

A Study on Factors Influencing Online Shopping Behaviour Among College Students

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Abstract- *This study examines the factors influencing online shopping behaviour among college students in Sivakasi, Tamil Nadu. With the rapid expansion of e-commerce and increasing internet penetration, online shopping has become a preferred mode of purchase among young consumers. The study adopts a descriptive research design and collects primary data from 78 respondents using a structured questionnaire. The findings reveal that convenience, promotional offers, website usability, and peer influence significantly impact purchase decisions. Cash on Delivery emerges as the most preferred payment method, indicating trust-related concerns among consumers. Apparel and electronic products dominate online purchases, reflecting changing lifestyle patterns among students. Despite the growing acceptance of online shopping, issues such as delivery delays, product quality concerns, and security risks continue to affect consumer confidence. The study suggests that improving service quality, strengthening security measures, and enhancing logistics efficiency can significantly improve customer satisfaction and trust in online platforms.*

Index Terms- *Online Shopping, Consumer Behaviour, E-commerce, College Students, Purchase Intention, Digital Payments*

I. INTRODUCTION

The rapid advancement of digital technology and internet accessibility has significantly transformed the global retail landscape. E-commerce, commonly known as online shopping, has emerged as one of the most dynamic sectors, enabling consumers to purchase goods and services anytime and anywhere. In India, the growth of affordable smartphones, increased internet penetration, and the development of digital payment systems such as UPI have accelerated the adoption of online shopping, particularly among younger consumers.

College students represent a highly active and influential segment in the e-commerce market. Their familiarity with digital platforms, openness to new technologies, and changing lifestyle preferences have made online shopping an integral part of their daily lives. Students are attracted to online shopping due to various advantages such as convenience, time-saving, wide product variety, easy price comparison, and availability of discounts and promotional offers. Additionally, the influence of social media and peer recommendations further shapes their purchase decisions.

However, despite the increasing popularity of online shopping, several challenges continue to affect consumer behaviour. Issues such as concerns over payment security, product quality, delayed deliveries, and difficulties in return and refund processes create hesitation among users. These challenges are more evident in semi-urban areas like Sivakasi, where digital adoption is growing but trust in online transactions is still developing.

Understanding the factors influencing online shopping behaviour is crucial for e-commerce companies to design effective marketing strategies and improve customer satisfaction. Factors such as website usability, perceived risk, customer trust, marketing promotions, and peer influence play a significant role in shaping purchase intentions and behaviour.

In this context, the present study aims to analyze the online shopping behaviour of college students in Sivakasi. By identifying key influencing factors, challenges, and preferences, the study provides valuable insights for businesses to enhance their

service quality, build consumer trust, and expand their presence in emerging markets.

II. REVIEW OF LITERATURE

Ramesh (2022) found that convenience and time-saving are the primary drivers of online shopping behaviour, as consumers prefer platforms that offer easy product search, home delivery, and 24/7 accessibility. The study highlights that convenience significantly improves purchase intention among young consumers.

Kumar and Singh (2022) found that consumer trust and perceived security play a critical role in influencing online shopping behaviour. Their study revealed that students are more likely to purchase online when websites provide secure payment options, transparent policies, and reliable customer service, highlighting trust as a key determinant of purchase intention.

Shukla (2023) reported that the rapid growth of smartphone usage and mobile internet has significantly increased online shopping adoption. Mobile applications allow users to compare products, read reviews, and make instant purchases, thereby enhancing consumer engagement and frequency of online buying.

Siddhapura and Vora (2023) emphasized that promotional strategies such as discounts, cashback offers, and festive sales play a major role in influencing consumer decisions. These factors not only attract new customers but also increase repeat purchase behaviour among students

Bharathi (2024) highlighted that online shopping is expanding rapidly in semi-urban and rural areas due to improved internet connectivity, digital payment awareness, and logistics development. This indicates a shift in consumer behaviour beyond metropolitan cities.

