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A STUDY ON THE PERCEPTION AND IMPACT OF ONLINE SHOPPING ON YOUNG ASPIRATIONAL PEOPLE ABOUT DHANBAD CITY OF JHARKHAND STATE

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ABSTRACT
In today's era of globalization, there has been a very significant change in electronic marketing in the Dhanbad district of Jharkhand state. In the last ten years, most of the business organizations have properly adopted technological change. And the use of technology (i.e. computers and mobile devices) for better marketing results is known as online shopping or e-shopping. Online shopping, also known as e-commerce, enables users to make purchases directly from sellers of goods or services via the Internet using a computer browser. The goal of the current investigation was to better understand what young people think about online shopping. This study is being conducted in Dhanbad city. Apart from students, businessmen were selected for the study. Thus, 150 respondents make up the entire sample size. The information was collected using a pre-tested and standardized questionnaire. A proper statistical analysis was done on the data collected. The findings revealed that 49% of the respondents had a negative perception of internet shopping while the other 51% had a positive perception. The top three favourite online websites of the respondents are Flipkart, Amazon, Myntra, etc.

KEYWORDS: *globalization, Online shopping, Youth Aspirants.*

INTRODUCTION
In this modern era, the use of the Internet is increasing day by day in various places located in the Dhanbad district of Jharkhand. As the popularity of e-commerce has increased, most business owners have started doing their sales and marketing online. In recent years, the popularity of online shopping has increased significantly. On the other hand, many customers prefer traditional markets because they want to check the quality of the product and take possession of it as soon as they make the payment. In today's world, the consumer is mainly concerned about getting a good quality thing and being satisfied with it. Even though online shopping is easier and less expensive than traditional shopping, offline shopping is still the preferred method. Customers choose the method of shopping according to their needs, whether online or offline. Customers now prefer Internet shopping over traditional shopping because it gives them discounts and other benefits. Internet shopping is becoming increasingly popular with the development of technology. Many traditional firms that previously sold their products only in physical stores have now chosen to enter the e-commerce industry. The success of an internet business is determined by the businessman's ability to attract customers for his product.

The e-commerce industry is growing rapidly due to the various benefits offered by the company to people in rural and urban areas of this district through online shopping. Transactions and searches in online shopping are less expensive than traditional shopping. Customers can order goods and services online more quickly, with more selection, and at the lowest possible cost.

LITERATURE REVIEW
Rajesh Malhotra and Anwar Sheik (2021): Through online consumer research, it was found that the perceived usefulness of the online shopper, combined with the ease of transacting goods and their security, is a key factor in influencing consumers' purchasing intentions and, subsequently, consumers' decision to choose the best option for their purchasing activity. While demographic variables such as buyer's age and wealth significantly influence consumers' purchasing behavior, it also helps in understanding the shopping behavior of online shoppers.

Akhilesh Mishra (2022): This study aimed to investigate the relationship between young consumers' online shopping behavior and their perceived perceptions of e-shop reputation. The goal of this study was to determine the relationship between those aspects of online shopping consumer behavior that influence the perception of e-reputation shops in the eyes of young consumers. In addition to the domestic origin of the products, the merchant's participation in CSR activities, and the offering of eco and bio-products, the reputation of the e-shop was also influenced by variables related to sustainability (mostly represented by variables included in the "Social responsibility and promotions" factor). In addition, we analyzed the reputation representing the opposite elements of sustainability, such as free shipping, the fastest way of delivery, and special offers of the e-commerce site (mostly represented by variables included in the "E-commerce services" factor).

Roy Dhananjay (2023): The reduction in business activities, due to increased unemployment and decreased spending, has had a huge impact on people's lives and behavior, causing both health and economic concerns around the world. Current

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businesses and customers have been impacted. Online shopping is becoming more popular among consumers, and more businesses are investing in the infrastructure. According to most prior surveys, consumers are generally hesitant to use Internet shopping because their positive perceptions do not translate into actual use.

OBJECTIVES OF THE STUDY

The following objectives are taken into consideration:

1. To study the relationship between perception and influence of online shopping on young aspirants.
2. To analyze the perception of young aspirants towards online shopping.

LIMITATIONS OF THE STUDY

The study focuses on the perception and impact of online shopping on young and mature people. The information has been collected from 150 candidates residing in different areas of Dhanbad district who were randomly selected to show their perception of online shopping. The respondents have been given a single questionnaire to complete. The results of the survey will apply to this study only. Any researchers' questionnaire will be the primary source of information.

METHODOLOGY

This research aims to learn more about the mindset and habits of the residents of Dhanbad city in terms of online shopping. What affects consumer happiness, loyalty, and company success among buyers of different ages in terms of online shopping. Most of the data is collected through questionnaires only. Academic journals, newspapers, magazines, books, and websites are used for secondary data.

