



# ANALYZING UNIVERSITY STUDENT'S BEHAVIOR TOWARDS ONLINE SHOPPING: A POST-COVID RESEARCH ANALYSIS

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## ABSTRACT

The purpose of this article is to look into how university students' internet shopping habits have changed after the Covid-19 impact. On that basis, the purpose of this article is to explore the influence of brand reputation (BR), product quality (PQ), product reviews (PR), convenience over online shopping (COOS), brand loyalty (BL), and website interface quality (WIQ) on university students' desire to purchase online (DSO). Based on the relevant review of literature described further in this research study, the paper offered a thorough research strategy. This study focused on the influencing behavior of a specific group of Indian private university students. A quantitative research technique was used, which included an online poll of students. Both undergraduate and master's students from an Indian institution were chosen as responders since university students are thought to be the major internet buyers in general. The size of the sample in this research is 476, which was deemed sufficient for doing regression analysis.

**Keywords:** University students, online shopping, India, offline retailers

## 1. INTRODUCTION

Online shopping is a type of electronic commerce in which consumers use a web browser or a mobile app to buy goods or services directly from a seller over the Internet. Consumers find a product of interest by visiting the retailer's website directly or by searching among alternative vendors using a shopping search engine, which displays the availability and pricing of the same product at various e-retailers. Customers can shop online using a variety of computers and devices as of 2020, including desktop computers, laptop computers, tablet computers, and smartphones.

In 1979, English entrepreneur Michael Aldrich pioneered online shopping. His system used a domestic telephone line to connect an altered residential TV to a real-time payment processing computer. He saw videotex, a modified domestic broadcasting technology with a simple menu-driven human-computer interface, as a new, universally applicable, interactive communication medium — the first since the invention of the telephone. This empowered 'closed' corporate information systems to be opened up to 'outside' correspondents not merely for transaction processing, and also for e-messaging and information extraction and sharing of information, which became known as e-business.[1]

The introduction of online purchasing caused a historic shift in the apparel business. Online shopping is the process of purchasing goods and services from companies over the Internet. Since the inception of the World Wide Web, merchants have sought to promote their products to customers who spend time online. Shoppers may browse web shops while sitting in front of their laptops in the comfort of their own homes. Amazon, Flipkart, Myntra, and Ajio are the most popular online shopping platforms.[2]

### **1.1 Changes Covid Has Brought to Online Shopping:**

The year 2020 would be recognized as the year in which everything was altered. There has been no other place where such spectacular and unanticipated development has occurred than in the digital and e-commerce industries, which have burst in the aftermath of the COVID-19 crisis. As a result of the quarantine, people's shopping patterns have changed. These habits have been established as a result of the problem's protracted duration. Customers will almost certainly spend more money once stores open. However, this does not mean people would forgo the addictive and pleasurable experience of internet shopping. COVID-19 concerns aren't going away suddenly. Even once the quarantine is lifted, people will be wary, and many would choose to purchase online from the comfort of their own homes. Due to the massive growth of mobile devices, it has now become simpler than ever before to research and buy products online. Customers can place orders one-handed from the device that is almost always in their palm or pocket.

The pandemic has accelerated e-commerce growth across the AMEA region, with India being no exception. The survey, which polled small and medium-sized enterprises (SMEs) and consumers in India and ten other markets in the Asia Pacific, Middle East, and Africa region (AMEA), was designed to investigate the region's ongoing evolution of e-commerce and identify trends that could fuel future growth.[3]

Conventional online shopping technique has also reached its boundaries, with many brands reporting that their ecommerce tech stacks are not adaptable enough to meet customer expectations. Furthermore, the cost of digital advertising is rising. However, supply chain issues and inflation remain the most significant limiting factors. According to the 'Statista Digital Market Outlook,' global revenues increased by 70% in four years, reaching over \$3.84 trillion in 2021. Electronics and fashion sales, the two most important ecommerce revenue streams, accounted for nearly half of that total. Also, the global ecommerce fashion industry's revenue increased 67% to \$890 billion between 2017 and 2021. The number of online shoppers is expected to increase

by 315 million years on year to 4.1 billion in 2022. Furthermore, the market penetration rate is expected to reach 54.1% this year. [4]

## **2. VARIABLES CONSIDERED IN THIS PAPER:**

### **V1. Brand Reputation (BR)**

The reputation of a brand is an essential aspect that might impact online purchasing behavior. It refers to a brand's overall perception in the eyes of consumers and may be impacted by a range of elements such as product quality, client service, and marketing activities. According to statistical evidence, brand reputation may have a considerable influence on customer purchase decisions. According to Gartner, 64% of purchasers who have a strong emotional connection to a brand are prepared to spend a higher price for its goods and services (Amita Jain, 2022). Another survey done by Nielsen Company discovered that 55% of customers are willing to spend extra for items from trusted companies. This demonstrates that buyers are willing to shell out more for items from well-known brands (Nielsen, 2013).