Jain (2024) identified demographic factors such as age, income, and education as significant determinants of online shopping behaviour, with younger consumers showing higher adoption rates due to greater digital exposure and adaptability.

Devi (2024) examined perceived risk and found that concerns related to payment security, product authenticity, and privacy significantly influence consumer trust. The study concludes that reducing perceived risk is essential to improving online purchase intention.

III. RESEARCH OBJECTIVES

- To analyze factors influencing online shopping behaviour among college students
- To examine students' purchase preferences and spending patterns
- To evaluate the impact of trust, risk, and marketing strategies on purchase decisions
- To identify challenges faced by students during online shopping

IV. RESEARCH METHODOLOGY

The present study adopts a descriptive research design to examine the factors influencing online shopping behaviour among college students in Sivakasi. This design is appropriate as it enables a systematic and accurate description of consumer attitudes, preferences, and behavioural patterns in an online shopping environment.

V. DATA COLLECTION

The study is primarily based on primary data, which was collected through a structured questionnaire. The questionnaire was carefully designed to cover different aspects such as demographic details, shopping frequency, product preferences, payment methods, and factors influencing online purchase decisions. A Likert scale was used to measure respondents' opinions regarding variables such as convenience, trust, website usability, perceived risk, and marketing influences.

In addition to primary data, secondary data were collected from journals, research articles, books, and online sources to support the theoretical framework and literature review of the study.

VI. SAMPLING DESIGN

The study was conducted among college students in Sivakasi, Tamil Nadu. A total of 78 respondents were selected as the sample size. The respondents were chosen using a convenience sampling method, as it allowed easy access to students from different colleges and ensured timely data collection.

The sample includes students from both undergraduate and postgraduate levels, representing diverse academic backgrounds and varying levels of online shopping experience. This diversity helps in capturing a broader understanding of consumer behaviour.

VII. PILOT STUDY

Before conducting the final survey, a pilot study was carried out with a small group of students to test the reliability and clarity of the questionnaire. Based on the feedback received, necessary modifications were made to improve the structure, wording, and relevance of the questions.

VIII. DATA ANALYSIS TOOLS

The collected data were processed and analyzed using Statistical Package for Social Sciences (SPSS) version 20. Various statistical tools were applied to interpret the data, including:

Frequency and Percentage Analysis – to understand demographic and behavioural patterns

Independent Sample t-test – to examine differences between groups (e.g., gender and shopping frequency)

Correlation Analysis – to identify relationships between variables such as time spent online and purchase intention

These tools helped in deriving meaningful insights and validating the research hypotheses.

IX. SCOPE OF THE STUDY

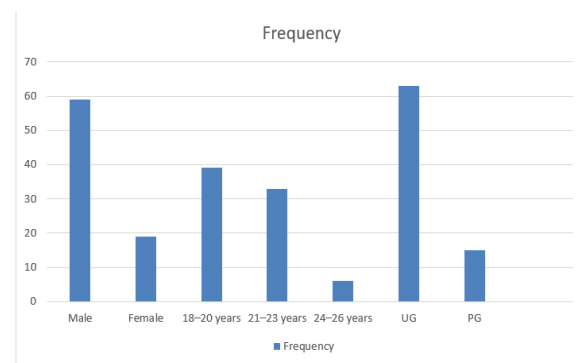
The study focuses specifically on college students in Sivakasi, making it relevant to semi-urban consumer

behaviour. It provides insights into the factors influencing online shopping in emerging markets where digital adoption is growing rapidly.

