

ONLINE SHOPPING TREND AMONG COLLEGE STUDENTS



**A report submitted to Department of Commerce, Higher and Technical
Institute, Mizoram (HATIM) for the academic year of 2024**

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CERTIFICATE

This is to certify that the dissertation entitled “Online Shopping Trend Among College Students” submitted to the Mizoram University for the award of the degree of Bachelor of Commerce, is a record of research work carried out by ‘C.Lalramtiana’ under my supervision. He has fulfilled all the requirements laid down in the MZU regulations of Mizoram University.

This dissertation is the result of his investigation into the subject. Neither the dissertation as a whole nor any part of it was ever submitted any other University for any degree.

Date: 30.04.2024

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DECLARATION

I, C.Lalramtiamma hereby declare that the subject matter of this dissertation is the record of work done by me, that the contents of this dissertation did not form basis of the award of any previous degree to me or to do the best of my knowledge to anybody else, and that the dissertation has not been submitted by me for any research degree in any other University or Institute. This is being submitted to the Mizoram University for the degree of Bachelor of Commerce.

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I would like to extend my gratitude to Mr Vuansanga Vanchhawng, the Principal, HATIM and Mrs. Vankhawpuimawii Pachuau, Head, Department of Commerce for giving me the opportunity to undertake this study and prepare a project report on it.

Thank you,

C.LALRAMTIAMA

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CHAPTER-I

INTRODUCTION

Online shopping refers to the process of purchasing goods or services over the internet through electronic commerce (e-commerce) websites or platforms. It allows consumers to browse through a wide range of products, compare prices, make purchases, and have items delivered to their doorstep without physically visiting a brick-and-mortar store. Online shopping has become increasingly popular due to its convenience, variety of choices, competitive pricing, and accessibility from anywhere with an internet connection. It encompasses various categories of goods and services, including clothing, electronics, groceries, books, travel bookings, and much more.

The term "online shopping trend" refers to the patterns, behaviours, and preferences observed in how consumers engage in purchasing goods and services through e-commerce platforms over a period of time. Studying online shopping trends is pivotal in today's digital marketplace. For businesses, it provides a roadmap for crafting effective strategies that resonate with evolving consumer preferences. By analysing trends, companies can tailor their product offerings, marketing efforts, and customer experiences to meet the dynamic demands of online shoppers.

Therefore, studying online shopping trends among college students who represent a key consumer segment with substantial purchasing power is very important. Additionally, understanding how college students navigate online shopping platforms provides insights into their financial literacy, budgeting practices, and attitudes toward consumption, offering opportunities for financial institutions and educational organizations to develop targeted interventions and educational programs. In sum, studying on this topic is not only instrumental for businesses and policymakers but also offers valuable sociocultural insights that contribute to a deeper understanding of contemporary consumer dynamics and digital trends.

1.1 Literature review

This section discusses about various studies carried out on online shopping trend. A literature review is a critical summary and evaluation of existing literature (books, articles, reports, etc.) on a specific topic or research question. It involves identifying, analysing, and synthesizing relevant sources to provide a comprehensive understanding of the subject matter and to identify gaps or areas for further research. It also helps in establishing the context and background of the research topic by summarizing existing knowledge and theories.

According to Cheng & Liu (2017), to realize and understand the potential benefits of online marketing, small retail business leaders need to ensure their processes align with technological advancements. Failing to recognize potential benefits of online marketing might cause loss of productivity, revenue, and communication

N. Karunakaran and Linda Jacob (2020) found that the pattern and preference of online shopping as positive due to cash on delivery, discounts, and different levels of quality of product. Increasing use of internet, satisfactory results in online shopping, rise in standard of living, influence of friends and attractive offers had affected students to shop online

Haorayau Bolaji Babalola, Saheed Ademola Lateef, Abu Zekeri (2020) said that understanding the attitude and behaviour of customers is essential for every company where consumers differ in attitudes towards product/service. The buying behaviour in today's information-saturated world is based on how a product/service is marketed. The findings of this study revealed that e-marketing is positively and significantly influence consumer buying behaviour in the area of e-mail marketing, mobile marketing, and e-advertising factors.

Abdel Fattah and Khaled (2021) indicated that digital marketing, such as social media marketing and mobile marketing, has a profound impact on consumer purchasing decisions and suggest that firms should adopt strategies to leverage the digital world and technology, increase

brand awareness through digital platforms to continue competing in today's commercial environment.

According to Kulraj Suri (2021) security, reliability and relevancy were responsible for sliding into deals with the customers. Marketers should consider this concern and make suitable content since comfort and security work hand in hand.

Saite Ge (2022) say that the frequency of online shopping behaviour of college students has increased dramatically under a variety of factors, and the per capita online shopping consumption has also risen. The reasons for the rise of online shopping consumption are: the path dependence of consumption pattern has been changed; social consumption demand has been released through e-commerce platform; the initial formation of online consumption entertainment and other reasons.

Noémie Gelati and Jade Verplancke (2022) indicated that the influencer marketing strategy has an impact on teenagers and young adults' purchase behaviour. They impact them via social media by either promoting products or just by showing what they wear or use. Indeed, as followers idealize and take example on influencers, they tend to buy the same things as them in order to look like them

Dr.N.O. Ameen and ABUHAMID MOHAMED QUZZALI.P.M (2023) found that digital marketing has no boundaries and the digital channels are emerging as a new tool for marketing of Products and services. Company can utilize any devices such as smart phones, TV, social media and lot other to support company and its products and services. It may achieve something more if it considers consumer desires as a peak priority.

CHRISTINA NYINGGAN ANAK LIKUT (2023) suggest three factors that influence students' online shopping behaviour. Ease of use, usefulness, and brand orientation

Ms. Ignatious Inpa Rajathi P (2023), identified that social media marketing and online advertising, and wield positive influences on students' choices to make purchases. This underscores the importance of employing dynamic and interactive marketing strategies that foster personalized interactions between consumers and brand

1.2 RATIONALE OF THE STUDY

This study is conducted to find out the online shopping trend among college students, studying online shopping trends among college students can provide valuable insights for various stakeholders including retailers, marketers, educators, policymakers, and even students themselves. College students represent a significant consumer demographic with unique preferences and behaviours. They are an early adopter of technology and are often more willing to embrace online shopping platforms and new digital trends. Since college is a formative period in individuals' lives, and shopping habits developed during this time can carry over into adulthood, knowing and studying the college students online shopping trend can provide insights into future consumer behaviour patterns, helping businesses anticipate and adapt to evolving market dynamics. For this purpose, the researcher conducted a study among college students to know their buying behaviour and habits.

Moreover, College campuses serve as hubs of social interaction, where students engage in peer-to-peer recommendations, group purchases, and shared experiences. Social media platforms and online forums facilitate discussions about products, brands, and shopping experiences, shaping students' perceptions and influencing their purchase decisions. The social dimension of online shopping extends beyond mere transactions, fostering a sense of community and belonging among students who share common interests and preferences. Thus, the lifestyle and peer influence cannot be overlooked in this regard.

Online shopping has significantly impacted traditional shopping in numerous ways. Offering unparalleled convenience, it allows consumers to browse and purchase items from anywhere, anytime. The global access provided by online platforms expands options beyond local availability. This shift has pressured traditional retailers to enhance their online presence and innovate in-store experiences to remain competitive.

In conclusion, studying online shopping trends among college students is not merely an academic exercise but a strategic imperative with far-reaching implications for businesses, policymakers, educators, and society at large. By examining the preferences, motivations, and behaviours of this demographic, we can gain valuable insights that shape the future of commerce and inform decision-making in a rapidly evolving digital landscape.

1.2 STATEMENT OF THE PROBLEM

The rapid rise of online shopping among college student is not new. As a result, it causes these students to be exposed to the e-market and make them the online seller's target market. Many applications and social media platforms, such as Facebook, WhatsApp, TikTok, Instagram, and others, have become platforms for online sellers to market their products. These applications are increasingly considered an essential in the lives of students.

Studying online shopping trends among college students offers valuable insights into consumer behaviour and the influence of technology on purchasing decisions. However, it's essential to acknowledge potential limitations. Firstly, focusing solely on college students may overlook the diverse range of consumer behaviours present within different demographic groups. While college students are often early adopters of technology and can provide insights into emerging trends, they represent only a segment of the population. Ignoring other demographics such as young professionals, parents, or retirees may result in a skewed understanding of online shopping behaviour overall.

Moreover, studying online shopping trends among college students might not fully capture the nuances of their purchasing decisions. Factors such as academic schedules, holidays, seasonal trends, brand loyalty, and disposable income can significantly impact their online shopping behaviour. Without considering these intricate dynamics, researchers may overlook important insights into the underlying motivations driving college students' purchasing decisions. Therefore, it's essential to employ qualitative research methods such as interviews, focus groups, or ethnographic studies to delve deeper into the qualitative aspects of online shopping behaviour among college students. This qualitative data can complement quantitative findings and provide a more comprehensive understanding of the factors influencing online shopping trends in this demographic.

