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# Factors Influencing Online Shopping Among Students: A Study on Pandharpur City

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## Abstract

Online shopping plays a crucial role in students' purchasing habits, and is influenced by factors such as convenience, price, trust, social media, and security concerns. This study examined the important factors affecting online shopping habits among students in Pandharpur, Maharashtra. This research primarily aims to promote online shopping behaviors among students, assess the relative importance of these factors, and provide insight into how companies can better meet the needs of student consumers. Descriptive research design was implemented, and 50 students from different educational institutions in Pandharpur were surveyed using a structured questionnaire. Descriptive statistics were used to analyze the feedback words presented in tabular format to highlight the extent to which these factors influence them. This research highlights the significant role of social influence in shaping Online Shopping decisions. Descriptive research design was used to study the factors influencing online shopping among students. Descriptive statistics were utilized to analyze the data. Findings indicate that convenience is the most significant factor affecting online shopping decisions, followed by price sensitivity and trust. The study highlights the role of social influence in shaping online shopping behaviors among students. Recommendations for businesses include offering exclusive student discounts, enhancing product quality assurance, and improving delivery logistics to cater to the needs of student consumers.

**Keywords**-Online shopping, Convenience, Price sensitivity, student Consumer Behavior

The rapid development of digital technology has revolutionized many aspects of consumer behavior. Thus makes online shopping is one of the most important retail trends. Online shopping provides convenience by allowing customers to purchase goods and services anytime, anywhere, and without visiting physical stores. The convenience, affordability and variety offered in the online shop have made it an attractive option for students to increasingly turn to digital platforms due to purchase requirements. This growth trend is not limited to metropolitan cities, but also to smaller cities such as Pandarpur, where students embrace the digital age of purchasing behavior. The increasing presence of e-commerce platforms for students creates both opportunities and obstacles for business.

While students are attractive consumer groups due to their technical and available income, it is very important for businesses to understand the underlying factors that drive online shopping behavior in this population group. The purpose of this study was to examine factors that influence online shopping among students in Pandharpur. This study examines how aspects such as cost awareness, shopping convenience, social impact, discount availability, product type, and delivery speed influence online shopping behavior. A clear understanding of these factors helps businesses craft targeted marketing plans and enhance their deals to better serve this consumer group. This study is important as it addresses the gaps in the existing literature regarding online shopping behaviors in small cities such as Pandharpur.

## Research Objectives:

1. To identify factors that influence online shopping behaviors among Pandharpur students.
2. To study the role of convenience, price sensitivity and trust in shaping online shopping preferences
3. To recommend strategies for businesses to improve online shopping experiences for students

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### Scope of the Study

This study investigated the various factors shaping online shopping habits among students in Pandharpur, Maharashtra. It examines factors such as price sensitivity, convenience, peer influence, discount, and delivery time. The research focused on students aged 18-30 from various educational institutions, with data collected from 50 students. The findings aim to help businesses better understand student shopping behavior in smaller cities.

### Review of literature

Online shopping has gained immense popularity among students due to the increasing availability of smartphones, Internet penetration and popular digital payment options. According to Kumar and Gupta (2022), students prefer e-commerce platforms because they provide flexibility and access to a various products.

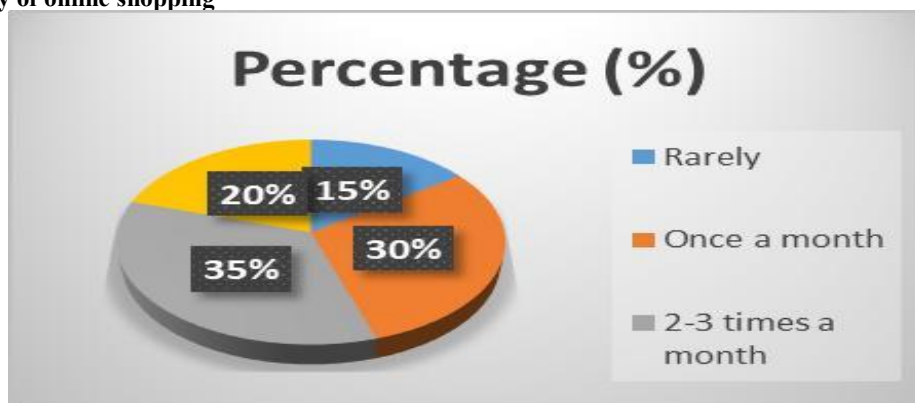
Research by Gupta et al (2023) highlights that students prefer well-established platforms such as Amazon, Flipkart, and Myntra, etc., because of their secure payment gateways and reliable return conditions. The presence of encryption technologies and trusted payment methods (e.g.

