.04
The best products for me will be on a reliable internet site.	0.632		4.67
The most well-known brands offer a wide variety.	0.645		4.23
5. Recreational and Hedonistic Enthusiasm		0.762	
Online shopping is something I enjoy doing.	0.786		4.25
If I visit and shop at multiple websites, it will be a waste of my time.	0.546		4.76
I make quick decisions when I shop online.	0.656		4.78
6. Over Choice Ambiguity		0.898	
There are so many brands available that I frequently become confused.	0.767		5.34
I occasionally find it tough to choose which e-commerce site to go to or which brand to purchase.	0.657		4.21

* Calculation using SPSS

6. Findings & Conclusion

Due to the fact that young consumers are more habituated to internet shopping, this study focused on examining and profiling their decision-making processes. The study discovered that the seven significant factors that best depict the online purchase behaviour of young consumers are quality orientation, store and brand loyalty, novelty enthusiasm, brand enthusiasm, entertainment shopping, over choice ambiguity, and impulsiveness. According to empirical study, young people favour high-quality products and are amused when they purchase online. They consequently frequently make impulsive purchases. When making online purchases, young individuals who are self-obsessed and socially esteemed exhibit brand passion in addition to novelty orientation. People feel confused when faced with a wide range of online stores and product possibilities, therefore they show allegiance to certain stores and brands to reduce the confusion. In contrast to past studies on the topic, this study demonstrates that internet users exhibit over-choice uncertainty rather than price sensitivity. Due to the

COVID-19 epidemic, online shopping has substantially increased and, for many young people, has turned into a hobby. Instead of out of need, people purchase online to fill their needs and desires. They search for high-quality, branded products or make impulsive purchases. Additionally, younger consumers might be more willing to pay extra while shopping online considering how convenient and timeless the internet is. Convenience more than pays for cost. This study aims to contribute to the body of knowledge on consumer decision-making by attempting to provide a more detailed understanding of online buying behaviour, particularly among young consumers who are becoming more and more dependent on online shopping. The significance of providing consumers with digital decision aids to assist in their online shopping, as well as the significance of taking into account consumers' shopping preferences when designing products, consumer user interfaces and experiences.

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