Journal DOI: 10.36713/epra1013 | SJIF Impact Factor (2025): 8.619 ISSN: 2347-4378
EPRA International Journal of Economics, Business and Management Studies (EBMS)
Volume: 12 | Issue: 8 | August 2025 -Peer-Reviewed Journal

DETERMINANTS OF CONSUMER ATTITUDES TOWARDS DIGITAL SHOPPING OF ELECTRONIC COMMUNICATION PRODUCTS IN NCR DELHI

Renu Jakhar[1], Dr. Abhishek Kumar[2]
[1]*Research Scholar, NICE School of Business Studies, Shobhit Institute of Engineering & Technology, Deemed to be University, Meerut*
[2]*Associate Professor, NICE School of Business Studies, Shobhit Institute of Engineering & Technology, Deemed to be University, Meerut*

ABSTRACT
The study explores the determinants of consumer attitudes towards digital shopping of electronic communication products in the National Capital Region (NCR) of Delhi. With the growing adoption of smartphones, affordable internet, and digital platforms, consumers increasingly rely on online channels for purchasing electronics. Using a descriptive research design and stratified random sampling, data were collected from 510 respondents through a structured questionnaire on a Likert scale. Findings are expected to reveal key factors such as trust, price, convenience, product variety, and service quality influencing consumer preferences, offering insights for e-retailers, marketers, and policymakers.
KEYWORDS: *Digital Shopping, Consumer Attitudes, Electronic Communication Products, NCR Delhi*

INTRODUCTION

The last decade has witnessed a profound transformation in retail caused by the rapid diffusion of digital technologies. In India, the spread of affordable smartphones, low-cost mobile data and faster logistics has accelerated adoption of online shopping across socio-economic groups, making e-retail a central channel for consumer purchase journeys. This shift is particularly visible in categories such as electronics and communication products (smartphones, wearable devices, accessories, and related gadgets), where product search, comparison, and purchase can be conducted entirely online and where consumers rely heavily on digital information cues (product descriptions, reviews, influencer recommendations) to reduce perceived risk. The strategic importance of the electronics category to e-retailers is reflected in seller focus and platform investment: electronics remain one of the highest-volume online categories and have been a core driver of platform revenue and consumer engagement.

Empirical studies of pandemic-era behavior identify three broad dynamics that are especially relevant to electronics: (1) increased trial and sustained use of online channels, (2) heightened reliance on digital information (reviews, social media, live demonstrations), and (3) greater emphasis on convenience and safe fulfillment options (contactless delivery, extended return windows). These dynamics highlight the need to understand not only whether consumers shop online for electronic communication products, but how they form trust, evaluate product attributes remotely, and decide between competing sellers and models; Jiang & Stylos (2021).

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.

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. Delhi NCR, with its diverse demographics, high digital penetration, and competitive retail environment, offers a unique context to study such behaviour. Consumers here exhibit varied preferences influenced by factors such as price, brand reputation, product specifications, online reviews, and delivery services. Trust in e-retail platforms, perceived risk, and post-purchase service quality also play a crucial role in shaping purchase decisions. Understanding these behavioural patterns is vital for e-retailers, brands, and policymakers aiming to improve customer satisfaction and retention. This study seeks to explore the determinants of online purchase behaviour for electronic communication products and provide actionable insights for enhancing digital shopping experiences.

REVIEW OF LITERATURE

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.

Wei et al. (2010) emphasized that the trustworthiness and dependability of an online retailer play a crucial role in shaping consumer decisions. When policies are vague, it undermines credibility and discourages potential buyers from completing purchases. In addition, many websites fail to clearly communicate their return and exchange policies, leading to confusion among customers.

According to Agift et al. (2014), key elements such as comprehensive product details, convenience, a stress-free shopping experience, time efficiency, and the ability to effortlessly compare prices significantly impact consumer preference for online shopping. These factors collectively enhance the overall shopping experience, making e-commerce a more appealing and practical option for buyers.

Rudansky-Kloppers (2014) highlights that the primary reasons customers choose online shopping are convenience, quick delivery, and time savings, whereas brand recognition plays a minimal role. She recommends that South African e-retailers focus on enhancing website usability, improving product information, refining pricing strategies and promotional efforts, and offering better delivery services. These improvements would boost customer satisfaction and online sales, helping bridge the gap between South Africa's e-commerce sector and global standards.

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.

Abou-Elgheit (2018) underscored the need to examine evolving consumer behavior from a broader perspective. Focusing on social media marketing in the Egyptian context, the study highlighted the significant role of cognitive, emotional, experiential, and personality-related factors in shaping consumer decision-making and building trust in online sellers.

According to Komodromos et al. (2018) technological advancements and the widespread use of mobile devices have greatly transformed consumer behavior, directly affecting how individuals engage with social commerce to make purchasing decisions online. The growing reliance on digital marketing and social media platforms has played a key role in shaping favorable consumer attitudes toward online shopping, leading to a rise in market share for businesses centered around eCommerce.

Marceda Bach et al. (2020) emphasize that the security and privacy of personal data are key determinants in how consumers perceive risk when shopping online. Concerns over unauthorized access, data misuse, and identity theft significantly influence consumer trust and willingness to engage in digital transactions. Ensuring strong privacy protections is essential for reducing perceived risk and encouraging online purchasing behavior.

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.

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. Generally, as perceived shopping risks rise, purchase intentions decline, whereas minimizing these risks results in a greater likelihood of consumers proceeding with their purchases.