### **V2. Product Quality (PQ)**

The quality of a product is an essential aspect that might impact online purchasing behavior. It refers to a product's entire quality, which includes its performance, durability, and safety. According to statistical evidence, product quality can have a major influence on customer purchase decisions. Customers who are impressed with the performance of an item are more likely to make a second purchase, according to a survey conducted by the American Consumer Satisfaction Index (ACSI). Client satisfaction with quality of product had a correlation value of 0.75, showing a significant association between the two parameters, according to the study.

Another survey conducted by TNS Global discovered that quality of the product is the most critical element in customer purchase decisions. According to the report, 57% of customers believe that quality of the product is the most significant consideration when deciding on a purchase, accompanied by price (38%), and brand image (35%) (TNS Global, 2010). Furthermore, a survey conducted by Nielsen Company reveals that buyers are much more likely to rely on product evaluations for high-quality items. According to the report, 85% of shoppers trust ratings and reviews for high-quality items with ratings of four stars or above (Nielsen, 2013).

### **V3. Product Reviews (PR)**

Reviews of product are a crucial component of online buying since they give consumers useful knowledge about a product while making a purchase. They might take the form of comments, ratings, or sometimes both. According to statistical evidence, customer reviews can have a considerable impact on a client's purchase decisions. According to a Spiegel Research Center research, items with reviews are 270% more likely to be purchased than ones without ratings (Askalidis, Y. and Malthouse, E. C., 2016).

According to another BrightLocal survey, 84% of shoppers trust internet evaluations as much as testimonials (Myles Anderson, 2014). This implies that product evaluations can be just as persuasive as word-of-mouth referrals, and that buyers are more inclined to believe and depend on them before making purchase decisions. Furthermore, a study conducted by Reevoo, a customer reviews website, discovered that people are more inclined to purchase items with better ratings and more evaluations. According to the study, items with an average score of 4.5 stars or above had a 72% success rate, whereas those with a rating of 3 stars or below had a success rate of only 24% (Charlotte Fallon, 2020).

#### **V4. Convenience Over Online Shopping (COOS)**

Although the notion of "convenience" has been around for millennia, the phrase itself was first used in the end of the 19th century. It is unclear who coined the phrase, which has been used in a variety of circumstances throughout history. However, in the twentieth century, the phrase became more extensively employed in regard to consumer products and services.

According to Nielsen (a worldwide data and measurement analytics business) convenience is the most important driver of consumer purchase decisions. Based on the report, 69% of consumers are prepared to spend extra for items that are more convenient. Another survey conducted by McKinsey & Company, a multinational management consulting organisation, discovered that shoppers are increasingly seeking ease in their purchasing experiences. According to the report, more than 70% of customers purchase online at least once each month, and the number of consumers who utilise same-day shipping services is increasing at a 20% annual pace (Lee, Jim S., Gene Chao, and Jane Cheung, 2020).

According to the Consumer Protection (Distance Selling) Act 2000, online shops in the United Kingdom are not allowed to charge a restocking fee if a customer cancels their order (Alina Selyukh, 2018). According to a 2018 survey in the United States, 26% of online shoppers never return items, while another 65% rarely do. Furthermore, vendors will benefit from online shopping because of the reduced sales inventory pressure, low operating costs, and the site's inability to limit the scale of operation (Tao Chen, XiongYing Cen, Meng Qi, 2020).

#### **V5. BRAND LOYALTY (BL)**

Marketing scholars and practitioners coined the term "brand loyalty" in the 1950s. Ernest Dichter performed one of the oldest and most prominent studies on brand loyalty in the 1950s, defining it as "the total of the positive sentiments and attitudes that customers hold towards a brand." (Stefan Schwarzkopf & Rainer Gries, 2010) Dichter's study was among the first to emphasize the significance of understanding consumer behavior and emotions in developing brand loyalty. Customers who are devoted to a specific brand are often more likely patronaged to purchase and suggest the brand to others, which can have a substantial influence on online buying.

