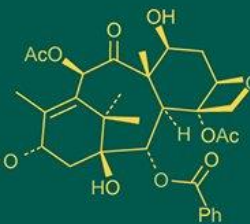
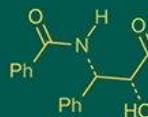


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Evaluating the impact of digital consumerism on time management and productivity among urban youth using shopping apps

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Abstract

This research looks at how digital consumerism affects time duration and productivity when shopping apps used by young people in the cities, comprising of 57 respondents, mostly undergraduate females aged 18-25. The goal of the research was to examine shopping apps in users daily apps and understand how shopping apps alter users daily productivity. The findings show that users of the Amazon, Flipkart and Myntra apps were the most accessible and used, and over half of the users were in and out of the app in under 30 minutes almost daily for and buy cloth and accessories. Although past research suggests digital consumerism causes impulsive buying and unplanned time loss, on the surveys, respondents said it rather disrupted their study and work responsibilities. The majority said shopping apps on their phones impeded the sleep and completion of tasks and productivity and focus on other things. Engagement of users apps and their shopping was positively recreation and their performance was in unison. The respondents were mostly satisfied by the shopping apps and paid through UPI for orders using their preferred payment options, they cited a fast delivery, easy return of the product, wide selection of products they felt were practical. The most significant influencers of consumers' purchasing decisions are prices, then user reviews and brand reputation. When overall findings indicate that, shopping applications are frequently utilized by urban younger generations, and also their impact on time regulation and efficiency is quite minor, revealing a reasonable and intentional form of digital consumption.

Keywords: Digital consumerism, shopping applications, productivity, time management, urban youth, online purchasing behaviour

Introduction

Urban youth today live in a digitally mediated environment where mobile applications and e-commerce platforms largely shape consumerism. Digital consumerism is the activity of purchasing goods and services through digital channels. This digital consumerism has changed, and continues to change, the ways in which youths make purchasing decisions, handle, and even kill time, and the ways in which they are productive (Suyanto *et al.*, 2025) +. Given the convenience of shopping apps, their usage has been seamlessly incorporated into the daily activities and routines of many individuals. Users of shopping applications can make purchases with little hassle and have their items quickly delivered to their homes. Additionally, users can choose from a nearly limitless array of products. There are many negatives, however, including impulse purchasing, distraction from the task at hand, and poor time management. (Mirza, Javed and Malhi, 2024) [4]. Young persons, especially those living in urban settings, are particularly prone to impulsive purchases through the internet and shopping apps. Take the case of youthful, urban-centered Indonesian buyers. They often engage in impulse buying and make spur of the moment purchasing decisions, and they do so in a manner that lacks all the necessary steps in a proper buying decision framework.

This is, to a considerable extent, a result of the overabundant flash sale marketing and the recommendation systems that guide users, even if they do not intend to, through the payment steps of a purchase (Suyanto *et al.*, 2025) [6]. The immediacy of online purchases, which is a result of marketing tailored to the user, particularly social media targeted advertisements, has been widely documented. Also, digital time has been shown to lead to poor academic time (Rusni *et al.*, 2025) [5].

Digital media time consumption has been shown to lead to poor academic consumption time. Farooq, Ahmad, and Jahan (2023) ^[2] found a significant relationship between excessive digital consumption and lower cumulative grade point averages among university students. Therefore, Buggle *et al.* (2022) documented examples in Saudi Arabia of how high screen time negatively impacted academic achievement, decreased sleep hours, and contributed to the abdication of responsibility. Digital consumerism, especially through shopping apps, aggravates challenges around time management and consistently spending time working and browsing the internet to unreasonable lengths.

The impacts to time management and productivity due to the psychological digital stronghold of addictive behavior and excessive impulse are also notable. Among college students, digital app overuse is positively related to the deficits in self-control, persistence, planning, and deficient digital overuse control. Due to the use of discounts, gratified shopping behaviour, and shopping gratification, shopping applications are likely to create habitual patterns that reduce disruption to sustained attention (The Evolution of Consumer Behaviour, 2024). In this cycle, social media is also instrumental, especially with its shopping app content narrowcasting and broadcasting [to] increase the app's stickiness and time on the app] (Jiang *et al.*, 2022). This is more crucial regarding urban youth, given the high digital interaction, purchasing power, and digital literacy. Given the obstacles that urban lifestyles impose such as fast-paced schedules, multitasking, and various responsibilities, the presence of shopping applications can even further aggravate time management. (Mirza *et al.*, 2024) ^[4]. Many young people pass time scrolling shopping applications, and while this behavior is harmless on the surface, the hours of productivity lost as a result is significant, and a phenomenon referred to as micro-time consumption. Thus, this research aims to examine the consequences of digital shopping and consumerism on time and productivity management on the urban youth population. The volume of time spent on the applications, the rate of task disruption, the resulting correlation on work and studying, and the allocation of these factors will provide beneficial knowledge as to the effect of untamed digital consumerism on the behaviors of the youth. App developers, educators, and digital consumerism