1.3 OBJECTIVE OF THE PROJECT

The main objectives of the project “Online shopping trend among college students” are as follows:

1. To study socio-demographic background of the respondents.
2. To study social influence (influencer, peers, media, etc.) regarding buying behaviour.
3. To identify a specific product the respondents bought and their budget.
4. To study the satisfaction level of the respondents based on their past buying experience and their review.
5. To identify what types of shopping the respondents prefer.

1.5 RESEARCH METHODOLOGY

1.5.1 Data collection

The data were collected from both primary as well as secondary sources. The primary data has been collected via. Online questionnaire forwarded to people via. Various connective media like social media platforms and messaging apps. A data of 30 people has been gathered with 20 no. of questions. The questions were very interrogative in nature to understand the factor(s) that affect the buying behaviour of the consumer.

Secondary data has also been collected from various articles, scholar archives, reports, newspaper, journals, old research papers etc.

1.5.2 Sampling method

The study is conducted inside the HATIM college campus, Kawmzawl, Lunglei. Random sampling method was adopted in this research. Here, random college students from HATIM were chosen and the study is conducted by giving out questionnaire and collect their responds. The data collected from the questionnaire were further analysed and interpreted.

1.5.3 Data processing

The collected data is processed by using Microsoft Word and Microsoft Excel and presented in frequency table, percentage and pie chart.

1.5.4 Percentage analysis

It is the method to represent raw streams of data as a percentage (a part in 100-percent) for better understanding of collected data. It has been used to establish the contribution of variables in both the optional and bi-polar type question raised in the questionnaire.

1.6 LIMITATION OF THE PROJECT

The following are some of the limitations of the project:

1. The respondents may not be very truthful to the questionnaire handed out to them and may reply with false information.
2. Limited time for data collection or analysis may impact the depth or breadth of the research.
3. Difficulty accessing certain populations, locations or organizations may limit the diversity or representativeness of the sample.
4. The skills and experience of the researcher conducting the study is lacking.

1.7 CHAPTER PLAN

These are the chapter plan for the study:

Chapter I: INTRODUCTION

- 1.1 Literature review
- 1.2 Rationale of the study
- 1.3 Statement of the problem
- 1.4 Objective of the project
- 1.5 Research methodology
- 1.6 Limitation of the project
- 1.7 Chapter plan

Chapter II: ANALYSIS AND INTERPRETATION OF THE DATA

Chapter III: RESULTS AND DISCUSSIONS

Chapter IV: CONCLUSIONS AND SUGGESTIONS

REFERENCE

APPENDIX

CHAPTER-II

ANALYSIS AND INTERPRETATION

2.1 Socio-demographic background

In this section, the research analysed the socio-demographic background of the respondents.

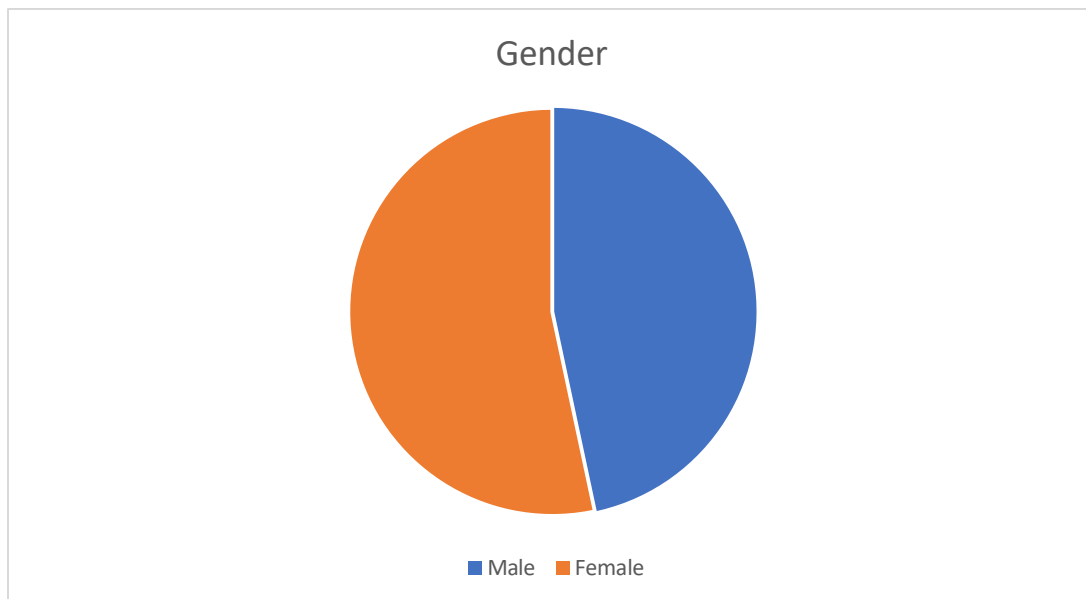
2.1.1 Gender distribution of the respondents

Table 2.1.1 indicates the gender of the respondents. The gender of the respondents is classified into two categories, viz., Male and Female.

Table 2.1.1 gender of the respondents

GENDER	FREQUENCY	PERCENTAGE
MALE	14	46.67%
FEMALE	16	53.33%
TOTAL	30	100%

Source: Primary data



With regard to the gender composition among the respondents, it was found that 46.67% were male respondents and the remaining 53.33% were female respondents.

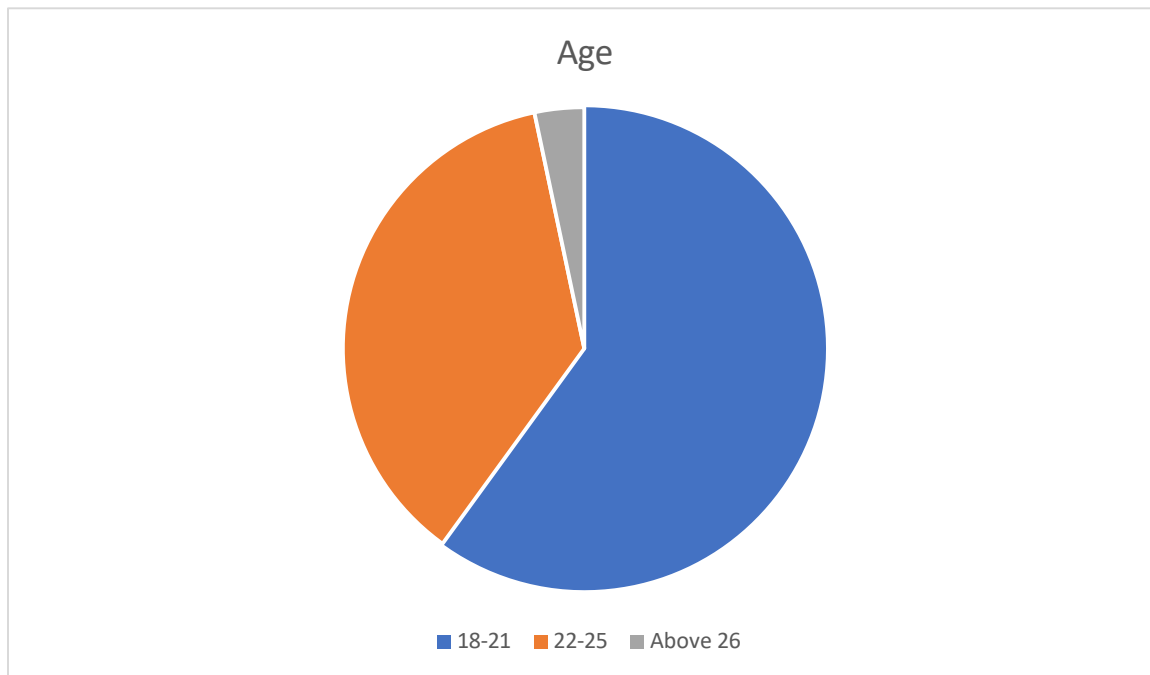
2.1.2 Age of the respondents

Table 2.1.1 indicates the age of the respondents. The respondents are classified into different age groups: the first age group is a representation of the respondents between 18-21 years, the second group represents 21-25 years, the third group consists of respondents above 26 years.

Table 2.1.2 Age of the respondents

Age	Frequency	Percentage
18-21	18	60%
21-25	11	36.67%
Above 26	1	3.33%
Total	30	100%

Sources: Primary data



The table 2.1.2 reveals that 60% of the respondents are between the age group of 18-21years. The second largest age group consists of 22-25 years which constitutes 36.67% and 3.33% respondents belong to the age group above 26 years.

