

A STUDY ON CONSUMER BEHAVIOURAL ANALYSIS OF ONLINE SHOPPING TRENDS IN INDIA

Anusha Thakur*

Abstract: *With enhancement in digital capabilities, technology is expected to change the overall outlook of different sectors across the Indian economy. Growing Internet literacy has significantly led to an upsurge in online marketing in India. Easy availability, with wider options of products, is expected to enhance the demand for online shopping among the consumers. Increasing apps for retailer brands, or electronic products, or for shopping stores are also expected to bolster the shopping trends among the people of all age groups. The vast masses of working people across the demographics in India becomes a glee for e-commerce businesses. For instance, the millennials are considerably the most tech-savvy group in terms of technology, owing to the fact that they have grown up with the Internet, be it for games, shopping, music, lectures, food, or other needs. Rising usage of mobile technology is also significantly expected to impact a wider range of consumers and their perspectives in all aspects of life. Factors such as pricing, quality, review ratings, authenticity of the product, and a few more play a pivotal role in impacting the purchase behaviour of the consumers, whether it is for in-store shopping or online. Even while making purchases online, what the consumers are buying and how they are using the product reviews and social media platforms are observed to widely impact the consumer decision making processes (Nielsen, June 2010). This study illustrates a descriptive review about the understanding of the current scenario of online shopping trends in India, with key emphasis on the preferences and behavioural patterns of consumers while making their purchase online. The study involves a questionnaire-based survey conducted with nearly 100 customers of different age groups. The study also focuses on different challenges faced by retailers and consumers, along with the scope of improvement in online shopping processes or the websites which the retail businesses need to overcome to survive in today's competitive world.*

Keywords: *Consumer, Digital, Online, Purchase, Shopping, Technology*

INTRODUCTION

India has been one of the fastest and the largest markets for digital users, with nearly half a billion Internet subscribers; however, adoption of the same still stands uneven in different business segments (Company, March 27, 2019). Both in terms of growth as well as volume, India's digital economy is expected to exceed the other countries. Consumers across the country are significantly embracing digital technologies. Internet services are proving to be a key platform in every sector, which enables the firms to create a worldwide unified network of business and information. A large number of individuals are shifting towards extensive usage of the Internet, owing to the increasing availability of information, enhancement in the ability to interact, along with the easier accessibility of technology via Internet services. The enhanced capabilities of Internet technology and services have led to a shift in unparalleled business models with the expansion of varied shopping options. Growing emergence of digitisation and globalisation have enabled the products and people to become affordable and approachable (Cetrez,

2018; Foubert, 2020). One of the key factors expected to contribute to the expansion of e-commerce businesses includes delivery satisfaction and innovation in marketing strategies, along with easy accessibility (Bhattacharjee, February 25, 2019). Rising demand for online shopping has largely been bolstered by the new generation of users who meaningfully focus on enhanced convenience, options, and value. New players are working towards the expansion of their customer base by focusing on enhanced customer-centric models and strategies. The overall online industry is expected to witness a change in accordance with the type of products being purchased. Several factors, such as faster delivery, ultimate convenience, and competitive pricing, are driving the growth of online shopping. In addition to this, factors such as review and ratings, along with the preview of the quality and value of products, are expected to impact the purchase decisions of the customers to shop online, both favourably and unfavorably. The growing number of smartphone users, along with enhanced network connectivity propels the customers to sit back, relax, and shop from any place, manufacturer, or brand in the country. Hence, with

* University of Petroleum & Energy Studies, India. Email: anushathakur89@yahoo.com

the minimal effort of travelling to the shop and saving time, online shopping tends to witness an increase in demand. With the rising competition and changing environmental scenario, it is thereby becoming essential for the retailers to strategise and plan their business models accordingly, to enhance the overall consumer shopping experience.

This study focuses on the behavioural analysis of online shopping trends among the Indian customers. In addition to this, data is also collected from nearly 100 respondents with both educational and professional backgrounds via a survey through the questionnaire method. This gathered information offers insights into the consumers’ online shopping decisions, along with the different challenges faced by them.

LITERATURE REVIEW

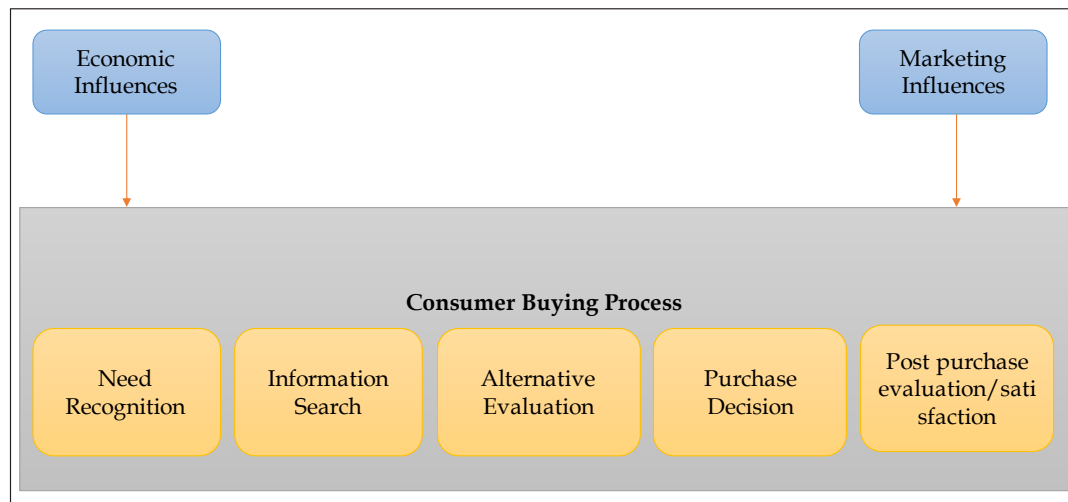
Today, the purchase behaviour of consumers illustrates the proper understanding of psychological, sociological, and economic characteristics, along with their attitude cognitions, which helps in discovering newer market avenues or opportunities, and enables the formation of meaningful strategies by the businesses. The buying

behaviour of an individual depends on the processes and acts of people while making their purchase decisions.