policymakers will benefit from this understanding of consumerism to formulate the necessary countermeasures to ineffective time management and diminished productivity.

Methodology

This study has been largely based on survey research on relationships and effects of usage of shopping apps on time management, routines, and productivity of youth in the city. In relation to time spent, type of purchases, and browsing on the time management productivity, the survey investigated, the relationship of use of app on participants perception of time and productivity. The survey conveyed a structured questionnaire and was designed and administered through an online platform. The focus was on attaining participants perceptions and digital consumerism, as well as the self-reported qualitative and quantitative effects on time and productivity. The survey that represented the focus of questionnaires included the use of app, rippling impacts on daily routine, purchases/made, time management, and perceptions of productivity of the participants.

The questionnaire was divided into five sections:

1. Demographic Information
2. Usage Patterns
3. Impact on Time Management
4. Impact on Productivity
5. Opinion on Digital Consumerism

To have diversity in the sample, it was collected through internet, that is social networks, social groups of students, and a professional networking site. At least 50 participants were targeted from urban-student youth to allow a representative range of perspectives. After collecting responses, basic statistical methods such as frequency analysis, percentage distribution, and comparative analysis were used. Visual representations (bar graphs) were used to illustrate patterns in time management and productivity metrics within participant groups.

Particular attention was paid to identifying how patterns of shopping app use are associated with both positive and negative changes in time management and productivity within urban youth.

Result and Discussion

Demographic Profile of Respondents (N = 57)

Variables	Category	Frequency(f)	Percentage
Gender	Male	20	35.1
	Female	36.9	64.9
Age Group	18-25	51	89.5
	26-30	1.9	3.5
	31-37	1.9	3.5
	38-44	1.0	1.8
	Above 45	1.0	1.8
Education level	High school	9.0	15.8
	Undergraduate	40.0	70.2
	Postgraduate	5.9	10.5
	Other	1.9	3.5
Employment level	Student	44.9	78.9
	Working professional	5.9	10.5
	Self employed	3.0	5.3
	Other	1.0	1.8
	Unemployed	1.9	3.5

