



A Study on Factors Influencing Online Shopping Behaviour Among College Students in Chennai City

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ABSTRACT

The present study titled “A study on factors influencing online shopping behaviour among college student in Chennai city” aims to examine the factors that influence consumers to prefer online shopping and to analyse their level of satisfaction. With the rapid growth of internet usage and smart phone penetration, online shopping has become an important part of modern consumer lifestyle. The main objectives of the study are to identify the factors attracting consumers towardS online shopping to examine the problems faced by consumers and to measure their satisfaction level. The study is based on primary data collected through a structured questionnaire from selected respondents in Chennai city. Secondary data were collected from books, journals and websites. The data collected were analysed using simple statistical tools such as Percentage Analysis and Weighted Average Method. The findings of the study reveal that convenience, time-saving, attractive discounts, and availability of wide product variety are the major factors influencing consumer preference toward online shopping. However, issues such as payment security concerns, product quality mismatch, and delayed delivery still affect consumer trust. Overall, the study concludes that consumers show a positive attitude towards Online shopping and it has strong growth potential in Chennai city.

INTRODUCTION

The emergence of the internet and rapid advancements in digital technology have significantly changed the way consumers purchase goods and services. In the past, consumers depended mainly on traditional retail stores for their shopping needs. However, with the growth of e-commerce onlineshopping has become a convenient and popular alternative Onlineshopping allows consumers to purchase products and services through websites and mobile applications without the need to physically visit stores. Online shopping offers several advantages such as convenience, time-saving, easy access to information and a wide range of product choices. Consumers can compare prices, read product description and check customer reviews before making a purchase decision. The availability of various payment options, including credit cards, debit cards, digital wallets, and cash on delivery has further encouraged consumers to adopt online shopping. As a result, e-commerce has grown rapidly and has become an important part of the modern economy.



Chennai City, one of the major metro politan cities in India, provides a favourable environment for the growth of online shopping. The city has a high level of internet penetration, increasing smart phone usage and a technologically aware population. Chennai is home to a large number of students, professionals and working in individuals who lead busy lives and prefer convenient shopping methods. Factors such as traffic congestion, limited time for shopping, and long working hours have increased the preference for online shopping among consumers in the city. Therefore, this study aims to analyse the factors influencing consumer preference toward online shopping in Chennai city.

STATEMENT OF THE PROBLEM

The rapid development of internet technology and digital payment systems has significantly transformed the retail sector. Online shopping has emerged as a convenient and time-saving alternative to traditional shopping. With the growth of platforms like Amazon, Flipkart, and Myntra consumers now have easy access to a wide variety of products at competitive prices. Despite this growth, online shopping is not free from challenges. Many consumers experience problems such as concerns about payment security, receiving defective or different products than expected, delay in delivery, complicated return procedures, and the inability to physically examine products before purchase. These issues may influence consumer trust and satisfaction levels. On the other hand, factors such as convenience, attractive discounts, time-saving benefits, door step delivery, wider product variety, and easy comparison of prices encourage consumers to shift from traditional shopping to online platforms. In a metropolitan city like Chennai, where internet usage and smartphone penetration are increasing rapidly, it becomes important to understand consumer behaviour toward online shopping. There is a need to identify:

- The major factors influencing consumer preference
- The reasons for choosing online shopping over offline shopping.
- The problems faced by consumers.
- The level of satisfaction among online shoppers.

Therefore, the present study aims to examine and analyse the factors influencing consumer preference toward online shopping in Chennai city and to evaluate their overall satisfaction level.

OBJECTIVES OF THE STUDY

The main objective of this study is to examine the factors influencing consumer preference toward online shopping in Chennai city. In order to achieve this main objective, the study focuses on the following specific objectives:

- To identify the factors attracting consumers towards online shopping.
- To measure the level of consumer satisfaction towards online shopping services.
- To analyse the impact of demographic factors on consumer preference.
- To provide suggestions for improving online shopping services.