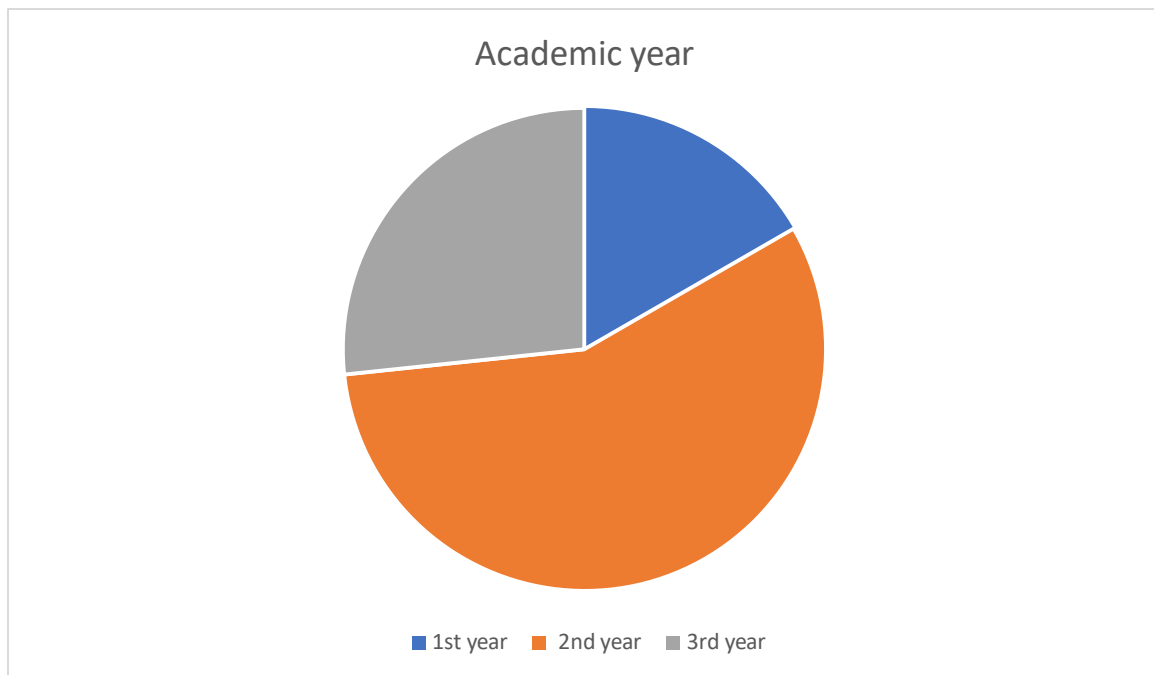
2.1.3 Academic year

Table 2.1.3 indicates the academic year of the respondents. The respondent academic year is classified into 3 parts, namely 1st year, 2nd year and 3rd year.

Table 2.1.3 Academic Background

Academic year	Frequency	Percentage
1 st year	5	16.67%
2 nd year	17	56.67%
3 rd year	8	26.67%
Total	30	100%

Sources: Primary data



The table 2.1.3 shows that majority of the respondents belong to the group of 2nd year (56.67%) followed by 3rd year (26.67%) and 1st year (16.67%)

2.2 Social Influence

In this section, the researcher attempted to study how much influence does a society had in the buying behaviour of the respondents.

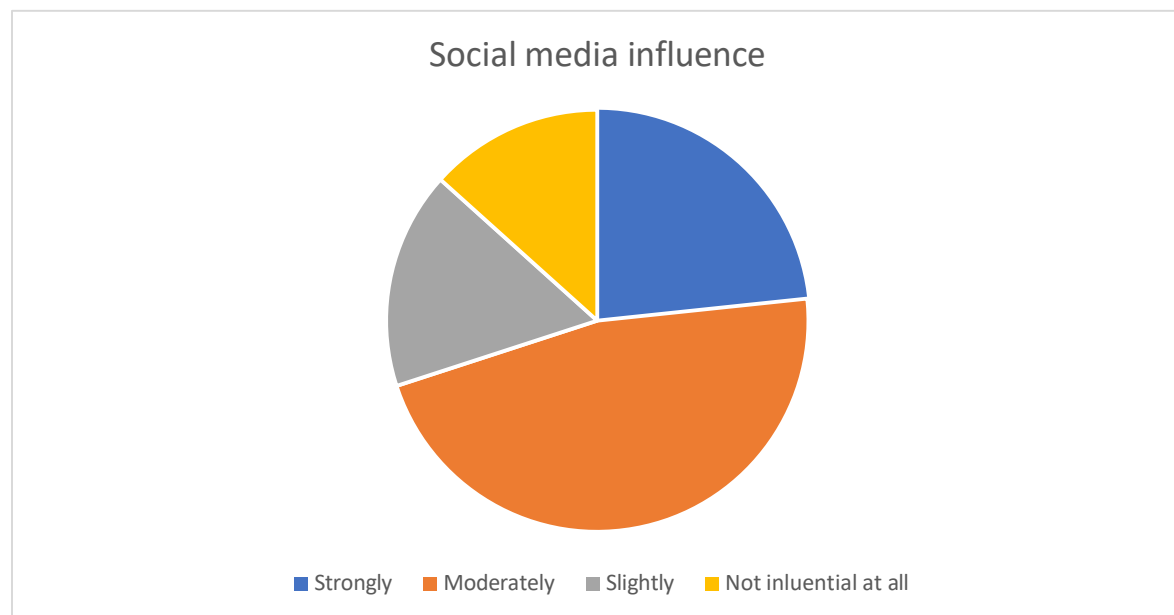
2.2.1 To what extent does social media influence your online shopping decisions?

Table 2.2.1 shows how much social media influence the buying behaviour of the respondents.

Table 2.2.1 To what extent does social media influence your online shopping decisions?

Option	Frequency	Percentage
Strongly	7	23.33%
Moderately	14	46.67%
Slightly	5	16.67%
Not influential at all	4	13.33%
Total	30	100%

Sources: Primary sources



The table 2.2.1 shows that majority of the respondents, 46.67% are moderately influenced by social media and 23.33% of the respondents are strongly influenced while 13.33% of the respondents are not influenced at all.

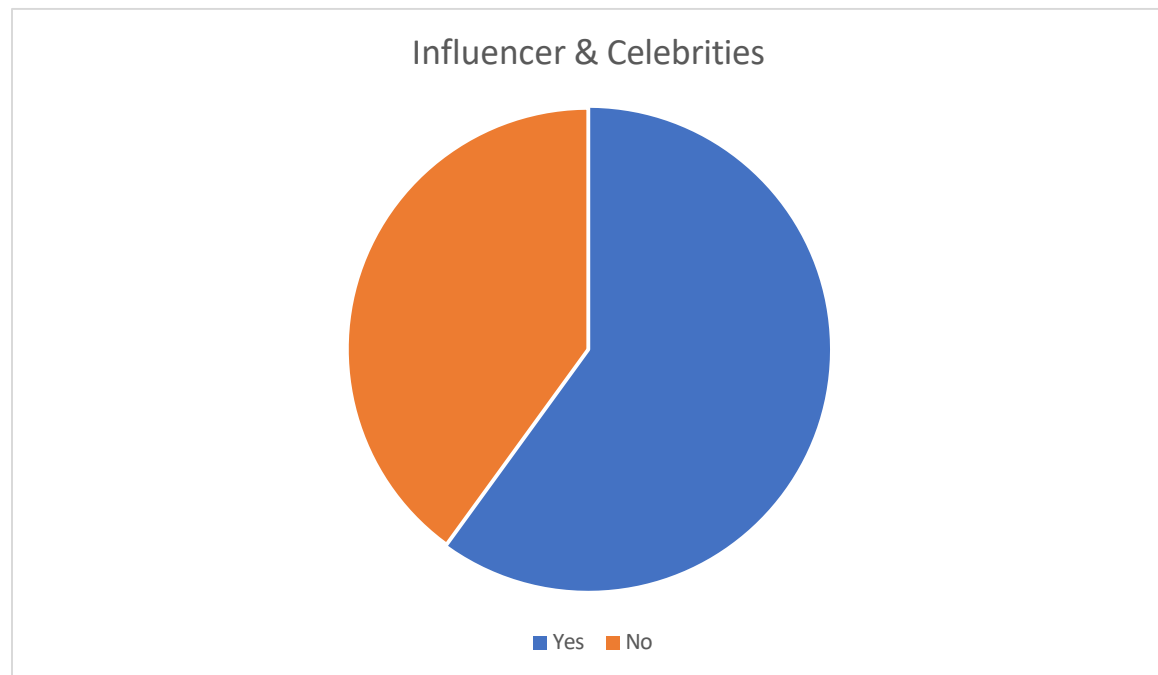
2.2.2 Do you follow online influencers or celebrities for product recommendations on social media?

Table 2.2.2 shows whether if the respondents follow an online influencer or celebrities for product recommendations.

Table 2.2.2 Do you follow online influencers or celebrities for product recommendations on social media?

Option	Frequency	Percentage
Yes	18	60%
No	12	40%
Total	30	100%

Sources: Primary sources



From the above table, we can see that out of 30 respondents 60% respondent follow celebrities and online influencer for product recommendation, while 40% respondents do not.

