

E-commerce Growth in India: A Study of Online Shopping Behaviour among College Students

Dr Kanaka Durga Hanumanthu¹ | Naidu Sidhu²

¹Associate Professor, KL Business School, Koneru Lakshmaiah Education Foundation (KLEF), Vaddeswaram, Andhra Pradesh, India

²Research Scholar, KL Business School, Koneru Lakshmaiah Education Foundation (KLEF), Vaddeswaram, Andhra Pradesh, India

Email: sidhunaidu07@gmail.com

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Abstract: E-commerce has established itself as an integral component of the Indian economy, and college students represent one of its most enthusiastic purchasing groups. This study aimed to determine the online shopping behaviour of college students and evaluate the potential influence of price and discounts, convenience and ease of use, reviews, trust and payment security, delivery and return policies, and attitude towards online shopping on it. A convenience sample of 120 college students (61 females and 59 males) participated in this study, with a mean age of 20.4 years. A structured questionnaire with 25 Likert-scaled statements was used to measure shopping behaviour. Descriptive, correlation, chi-square tests of independence, one-way ANOVA, and multiple linear regression analyses were performed. The agreement with the statements was moderately high (mean across constructs 3.58 to 3.69 on a 5-point Likert scale). According to the chi-square test results, no statistical association was found between frequency of shopping and gender, course and year of study, or level of agreement with any of the statements. Online shopping behaviour did not vary as a function of course and year of study or shopping frequency, with the exception of price orientation, which was lower among final-year students. Convenience and ease of use and delivery and return policies made a significant unique contribution to the variance in students' online shopping behaviour, whereas the other factors did not. Due to the low internal consistency of the measures employed, these results should be considered exploratory. Overall, the study's results suggest that attention should be drawn to the provision of convenience and reliable delivery and return policies by e-commerce providers.

Keywords: College Students, Convenience, Delivery and Return Policies, E-commerce, India, Online Shopping Behaviour.

I. Introduction

E-commerce has become an essential part of the Indian economy, transforming traditional methods of buying and selling goods and services. The popularity and accessibility of the Internet, smartphones, digital payments, and online shopping platforms have significantly increased the appeal of e-commerce among Indian consumers. In particular, young adults are increasingly likely to engage in online shopping, using their smartphones to search for products, compare prices, and make purchases.

Indian college students are an important segment of the e-commerce customer base, as they are more likely to be tech-savvy and familiar with online shopping methods. A wide range of factors, including price, convenience, variety, discounts, reviews, delivery policies, payment methods, and overall trust can affect their behaviour as online customers. Further, the online shopping preferences of college students can provide valuable insights into the evolving nature of Indian e-commerce and the impact of various factors on customer behaviour. From the perspective of businesses, the growing popularity of e-commerce creates new opportunities, as it allows them to sell their products and services nationwide and even internationally. At the same time, potential online customers may have concerns regarding product quality, fraudulent purchases, privacy, delivery timelines, return policies, and payment security. With these issues in mind, it is important to better understand the online shopping behaviours of college students and the factors that influence them.

II. Review of Literature

Sachana Chandrashekar & Asifulla A. (2026) [1]: The study found that physical stimuli and attractive packaging influence impulsive buying among college students. However, it does not compare online and offline buying behaviour.

Baibhav Das (2023) [2]: The study identified demographic and consumer factors influencing young consumers' purchase behaviour. However, repeat purchases and brand loyalty were not examined in detail.

Shweta Chambyal (2024) [3]: The study found that product attributes, awareness and brand image influence consumer perception of Patanjali products. However, it was limited to urban consumers in Jammu.

Juncheng Mu, Linglin Zhou & Chun Yang (2025) [4]: The study found that food packaging design influences consumers' intentions and behaviour. However, the findings are limited to the Chinese consumer context.

Komal Sharma (2020) [5]: The study highlighted significant growth in e-commerce and online purchases across various sectors in India. However, it mainly relied on secondary data without a primary consumer survey.