Shams et al. (2024) conducted a study to explore the key drivers of brand identity in the digital landscape and to assess whether consumer belief in brand (CBB) moderates the relationship between brand identity and consumer purchase decisions (CPD). The findings revealed that factors such as electronic word-of-mouth (e-WOM), digital infrastructure, workforce expertise, and digital marketing capabilities significantly contribute to building brand identity. This brand identity, in turn, shapes sales strategies in varied contexts to influence CPD, with CBB serving as a moderating factor. However, since the data was gathered exclusively from respondents in India, the study acknowledges external validity concerns as a limitation.

OBJECTIVE OF THE STUDY

- To analyze the factors that affect attitudes towards digital shopping of electronic communication products in National Capital Region 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.

Journal DOI: 10.36713/epra1013 | SJIF Impact Factor (2025): 8.619 ISSN: 2347-4378
EPRA International Journal of Economics, Business and Management Studies (EBMS)
Volume: 12 | Issue: 8 | August 2025 -Peer-Reviewed Journal

ANALYSIS RELATED TO FACTORS INFLUENCING ATTITUDES TOWARDS DIGITAL SHOPPING OF ELECTRONIC COMMUNICATION PRODUCTS

Table 1: Table showing the response related to factors influencing attitudes towards digital shopping of electronic communication products

S. No.	Factors	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Time Saving: Online shopping for electronic communication products saves your significant time compared to visiting physical stores.	96 (18.82%)	294 (57.65%)	25 (4.90%)	70 (13.73%)	25 (4.90%)
2	Perceived Convenience: You find it easier to compare multiple brands and models online.	84 (16.47%)	224 (43.92%)	78 (15.29%)	84 (16.47%)	40 (7.85%)
3	Accessibility: Online platforms offer 24/7 accessibility, making shopping more convenient for you.	131 (25.69%)	233 (45.69%)	68 (13.33%)	64 (12.55%)	14 (2.74%)
4	Competitive Price: You believe electronic communication products are generally cheaper online than in offline stores.	148 (29.01%)	277 (54.31%)	28 (5.5%)	41 (8.04%)	16 (3.14%)
5	Discount Perception: Discounts and promotional offers influence your decision to buy online.	144 (28.24%)	276 (54.12%)	30 (5.88%)	45 (8.82%)	15 (2.94%)
6	Trust: You feel confident that your personal information is safe when shopping online.	119 (23.33%)	224 (43.92%)	64 (12.55%)	76 (14.90%)	27 (5.30%)
7	Product Variety: Online stores provide a wider range of electronic communication products than local shops.	128 (25.10%)	280 (54.90%)	52 (10.19%)	39 (7.65%)	11 (2.16%)
8	Information Availability: Detailed product descriptions on e-commerce sites are reliable.	105 (20.59%)	320 (62.75%)	27 (5.29%)	50 (9.80%)	8 (1.57%)

CONCLUSION

The study reveals that consumer attitudes toward digital shopping of electronic communication products in NCR Delhi are shaped by a combination of convenience, cost advantages, and trust factors. Time-saving, 24/7 accessibility, and the ease of comparing multiple brands and models emerge as strong positives, making online platforms highly attractive, though a small segment still prefers traditional shopping. Competitive pricing, along with discounts and promotional offers, plays a critical role in driving consumer preference, reinforcing the importance of price-related incentives. Product variety and detailed online descriptions further enhance confidence, though some consumers remain skeptical about accuracy and transparency. Importantly, while most respondents express trust in the security of online transactions, concerns about data privacy persist among a minority, underlining the need for stronger safeguards. Overall, digital shopping is widely perceived as convenient, cost-effective, and reliable, though addressing issues of trust, accuracy, and inclusivity will be essential for sustaining consumer confidence and expanding adoption.

REFERENCES

1. *Abou-Elgheit, E. (2018). Understanding Egypt's emerging social shoppers. Middle East Journal of Management, 5(3), 207–270.*
2. *Agift, A., Rekha, V., & Nisha, C. (2014). Consumers' attitude towards online shopping. Research Journal of Family, Community and Consumer Sciences, 2(8), 4–7.*

3. *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.*
4. *Jiang, Y., & Stylos, N. (2021). Triggers of consumers' enhanced digital engagement and the role of digital technologies in transforming the retail ecosystem during COVID-19 pandemic.* Technological Forecasting and Social Change, *172, Article 121012.*
5. *Komodromos, M., Papaioannou, T., & Adamu, M. A. (2018). Influence of online retailers' social media marketing strategies on students' perceptions towards e-shopping: A qualitative study. International Journal of Technology Enhanced Learning, 10(3), 218–234.*
6. *Marceda Bach, T., Pimenta, M. L., & Silva, D. (2020). Online customer behavior: Perceptions regarding the types of risks incurred through online purchases. Palgrave Communications, 6(1), 13.*
7. *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.*
8. *Rudansky-Kloppers, S. (2014). Investigating factors influencing customer online buying satisfaction in Gauteng, South Africa. International Business & Economics Research Journal, 13(5), 1187–1198.*
9. *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.*
10. *Shams, R., Chatterjee, S. & Chaudhari, R. (2024). Developing brand identity and sales strategy in the digital era: Moderating role of consumer belief in brand. Journal of Business Research, 179, 114689.*
11. *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.*
12. *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.*
13. *Wei, L. H., Osman, M. A., Zakaria, N., & Bo, T. (2010). Adoption of e-commerce online shopping in Malaysia. In 2010 IEEE 7th International Conference on E-Business Engineering (pp. 140–143). IEEE.*