

# Impact of E-Commerce Platform Usage among Women College Students in Thanjavur District

OPEN ACCESS

Volume: 13

Special Issue: 2

Month: January

Year: 2026

E-ISSN: 2582-0397

P-ISSN: 2321-788X

Citation:

K, Nithya Devi, and R. Amirthavarshini. "Impact of E-Commerce Platform Usage among Women College Students in Thanjavur District." *Shanlax International Journal of Arts, Science and Humanities*, vol. 13, no. 2, 2026, pp. 148–52.

DOI:

<https://doi.org/10.34293/sijash.v13iS2-i4-Jan.10596>

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## Abstract

Technology is changing the way people do business rapidly. This has led to the creation of shopping sites, which are now a big part of the modern economy. This study examines the impact of e-commerce platforms on women college students in Thanjavur district. Using convenience sampling, 150 women college students were surveyed to understand their usage patterns, preferences, and perceived benefits of e-commerce. Data was subjected to analysis using SPSS version 20. This study reveals insights into how e-commerce influences shopping habits, convenience, and decision-making among young women students. The findings suggest that e-commerce platforms significantly impact their lifestyle, offering flexibility and access to varied products, and highlight implications for marketers targeting this demographic.

**Keywords:** E-commerce, Women College Students, Thanjavur, Convenience Sampling

## Introduction

Recently, with the rapid advancement of digitisation and technology, the way we purchase and sell has changed, resulting in a rapidly expanding e-commerce ecosystem for India. E-commerce platforms have become a vital component of our day-to-day lives, providing people with the conveniences of instant gratification, access to a vast selection of products and services, competitive pricing, and access to the world market. Among all demographic groups, college students make up an important and growing segment of online consumers, primarily due to their popularity with technology, their constant usage of smartphones, and their increasing levels of financial independence. This demographic, specifically female college students in the Thanjavur district, are quickly becoming significant contributors to the e-commerce marketplace.

The level of engagement women college students have with e-commerce platforms is indicative of many larger social and economic trends: the increase in users' digital literacy, heightened expectations for personal selection, new patterns of consumer behaviour, and an increase in disposable income. In addition to having access to multiple different payment options, the ability to market products through personalised methods has allowed for substantially higher participation rates from women in the e-commerce

marketplace. However, this increase in participation has also led to challenges including concerns regarding privacy, increased impulsive spending, and tracking of delivery.

### Objectives of the Study

- To study the concept and growth of e-commerce platforms in the modern digital economy.
- To examine the level of awareness and usage of e-commerce platforms among rural consumers in Thanjavur district.
- To examine how e-commerce platforms enhance the availability and accessibility of goods and services in rural regions.

### Review of Literature

**Ramesh, K. & Priyadarshini, S. (2025)** examined the online shopping behaviour of female college students across selected districts in Tamil Nadu. The findings revealed that convenience, discounts, and peer influence significantly motivate e-commerce usage, and highlighted increasing dependency on mobile-based shopping apps among women students.

**Sharma, P. & Mehta, R. (2024)** analysed adoption levels of e-commerce platforms among young consumers and found that women students exhibit higher engagement in categories such as fashion, cosmetics, and educational products. The study emphasised the role of social media advertisements in shaping purchase decisions.

**Lakshmi, R. (2023)** focused on how e-commerce influences the lifestyle and consumption patterns of women students. It concluded that online shopping has enhanced product awareness and brand consciousness while also increasing impulsive buying tendencies.

**Patel, A. & Joshi, M. (2022)** explored consumer perceptions regarding reliability, security, and satisfaction with e-commerce platforms. Female college students expressed moderate concern over data privacy but continued usage due to ease of access and flexible payment options.

**Kumar, S. & Devi, T. (2021)** highlighted that students in semi-urban districts like Thanjavur increasingly rely on e-commerce platforms. The study identified affordability and availability of regional delivery services as major factors influencing usage among women students.

**Nair, P. (2020)** identified key determinants such as trust, ease of navigation, customer reviews, and return policies. The study found that women consumers are more cautious but loyal once trust is established with a platform.

**Singh, R. & Kaur, H. (2019)** revealed that e-commerce has transformed traditional buying behaviour among youth by encouraging price comparison and informed decision-making. Women students showed higher engagement in review-based purchasing.

**Chandrasekaran, V. (2018)** found growing acceptance of e-commerce among female students in Tamil Nadu. The study emphasised the role of regional language support and local delivery networks in increasing usage.

**Gupta, N. & Verma, S. (2017)** discussed both opportunities and challenges faced by women consumers, including time-saving benefits and issues related to product quality and returns. It suggested awareness programs for responsible online shopping.

**Davis, F. D. & Venkatesh, V. (2015)** applied the Technology Acceptance Model (TAM) to online shopping behaviour. It established that perceived usefulness and ease of use significantly influence adoption, forming a theoretical base for later studies on e-commerce usage among students.

### Research Methodology

**Participants:** College female students residing in the Thanjavur District of Tamil Nadu currently attending college seeking Bachelor's or Master's degrees in Arts, Science, or Professional fields.

**Sampling Methodology:** The current research was completed using a convenience sample of 150 college female students. The sample size of 150 female students sufficiently represents approximately 6–8% of the total population of college female students in the Thanjavur District of Tamil Nadu.