N. Anubhav Reddy & Brig. Rajiv Divekar (2014) [6]: The study identified logistics, cash-on-delivery, taxation and online security as major e-commerce challenges. However, it did not provide long-term evidence on the effectiveness of solutions.

Meenakshi Singh, Meenakshi Duggal & Gaganpreet Kaur Ahluwalia (2023): The study found that Flipkart maintains a strong position through brand recognition and competitive pricing. However, the study focuses only on one e-commerce platform.

S. A. Bhat, K. Kansana & J. M. Khan (2016) [7]: The study identified internet penetration, technology, customer satisfaction and website design as important e-commerce growth factors. However, these factors were not empirically tested.

Arpita Mukherjee & Avantika Kapoor (2018) [8]: The study examined e-commerce growth from the perspective of WTO rules, FDI and cross-border trade. However, the lack of official e-commerce trade data was a major limitation.

Nikhil Monga, Deepak Pandey & Kamal Bhalla (2017) [9]: The study highlighted branding, co-branding and promotional strategies used by Indian e-commerce companies. However, their actual return on investment was not empirically measured.

Dr. B. Mahammad Rafee (2020) [10]: The study showed that digitalisation and the digital economy contribute significantly to India's economic growth. However, the rural-urban digital divide was not sufficiently examined.

Anjali Gupta (2018) [11]: The study identified increasing internet awareness and declining technology costs as major drivers of e-commerce growth. However, it was conceptual and lacked primary consumer data.

Manmeet Singh (2019) [12]: The study examined emerging trends, opportunities and challenges in e-commerce and highlighted technology and internet usage as key drivers. However, it did not include primary survey data.

Sakshi Kuchhal (2018) [13]: The study highlighted the growth potential, opportunities and challenges of the Indian e-commerce sector. However, its projections were based on older industry data.

Dr. Anand Prakash (2016) [14]: The study found that e-commerce growth is affected by trust, security and infrastructure issues. However, consumer trust was discussed conceptually rather than measured through primary research.

Ramesh Raj Ayer (2019) [15]: The study found increasing e-commerce adoption and online sales among Indian MSMEs. However, recent developments such as quick commerce were not covered.

Stephen Hawk (2004) [16]: The study showed that infrastructure, payment systems and consumer trust influence e-commerce development in developing countries. However, broader consumer buying behaviour was not examined.

M. M. K. Sardana (2010) [17]: The study examined taxation challenges created by e-commerce transactions in India. However, it did not quantify the impact of e-commerce taxation on government revenue.

Nitin Yadav & Asmita Nagpal (2018): The study identified cash-on-delivery, logistics and technological development as important factors affecting e-commerce growth. However, it mainly relied on literature rather than primary consumer research.

Debnath Burman & Dr. Artee Aggrawal (2019) [18]: The study identified convenience, urbanisation, brand consciousness and website branding as factors influencing online buying behaviour. However, their actual impact on sales was not empirically tested.

Prateek Kalia, Dr. Richa Arora & Dr. Penny Law (2018) [19]: The study identified gaps in e-commerce legislation relating to payments, taxation, intellectual property and consumer protection. However, it did not provide a detailed roadmap for future reforms.

Madhurima Khosla & Harish Kumar (2017) [20]: The study identified digital payments, mobile penetration and technology as important drivers of e-commerce growth. However, it lacked primary evidence on consumer behaviour.

Dr. Sandeep Hegde (2017) [21]: The study highlighted internet growth, changing consumer demand and technology as major opportunities in e-commerce. However, challenges such as logistics and rural connectivity lacked detailed primary evidence.

Gandi Madan Mohan (2000) [22]: The study found that past experience, dealers and neighbours influence consumers' purchase decisions. However, its agricultural context and old data limit its relevance to present-day online shopping.

Prithviraj Dasgupta & Kasturi Sengupta (2002) [23]: The study found that e-commerce can improve convenience and create new opportunities in insurance services. However, it is outdated and does not reflect modern digital payments and online services.

