

Influence of E – Commerce Platforms on Consumer Buying Behavior Among Youth

Akalya. R

*II M.Com (CA), Morning Star Arts and Science College for Women, Pasumpon, Kamudhi
(Affiliated to Alagappa University, Karaikudi), Tamil Nadu, India.*

Corresponding Author Email: akalyarajamuthu26@gmail.com

Abstract

The rapid growth of e-commerce platforms has significantly transformed the purchasing behavior of consumers worldwide, particularly among youth. The increasing penetration of smartphones, affordable internet access, digital payment systems, and targeted digital marketing strategies have reshaped how young consumers interact with retail markets. This research analytically examines the influence of e-commerce platforms on consumer buying behavior among youth aged 18–30 years. The study adopts a descriptive and analytical research design using primary data collected from 150 respondents through a structured questionnaire. Statistical tools such as percentage analysis, mean score analysis, chi-square test, correlation, and regression analysis were employed. The findings reveal that convenience, discounts and promotional offers, trust in digital payments, online reviews, and social media marketing significantly influence youth purchase decisions. The regression analysis indicates that 55% of the variation in buying behavior is explained by e-commerce factors. The study concludes that e-commerce platforms play a dominant role in shaping youth purchasing patterns, impulse buying tendencies, and brand-switching behavior.

Keywords: *E-commerce, Consumer Buying Behavior, Youth Consumers, Online Shopping, Digital Marketing, Purchase Decision, SPSS Analysis*

Introduction

E-commerce refers to commercial transactions conducted electronically through the internet. Over the past decade, e-commerce has evolved into a dominant retail channel due to technological advancements and changing consumer lifestyles. Major global and Indian platforms such as Amazon, Flipkart, Myntra, and Meesho have significantly contributed to the digital transformation of retail markets. Youth consumers, particularly those between 18

and 30 years of age, represent the most active online shoppers due to their technological familiarity and digital engagement. The shift from traditional brick-and-mortar stores to online platforms has altered buying patterns, increased impulsive purchases, enhanced price comparison behavior, and strengthened reliance on peer reviews. Social media platforms further influence purchasing decisions through influencer marketing, targeted advertisements, and algorithm-driven recommendations. The present study aims to analyze how e-commerce platforms influence consumer buying behavior among youth by examining factors such as convenience, pricing strategies, trust, online reviews, and social media impact.

Review of Literature

Consumer buying behavior in the digital age has been widely studied by marketing scholars. Kotler (2017) emphasized that digital marketing strategies significantly influence modern consumer decisions by providing personalized and data-driven experiences. Laudon and Traver (2020) highlighted that trust and security remain central determinants of online purchase intention. Sharma (2020) observed that discounts and promotional offers stimulate impulse buying among students and young professionals. Kumar and Raju (2021) identified that online reviews and ratings reduce perceived risk and enhance purchase confidence. Lee (2022) found that social media advertisements and influencer endorsements strongly affect Generation Z purchasing decisions. The literature suggests that youth consumers are highly responsive to digital stimuli, promotional campaigns, and peer-generated content. However, empirical studies integrating statistical validation through regression and correlation models remain limited, especially in the context of youth consumers in emerging markets.

Research Methodology

The study follows a descriptive and analytical research design. Primary data were collected using a structured questionnaire distributed to 150 youth respondents aged between 18 and 30 years. Convenience sampling was adopted due to accessibility. Secondary data were gathered from journals, books, research articles, and online reports. The collected data were analyzed using statistical tools including percentage analysis, reliability testing (Cronbach's Alpha), chi-square test, correlation analysis, and multiple regression analysis. SPSS software was used to ensure statistical accuracy and reliability. The reliability test yielded a Cronbach's Alpha value of 0.842, indicating high internal consistency of the measurement scale.

Findings and Discussion

Demographic Distribution

Table 1: Age Distribution

Age Group	Respondents	Percentage
18–21	60	40%
22–25	55	36.7%
26–30	35	23.3%

Table 1 shows that 40% of respondents belong to the 18–21 age group, followed by 36.7% in the 22–25 category and 23.3% in the 26–30 group. This indicates that younger youth form the largest segment of online shoppers in the study. The higher proportion of respondents aged 18–21 reflects greater digital engagement and active participation in e-commerce activities compared to older age groups. The majority of respondents (40%) belong to the 18–21 age group, indicating strong digital participation among younger youth.