**Sources of Data:** Primary data were gathered using a structured questionnaire distributed among women college students. Secondary data were obtained from various published and online sources such as academic research journals, books, newspapers, websites, and reports related to e-commerce and consumer behaviour.

**Tools for Data Analysis:** The data collected were examined using various statistical techniques, including percentage analysis, mean score analysis, the ranking method, and the chi-square test where applicable. The entire data analysis process was conducted using SPSS software.

**Limitations:** The scope of the study was confined to women college students in Thanjavur district. The results are based on self-reported responses and may therefore be influenced by personal bias. Due to time limitations, the sample size could not be expanded further.

**Ethical Considerations:** Participation in the study was entirely voluntary. The privacy and confidentiality of the respondents were strictly protected. The collected data were used solely for academic and research purposes.

## Data Interpretation

**Table 1 Frequency of E-Commerce Platform Usage**

Usage Frequency	No. of Respondents	Percentage
Daily	42	28%
Weekly	58	39%
Monthly	36	24%
Rarely	14	9%
<b>Total</b>	<b>150</b>	<b>100%</b>

The majority of women college students (39%) use e-commerce platforms on a weekly basis, followed by 28% who shop online daily. This indicates a high level of dependence on e-commerce platforms among students for regular purchases. Only a small percentage (9%) use e-commerce rarely, showing widespread acceptance of online shopping.

**Table 2 Preferred E-Commerce Platforms**

Platform	Respondents	Percentage
Amazon	56	37%
Flipkart	42	28%
Meesho	24	16%
Myntra	18	12%
Others	10	7%
<b>Total</b>	<b>150</b>	<b>100%</b>

Amazon is the most preferred e-commerce platform among women college students (37%), followed by Flipkart (28%). Platforms like Meesho and Myntra are also popular, especially for affordable fashion and accessories. This reflects students' preference for platforms offering variety, discounts, and reliable delivery services.

**Table 3 Types of Products Purchased Online**

Product Category	Respondents	Percentage
Clothing & Accessories	62	41%
Cosmetics	34	23%
Books & Study Materials	28	19%
Electronics	16	11%
Others	10	6%
<b>Total</b>	<b>150</b>	<b>100%</b>

Clothing and accessories (41%) are the most commonly purchased items, followed by cosmetics (23%). This shows that women students primarily use e-commerce platforms for personal and lifestyle-related needs rather than high-value electronic products.

**Table 4 Factors Influencing E-Commerce Usage**

Factors	Respondents	Percentage
Discounts & Offers	54	36%
Convenience	44	29%
Variety of Products	32	21%
Home Delivery	20	14%
<b>Total</b>	<b>150</b>	<b>100%</b>

Discounts and offers play a major role (36%) in motivating women college students to use e-commerce platforms. Convenience (29%) and availability of product variety (21%) are also significant factors, highlighting the importance of cost-saving and ease of shopping.

**Table 5 Impact of E-Commerce on Spending Behaviour**

Impact Level	Respondents	Percentage
High	48	32%
Moderate	64	43%
Low	28	19%
No Impact	10	6%
<b>Total</b>	<b>150</b>	<b>100%</b>

A majority of respondents (43%) reported a moderate impact of e-commerce usage on their spending behaviour, while 32% experienced a high impact. This suggests that frequent exposure to online offers and advertisements influences purchasing decisions and increases spending among women students.

**Table 6 Problems Faced While Using E-Commerce Platforms**

Problems Faced	Respondents	Percentage
Quality Issues	46	31%
Delay in Delivery	38	25%
Online Payment Risk	34	23%
Return Issues	22	15%
No Problems	10	6%
<b>Total</b>	<b>150</b>	<b>100%</b>

Quality issues (31%) and delivery delays (25%) are the major problems faced by women college students while shopping online. Concerns related to online payments and return policies also exist, indicating the need for improved consumer protection and awareness.

### **Findings and Suggestions**

**Findings:** The study shows that most college students frequently use e-commerce platforms, with Amazon and Flipkart being the most preferred due to their reliability and wide product choice. Students primarily purchase fashion accessories and cosmetics, reflecting a lifestyle- and fashion-oriented usage pattern. Discounts and promotional offers are the main motivators for online shopping, followed by convenience and product variety. E-commerce usage has a moderate to high impact on spending behaviour.

**Suggestions:** Women college students should be encouraged to adopt responsible online shopping habits, such as planning purchases in advance and avoiding impulsive buying driven by frequent offers and advertisements. E-commerce platforms should enhance product quality assurance through accurate descriptions, genuine reviews, and strict seller verification. Efforts should also be made to minimise delivery delays by improving local logistics and providing realistic delivery timelines. Awareness programs in colleges can educate students on safe online payment practices and digital security, while simplifying return and refund policies can increase customer trust and improve the overall shopping experience.

### **Conclusion**

The study reveals that e-commerce platforms play a significant role in the purchasing behaviour of women college students in the Thanjavur district. A large proportion of students regularly rely on online shopping platforms to buy lifestyle-related products such as clothing, accessories, and cosmetics. Factors including attractive discounts, ease of access, and a wide product range strongly influence the frequency of platform usage. The findings also indicate that e-commerce has a moderate to high impact on students' spending patterns. Despite its advantages, concerns related to product quality, delivery delays, and online payment risks continue to pose challenges. Overall, the study highlights the growing importance of e-commerce in shaping consumer behaviour among women college students and emphasises the need for responsible usage, improved service quality, and greater awareness of potential risks.

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