According to Accenture research, 81% of consumers are more inclined to make purchase decision from a brand to whom they are loyal (Tara Burns and Aleks Vujanic, 2019). According to another study conducted by the marketing research firm Nielsen, brand loyal consumers are valuable up to tenfold more than a one-time purchaser. Furthermore, the Nielsen survey discovered that branded loyal consumers are more inclined to suggest the brand item with others, which could also lead to higher brand recognition and possible new customers (Nielsen, 2022). According to the survey, brand loyal clients are approximately 18 times more likely than the non-loyal customers to promote a brand to others.

## V6. WEBSITE INTERFACE QUALITY (WIQ)

The quality of a website's interface may have a substantial impact on the overall experience of a user and a client's chance to make a purchase when buying online. A properly structured website interface may help customers find what they're searching for, browse the site, and finish a transaction, but an improperly built website interface can cause aggravation and a lack of faith in the company. As per Adobe, "38% of consumers will abandon a website if somehow the content or appearance is unappealing." (Jamie Fitz Henry, 2020) According to another survey conducted by the research organization Akamai, 47% of consumers anticipate a web address to respond in 2 seconds less than, and 40% will avoid a web page which requires more than 3 seconds to open (Penny Flood and Gillie Tennant, 2009). According to a poll conducted by the management consultant Invesp, 88% of online shoppers are less inclined to revisit a webpage after having a negative experience (Joe Rinaldi, 2017).

### 3. REVIEW OF LITERATURE:

Ahmed Al Asheq, Khadiza Rahman Tanchi, Sabrina Akhter, Md. Kamruzzaman and K. M. Anwarul Islam (2022) together conducted their study to investigate the key variables that might have a big impact on customers' decision to shop at online stores. This article seeks to investigate the effects of perceived website trust (PT), convenience (CONV), and quality and subjective norm (SN) on people's intention to engage in online shopping (ITOS). The study was limited to students belonging to only undergraduate and graduate students from two institutions in Bangladesh as they were taken into account as responders because it was thought that they made up the majority of internet buyers in Bangladesh. The objective of this research paper is to show that PT, CONV, PWQ, and SN significantly affect students' inclination to shop online. All the proposed hypotheses were supported by the correlation and regression data. The four independent factors (PT, CONV, PWQ, and SN) were found to have a favorable and robust influence on university students' online buying intention inside Bangladesh.

Alireza Adibfar, Siddhartha Gulhare, Siva Srinivasan and Aaron Costin (2022) examined internet buying habits both before and after the Covid-19 epidemic and to look into how these patterns have changed. The NHTS 2017 data were first utilized in this study to identify the personal characteristics of people who significantly influence their online buying behavior. Following that, a survey was created based on the results, and 206 valid replies were received. According to the findings of behavioral modelling, factors that are important to online

buying behavior at a 95% level of certainty include gender (being a man), age, college degree, household income, and household size. It should be emphasized that the quantity and dispersion of the replies were the study's limitations; as a result, it shows that the results are more indicative of the behavior of younger adults residing in Florida than they are of Americans as a whole.

Gloria Chan, Christy Cheung, Timothy Kwong, Moez Limayem, Lei Zhu (2003) developed a research framework which included parameters that are required to evaluate online consumer behavior in a systematic manner, a research model with three main construction elements (intention, adoption, and continuation) was developed. This suggested paradigm not only gives a unified perspective of online consumer behavior, but it also acts as an important guideline for academics in this field. The findings in this paper indicate that the research on online consumer behavior is quite scattered.

William K. Darley, Charles Blankson, Denise J. Luethge (2010) empirical study provides an in-depth analysis of current empirical studies on online consumer behavior and decision-making processes. The study's findings indicate a scarcity of research on a variety of decision-making components, as well as variations in how the online world is defined. Finally, the data suggest that student samples are common in the studies examined, and the study approach is skewed toward surveying rather than testing.