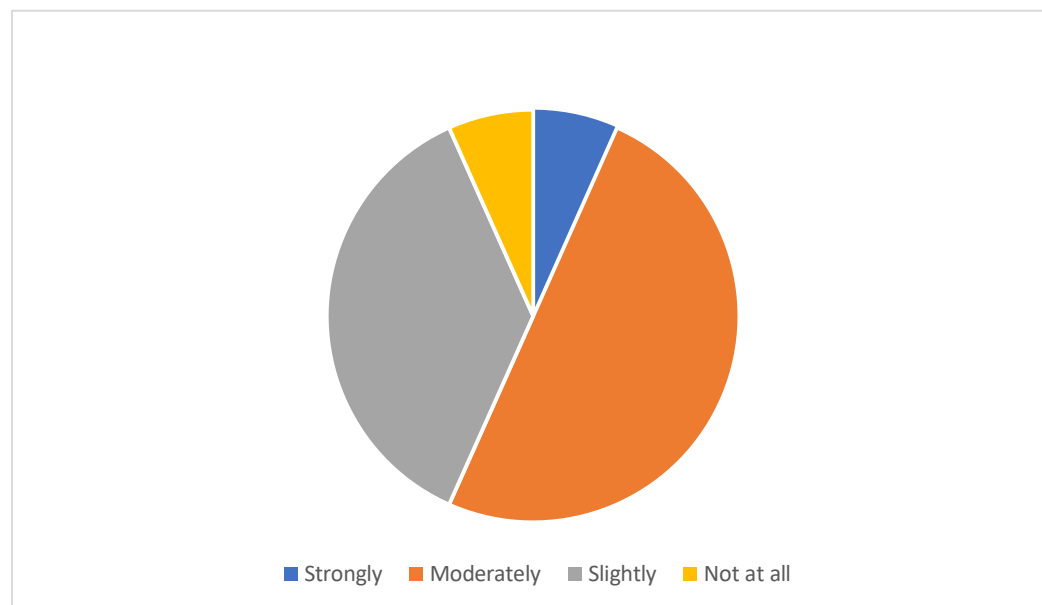
2.2.3 To what extent does do your peers recommendations influence your online shopping decisions?

Table 2.2.3 shows how much influence does peers' recommendations had on respondents online shopping decisions.

Table 2.2.3 To what extent does do your peers recommendations influence your online shopping decisions?

Options	Frequency	Percentage
Strongly	2	6.67%
Moderately	15	50%
Slightly	11	36.67%
Not at all	2	6.67%
total	30	100%

Source: Primary data



The above table shows that 50% of the respondents are moderately influenced by their peers' influence and 36.67% are slightly influenced, while the number of respondents who are strongly influenced and not influenced at all are the same.

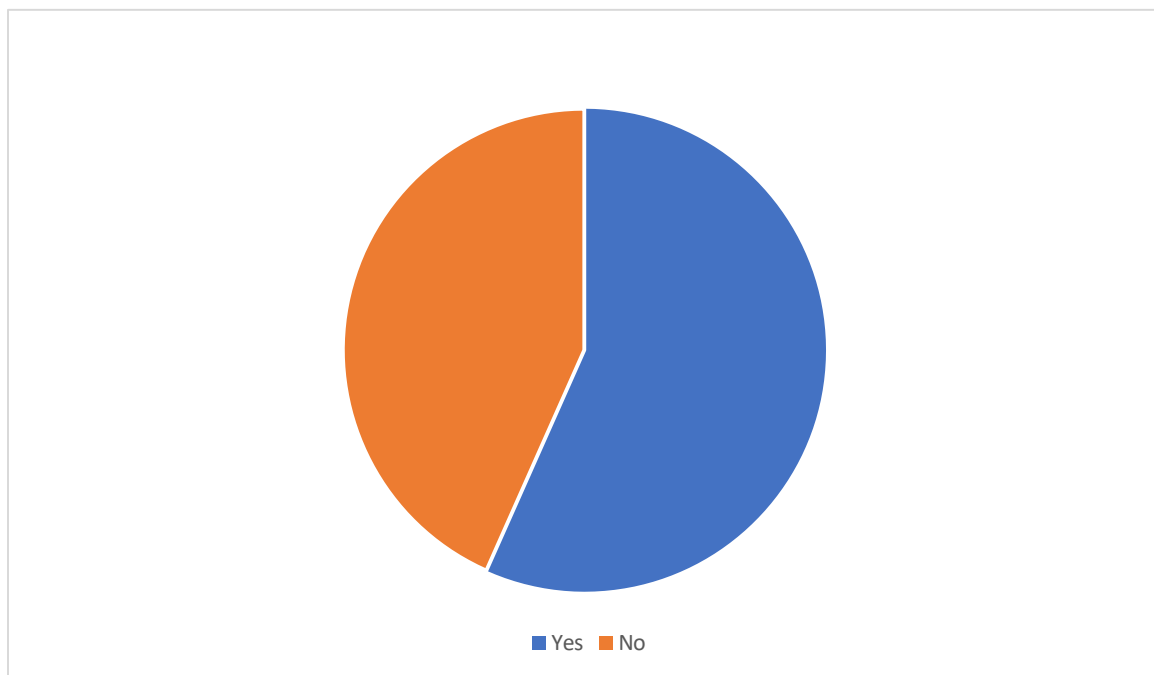
2.2.4 Have you ever made an online purchase based solely on a peers' recommendation?

Table 2.2.4 indicates does the respondents ever made an online purchased based solely on a peers' recommendation.

Table 2.2.4 Have you ever made an online purchase based solely on a peers' recommendation?

Option	Frequency	Percentage
Yes	17	56.67%
No	13	43.33%
Total	30	100%

Sources: Primary sources



The above table represents the number of respondents who had ever made an online purchased based solely on peers' recommendation and it shows that majority of the respondents (56.67%) had made a purchased based on solely peers' recommendation before.

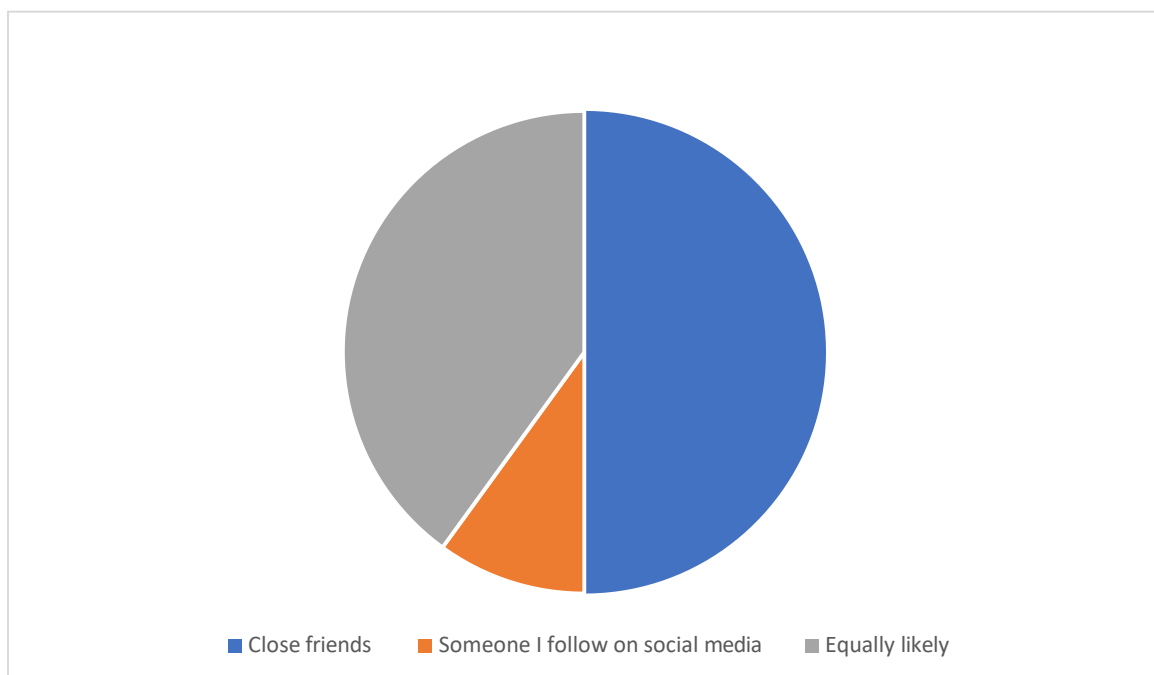
2.2.5 Would you be more likely to trust a product recommendation from a close friend or someone you follow on social media?

Table 2.2.5 shows whether if the respondents would trust a product recommend by a close friend or someone they follow on social media.

Table 2.2.5 Would you be more likely to trust a product recommendation from a close friend or someone you follow on social media?

Options	Frequency	Percentage
Close friends	15	50%
Someone I follow on social media	3	10%
Equally likely	12	40%
Total	30	100%

Sources: Primary sources



The above table indicates that 50% of the respondents would trust their close friends while 10% would trust someone they follow on social media and 40% would trust them both equally.

2.3 BUDGET AND TRENDING PRODUCTS

In this section, the researcher attempted to study the specific product that the respondents bought and their budget.