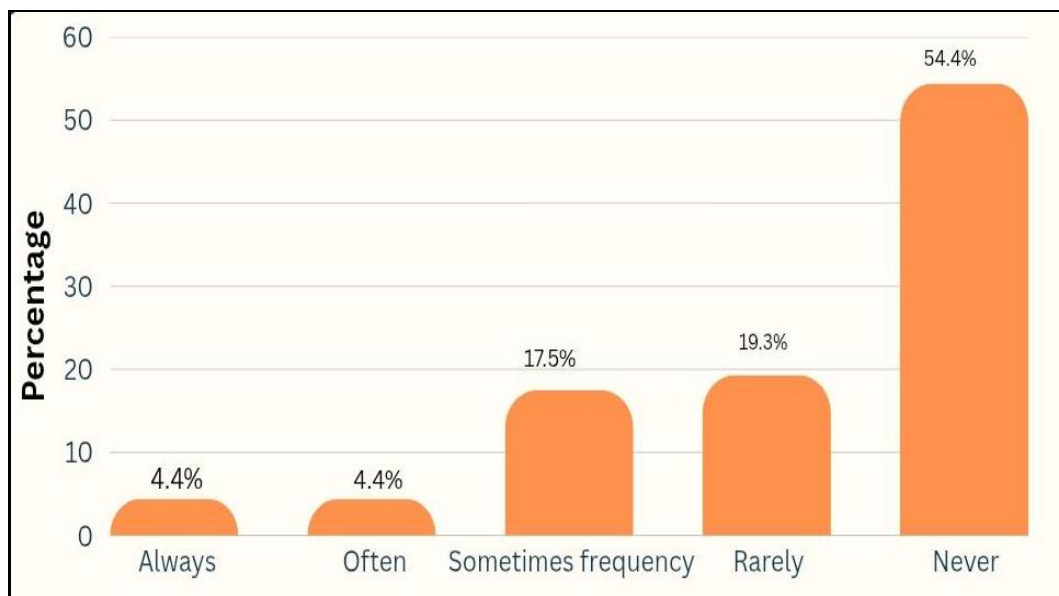


Fig 1: Delay Importance Tasks Due Shopping apps Usage

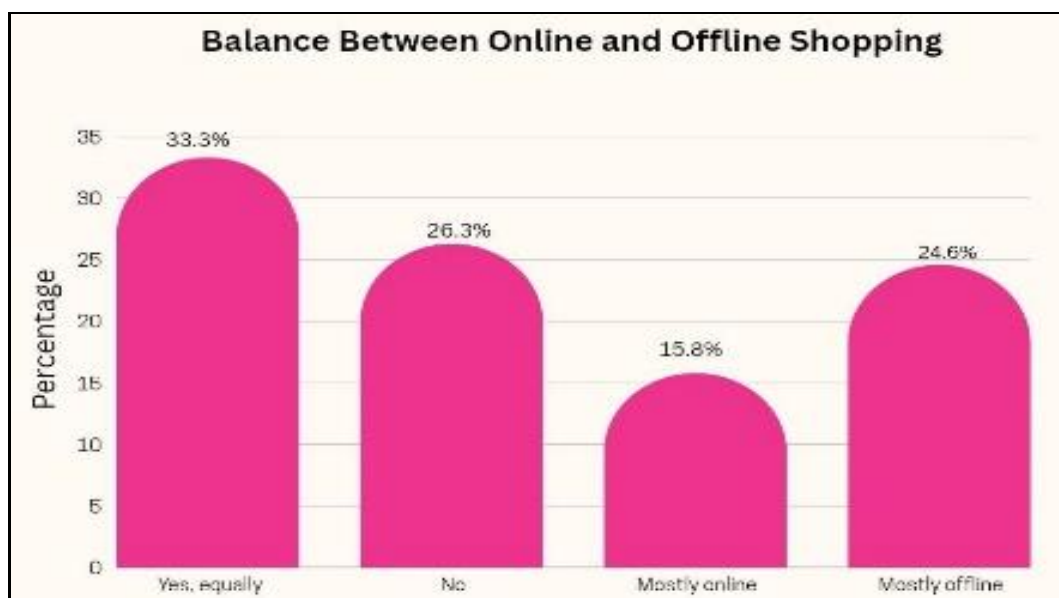


Fig 2: Balance Between Online and Offline Shopping