Ceren Topaloglu (2012) conducted a research study to investigate the effects of various values and issues on customer search and buy intents, as well as to develop an integrated model that may explain buying choices. Consumer intentions in Turkey, where the bulk of the population is under 30. According to the current study, hedonic value is a factor of customer intent to seek and purchase. Purchase intention is directly affected by search intent. Utilitarian value has no effect on search intention, but it has a large effect on purchase intention. The findings suggest that search intentions precede buying intents. This implies that, in addition to the direct influence, hedonic value has an indirect effect on purchase intentions whereas utilitarian value has a direct influence on purchase intention.

Aizawl (2013) developed a research framework involving a survey to investigate customer perception and behavior regarding internet purchasing. The investigation begins with the identification of several variables associated with the formation of customer perception. The study was performed utilizing both primary and secondary data. The primary data for this study was gathered through a survey performed in Aizawl, with a sample size of 30. To obtain primary data, the Questionnaire was employed. The aim is not to transform all customers to online purchasing, but to show them that it is an option. In addition to the foregoing, efforts should be made to educate online consumers on the processes that must be initiated when opening an online purchasing account.

Ali, B. J. (2020) designed an in-depth research framework to look at how the COVID-19 outbreak has affected Iraqi consumer purchase behavior for electronic durable products. Other studies have found that the majority of Iraqis do not buy online and are now unmotivated to do so. As a result, the chance to examine the behaviors of consumers of electronic durable products before and after the COVID-19 epidemic was highly ripe at the

time of research. This survey assessed whether or not Iraqi customers still prefer brick-and-mortar over internet buying in this manner. Furthermore, this study sought to determine whether and what new tendencies or behaviors had emerged in reaction to the epidemic. This study looks at the probable relationship between COVID-19 and consumer purchasing habits of electronic durable products in Iraq, with a particular emphasis on understanding customer adjustments to the relevant constraints. This study reviews existing literature as well as secondary sales data from Samsung to demonstrate how the epidemic may have spurred Iraqi customers to embrace technology, as seen by an increase in online purchases. The findings of this study demonstrate that, throughout the two years studied, the rate of online purchasing among Iraqi customers grew in tandem with the growth in worldwide and Iraqi COVID-19 instances. This might indicate a correlation, which should be the subject of further research, where a broader scope could be added into a full regression analysis of coherence factors, both in Iraq and globally. The data utilized in this analysis revealed that the COVID-19 pandemic was associated with lower sales of Samsung electronics consumer durable products beginning in February 2020, when the virus first arrived in Iraq. It was also associated with a progressive reduction in sales compared to the previous year. Total sales in the first half of 2020 fell by 24% compared to the same period in 2019. Furthermore, consumption shifted toward more necessary products, such as food. The quarantine and movement restrictions may have contributed to this decline. Demand for television sets, microwaves, and vacuum cleaners climbed in 2020 compared to 2019, but demand for air conditioners, dishwashers, refrigerators, and washing machines fell. The findings suggested that the numbers matched with social distance, prompting people to shun large gatherings and encouraging customers to purchase from home.

Sharma, Anupam, Jhamb, Deepika, (2020) intended to study remarks on many difficulties and views of internet marketing as a result of COVID-19. There are still many unknowns about how the sale will affect the worldwide community in the next months, both emotionally and professionally. This study looks at the impact of the pandemic on everything from toilet paper to baby gear, pet food, and many other everyday necessities. According to the findings, consumer behavior toward online purchasing has significantly grown during COVID-19 and is expected to continue to rise in the future.

Jagdish Sheth (2020) published a research article which intended to investigate the influence of the Covid-19 epidemic on customer behavior. Will consumers' buying patterns alter permanently as a result of lockdown and social distance, or will they revert to their previous behavior's once the global crisis is over? Will customers develop new habits as a result of new restrictions governing air travel, shopping at malls, and attending concerts and sporting events? Will customers find that travelling to a store or attending an event in person is too much of a nuisance, and thus it is preferable to have the business or event come to them? This study covers eight of the initial implications of the Covid-19 epidemic on consumption and consumer behavior. Hoarding, improvisation, pent-up demand, embracing digital technology, store visits, blurring of work-life boundaries, reunions with friends and family, and talent discovery are the eight impacts. Jagdish also described that the majority of customers like social media platforms such as Facebook, WhatsApp, YouTube, WeChat, LinkedIn, and others. The internet is an extremely rich media with a worldwide reach. China and India are no longer the most populous countries. Facebook, YouTube, and WhatsApp are the three. Each of them has over a billion