Research Gap. This study focuses specifically on college students in India, a digitally active consumer group that plays an important role in e-commerce expansion. While many studies investigate online shopping in general, this study combines price and discounts, convenience and ease of use, reviews and trust, payment security and delivery and return policies to understand their combined influence on online shopping behaviour among students. The study will help e-commerce businesses understand the expectations and preferences of young consumers.

III. Research Objectives and Hypotheses

Research Objectives.

1. To study the online shopping behaviour of college students.
2. To examine the influence of price and discounts on online shopping behaviour.
3. To analyse the effect of convenience and website/app ease of use on online shopping behaviour.
4. To assess the influence of online reviews, trust and payment security on online shopping behaviour.
5. To examine the impact of delivery and return policies on online shopping behaviour.

Research Hypotheses.

H1: Price and discounts significantly influence online shopping behaviour among college students.

H2: Convenience and website/app ease of use significantly influence online shopping behaviour among college students.

H3: Online reviews, trust and payment security significantly influence online shopping behaviour among college students.

H4: Delivery and return policies significantly influence online shopping behaviour among college students.

H5: Attitude towards online shopping significantly influences online shopping behaviour among college students.

The null hypotheses H01 to H05 state the corresponding absence of a significant influence.

Alternative Hypotheses.

- H1: There is a significant relationship between price attractiveness and online shopping behaviour among college students.
- H2: Convenience of online shopping significantly affects the purchase decisions of college students.
- H3: Trust in e-commerce websites and online payment security significantly affects students' intention to shop online.
- H4: Delivery speed and flexible return policies significantly influence online purchase decisions among college students.
- H5: Positive attitudes towards online shopping significantly increase the frequency of online purchases among college students.

IV. Research Methodology

Research Design. The study employs a descriptive, cross-sectional, quantitative design based on primary survey data.

Sample and Data Collection. Data were collected from 120 college students through a structured online questionnaire between 12 September and 3 October 2026. Respondents were recruited using convenience sampling, and participation was voluntary and anonymous. Table 1 profiles the respondents.

Statistical Tools. Analysis was carried out in Microsoft Excel with worksheet formulae (including LINEST for regression), and Tukey, Welch, Kruskal-Wallis and Shapiro-Wilk checks were computed in Python (SciPy). Techniques used include: descriptive statistics; Cronbach's alpha for reliability; Pearson correlation; chi-square tests of independence with Cramér's V; one-way ANOVA with eta-squared; and multiple linear regression with standardised coefficients, variance inflation factors (VIF) and residual diagnostics. Tests were carried out at the 0.05 significance level. The regression model is:

$$OSB = b_0 + b_1(PD) + b_2(CE) + b_3(RTS) + b_4(DR) + b_5(ATT) + e$$

where OSB is online shopping behaviour, PD price and discounts, CE convenience and ease of use, RTS reviews, trust and payment security, DR delivery and return policies, and ATT attitude towards online shopping.

V. Data Analysis and Interpretation

Profile of Respondents.

Table 1: Profile of respondents (n = 120)

Variable	Category	n	%
Gender	Female	61	50.8
	Male	59	49.2
Year of study	First year	23	19.2
	Second year	23	19.2
	Third year	35	29.2
	Final year	39	32.5
Course	BBA	68	56.7
	B.Com	25	20.8
	BCA	16	13.3
	MBA	9	7.5
	B.Tech	2	1.7
Shopping frequency	Weekly	32	26.7
	Monthly	41	34.2
	Occasionally	39	32.5
	Rarely	8	6.7

Age: M = 20.42, SD = 1.71, range 18-23 (n = 118 valid responses).

The sample is gender-balanced and spread across all four years of study, with BBA students forming the largest group. Most respondents shop online regularly: about 61% shop weekly or monthly, a third shop occasionally and only 6.7% rarely. This addresses Objective 1: online shopping is an established habit among the students surveyed.

Descriptive Statistics and Reliability.