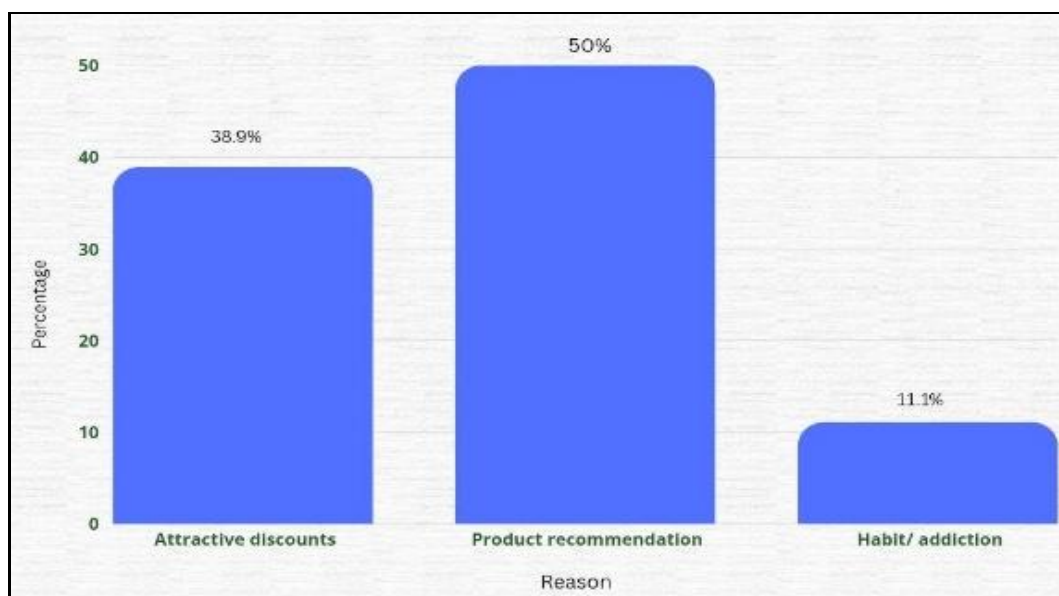
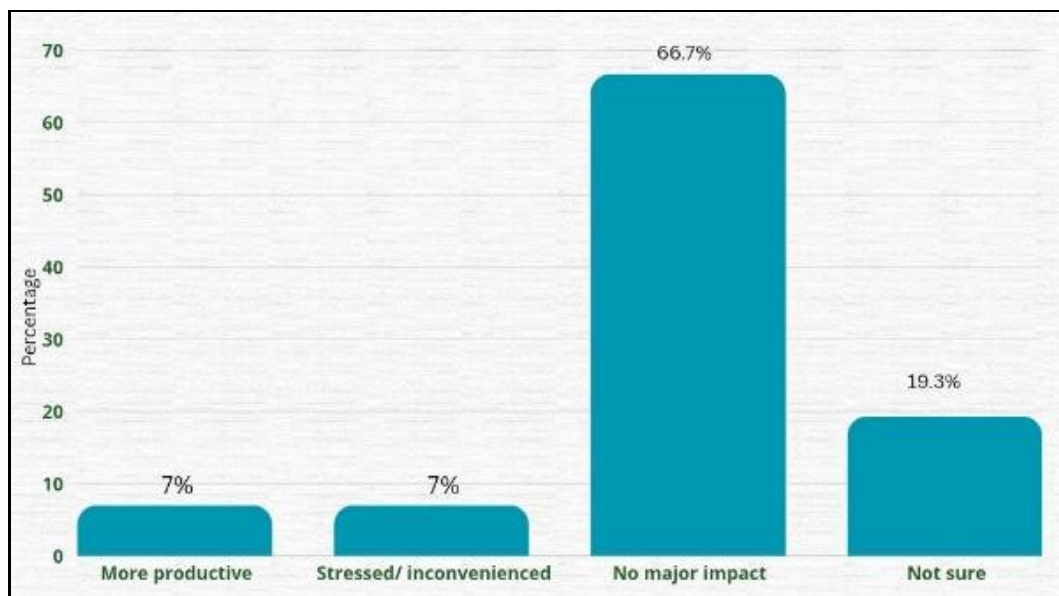
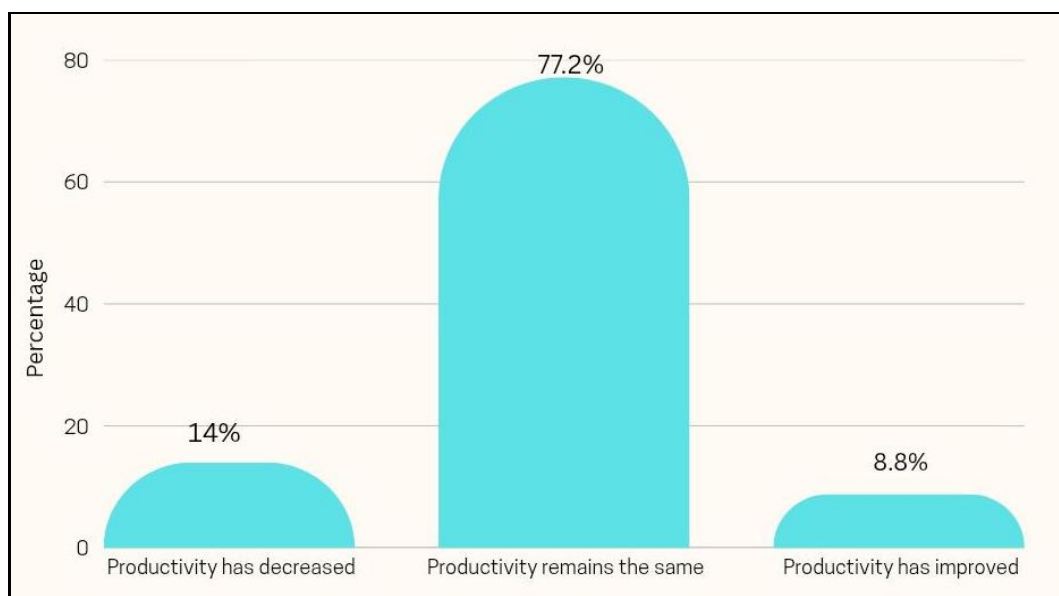
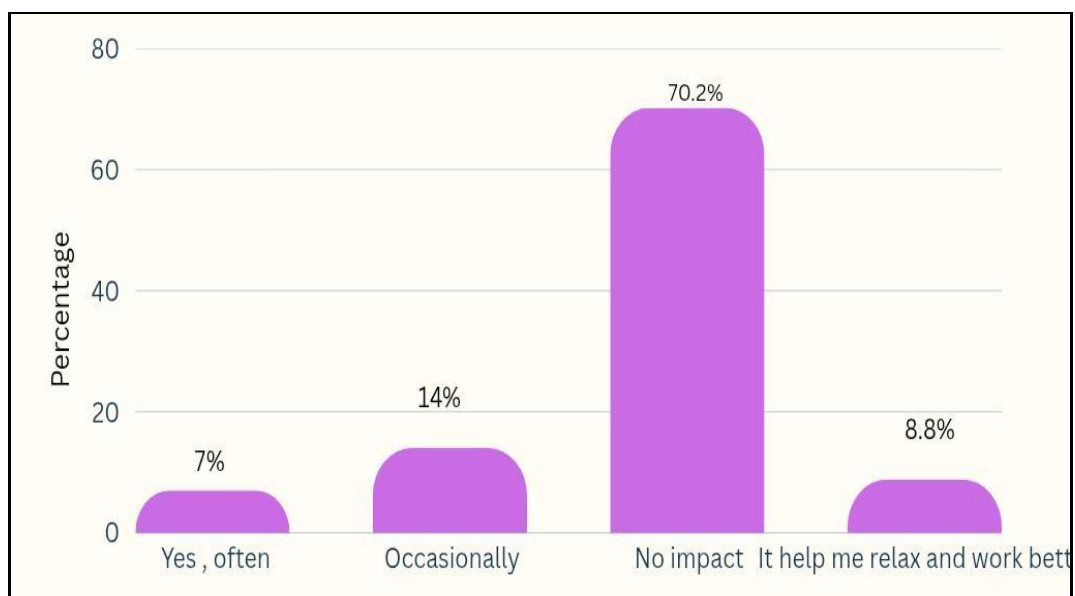