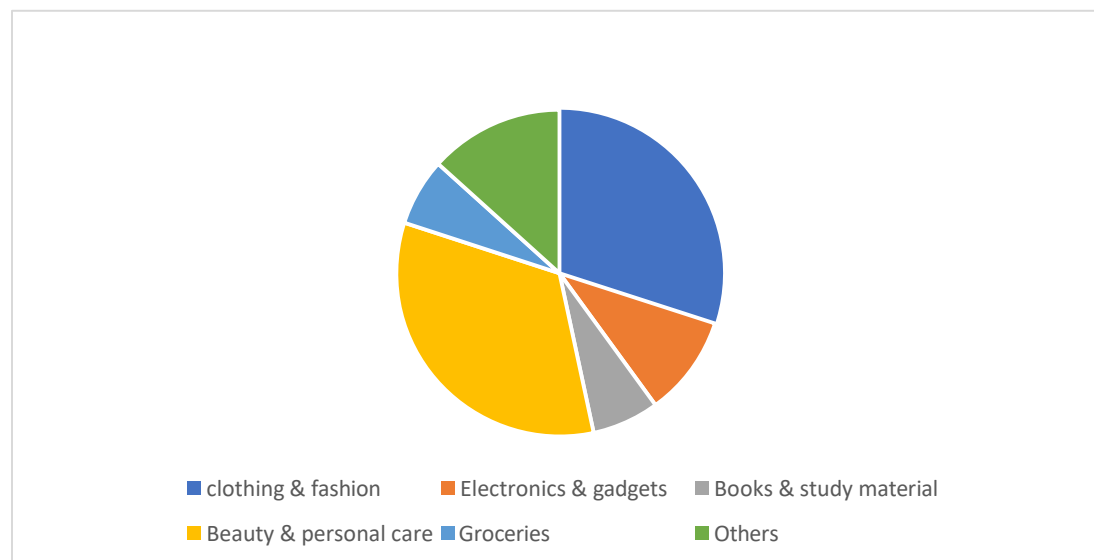
2.3.1 Which product categories do you most frequently purchase online?

Table 2.3.1 shows the specific product that the respondents brought from online shopping.

Table 2.3.1 Which product categories do you most frequently purchase online?

Options	Frequency	Percentage
Clothing & fashion	9	30%
Electronics & Gadgets	3	10%
Books & Study material	2	6.67%
Beauty & Personal care	10	33.33%
Groceries	2	6.67%
Other	4	13.33%
Total	30	100%

Sources: Primary sources



From the above table it can be seen that majority of the respondents spent their money to purchase Beauty & personal care (33.33%) and Clothing & fashion (30%) while 13.33% spent on other product that is not mentioned.

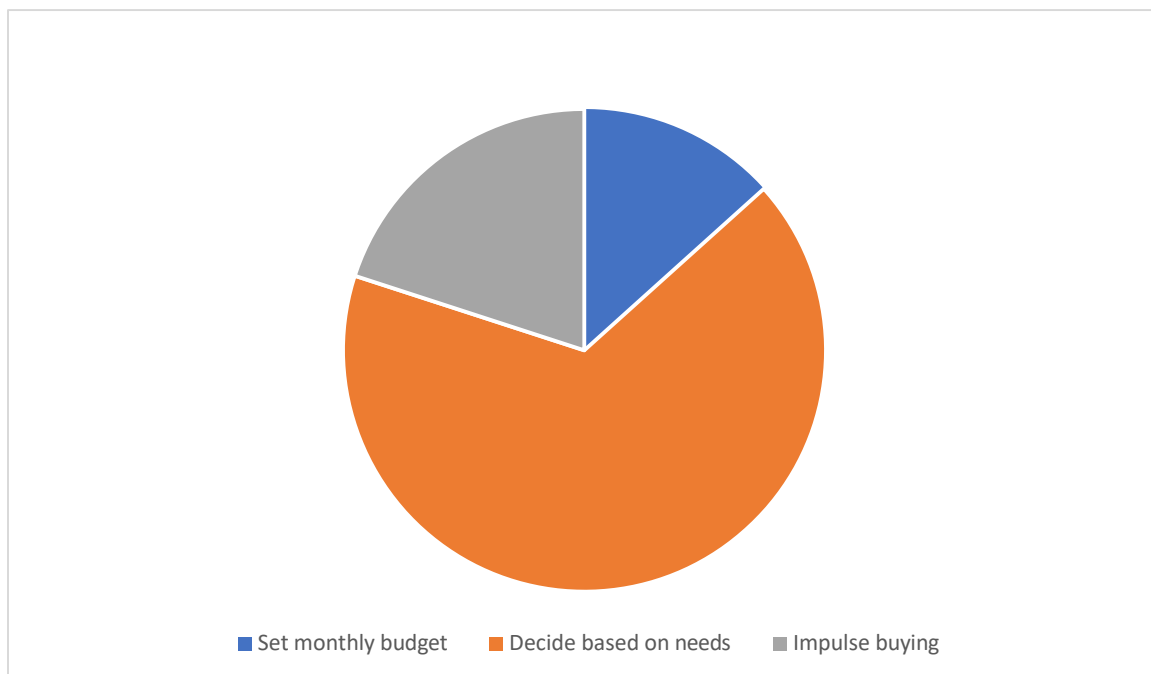
2.3.2 How do you budget for your online shopping expenses?

Table 2.3.2 indicates the respondent budget for their online shopping expenses.

Table 2.3.2 How do you budget for your online shopping expenses?

Options	Frequency	Percentage
Set monthly budget	4	13.33%
Decide based on need	20	66.67%
Impulse buying	6	20%
Total	30	100%

Sources: Primary sources



The table 2.3.2 shows that 66.67% of the respondents budget their online shopping expenses based on needs while 20% respondent set their expenses based on impulse buying and 13.33% set monthly

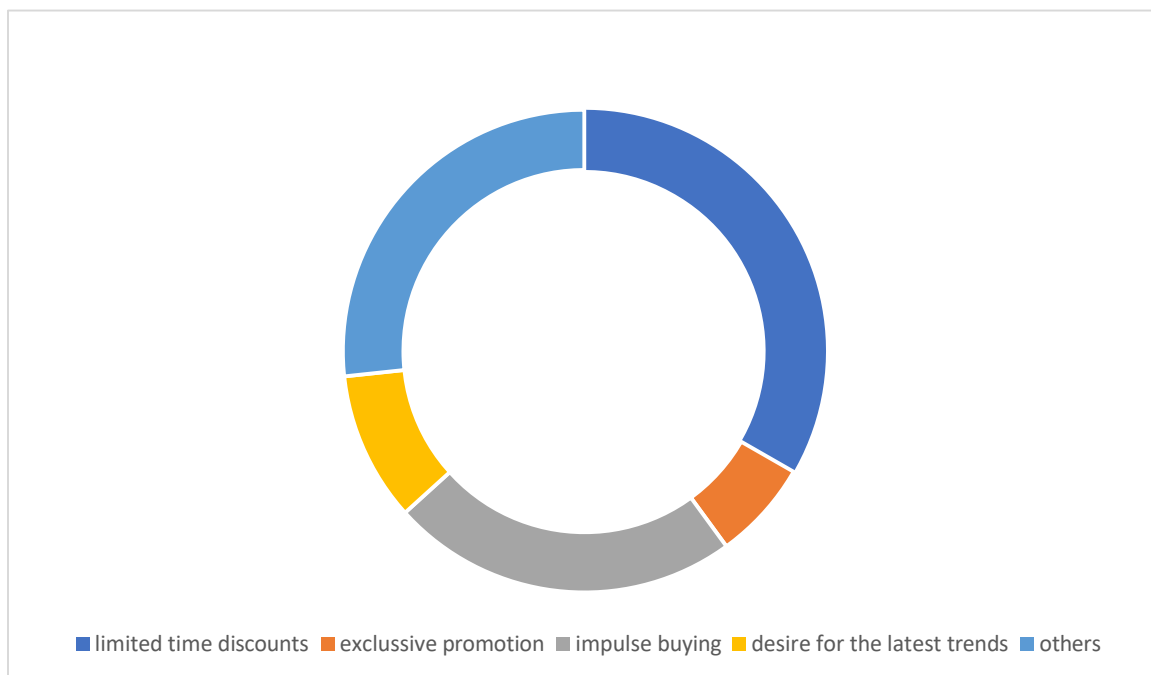
2.3.3 What factors influence you to exceed your budget when shopping online?

Table 2.3.3 shows what factor influenced the respondents to exceed their budget when shopping online.

Table 2.3.3 What factors influence you to exceed your budget when shopping online?

Options	Frequency	Percentage
Limited time discount	10	33.33%
Exclusive promotion	2	6.67%
Impulse buying	7	23.33%
Desire for the latest trends	3	10%
Others	8	26.67%
Total	30	100%

Sources: Primary sources



The above table indicate that the major factor that influence the respondents to exceed their budget is limited time discount (33.33%) while 26.67% are due to other factors not mentioned.