UPI, PayPal, and debit/credit cards) increases students' confidence in online transactions. As budget-conscious consumers, students are highly sensitive to pricing and promotional offers. According to Singh and Verma (2021), students actively compare prices on various e-commerce platforms to find the best offers. They are also more likely to purchase products during discount seasons such as during Diwali Sales, Black Friday, and Amazon's Great Indian Festival.

Convenience plays a key role in online purchases. Research suggests that factors such as time efficiency and easy accessibility greatly impact consumers' preferences for online shopping compared to traditional retail (Alreck & Settle, 2002). Price sensitivity has always been a major factor in e-Commerce. Degeratu, Rangaswamy and Wu (2000)

### Factors Influencing Online shopping Behavior of students

#### 1) Frequency of online shopping



The highest number of students shop online at least once a month that is (30%), showing that online shopping is a regular habit. While 35% shop 2-3 times a month, indicating a high engagement with online shopping. A significant (20%) shop weekly. A

found that online shoppers are highly price-conscious and compare prices across platforms before making purchases.

### Research methodology

This section describes the research methods used to investigate the factors that influence online shopping among students in Pandharpur. Methodology includes research design, data collection methods, sample strategies, and data analysis techniques that research enrolls in research designs to systematically analyze students' online shopping behaviors. This design helps identify key factors such as convenience, pricing, trust, social impact, and security concerns that affect student's purchasing decisions.

### Data collection

Primary data were gathered through a structured questionnaire, that was distributed to students via Google Forms and printed copies. The questionnaire consisted of multiple-choice questions to measure various factors affecting students' online shopping preferences.

Secondary data are found in academic journals, e-commerce industry reports, books, and previous studies on online shopping behavior. These data provided a theoretical foundation and supported the findings of this study

### Sample Size

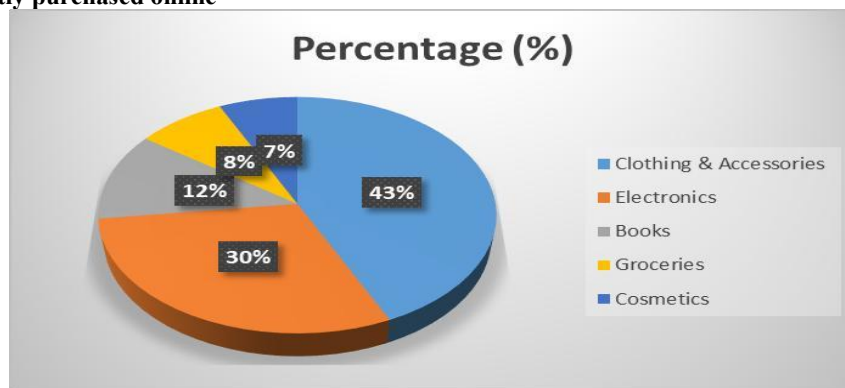
A total of 50 students are surveyed to ensure a representative sample. The sample size is selected based on feasibility and previous research methodologies in similar studies. Random sample techniques are used to ensure fair representation of students from various educational institutions.

### Data Analysis

This section presents an analysis of the data collected from students in Pandharpur City regarding the factors that influence online shopping behavior.

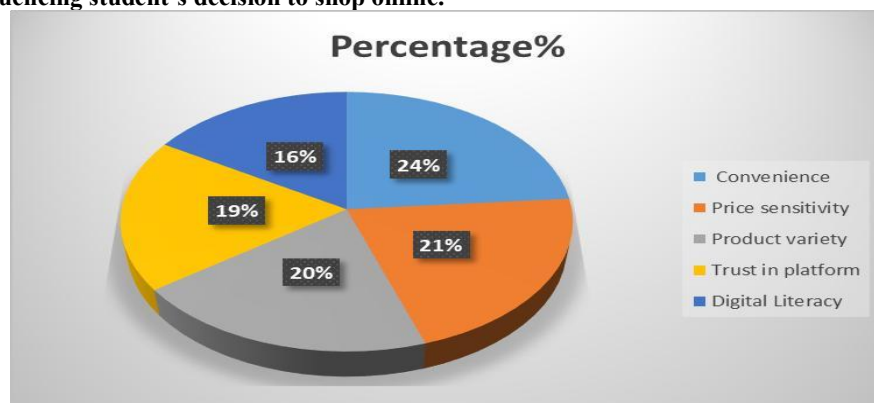
large number of students shop online every week, showing an increasing dependency on e-commerce. Small group shops online only occasionally (15%), possibly due to preferences for in-store shopping or concerns about online purchases.