X. DATA ANALYSIS AND INTERPRETATION

TABLE 1: DEMOGRAPHIC PROFILE OF RESPONDENTS

Variable	Category	Frequency	Percentage
Gender	Male	59	75.6%
	Female	19	24.4%
Age	18–20 years	39	50.0%
	21–23 years	33	42.3%
	24–26 years	6	7.7%
Education	UG	63	80.8%
	PG	15	19.2%



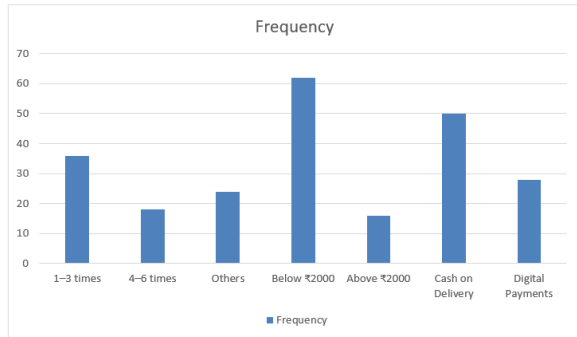
Insight: The majority of respondents are young undergraduate students aged 18–23 years, indicating that online shopping is more prevalent among digitally active youth. The higher representation of male respondents suggests a slightly greater engagement of males in online purchasing within the sample.

TABLE 2: ONLINE SHOPPING BEHAVIOUR PATTERN

Factor	Category	Frequency	Percentage
Purchase Frequency	1–3 times	36	46.2%
	4–6 times	18	23.1%

	Others	24	30.7%
Average Spending	Below ₹2000	62	79.5%
	Above ₹2000	16	20.5%
Payment Method	Cash on Delivery	50	64.1%
	Digital Payments	28	35.9%

Insight: Apparel and footwear dominate online purchases, followed by electronics, indicating that students prioritize fashion and technology products. This reflects changing lifestyle patterns and the influence of trends among young consumers.



Insight: Most respondents shop occasionally and spend below ₹2000, showing that online shopping is need-based and price-sensitive among students. The strong preference for Cash on Delivery reflects trust and security concerns in digital transactions.

TABLE 3: PRODUCT PREFERENCE IN ONLINE SHOPPING

Product Category	Frequency	Percentage
Apparel & Footwear	44	27.5%
Mobile & Accessories	26	16.3%
Electronics	21	13.1%
Beauty Products	20	12.5%
Books	20	12.5%
Others	29	18.1%

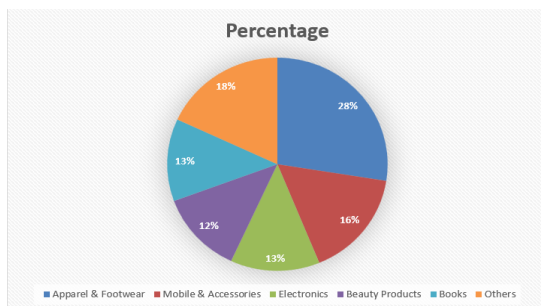
- ### XI. KEY FINDINGS
- Convenience and time-saving are the strongest drivers of online shopping
 - Discounts and promotional offers significantly influence purchase decisions
 - Cash on Delivery remains the most trusted payment method
 - Apparel and electronics are the most preferred product categories
 - Trust, website usability, and peer influence play a major role
 - Delivery delays and security concerns are key barriers

- ### XII. SUGGESTIONS
- Improve delivery speed and logistics efficiency
 - Strengthen payment security and privacy protection
 - Provide clear product descriptions and authentic reviews
 - Enhance customer service responsiveness
 - Create awareness about safe digital payment methods

XIII. CONCLUSION

The study concludes that online shopping behaviour among college students in Sivakasi is driven by convenience, affordability, and product variety. While students show a positive attitude toward online shopping, concerns related to security, service quality, and delivery reliability still exist.

For e-commerce companies, building trust and improving service quality are essential to sustain growth in semi-urban markets. By addressing these challenges, businesses can enhance customer satisfaction and strengthen their market presence among young consumers.



XIV. DECLARATION

We hereby declare that the research paper titled “A Study on Factors Influencing Online Shopping Behaviour Among College Students” is an original work carried out by us under the guidance and supervision of our faculty. This work has not been submitted, either in part or in full, to any other university, institution, or journal for the award of any degree, diploma, or publication.

We further declare that all the sources of information used in this study have been properly acknowledged and cited. The data presented in this research are genuine and collected by us for academic purposes. We take full responsibility for the authenticity and originality of the work presented in this paper.

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