Table 2: Constructs, descriptive statistics and reliability

Construct	Items	k	Mean	SD	Cronbach's α
Price & discounts (PD)	Q6-Q10	5	3.64	0.54	.274
Convenience & ease of use (CE)	Q11-Q15	5	3.69	0.56	.355
Reviews, trust & payment security (RTS)	Q16-Q20	5	3.59	0.62	.383
Delivery & return policies (DR)	Q21-Q25	5	3.62	0.57	.288
Attitude towards online shopping (ATT)	Q2, Q5	2	3.58	0.80	-.011
Online shopping behaviour (OSB)	Q1, Q3, Q4	3	3.66	0.70	.214

Scale: 1 = strongly disagree to 5 = strongly agree. Item-level results are in Appendix A.

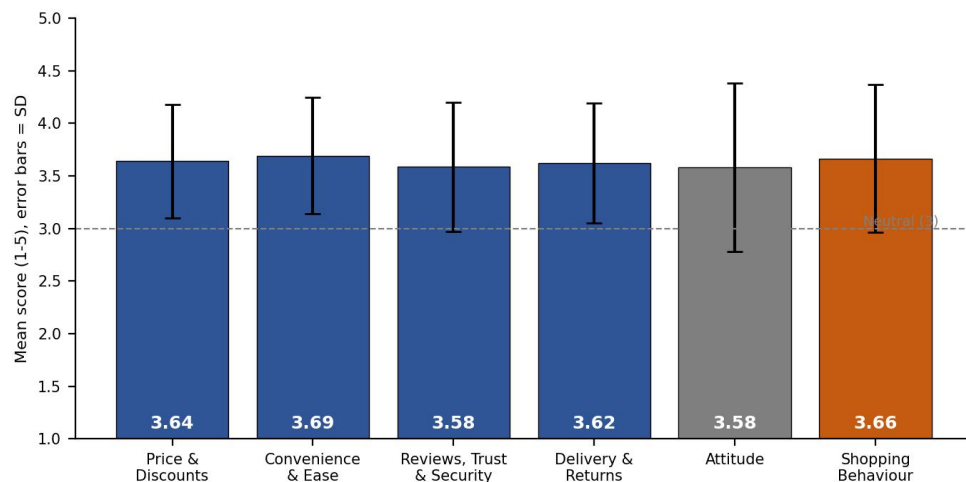


Figure 1: Mean construct scores (error bars indicate one standard deviation)

All constructs have means between 3.58 and 3.69, indicating moderate-to-high agreement. About 55% to 70% of respondents agreed or strongly agreed with each statement. The most strongly endorsed items were the effect of discounts and promotional offers (Q7: M = 3.74; 66.7% agree), simple and quick checkout (Q15: M = 3.73; 64.2%) and ease of search, filtering and comparison (Q14: M = 3.71; 70.0%). The least endorsed were secure payment options (Q19: M = 3.48; 55.0%), replacement availability (Q25: M = 3.52; 58.3%) and switching platforms for a lower price (Q10: M = 3.54; 59.2%).

The reliability coefficients in Table 2 are well below the conventional threshold of .70, and the two attitude items are essentially uncorrelated ($r = -.005$). The items within a construct therefore capture only partly overlapping aspects of the factor, and the construct scores should be viewed as indices of related statements rather than as unidimensional scales. This is an important limitation for everything that follows.

Correlation Analysis.

Table 3: Pearson correlations between constructs (n = 120)

	PD	CE	RTS	DR	ATT	OSB
PD	1					
CE	.304* *	1				
RTS	.361* *	.434* *	1			
DR	.353* *	.293* *	.431* *	1		
ATT	.072	.295* *	.264* *	.166	1	
OSB	.249* *	.399* *	.280* *	.344* *	.198*	1

* $p < .05$; * * $p < .01$ (two-tailed).