subscriptions and users. This has significantly altered the nature and extent of word-of-mouth advice and recommendations, as well as information exchange. Influencer marketing is one of the fastest expanding fields. The impact of digital technology in general, and social media in particular, on consumer behavior is vast and widespread in consumers' everyday lives. Consumers are unable to travel to the grocery store or shopping centers in countries such as India, China, Italy, and others due to total lockdown. Instead, the store comes to your house. Work and education also have a role. This changes the flow of information for job, education, health, and purchase and consuming. Everything is being delivered to your door, including streaming services like Disney, Netflix, and Amazon Prime, which is destroying the weird habit of physically visiting to brick and mortar stores. It is also improving customer convenience and personalization. He also claims that technology is the second primary driver of consumer behavior, and that it has profoundly impacted consumer behavior since the Industrial Revolution with the advent of vehicles, appliances, and aircraft. He concluded by saying that the lockdown and social isolation imposed to combat the covid-19 virus had caused major disturbances in consumer behavior. All consumption was time and place limited. Consumers have learnt to improvise in unique and imaginative ways with time freedom but geographical rigidity. Job-life boundaries have become blurred as a result of work flexibility, study from home, and relax at home. Because the customer is unable to travel to the business, the store must travel to the consumer. Consumers who have been subjected to house imprisonment for an extended length of time are more inclined to accept modern technologies that make work, learning, and consuming more convenient. Adopting digital technology is likely to cause established behaviors to change. Finally, public policy will enforce new consuming patterns, particularly in public venues such as airports, music halls, and parks.

Catherine Prentice, Jinyan Chen and Bela Stantic (2020) together explored the association between government actions for fighting the epidemic and their adverse consequences. One such adverse effect was discovered as panic purchasing. This study looked at the relationship between government actions and panic purchasing. Three experiments were conducted in order to comprehend the timing impact and establish a link between timed measurements and consumer behavior. To achieve the research goal, semantic analysis, secondary data search, and big data analytics were used. Twitter tweets were utilized in this study to see if there was a relationship between government COVID-19 actions and panic purchasing. The purpose of this study was to see if there was a relationship between Australia's timed efforts to fight COVID-19 and panic purchasing. Secondary data was analyzed to see whether changes in government measurements occurred at different times and whether these changes corresponded to evidence of consumer behavior. Panic purchasing is reflected in this study by stockpiling and hoarding of necessary products, as evaluated by the degree of change in retail revenues during the epidemic. They wanted to figure out how government policies are connected to this panic purchasing. The analyses revealed a consistent temporal relationship between changes in government initiatives and panic purchasing. This study contributes to the literature on crisis management and public policy, as well as consumer behavior research. Previous research on pandemic crises has mostly focused on the effectiveness of different treatments and strategies from medical, economic, and political viewpoints. This study gives a new viewpoint on pandemic crisis management and consumer behavior in order to better understand the side effects of pandemic interventions and to provide a potential metric to assess the success of

government initiatives. As a result, the study has practical consequences for policymakers and marketers. Despite the best efforts and use of a variety of approaches in this research, some limitations must be acknowledged. First, because the research was limited to the Australian experience, interpretation and generalization of the findings were discouraged. Second, while the study's goal was to show a correlation between timed-intervention policies and panic purchasing, we must stress that a causal association cannot be established based on secondary data and big data analytics findings. These findings on the stated links can be utilized by practitioners and researchers as a reference. More relevant approaches for establishing the presence of a causal link may be identified in future study. Third, the big data analytics sentiment analysis was based on Twitter answers. As a result, the findings may be skewed and have low specificity. Incorporating other social media and internet platforms would give further insight into the study questions.