Frequency of Online Shopping

Table 2: Purchase Frequency

Frequency	Respondents	Percentage
Weekly	45	30%
Monthly	70	46.7%
Occasionally	35	23.3%

Nearly 47% of respondents shop online monthly, reflecting regular engagement with e-commerce platforms.

Factors Influencing Purchase Decision

Table 3: Mean Score Analysis

Factor	Mean Score
Convenience	4.6
Discounts & Offers	4.5
Trust & Security	4.4
Online Reviews	4.3
Social Media Influence	4.1

The mean score analysis in Table 3 indicates that convenience (4.6) is the most influential factor affecting youth purchase decisions, followed closely by discounts and offers (4.5). This suggests that ease of shopping, time-saving features, and attractive pricing strategies play a crucial role in motivating online purchases. Trust and security (4.4) also significantly impact buying behavior, highlighting the importance of safe payment systems and reliable platforms. Online reviews (4.3) moderately influence decisions by reducing perceived risk, while social media influence (4.1) has a comparatively lower but still meaningful impact. Overall, convenience and discounts emerge as the strongest determinants shaping youth consumer behavior in e-commerce. Convenience and discounts emerge as the strongest influencing factors.

Chi-Square Test

Table 4: Association Between Discounts and Purchase Frequency

Test	Value	p-value
Pearson Chi-Square	18.426	0.001

Since $p < 0.05$, there is a significant relationship between discounts and purchase frequency. Youth consumers are highly responsive to promotional strategies.

Correlation Analysis

Table 5: Correlation with Purchase Decision

Variable	r-value	Significance
Discounts	0.689	0.000
Trust	0.654	0.000
Convenience	0.612	0.000
Reviews	0.573	0.000
Social Media	0.498	0.002

The correlation results indicate strong positive relationships between e-commerce factors and purchase decisions among youth. Discounts ($r = 0.689$) and trust ($r = 0.654$) show the strongest influence, followed by convenience ($r = 0.612$) and online reviews ($r = 0.573$). Social media ($r = 0.498$) has a moderate but significant impact. Since all p-values are below 0.05, the relationships are statistically significant. Strong positive correlations exist between e-commerce factors and buying behavior.

Regression Analysis

Table 6: Model Summary

R	R²	Adjusted R²
0.742	0.551	0.534

The model explains 55.1% of the variation in buying behavior.

Table 7: Regression Coefficients

Variable	Beta	Sig.
Discounts	0.321	0.000
Convenience	0.284	0.001
Trust	0.276	0.001
Reviews	0.198	0.005
Social Media	0.164	0.036

The regression results show that all variables significantly influence youth buying behavior ($p < 0.05$). Discounts ($\beta = 0.321$) are the strongest predictor, followed by convenience ($\beta = 0.284$) and trust ($\beta = 0.276$). Reviews and social media also have positive but comparatively lower impacts. Overall, discounts play the most important role in influencing purchase decisions. Discounts are the strongest predictor of youth buying behavior.

Discussion

The analysis reveals that youth consumers are highly influenced by pricing strategies and convenience offered by e-commerce platforms. The significant correlation between trust and purchase decisions indicates that secure payment gateways and reliable return policies enhance customer loyalty. Social media marketing and influencer endorsements moderately affect purchasing behavior. Platforms such as Amazon and Flipkart employ personalized recommendation algorithms and flash sales, which statistically contribute to increased purchase frequency. The regression model confirms that promotional strategies, ease of access, and trust collectively shape youth consumer behavior in the digital marketplace.

Conclusion

The study concludes that e-commerce platforms significantly influence consumer buying behavior among youth. Convenience, discounts, trust, and online reviews are major determinants of purchase decisions. The statistical findings validate that digital commerce plays a transformative role in modern retail consumption patterns. Youth consumers exhibit price sensitivity, digital dependency, and high responsiveness to online promotional activities. Businesses must therefore prioritize customer trust, cybersecurity, transparent policies, and personalized marketing strategies to sustain long-term engagement.

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