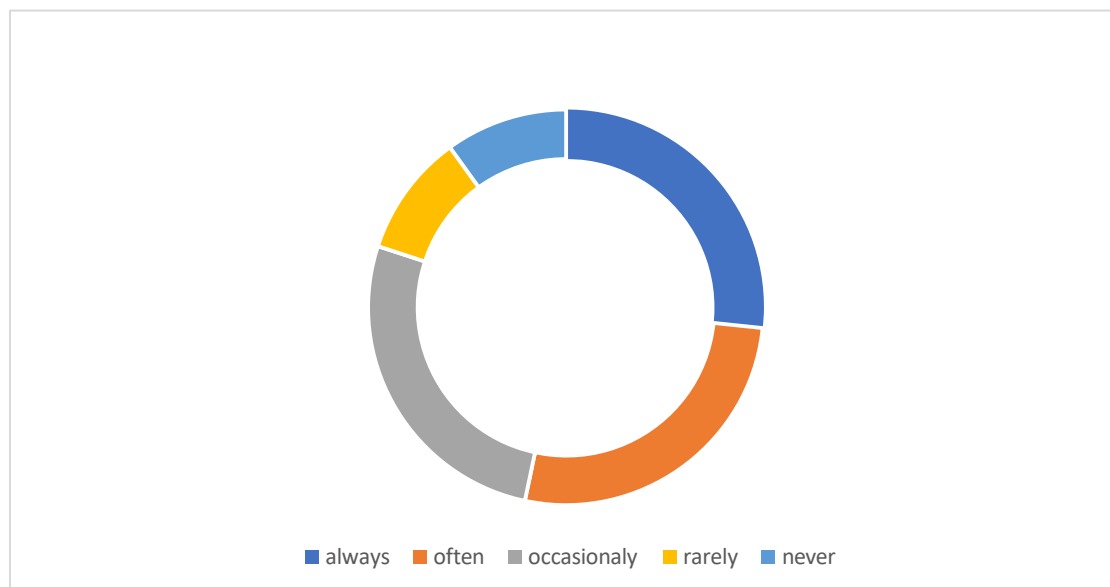
2.3.4 How often do you compare prices across different online platforms before making a purchase?

Table 2.3.4 shows how often the respondents compare prices across different online platforms before making a purchase.

Table 2.3.4 How often do you compare prices across different online platforms before making a purchase?

Options	Frequency	Percentage
Always	8	26.67%
Often	8	26.67%
Occasionally	8	26.67%
Rarely	3	10%
Never	3	10%
Total	30	100%

Sources Primary sources



From the above table it can be seen that most of the respondents compare the price across different online platform before making a purchase.

2.4 CUSTOMER REVIEW & SATISFACTION LEVEL

In this section, the researcher attempted to study the respondent satisfaction level and their review based on their past experience.

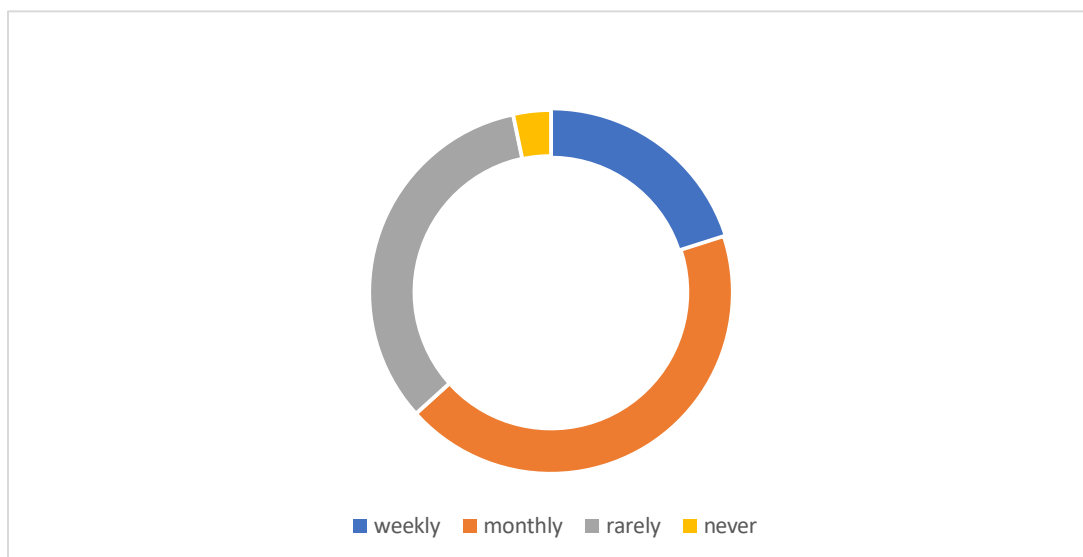
2.4.1 How often do you use mobile shopping apps for making purchase?

Table 2.4.1 shows how often the respondents used mobile shopping apps for making purchase.

Table 2.4.1 How often do you use mobile shopping apps for making purchase?

Options	Frequency	Percentage
Weekly	6	20%
Monthly	13	43.33%
Rarely	10	33.33%
Never	1	3.33%
Total	30	100%

Sources: Primary sources



The above table indicates that most of the respondents (43.33%) makes online shopping purchase monthly followed by 33.33% of the respondents who makes purchase rarely.

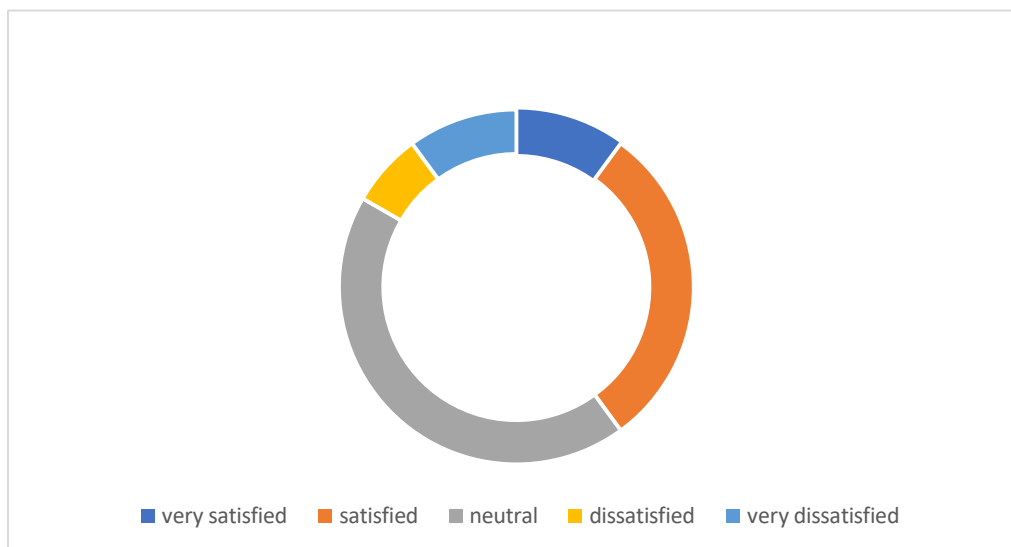
2.4.2 Have you ever encountered issues with online purchases, such as damaged items or late deliveries? If yes, how satisfied were you with the resolution process?

Table 2.4.2. shows the satisfaction level of the respondents based on the issue resolution processes.

Table 2.4.2 Have you ever encountered issues with online purchases, such as damaged items or late deliveries? If yes, how satisfied were you with the resolution process?

Options	Frequency	Percentage
Very satisfied	3	10%
Satisfied	9	30%
Neutral	13	43.33%
Dissatisfied	2	6.67%
Very dissatisfied	3	10%
Total	30	100%

Sources: Primary sources



The above table indicates that majority of the respondents (43.33%) stay neutral when it comes to satisfaction level based on the issue resolution process.

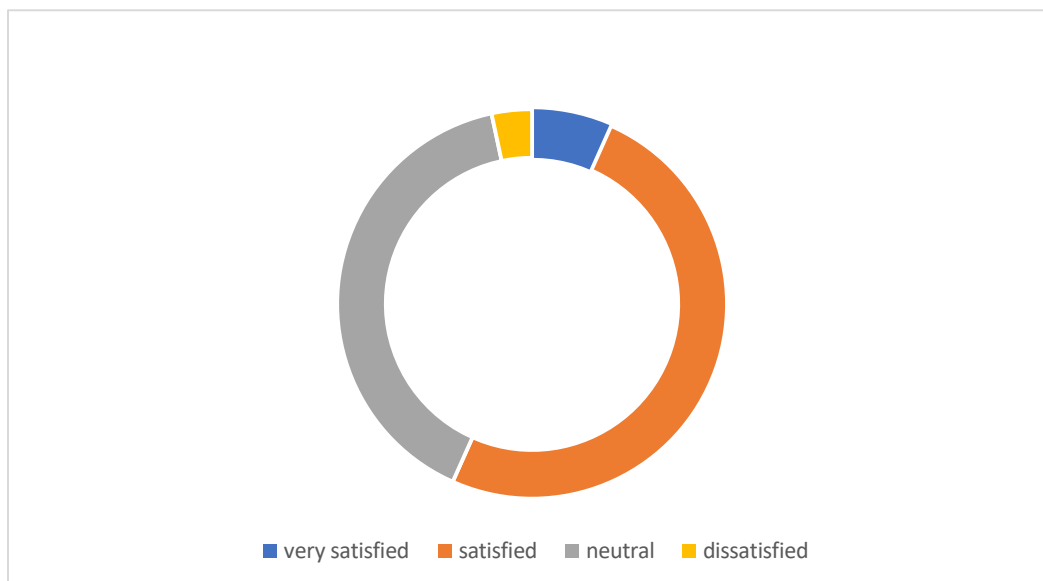
2.4.3 How satisfied are you with the overall online shopping experience, including post purchase support and return policies?