Cameron Guthrie, Samuel Fosso-Wamba and Jean Brice Arnaud (2021) built their study to illustrate how online purchase behavior developed during the COVID-19 crisis, the researchers used the consumer behavior literature, developing COVID-19 research, and the environmentally imposed restrictions perspective. The goal was to better understand how customers utilize e-commerce to respond to, cope with, and adjust to environmental restrictions. They described how customer behavior developed through stressful life events like COVID-19 using data from numerous sources, including transaction and search data from a prominent French online store. Specifically, this study sought to address the following research question: How did internet shopping habits change during the COVID-19 pandemic? To begin, the report investigated how and why customer behavior changed throughout the continuing COVID-19 epidemic, giving timely insights for marketers and e-tailers. This was the first research, to the best of the authors' knowledge, to investigate and explain the evolution of online consumer purchase behavior throughout the epidemic. Second, utilizing a theoretical framework based on research into resource scarcity, choice limitation, social comparison, and environmental uncertainty, the report investigated changes in consumer behavior. The study relied on two major frameworks: the RCA model, as modified by Kirk and Rifkin (2020), and the SOR model. The RCA model had three phases that addressed how customers respond, cope, and adjust to various situations. According to the SOR model, stimuli affect a consumer's emotional state (organism) and subsequent behaviors (response), such as online purchase behavior. Their research methodology consisted of three stages in which consumers reacted to the perceived threat of the pandemic and attempted to regain control of lost freedoms by purchasing and hoarding products that limit the health threat, and then began to cope by adopting new behaviors and exerting control in other areas, such as personal well-being. Finally, customers grew less reactive, adjusted their consumption patterns to the new normal, and continued to buy things online. Their findings provided overall support for the research proposition as well as support for the usefulness of the react-cope-adapt framework in describing e-commerce behaviors during times of crisis, and they discovered that online consumers engage in both problem-oriented and emotion-oriented coping behaviors. It was also discovered that online customers respond, deal with, and eventually adapt to such stressful life situations, proving the utility of the react-cope-adapt paradigm of limited consumer behavior in an online setting. Because this study was descriptive in nature, the research hypotheses should have been investigated with an explanatory research

methodology, and it only used data from one firm, the results of this study should be regarded with some limitations in mind.

#### 4. AIM AND HYPOTHESIS

The purpose of this article is to investigate the influencing elements that have a major influence on university students' desire to shop online (DSO) in India. Based on a thorough assessment of recent research, the study will now analyze the influence of six independent factors on DSO: BR, PQ, PR, COOS, BL, and WIQ. The following hypothesis are supported by the past studies in the paper:

*V1: Brand Reputation (BR) will have a significant impact on the desire to shop online (DSO).*

*V2: Product Quality (PQ) will have a significant impact on the desire to shop online (DSO).*

*V3: Product Reviews (PR) will have a significant impact on the desire to shop online (DSO).*

*V4: Convenience over online shopping (COOS) will have a significant on the desire to shop online (DSO).*

*V5: Brand Loyalty (BL) will have a significant impact on the desire to shop online (DSO).*

*V6: Website Interface Quality (WIQ) will have a significant impact on the desire to shop online (DSO).*

#### 5. METHODOLOGY

The current study targeted Indian customers with the goal of testing the proposed study methodology. For data collection, the study created an online survey questionnaire using five-point Likert scales, where "1" indicates strongly disagree and "5" means strongly agree. The study was quantitative in nature since it used a closed-ended questionnaire to assess the study framework using a linear regression analysis. All build pieces were taken from past research projects. The study looked at the variable "convenience over online buying (COOS)," which was adapted from Raman (2019). The variable "product reviews (PR)" was adopted from Myles Anderson (2014). The construct of Al-Debei et al. (2015) was utilized to measure "website interface quality (WIQ)" in this study. The term "brand reputation (BR)" was borrowed from Kapferer J. (1997). The construct 'brand loyalty (BR) is adopted from Lim (2015). Finally, the study purposely used the measure desire to shop online (DSO), which was originally developed by Ventre and Kolbe (2020). The convenience sampling method was implemented to collect the samples. The online survey was sent to university students at a private university in Punjab, India.

In all, 500 students were requested to participate in the survey, and 476 replies were deemed to be entirely complete, yielding a response rate of roughly 95.2% (n = 476). The 476 replies provided an acceptable sample size for the linear regression analysis. The survey questionnaire provided various explanations of the study objectives and variables, allowing students to easily appreciate the nature of the study in order to produce a

legitimate response. For data analysis, the study purposely employed the most recent version of the SPSS software.

## 6. RESULTS

### 6.1 Demographic Statistics

SPSS software was used to assess the demographic data of the participants in this study. The adjacent table offers an examination of the study's sample's fundamental demographic facts and figures (n = 476).