## 2) Product mostly purchased online



Clothing and accessories (43%), and electronics 30% are the most popular categories. And Books 12% prefer purchasing online lower percentages for groceries 8%, and cosmetics 7% suggest students prefer purchasing from local stores

## 3) Factors influencing student's decision to shop online.

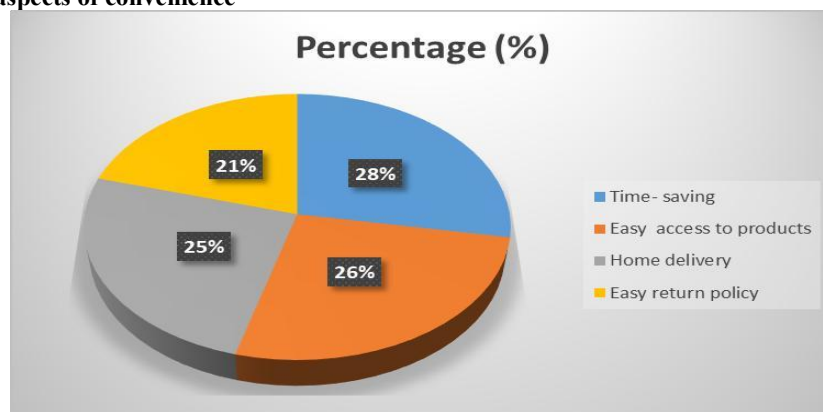


The most influential factor, with 24% of students considering convenience as primary reason for shopping. This indicates that students prefer platforms offering user-friendly interfaces, faster delivery and flexible return policies. 21% of students saw pricing a major factor in their online shopping choices. Discount, cashback offers & student-special

deals play a crucial role in their buying decisions. 20% of students value the wide variety of products available online compared to physical stores. 19% of students consider trust an important factor when shopping online. 16% of students believe that their familiarity with digital platforms influences their shopping behavior

## The role of convenience, price sensitivity and trust in shaping online shopping preferences.

### 1) Most Valued aspects of convenience



This table presents the key convenience factors that influence students' online shopping preferences. 28% of students considered time-saving as the most important aspect of convenience. Online

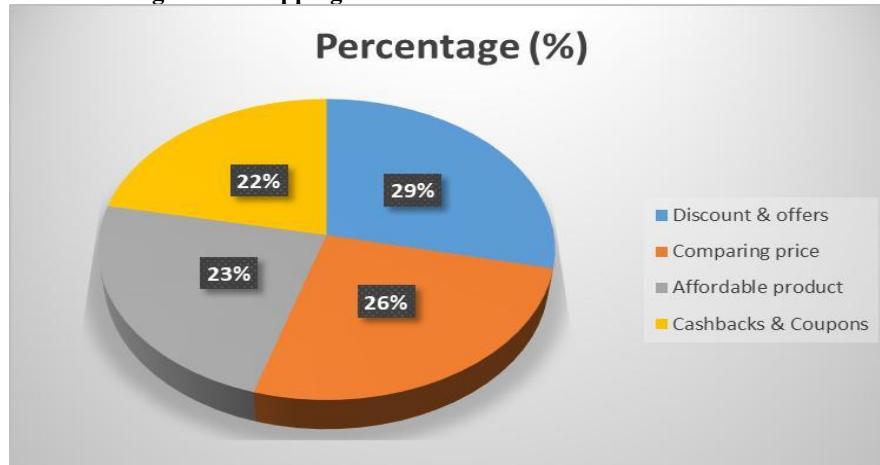
shopping allows students to purchase products quickly without spending time in physical stores. and 26% of students value the ease of accessing a variety of products online. E-commerce platforms offer a wider

selection of brands and categories than local stores do. 25% of students selected home delivery as a key convenience factor. The ability to deliver products delivered directly to their doorsteps eliminates the need to visit crowded store 21% of students appreciate

the return guidelines when purchasing online. Many students hesitate to buy products online because of concerns about size, quality, or damage. Platforms with free returns, rapid refunds, and flexible exchange policies attract more student buyers