Table 2.4.3 shows the satisfaction level of the respondents based on the overall shopping experience.

Table 2.4.3 How satisfied are you with the overall online shopping experience, including post purchase support and return policies?

Options	Frequency	Percentage
Very satisfied	2	6.67%
Satisfied	15	50%
Neutral	12	40%
Dissatisfied	1	3.33%
Total	30	100%

Sources: Primary sources



The above table indicates that most of the respondents (50%) are satisfied with the overall shopping experience while 40% of the respondents stay neutral and only 3.33% are dissatisfied.

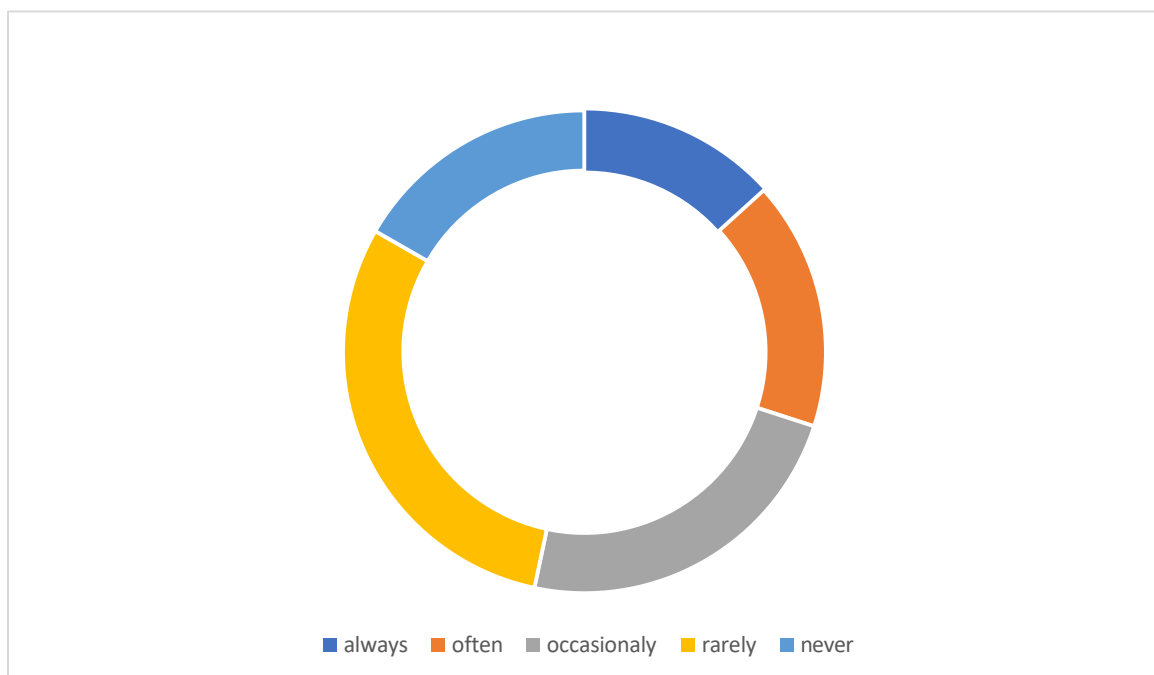
2.4.4 How likely are you to leave a review or feedback after making an online purchase?

Table 2.4.4 shows how likely are the respondents to leave a review or feedback after making an online purchase.

Table 2.4.4 How likely are you to leave a review or feedback after making an online purchase?

Options	Frequency	Percentage
Always	4	13.33%
Often	5	16.67%
Occasionally	7	23.33%
Rarely	9	30%
Never	5	16.67%
Total	30	100%

Sources: primary sources



From the above table it can be seen that majority of the respondents (30%) rarely leave a review or feedback and 23.33% of the respondents leave occasionally.

2.4.5 How likely are you to recommend your favorite online shopping platform to a friend or colleague?

Table 2.4.5 indicate the likeliness of the respondents to recommend their favorite online shopping platform to a friend or colleague.

Table 2.4.5 How likely are you to recommend your favorite online shopping platform to a friend or colleague?

Options	Frequency	Percentage
Not likely at all	5	16.67%
Likely	17	56.67%
Extremely likely	8	26.67%
Total	30	100%

Sources: Primary sources



The table shows that more than half of the respondents (56.67%) are likely to recommend their favorite online shopping platform to a friend or colleague while 16.67% respondents are not likely at all to recommend it.

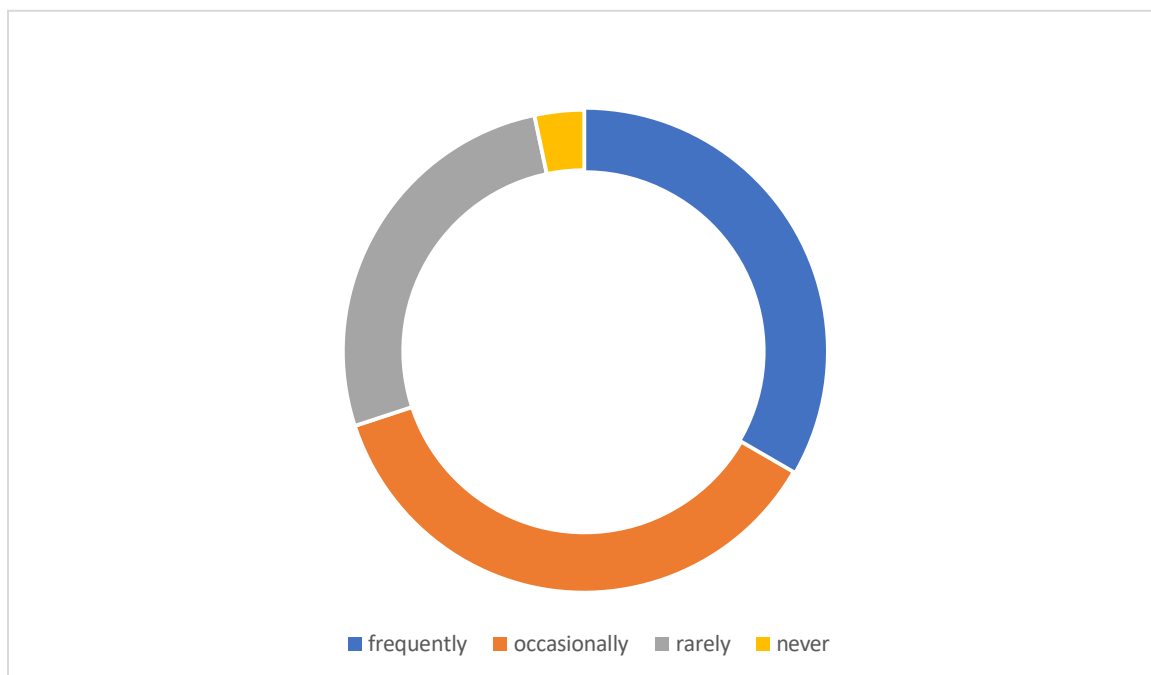
2.4.6 How often do you discuss your recent online purchases with your peers or friends?

Table 2.4.6 shows how often the respondents discuss their recent online purchase with their peers or friends.

Table 2.4.6 How often do you discuss your recent online purchases with your peers or friends?

Options	Frequency	Percentage
Frequently	10	33.33%
Occasionally	11	36.67%
Rarely	8	26.67%
Never	1	3.33%
Total	30	100%

Sources: Primary sources



The above table indicate that 11 respondents discuss their purchased occasionally and 10 respondents discuss frequently while 8 respondents rarely discuss and 1 respondent never discuss with peers or friends.

2.5 Customer shopping preference

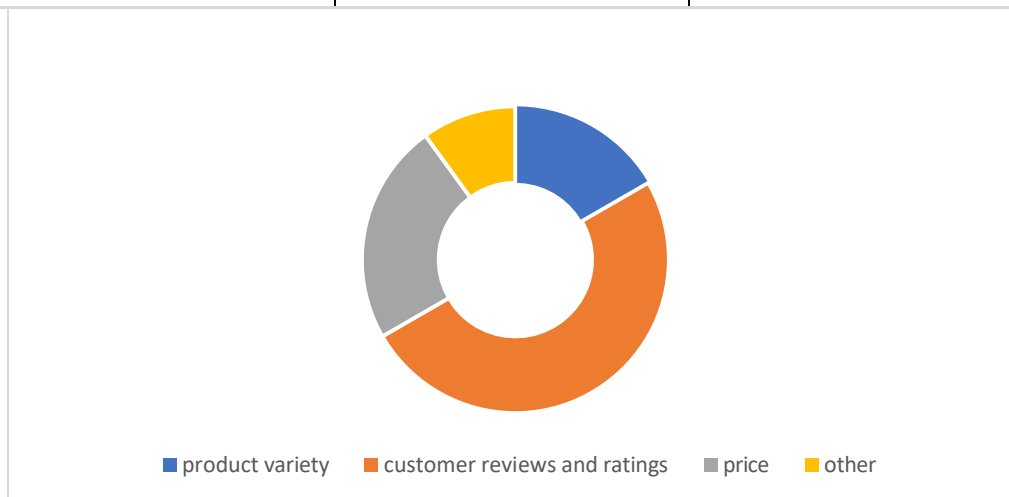
In this section, the researcher attempted to identify the types of shopping the respondents prefer.