The age demographics reveals that the majority of the respondents were quite young, with more than 81% of the sample being under 25 years old. On the other hand, only 19% of those polled were over the age of 25. In terms of gender, 57% of participants were male university students, while 43% were female students. In terms of marital status, 98% of respondents were not married, while 2% were married. In terms of internet usage, just 5.5% of respondents had been using internet from one to two years, 20% had been using the internet from three to four years whereas 73.7% of respondents were using internet from more than four consecutive years. In terms of daily internet consumption, 38% of university students used it for 3 to 5 hours per day, while 38% use it for more than 5 hours per day with only

<i>Demographic Variables</i>	<i>Frequency</i>	<i>Percentage (%)</i>
<b><i>Gender</i></b>		
<i>Female</i>	204	42.9
<i>Male</i>	272	57.1
<b><i>Age</i></b>		
<i>&lt; 25</i>	386	81.1
<i>=&gt;25</i>	90	18.9
<b><i>Marital Status</i></b>		
<i>Married</i>	9	1.9
<i>Single</i>	467	98.1
<b><i>Internet Usage</i></b>		
<i>More than 4 years</i>	351	73.7
<i>1-2 years</i>	26	5.5
<i>3-4 years</i>	99	20.8
<b><i>Internet Consumption (per day)</i></b>		
<i>&gt;5 hours</i>	181	38.0
<i>0-2 hours</i>	113	23.7
<i>3-5 hours</i>	182	38.2
<b><i>Education Level</i></b>		
<i>Post- graduation</i>	419	88.0
<i>Under- graduation</i>	57	12.0

23% respondents using internet less than two hours per day. 88% of students were pursuing their master's degree while 12% were pursuing under graduation.

## 6.2 Correlation Analysis

<i>Variables</i>	<i>DSO</i>	<i>BR</i>	<i>PQ</i>	<i>PR</i>	<i>COOS</i>	<i>BL</i>	<i>WIQ</i>
<b>Desire to Shop Online (DSO)</b>	1.000						
<b>Brand Reputation (BR)</b>	0.525	1.000					
<b>Product Quality (PQ)</b>	0.290	0.531	1.000				
<b>Product Reviews (PR)</b>	0.295	0.182	0.346	1.000			
<b>Convenience over online shopping (COOS)</b>	0.541	0.526	0.538	0.272	1.000		
<b>Brand Loyalty (BL)</b>	0.209	0.409	0.380	0.158	0.456	1.000	
<b>Website Interface Quality (WIQ)</b>	0.452	0.377	0.208	0.116	0.229	0.441	1.000

Note:  $n = 476$ .

The results of the correlation analysis between the independent and dependent variables are represented. All six independent factors (brand reputation (BR), product quality (PQ), product reviews (PR), convenience over online shopping (COOS), brand loyalty (BL), and website interface quality (WIQ)) were shown to be substantially connected with the desire to shop online (DSO) dependent factor. As per the above table, convenience (COOS) has the largest link with DSO ( $r = 0.541$ ), followed by brand reputation (BR) ( $r = 0.525$ ). Students' behavioral online buying behavior was both substantially and statistically linked with product quality ( $r=0.290$ ), product reviews ( $r=0.295$ ), brand loyalty ( $r=0.209$ ), and website interface quality ( $r = 0.452$ ) with the desire to shop online (DSO).

## 6.3 Regression analysis

<i>Variables</i>	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>
<b>Brand Reputation (BR)</b>	0.57	0.04	3.43	4.7E-35
<b>Product Quality (PQ)</b>	0.34	0.06	6.20	1.2E-09
<b>Product Reviews (PR)</b>	0.14	0.07	2.08	0.04
<b>Convenience over online shopping (COOS)</b>	0.50	0.04	4.01	1.5E-37
<b>Brand Loyalty (BR)</b>	0.19	0.04	4.65	4.3E-06
<b>Website Interface Quality (WIQ)</b>	0.47	0.04	2.03	2.6E-25

Note:  $R^2 = 0.49$  or 49%. Dependent Variable: Desire to shop online (DSO). \*\*  $p < 0.05$  ( $n=476$ ).