Every factor is positively and significantly correlated with online shopping behaviour, most strongly convenience and ease of use ($r = .399$), followed by delivery and return policies ($r = .344$), reviews, trust and security ($r = .280$), price and discounts ($r = .249$) and attitude ($r = .198$). The predictors are also moderately inter-correlated ($r = .07$ to $.43$), which is why their unique effects are examined in the regression below.

Chi-square Tests of Independence.

Table 4: Chi-square tests of association with shopping frequency (weekly / monthly / occasionally or rarely)

Variable	χ^2	df	p	Cramér's V
Gender	0.768	2	.681	.080
Year of study	4.931	6	.553	.143
Course group	3.323	4	.505	.118
Price & discounts level	4.314	2	.116	.190
Convenience & ease level	0.081	2	.960	.026
Reviews, trust & security level	5.617	2	.060	.216
Delivery & returns level	1.926	2	.382	.127
Attitude level	0.303	2	.859	.050

All expected cell counts were at least 6.1. Level = high (mean ≥ 3.5) versus low-moderate (< 3.5).

None of the associations is statistically significant, so the null hypothesis of independence is retained in every case. How often a student shops online does not depend on gender, year of study or course, and effect sizes are small ($V \leq .22$). The closest result concerns reviews, trust and security ($p = .060$): students scoring high on this factor were over-represented among monthly shoppers (42%) and under-represented among weekly shoppers (21%), while students scoring low-moderate made up 35% of weekly shoppers. This pattern is not significant and should not be over-interpreted, but it hints that frequent shoppers may be less reliant on trust cues than occasional ones.

One-way ANOVA.

Table 5: One-way ANOVA of construct scores by grouping variable: F (p) and η^2

Construct	By year of study (df 3, 116)	By course group (df 2, 117)	By shopping frequency (df 2, 117)
Price & discounts	4.806 (.003); $\eta^2 = .111$	0.634 (.532); .011	0.611 (.545); .010
Convenience & ease	1.414 (.242); .035	0.617 (.541); .010	0.869 (.422); .015
Reviews, trust & security	2.417 (.070); .059	0.592 (.555); .010	2.946 (.057); .048
Delivery & returns	1.808 (.150); .045	0.199 (.820); .003	0.302 (.740); .005
Attitude	0.428 (.733); .011	0.655 (.522); .011	0.120 (.887); .002
Online shopping behaviour	0.547 (.651); .014	0.278 (.758); .005	0.855 (.428); .014

Significant result ($p < .05$) in the first column, first row only.

Online shopping behaviour does not differ significantly by year of study (means 3.59 to 3.83), course group (3.64 to 3.75) or shopping frequency group (3.55 to 3.76). The only significant result is for price and discounts by year of study, $F(3, 116) = 4.81$, $p = .003$, a medium-to-large effect ($\eta^2 = .11$). Because Levene's test indicated unequal variances ($p = .033$), the result was confirmed with Welch's ANOVA, $F(3, 62.4) = 3.45$, $p = .022$, and the Kruskal-Wallis test, $H(3) = 11.12$, $p = .011$.

Table 6: Price and discounts score by year of study, with Tukey post hoc comparisons

Year of study	n	Mean	SD	Difference from final year (Tukey p)
First year	23	3.71	0.30	0.32 (p = .085)
Second year	23	3.74	0.40	0.35 (p = .053)
Third year	35	3.81	0.51	0.42 (p = .003)
Final year	39	3.39	0.66	-

Tukey comparisons show that final-year students ($M = 3.39$) are significantly less price- and discount-oriented than third-year students (mean difference 0.42, 95% CI 0.11 to 0.73, $p = .003$); differences from first- and second-year students point the same way but are borderline. No other pair differs (all $p \geq .09$). The data cannot explain this pattern, but a plausible reading is that students approaching graduation and employment are less driven by promotional prices; this would need to be tested directly.

Multiple Linear Regression.