2.5.1 What features do you value most when comparing online shopping and traditional in-store shopping?

Table 2.5.1 shows what features the respondents value most when comparing online shopping and traditional in-store shopping.

Table 2.5.1 What features do you value most when comparing online shopping and traditional in-store shopping?

Options	Frequency	Percentage
Product variety	5	16.67%
Customer reviews and ratings	15	50%
Price	7	23.33%
Other	3	10%
Total	30	100%



Sources: Primary source

The above table indicates that 50% of the respondent value customer reviews and ratings the most when comparing online shopping and traditional in-store shopping.

2.5.2 Do you prefer online shopping or traditional in-store shopping?

Table 2.5.2 shows what types of shopping the respondents prefer.

Table 2.5.2 Do you prefer online shopping or traditional in-store shopping?

Options	Frequency	Percentage
Online shopping	19	63.33%
In-store shopping	11	36.67%
Total	30	100%

Sources: Primary sources



The above table indicates that majority of the respondents (63.33%) prefer online shopping while 36.67% of the respondents prefer in-store shopping.

CHAPTER-3

RESULTS AND DISCUSSION

Major Findings

This chapter finally highlights the findings of the study from the data collected from 30 respondents.

Demographic profile of the respondents

- Majority of the respondents (53.33%) are female while the other 46.67% of the respondents are male which may indicate that female has more interest in online shopping than male.
- 60% of the respondents belong to the age group of 18-21 years and 36.67% of the respondents are between 22-25 years of age while only 3.33% belong to the age group of above 26 years which indicates that online shopping had more influence on the youth.
- More than half of the respondents (56.67%) are on their 2nd academic year and 26.67% are on their 3rd academic year while 16.67% are freshmen.

Social influence

- 46.67% of the respondents are moderately influenced by social media while 23.33% of the respondents are strongly influenced, 16.67% are slightly influenced and 13.33% are not influenced at all. This shows that social media had a huge influence regarding buying behaviour of the respondents.
- 60% of the respondents follow online influencers or celebrities for product recommendations on social media.
- 50% of the respondents are moderately influenced by peer's recommendations showing that peer influence can greatly inspire online shopping decision.
- The study shows that more than half of the respondents (56.67%) had once made online purchases based solely on a peer's recommendation.
- 50% of the respondents say that they would trust a product recommended by a close friend rather than someone they follow on social media while 40% would trust both equally.

Budget and trending product

- The study shows that the most frequently purchased product in online among the respondents is beauty and personal care (33.33%) followed by clothing and fashion (30%). It reveals that the respondents mostly purchased product related to fashion and personal care.
- Majority of the respondents (66.67%) make online purchased based on needs rather than making a budget for shopping expenses.
- The study shows that the main factor that influence the respondents to exceed their budget when shopping online is limited time discounts (33.33% of the respondents) and impulse buying (23.33% of the respondents).
- Most of the respondents usually compare prices across different online platforms before making a purchase while only 10% of the respondents don't compare. It indicates that price is a huge factor that affect the decision making of the respondents.

Customer reviews and satisfaction levels

- 43.33% of the respondents used mobile shopping apps monthly to make online purchases while 20% of the respondents used it weekly. This shows the frequency of online purchased made by the respondents.
- 43.33% of the respondents stay neutral regarding the issues encountered with online purchases while 30% of the respondents are satisfied with the resolution process of issues encountered.
- Half of the respondents are satisfied with their overall shopping experienced while 40% remain neutral.
- The study shows that 30% of the respondents rarely leave a review or feedback after making an online purchase while only 23.33% occasionally leave it.
- 56.67% of the respondents are likely to recommend their favourite online shopping platform to a friend or colleague. This shows the importances of earning a favour of the customer especially for online shopping platform.
- The study shows that most of the respondents frequently or occasionally discuss their recent online purchases with their peers or friends.

Customer shopping preferences

- Half of the respondent value customer reviews and ratings the most when comparing online shopping and traditional in-store shopping. It shows the importances of impact the shopping platform had made on their customer.
- Majority of the respondents (63.33%) prefer online shopping while 36.67% of the respondents prefer traditional in-store shopping.

CHAPTER-IV

SUGGESTIONS AND CONCLUSION

SUGGESTIONS

1. It is highly recommended to conduct surveys targeting college students to gather quantitative data on their online shopping habits, preferences, and frequency of purchases. Include questions about preferred platforms, types of products purchased, factors influencing purchasing decisions, and satisfaction with online shopping experiences.
2. Compare online shopping trends among college students from different cultural backgrounds or geographic regions. This comparative approach can help identify cultural influences on online shopping behaviours and preferences.
3. Use psychological profiling tools and frameworks to understand the personality traits, motivations, and cognitive biases that drive college students' online shopping behaviours.

CONCLUSION

In conclusion, this research has shed light on the significant impact of online shopping trends among college students. The findings indicate that online shopping has become an integral part of the shopping habits of college students, with the majority of respondents expressing a preference for online platforms over traditional brick-and-mortar stores. Factors such as competitive pricing, customer review and ratings were identified as key drivers influencing this preference.

Moreover, the study highlights the increasing reliance on mobile devices for online shopping among college students, emphasizing the importance for retailers to optimize their platforms for mobile use. Additionally, the influence of social media on purchasing decisions suggests the need for businesses to invest in targeted marketing strategies on popular social media platforms.

However, it is essential to note some limitations of the study. The research was conducted within a specific geographic region and may not be fully representative of online shopping trends among college students globally. Future studies could benefit from a more extensive and diverse sample to provide a more comprehensive understanding of this phenomenon.

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APPENDIX

ONLINE SHOPPING TREND AMONG COLLEGE STUDENTS

This is an academic mini research/project being undertaken by C.Lalramtiam, 4th Semester, B. Com, HATIM for the award of Bachelor of Commerce. I would be very grateful if you could respond to the understated questions. All information will be treated as confidential and will be used for academic purpose only.

Socio-demographic background

1. Gender of the respondents?

- a. Male
- b. Female

2. Age of the respondents?

- a. 18-21
- b. 22-25
- c. Above 26

3. Academic year of the respondents?

- a. 1st year
- b. 2nd year
- c. 3rd year

Social influence

4. To what extent does social media influence your online shopping decisions?

- a. Strongly
- b. Moderately
- c. Slightly
- d. Not influential at all

5. Do you follow online influencers or celebrities for product recommendations on social media?

- a. Yes
- b. No

6. To what extent do your peers' recommendations influence your online shopping decisions?

- a. strongly
- b. moderately
- c. slightly
- d. not at all

7. Have you ever made an online purchase based solely on a peer's recommendation?

- a. Yes
- b. No

8. Would you be more likely to trust a product recommendation from a close friend or someone you follow on social media?

- a. close friends
- b. someone I follow on social media
- c. equally likely

BUDGET AND TRENDING PRODUCTS

9. Which product categories do you most frequently purchase online?

- a. Clothing & fashion
- b. Electronics & gadgets
- c. Books & study materials
- c. Beauty & personal care
- d. Groceries
- e. Other

10. How do you budget for your online shopping expenses?
- a. set monthly budget
 - b. decide based on need
 - c. impulse buying
11. What factors influence you to exceed your budget when shopping online?
- a. limited time discount
 - b. exclusive promotion
 - c. impulse buying
 - d. desire for the latest trends
 - e. others
12. How often do you compare prices across different online platforms before making a purchase?
- a. Always
 - b. Often
 - c. Occasionally
 - d. Rarely
 - e. Never

Customer shopping preference

13. How often do you use mobile shopping apps for making purchases?
- a. Weekly
 - b. Monthly
 - c. Rarely
 - d. Never
14. Have you ever encountered issues with online purchases, such as damaged items or late deliveries? If yes, how satisfied were you with the resolution process?

- a. very satisfied
- b. satisfied
- c. neutral
- d. dissatisfied
- e. very dissatisfied

15. How satisfied are you with the overall online shopping experience, including post-purchase support and return policies?

- a. Very satisfied
- b. Satisfied
- c. Neutral
- d. dissatisfied

16. How likely are you to leave a review or feedback after making an online purchase?

- a. Always
- b. Often
- c. Occasionally
- d. Rarely
- e. Never

17. How likely are you to recommend your favourite online shopping platform to a friend or colleague?

- a. not likely at all
- b. likely
- c. extremely likely

18. How often do you discuss your recent online purchases with your peers or friends?

- a. frequently
- b. occasionally

c. rarely

d. never

Customer shopping preference

19. What features do you value most when comparing online shopping and traditional in-store shopping?

a. product variety

b. customer reviews and ratings

c. price

d. other

20. Do you prefer online shopping or traditional in-store shopping?

a. Online shopping

b. Traditional In-store shopping