DATA ANALYSIS

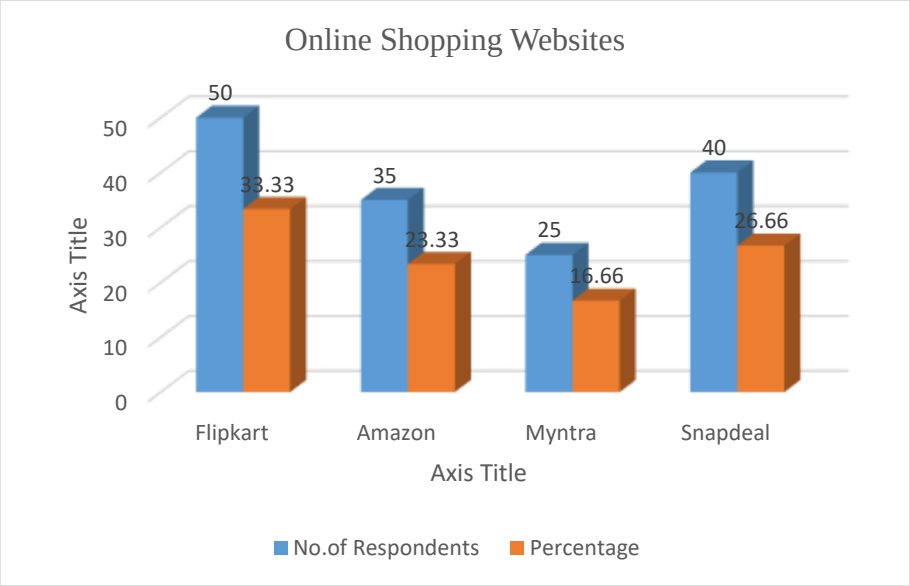
Favorite Online Shopping Websites Ranked by Respondents

Table No.01

Sl. No	Online shopping Website	No. of Respondents	Percentage	Ranked
01	Flipkart	50	33.33	I
02	Amazon	35	23.33	III
03	Myntra	25	16.66	IV
04	Snapdeal	40	26.66	II
05	Total	150		

Source: Primary Data

Favorite Online Shopping Websites Ranked by Respondents



It is evident that the online shopping websites ranked by the respondents are the top three favorite online shopping websites Flipkart Snapdeal Amazon Myntra respectively which is the data received from the respondents living in different areas of the Dhanbad district.

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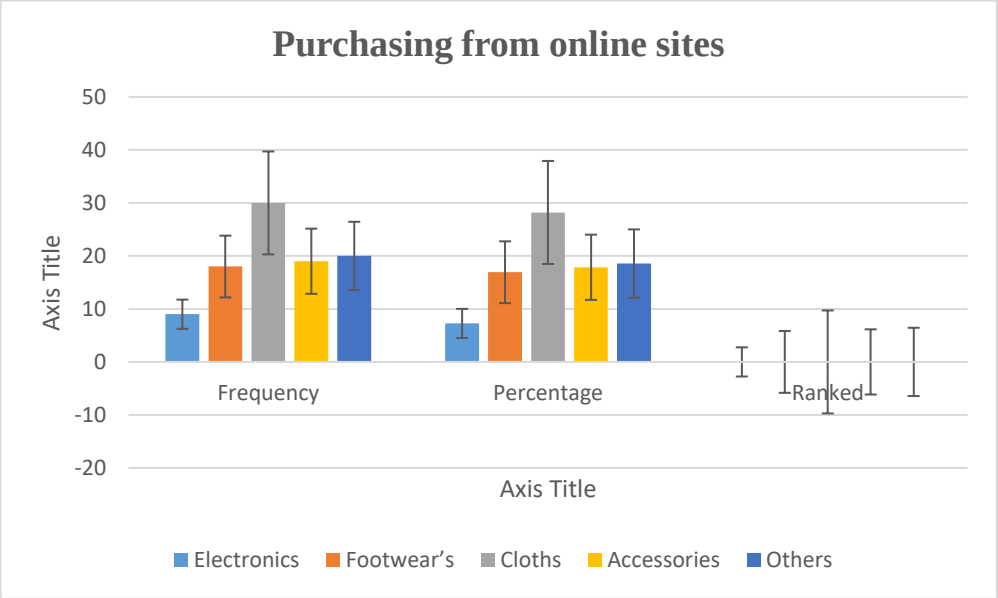
Table No.02

Items preferred by customers while purchasing from online sites:

Sl. No	Items	Frequency	Percentage	Ranked
01	Electronics	09	7.25	V
02	Footwear	18	16.92	IV
03	Clothes	30	28.20	I
04	Accessories	19	17.86	III
05	Others	20	18.56	II
	Total	**96**	**88.29**	

Source: Primary Data

Items preferred by customers while purchasing from online sites



It is evident that the various items were purchased by the customers through online shopping sites. The data showed that 88.29% of the customers purchased clothes from various online shopping sites, 28.20% of the customers purchased others from various online shopping sites, 18.56% of the customers purchased shoes from various online shopping sites and 7.25% of the customers purchased electronics from various online shopping sites. The analysis showed that most customers preferred online shopping sites for purchasing clothes.

CONCLUSION

Not only in India but in all countries, people are changing their way of shopping and doing business online very fast. Because developing countries are also encouraging people to use this new way of shopping on a large scale. The increasing number of youth using the Internet has attracted them to online shopping sites. Another reason why youth like online stores is that they can use Android phones. The results of the study have shown that students in Dhanbad City prefer to shop online more than in stores. Students shop online because it is easy, it has a wide range of products, it saves time and they can compare prices. The results of the study have shown that most students prefer to pay by cash on delivery rather than other methods. Social media plays a big role in motivating people around the world to shop online. Keeping in mind the results of the study, it can be said that customers will feel more comfortable buying goods online.

RECOMMENDATIONS

1. Online shopping in India is still hampered as the internet penetration has not yet reached what it should have been.
2. By offering cheap broadband connections, the e-commerce revolution can be boosted.
3. The primary benefits of online shopping are convenience and time-saving. Therefore, business model websites should be created so that users can access the information they need.

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