Table 7: Regression of online shopping behaviour on the five factors (n = 120)

Predictor	b	SE	Std. β	t	p	VIF
(Constant)	0.729	0.541	-	1.348	.180	-
Price & discounts (H1)	0.098	0.120	.075	0.817	.416	1.25
Convenience & ease (H2)	0.360	0.121	.285	2.985	.004	1.34
Reviews, trust & security (H3)	0.022	0.115	.019	0.192	.848	1.49
Delivery & returns (H4)	0.264	0.117	.214	2.261	.026	1.31
Attitude (H5)	0.059	0.077	.068	0.770	.443	1.13

Dependent variable: online shopping behaviour. $R = .474$, $R^2 = .225$, adjusted $R^2 = .191$, SE of estimate = 0.631, $F(5, 114) = 6.61$, $p < .001$.

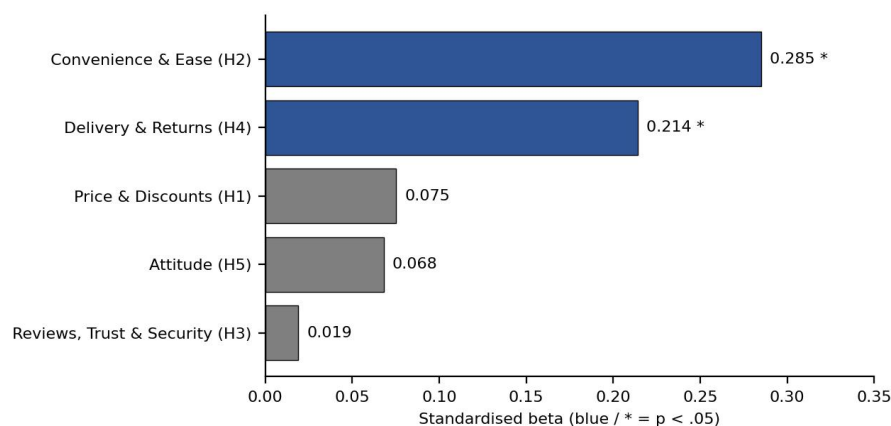


Figure 2: Standardised regression coefficients (blue / * = $p < .05$)

Figure 2 presents standardised regression coefficients. The model is statistically significant, explaining 22.5% of variance in online shoppers' behaviour (adjusted $R^2 = .191$). The fitted regression equation is $OSB = 0.729 + 0.098 PD + 0.360 CE + 0.022 RTS + 0.264 DR + 0.059 ATT$. Only two independent variables have statistically significant unique effects on the dependent variable: CE (convenience and ease of use; $b = 0.360$, $\beta = .285$, $p = .004$) and DR (delivery and return policies; $b = 0.264$, $\beta = .214$, $p = .026$). Other factors do not demonstrate significant relationships with OSB after controlling for other predictors.

The model fulfilled all assumptions, since there was no multicollinearity (all VIFs were below 1.5), no autocorrelation (Durbin-Watson = 1.92), and the residuals followed a normal distribution (Shapiro-Wilk $W = .985$, $p = .191$). Simple regression models also revealed significant positive associations of each predictor with OSB (for CE: $R^2 = .159$, $p < .001$; DR: $R^2 = .118$, $p = .011$; RTS: $R^2 = .078$, $p = .045$; PD: $R^2 = .062$, $p = .093$; ATT: $R^2 = .039$, $p = .161$). Thus, the lack of significant predictors in the multiple regression should not be interpreted as evidence of the absence of association but rather as a result of their partial overlap due to collinearity. In particular, the influence of convenience and delivery and return policies may mask the smaller effects of RTS, ATT, and PD.

Hypothesis Testing Summary.

Table 8: Summary of hypothesis tests (primary test: multiple regression, $\alpha = .05$)

Hypothesis	Predictor	β	p	Decision	Bivariate r (p)
H1	Price & discounts	.075	.416	Not supported (H01 retained)	.249 (.006)
H2	Convenience & ease of use	.285	.004	Supported (H02 rejected)	.399 (<.001)
H3	Reviews, trust & payment security	.019	.848	Not supported (H03 retained)	.280 (.002)
H4	Delivery & return policies	.214	.026	Supported (H04 rejected)	.344 (<.001)
H5	Attitude towards online shopping	.068	.443	Not supported (H05 retained)	.198 (.031)

Decisions refer to each factor's unique effect in the combined model; all five factors are significantly correlated with behaviour when taken one at a time.