Fig 3: Why User Waste Time On Shopping Apps

**Fig 4:** Effect of Shopping Apps Removal for a month**Fig 5:** Impact on Overall Productivity**Fig 6:** Impact of Shopping App Usage on Focus Work/ studies

The survey received 57 responses. Most of the participants 89.5 percent were between 18-25 years old, which means the data mainly represents younger people. Only a small number were older than 26. In terms of gender, 64.9 percent were female and 35.1 percent were male, showing that the sample was female-dominated. This suggests that the findings are mostly influenced by young women. Looking at education, the majority of respondents were undergraduates 70.2 percent. Some were from high school or intermediate level 15.8 percent, followed by postgraduates 10.5 percent, and a few 3.5 percent from other categories. This indicates that most participants were young adults pursuing or having completed undergraduate studies. In terms of occupation, most of the respondents were students 78.9 percent. A smaller share was working professionals 10.5 percent, while very few were self-employed 5.3 percent, unemployed 3.5 percent, or from other groups 1.8 percent. This means the results mainly reflect the views of students.

When it comes to shopping app preferences, Amazon was the most popular choice 33.3 percent, followed by Flipkart 26.3 percent and Myntra 12.1 percent. Meesho 12.3 percent and other apps 7 percent were less common. Most people 70.2 percent said they use shopping apps once a week or less, showing a casual usage pattern. About 14 percent used them 2-3 times a week, 10.5 percent once a day, and only 5.3 percent multiple times a day. In terms of time spent daily, most respondents 82.1 percent spent less than 30 minutes, while 14.3 percent spent 30-60 minutes. Only a very small number spent 1-2 hours 2.4 percent or more than 2 hours 1.2 percent. The main purpose of using shopping apps was buying clothes or accessories 56.1 percent. Some used them for groceries 17.5 percent browsing for deals 14 percent or for window shopping/entertainment. 8.8 percent Only 3.5 percent mentioned other reasons.