### Price Sensitivity and Discount- Seeking Behavior

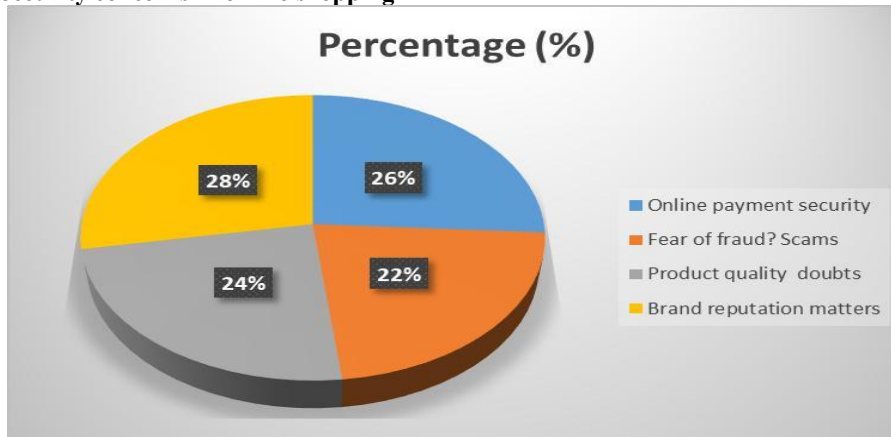
#### 2) Pricing factors influencing online shopping decisions



These tables present the most important pricing factors that influence students' decisions when purchasing online. 29% of students prioritize discounts & special offers when making online purchases. 26% of students compared prices across multiple platforms before purchasing. Price comparison ensures they obtain the best deal and help

in making informed decisions. 23% of student's affordability a key factor in their purchasing decisions. Budget-friendly options take precedence over premium or high-end products. 22% are actively looking for cashback offers and discount coupons. Many prefer a platform that offers wallet cashback, bank purchases.

#### 3) Trust and Security concerns in online shopping



This table presents the Trust & Security factors that influence student decisions. Online payment security 26% Most students trust online payments, but some still worry about safety, hacking, unauthorized transactions and payment failures. Fear of fraud/scams 22% of students are afraid of scams, fake websites, highlighting the need for secure payment gateways and buyer protection policies. The

Another factor influencing online shopping is product quality doubt is 24 %). A considerable number of students hesitated to shop online because of uncertainties about product authenticity, durability and whether the received product will match its description. Brand Reputation matters 28% .Most students prefer to shop from well-known brands because they trust their quality and service.

#### Findings:

1. Most students shop online at least once a month, with a significant number shopping two to three times a month or weekly, indicating high engagement with e-commerce.
2. Clothing and accessories (43%) and electronics (30%) were the most purchased items, while

3. Key Influencing Factors -Convenience (24%) was the top reason for online shopping, followed by price sensitivity (21%) and trust (19%).
4. Convenience Factors: Time-saving (28%), easy access (26%), and home delivery (25%) are

highly valued, with 21% preferring easy return policies.

5. Price Sensitivity - Discounts and offers (29 %) and price comparisons (26%) play a major role, making cost-effective pricing crucial for attracting students.
6. Trust and Security Concerns - While 26% trust online payments, 22% still fear fraud. Concerns about product quality 24 % and brand reputation 28% importance of sei.
7. Indicate the edibility.

#### **Suggestions:**

1. E- commerce platforms can introduce exclusive discounts for students through student verification programs
2. The implementation of a membership model with benefits such as free delivery, early access to sales, and additional discounts can attract student buyers, which should strengthen the seller verification processes to ensure authentic & highly -quality products
3. E-commerce platforms should work with local courier service to reduce deliver times in smaller cities such as Pandharpur
4. Transparent customer reviews - verified purchase reviews and detailed product descriptions with real images are mandatory to help students make informed decisions.

#### **Conclusion:**

This study reveals that convenience, price sensitivity, trust, and social media influence are the most significant factors driving online shopping behavior among students. While students enjoy the ease and affordability of online shopping, issues related to product quality, delayed delivery, and payment security remain challenges. To improve the online shopping experience of students, e-commerce platforms should focus on student offers, secure trading, improving logistics, and the inclusion of social media marketing strategies. Addressing these issues can increase customer satisfaction and build long-term trust in online shopping platforms.

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