VI. Findings

1. Online shopping is an established practice among the students surveyed: roughly 61% shop weekly or monthly and 6.7% rarely, while mean agreement with all 25 statements lies between 3.48 and 3.74 (Objective 1).
2. Shopping frequency and online shopping behaviour do not differ by gender, year of study or course; chi-square and ANOVA results are non-significant throughout (Objective 1).
3. Price and discounts correlate positively with behaviour ($r = .249$) but have no significant unique effect in the regression ($p = .416$), so H1 is not supported on the combined test (Objective 2). Price orientation is lowest among final-year students ($F = 4.81$, $p = .003$).
4. Convenience and ease of use is the strongest predictor of behaviour ($\beta = .285$, $p = .004$), so H2 is supported (Objective 3).
5. Reviews, trust and payment security correlate with behaviour ($r = .280$) but add no unique explanatory power ($p = .848$), so H3 is not supported on the combined test (Objective 4). Secure payment options received the lowest agreement of all items (55.0%).
6. Delivery and return policies significantly predict behaviour ($\beta = .214$, $p = .026$), so H4 is supported (Objective 5).
7. Attitude has a weak bivariate relationship with behaviour ($r = .198$) and no significant unique effect ($p = .443$), so H5 is not supported.

VII. Discussion

The results suggest that, for these students, the practical experience of shopping matters more than the persuasive levers often emphasised by retailers. Convenience and ease of use were the dominant factor, which aligns with Burman and Aggrawal [18], who identified convenience among the main influences on consumer behaviour in Indian e-commerce. The importance of delivery and return policies reflects the emphasis on logistics in the literature: Yadav and Nagpal and Reddy and Divekar [6] treated weak logistics as a major obstacle, while the current data suggest that fast and free delivery, tracking, and easy returns and replacements are also valued from the consumer side.

The weak unique effect of price and discounts should be read with care. Discounts and festival sales were among the most widely endorsed statements, but since almost all respondents agree that price matters, price orientation does little to distinguish heavier from lighter online shoppers once convenience and

delivery are accounted for. The same applies to reviews, trust and payment security, which overlap significantly with the other factors ($r = .36$ to $.43$). Prakash [14] described security and trust as continuing constraints on e-commerce; the low agreement with the payment-security item in this study (55.0%) and the borderline association between trust orientation and shopping frequency ($p = .060$) offer room for further study, but this survey does not find trust to be a decisive factor among students.

The null result for attitude should be read in the context of measurement. Attitude was captured by only two items that were uncorrelated with each other ($r = -.005$), making the test of H5 weak and unable to demonstrate that attitude is irrelevant. More generally, all six scales have low internal consistency ($\alpha = .21$ to $.38$) and the moderate explanatory power of the model ($R^2 = .225$) means most of the variation in behaviour is explained by factors outside of the study. Finally, the lack of demographic differences suggests that online shopping has become mainstream across genders, courses and years of study, in line with the broad-based growth described by Sharma [5] and Ranjan [24].

VIII. Implications

For E-commerce Businesses.

- Invest initially in interface quality: fast search, filtering and comparison tools and a short checkout, which have the strongest link to shopping behaviour.
- Treat delivery speed, free delivery, accurate tracking and hassle-free returns and replacements as integral parts of the value proposition, rather than add-ons.
- Use discounts as a baseline expectation, rather than a differentiator; final-year students appear to be less responsive to price promotions, so their messaging could focus on convenience and reliability.
- Maintain trust and payment-security signals, since secure payment was the least strongly endorsed item and may indicate lingering concern among some students.

For Colleges and Policymakers. Because online shopping is a widespread practice among students, initiatives that promote digital literacy and consumer awareness around payment safety, return rights and responsible spending would be well-placed within college programmes.