The above table depicts the results of regression co-efficient analysis. The co-efficient of each independent variable along with their standard error values, t-Stat and P-values are shown. The P-value of each variable indicate that the values shown in the table are less than 0.05 and which explains that the data is significant to the hypothetical framework developed in this study. The standard error values represent that the data and the analysis framework developed is more precise and the data is accurate. Furthermore, the  $R^2$  value of the study framework is 0.49, revealing 49.0% variance to the developed model. The  $R^2$  value of 0.49 or 49.0% variance indicates that the six independent factors of the research (brand reputation (BR), product quality (PQ), product reviews (PR), convenience over online shopping (COOS), brand loyalty (BL), and website interface quality

(WIQ)) explain 49.0% of the variation in university student's desire to shop online (DSO). Furthermore, it also shows that the six independent factors (BR, PQ, PR, COOS, BL and WIQ) had a significant impact on DSO.

## 7. RESEARCH IMPLICATIONS

The current study sought to investigate the impact of six independent factors on the desire of Indian university students to shop online. The study provided six hypotheses and used regression analysis with SPSS software to evaluate the hypotheses. The data generally show that all six independent factors (BR, PQ, PR, COOS, BL and WIQ) have a substantial influence on their desire to shop online (DSO).

V1 explains that the brand reputation will have a significant impact on the desire to shop online. The results developed using SPSS revealed that the hypothesis developed by V1 is supported. It suggests that the reputation of a particular brand influences the university student's behavior to shop online, the brand with higher reputation will have a significant impact on its sales and on the purchase decision of students. This result is quite evident with Amita Jain (2022), who considered that the brand reputation plays a key role in the purchase decisions.

According to V2, product quality has a major influence on the willingness to purchase online. The SPSS findings indicated that the hypothesis established by V2 is supported. It implies that the quality of a certain product impacts university students' online shopping behavior; the company with a greater product quality will have a substantial impact on its sales and student buying decisions. This finding is supported by Neilsen (2013), who believes that product quality influences buying decisions.

As per V3, product reviews have a significant impact on the inclination to buy online. The SPSS results demonstrated that V3's theory is validated. It means that the review of a particular product influences university students' online shopping behavior; the product with a higher ratings and reviews will have a significant impact on its sales and student purchasing selections. Charlotte Fallon, (2020) concurs with this conclusion, believing that product reviews impacts purchasing decisions.

V4 asserts that the convenience towards online shopping (COOS) will significantly impact DSO. The regression analysis demonstrates that V4 is also accepted implying that a consumer-friendly, simple, and uncomplicated internet website will be beneficial in improving a person's attitude and intention to buy a product from an online shopping website. According to the study framework developed in this research, convenience was the most significant influencing element and predictor of online buying as it has been imagined as the major incentive for online consumers to acquire products and services from online retailers (Lee, Jim S., Gene Chao, and Jane Cheung, 2020).

According to V5, brand loyalty has a major influence on the willingness to purchase online. The SPSS findings indicated that the hypothesis established by V5 is supported. It implies that the more loyal a consumer is towards a brand the more that it impacts university students' online shopping behavior. This finding is supported by Tara Burns and Aleks Vujanic (2019), who believes that brand loyalty influences buying decisions.

V6 asserts that website interface quality (WIQ) will have a favorable influence on DSO, and the regression results support this assertion. As a result, V6 is supported as well. It does imply that a greater degree of a website's interface quality on an online shopping website will considerably increase an individual's propensity to purchase online. The findings are congruent with those of Jamie Fitz Henry (2020). Furthermore, Penny Flood and Gillie Tennant (2009) found that 47% of consumers anticipate a web address to respond in 2 seconds less than, and 40% will avoid a web page which requires more than 3 seconds to open which will have a significant impact on the DSO.

## CONCLUSION

The research investigates the relevant factors product quality (BR), product quality (PQ), product reviews (PR), convenience over online shopping (COOS), brand loyalty (BL), and website interface quality (WIQ), all of which may have a substantial impact on individual university student's desire to shop online. The study has offered six hypotheses based on the extensive aspects considered in the report. All the hypothesized models were supported by the correlation and regression data. The six independent factors (BR, PQ, PR, COOS, BL, and WIQ) were shown to have a favorable and significant effect on the university student's desire towards online shopping. From a commercial standpoint, online retail store owners must recognize the value of reputation, quality, reviews, convenience, loyalty and website interface quality in order to accelerate their business. As a result, the conclusions of this article may be considered useful towards internet entrepreneurs and internet shopping managers in outlining their business plans on digital platforms.

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