When asked about festive or sale seasons, 52.6 percent said their usage did not increase. About 24.6 percent 73.7 percent used them slightly more, while 22.8 percent used them much more. Regarding the effect on daily routine, 52.6 percent felt no noticeable change. Around 19.3 percent noticed a moderate effect, 14 percent felt a significant effect, and another 14 percent were unsure. Most people (browsed apps whenever they had free time. A smaller group 22.8 percent used them during work or study breaks, while only a few browsed late at night 1.8 percent or early in the morning 1.8 percent. For delaying tasks, more than half 54.4 percent said they never delayed important work due to shopping apps. Some admitted to rarely 19.3 percent or sometimes 17.5 percent delaying, while only a few often 8.8 percent or always 1.8 percent delayed tasks. On sacrificing sleep, 64.9 percent said they never stayed up late for shopping apps. About 15.8 percent admitted they did, 14 percent said sometimes, and 5.3 percent rarely did.

When asked about focus, most people 70.2 percent said shopping apps had no effect on their studies or work. A smaller group said they were sometimes distracted 14 percent, often distracted 7 percent, or even found that it improved their focus 8.8 percent. For overall productivity, 77.2 percent reported no change. About 14 percent felt their productivity decreased, while 8.8 percent felt it improved. Multitasking with shopping apps was uncommon—35.1 percent never did it, another 35.1 percent rarely did, 26.3 percent sometimes did, and only 3.5 percent did it frequently. After taking shopping breaks, 68.4 percent said

it did not make them work faster. Around 15.8 percent said sometimes it helped, 8.8 percent said yes, while 7 percent felt slower. During shopping breaks, most people 66.7 percent simply browsed products, 17.5 percent checked for discounts, 10.5 percent took a short nap, and 5.3 percent did other activities.

UPI was the most popular 54.4 percent, followed by debit/credit cards 24.6 percent, cash on delivery 14 percent, and others 7 percent. The most valued feature of shopping apps was fast delivery 42.1 percent, followed by easy returns 28.1 percent, a wide product range 17.5 percent and discounts/offers 12.3 percent. Notifications were seen as useful by almost half 49.1 percent of respondents. About 28.1 percent felt neutral, 17.5 percent found them annoying, and 5.3 percent ignored them. For managing app usage time, 56.1 percent said they set no limits. Some used timers or app trackers 22.8 percent, relied on self-control 14 percent, or asked others to remind them 7.1 percent. When it came to satisfaction with prices, half 50.9 percent were satisfied, 24.6 percent were very satisfied, 15.8 percent were neutral, and 8.8 percent were dissatisfied. Finally, while deciding what to buy, most people 47.4 percent considered price first. Reviews influenced 28.1 percent, brand mattered to 15.8 percent, and 8.8 percent followed trends.

The findings of the current study are congruent with the findings of Dandona (2021) [7], as they both show that consumers' intention to purchase products online is heavily influenced by a positive attitude towards shopping apps. This reinforces the idea that consumers' perceptions and attitudes are an important driver of online shopping behaviour across contexts.

Conclusion

A survey of 57 subjects provides evidence that activity (shopping apps) related to digital consumer activity is led largely by young adults age 18-25, with majority being female students enrolled as undergraduates. This demographic shows a casual, but regular engagement with shopping apps. Respondents reported Amazon, Flipkart, and Myntra as the most often visited shopping apps. Typically, respondents' shopping activity (measured in minutes, daily) is fairly low. Most respondents reported they spend under 30 minutes shopping on apps per day. Participants also indicated that they use shopping apps more frequently for clothing or accessories rather than purchases in grocery or entertainment categories. Although many apps provided convenience, the implications of impact were limited, and there was limited suggestion of any impact on daily routines or productivity. Most participants reported that when using shopping apps, they did not experience a significant effect on focus, task completion, sleep, or overall productivity. In addition, the impact of multitasking (with apps or shopping breaks) was limited, leading to the conclusion that, for many, shopping was recreational versus a means of interfering with other daily tasks. The majority of participants valued practical features from shopping apps such as fast delivery, easy returns, and wide choice of products more than anything else. Pay by UPI (Unified Payments Interface) was the preferred payment method. Notifications were considered somewhat useful by many participants, but a significant portion of participants also considered notifications neutral or annoying. Notably, most participants avoided actively managing their shopping app usage, indicating reliance on self-control. In cases when

participants purchased something on a shopping app, price was the primary factor, then user reviews, then brand. Price appeared to be the only clear decision-making factor for purchasing overall.

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