IX. Limitations and Scope for Future Research

The study has several limitations. The sample of 120 students is small, is likely to be non-probability, and cannot represent all Indian college students. The data are self-reported and cross-sectional, so the relationships are associations, not causality. The multi-item scales displayed low internal consistency, and the operationalisation of attitude and behaviour was via a small number of items within a single questionnaire; the regression therefore explained only 22.5% of variance. Likert responses were treated as interval data, and several categories were collapsed for testing. Future research could use a larger, multi-institution probability sample, valid and reliable multi-item scales, structural equation modelling, and additional variables such as income, social-media influence and product category; compare online with offline buying; and add qualitative interviews or a longitudinal design to investigate how habits evolve.

X. Conclusion

This study aimed to determine how factors such as price and discounts, convenience and ease of use, reviews, trust and payment security, delivery and return policies, and attitude affect the online shopping behaviour of 120 college students. The analysis indicates that respondents conditionally agreed with all factors, and their behaviour does not depend on gender, year of study or course. The regression analysis revealed that among the five variables, the two significant unique predictors of behaviour are convenience/ease of use and delivery and return policies. Price, trust and attitude also correlated with behaviour but were not unique predictors. Businesses aiming to influence the young consumer base should focus on providing a seamless digital experience and reliable delivery as the key to increasing sales. However, due to the limitations of the research and the size of the sample used, these results might require further validation with a more substantial amount of data.

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Appendix A. Item-level Descriptive Statistics (n = 120)

Table A1: Item-level descriptive statistics

Item	Statement	Mean	SD	% agree
Q1	I shop online regularly for products or services.	3.67	1.09	65.0
Q2	I prefer online shopping to visiting physical stores.	3.60	1.18	57.5
Q3	I use e-commerce websites or apps to search for products before buying.	3.70	1.11	65.0
Q4	I compare products on different online platforms before making a purchase.	3.63	1.17	61.7
Q5	I intend to continue shopping online in the future.	3.57	1.09	59.2
Q6	Product price influences my decision to shop online.	3.66	1.07	63.3
Q7	Discounts and promotional offers encourage me to make online purchases.	3.74	1.01	66.7
Q8	I compare prices on different e-commerce platforms before purchasing.	3.56	1.14	58.3
Q9	Festival sales and special discount events increase my online shopping.	3.71	1.08	61.7
Q10	I am likely to change platforms if another platform offers a lower price.	3.54	1.01	59.2
Q11	Online shopping saves time compared to shopping in physical stores.	3.66	1.12	64.2
Q12	I shop online because I can purchase products at any time.	3.71	1.14	61.7
Q13	I find e-commerce websites and mobile apps easy to use.	3.65	1.03	62.5
Q14	Easy search, filtering, and product comparison features improve my shopping experience.	3.71	1.04	70.0
Q15	A simple and quick checkout process encourages me to complete an online purchase.	3.73	0.91	64.2
Q16	I read customer reviews before purchasing products online.	3.68	1.09	69.2
Q17	Positive ratings and reviews increase my confidence in a product.	3.55	1.22	55.8
Q18	I prefer purchasing from e-commerce platforms that I consider trustworthy.	3.58	1.11	64.2
Q19	Secure payment options influence my decision to shop online.	3.48	1.12	55.0
Q20	I am more likely to shop from a platform that protects my personal and payment information.	3.63	1.19	58.3
Q21	Fast delivery influences my choice of an e-commerce platform.	3.65	1.04	64.2
Q22	Free delivery encourages me to place online orders.	3.69	1.14	65.8
Q23	Accurate delivery tracking improves my online shopping experience.	3.65	1.09	65.0
Q24	Easy return and refund policies increase my willingness to shop online.	3.59	1.13	56.7
Q25	I am more likely to buy products online when replacement options are available.	3.52	1.17	58.3

% agree = share of respondents answering 4 (agree) or 5 (strongly agree).