REVIEW OF LITERATURE

Siva kumar A & Arun kumar A (2017) The online market in India is growing at an exponential rate, predominantly driven by the massive and extensive promotional activities. This strategy may not be appreciable in the long run, hence a real value addition is essential, which is explored through this study. The main objective of this research is to study about the determinants that are affecting the online purchasing behavior of millennial consumers. Conceptual framework, which consists of four factors that may induce online purchase behavior



among millennial consumers: consumer innovativeness, perceived benefits, perceived risks, attitude and intention. The population of the study is from the millennial customer's segment of Chennai metro, Tamil Nadu, India and the study used systematic random sampling. The statistical tools applied are chi-square, ANOVA, correlation, multiple regression, and factor analysis. From the outcomes of this study, factors influencing online purchase are analyzed, and suggestive strategies for online companies are recommended.

Vilasini Jadhav and Monica Khanna (2016) Online retailing in India has shown tremendous growth in the recent years. However as compared to the other countries leading in online retailing, India is still in its initial stage of development. The purpose of this study was to explore the factors influencing the online buying behavior of the college students. Convenience sampling method was used to select the sample of 25 college students and qualitative content analysis was used for analyzing the textual content of the depth interview data. The main influencing factors for online shopping were identified as availability, low price, promotions, comparison, convenience, customer service, perceived ease of use, attitude, time consciousness, trust and variety seeking.

TOOLS OF ANALYSIS

For the purpose of analysing the data collected from the respondents, simple statistical tools are used in this study. The data collected through the questionnaire are classified, tabulated, and interpreted using the following tools:

- Percentage Analysis
- Weighted Average Method

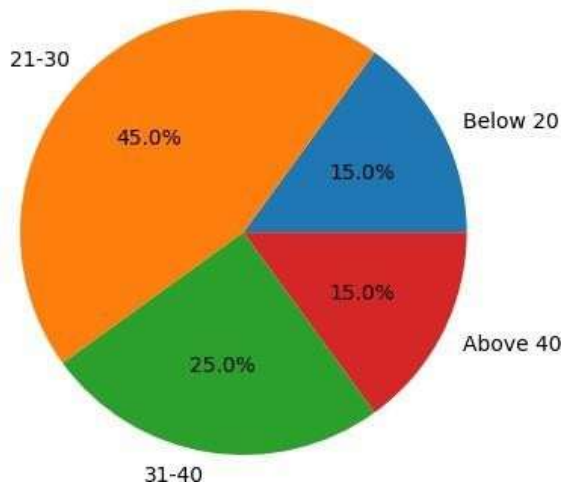
DATA ANALYSIS AND INTERPRETATION

Age-wise Classification:

Age Group	No.of Respondents	Percentage
Below20	15	15%
21-30	45	45%
31-40	25	25%
Above40	15	15%



Age-wise Classification of Respondents



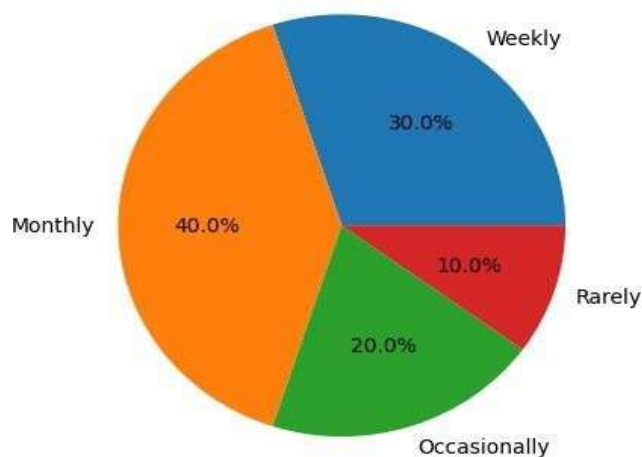
Interpretation:

Majority(45%) of the respondents belongs to the 21-30 age group. This shows that young adults are more attracted towards online shopping.

Frequency of Online Shopping:

Frequency	No.of Respondents	Percentage
Weekly	30	30%
Monthly	40	40%
Occasionally	20	20%
Rarely	10	10%

Frequency of Online Shopping



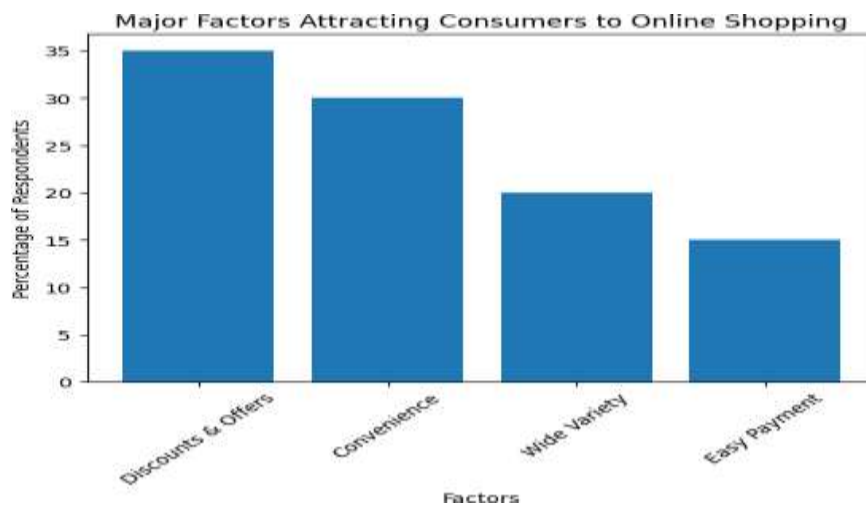
Interpretation:

40% of respondents shop online monthly. This indicates that online shopping has become a regular habit among consumers.



Major Factors Attracting Consumers:

Factors	No.of Respondents	Percentage
Discounts and offers	35	35%
Convenience	30	30%
Wide variety	20	20%
Easy payment options	15	15%



Interpretation:

Discounts and offers (35%) are the main factors attracting consumer in Chennai city.

FINDINGS

Based on the analysis of data collected from respondents, the following key findings are identified:

- Majority of the respondents prefer online shopping due to convenience and time-saving benefits.
- Attractive discounts and offers play a major role in influencing consumer purchase decisions.
- Most consumers compare prices online before making a purchase.
- Younger age groups (18–35 years) show higher preference toward online shopping.
- Security concerns related to online payments still exist among some consumers.



APPLICATIONS OF THE STUDY

The findings of this study can be applied in the following ways:

- E-commerce companies can improve service quality based on customer feedback.
- Online platforms can focus more on secure payment systems to reduce customer fear.
- Companies can design better return and refund policies to increase trust.
- Marketing strategies can be targeted toward young consumers who frequently shop online.
- Businesses can improve logistics and delivery systems to avoid delays.

IMPLEMENTATION

Based on the findings, the following steps can be implemented:

1. Improve Payment Security
 - Use advanced encryption systems.
 - Provide trusted payment gateways.
 - Educate customers about safe online transactions.
2. Enhance Product Quality Control
 - Strict verification of sellers.
 - Display original product images.
 - Provide detailed product descriptions.
3. Strengthen Delivery System
 - Improve warehouse management.
 - Partner with reliable delivery services.
 - Provide real-time tracking facilities.
4. Simplify Return and Refund Process
 - Easy return request option in app.

CONCLUSION

The present study titled “A Study on Factors Influencing Online Shopping Behaviour among College Students in Chennai city” was conducted to analyse the factors influencing consumer preference, problems faced by consumers, and their level of satisfaction toward online shopping. From the analysis, it is concluded that online shopping has gained wide acceptance among consumers, especially among young and working individuals. Convenience, time-saving, attractive discounts, wide variety of products, and easy price comparison are the major factors influencing consumers to prefer online shopping over traditional shopping.



At the same time, certain issues such as security concerns, product quality mismatch, delayed delivery, and return difficulties still affect customer satisfaction. However, the overall satisfaction level of consumers toward online shopping services is positive.

Therefore, it can be concluded that online shopping has a strong growth potential in Chennai city. With improvements in service quality, secure payment systems, and better delivery management, online shopping will continue to expand in the future.

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