Consumer behaviour is a study of consumer-based activities that include purchase decisions, consumer preferences, and the satisfaction of consumers post the purchase of a product. Consumer behaviour can be classified into actions and decisions that are expected to impact their purchasing power. It basically refers to the purchase, selection, and consumption of goods and services to cater to their needs and requirements. A few of the major factors revolving around the buying decisions include:

- Need for consumers to purchase the product.
- Factors impacting/influencing consumer purchases.
- Convenience, brand image, product attributes, or other criteria that are important for consumers to make their purchases.
- Strategies implemented by vendors to enable consumers to purchase the products.

By understanding the factors that are impacting consumer decisions, brands are expected to develop their products and strategies accordingly, thereby catering to the changing consumer needs and requirements.



Source: Dulce Alonso’s Marketing Portfolio.

Fig. 1: Consumer Buying Process Model

The model illustrates the consumer buying process for different consumer electronic devices.

Need Recognition: Before making any purchase decision, a consumer is expected to have a reason for purchasing any appliance or the need for the appliance.

Alternative Evaluation: In today’s scenario, consumers are increasingly focusing on product reviews posted by different consumers on digital platforms. Factors such as extracting information related to the products, including reviews,

feedback, and ratings are expected to change the perceptions and mindset of customers.

Purchase Decision: While making purchase decisions for devices, consumers focus on the pricing, description of the products (features and attachments), and the performance ratings of the same.

According to a study, youngsters are more prone to shopping online than the previous generation consumers (Joines, 2003). With the ever-changing technological trends, the

vendors are trying to cope with their counterparts, thereby keeping pace with the changing trends and opportunities as well. With the increasing consciousness impacting the customers, manufacturers or retailers are expected to cater to the changing trends, hence proving them relevant and gaining profitability in the market as well (Ten Trends on Millennial Retail).

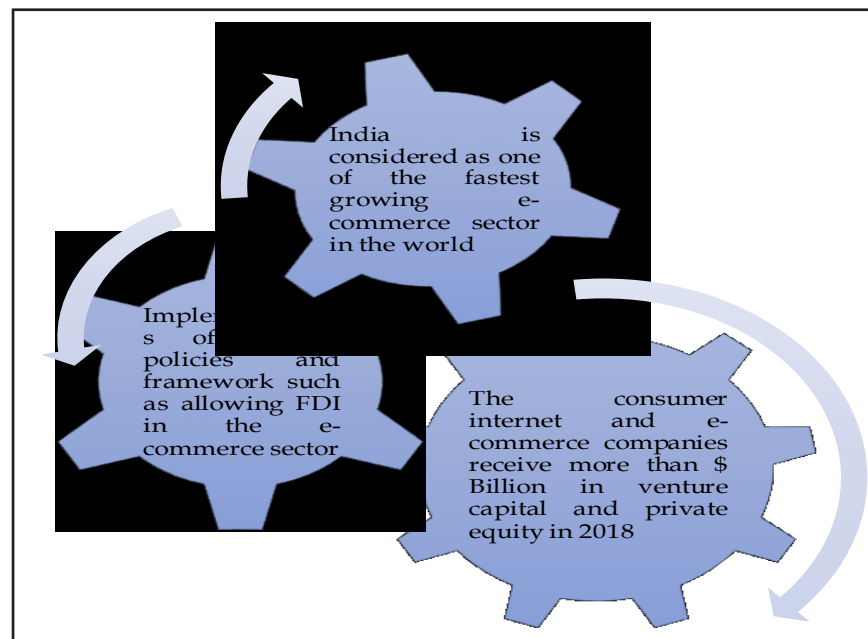
The retail segment is expected to witness substantial growth over the forecast period, which can at times prove to be favourable as well as unfavourable to a few retailers. This can be attributed to factors such as increasing digitalisation, coupled with the changing shopping trends of the millennial users.

In today's scenario, new players entering the market are anticipated to play an imperative role, by offering various

innovative and technologically advanced products and appliances. The introduction of various ranges of products helps in revolutionising the overall market for the same across different regions of the world.

RISING E-COMMERCE DEMAND IN INDIA

The e-commerce industry has significantly gained traction in India over the past few years. The e-commerce market in India was valued at \$38.5 billion in 2017 and is expected to reach \$200 billion by 2026. Rising Internet penetration, a young demographic profile, coupled with a better economic performance are a few of the key factors expected to propel the growth of this sector (India Brand Equity Foundation).



Source: Secondary Sources.

Fig. 2: Snapshot of the E-Commerce Industry in India

Increasing use of the Internet, particularly by the younger generation in the country, is expected to provide immense opportunities for the retailers. In addition to this, implementation of various regulatory policies and frameworks by the government is expected to bolster the overall e-commerce industry. A few of these policies includes the implementation of 100% FDI (Foreign Direct Investment) in the automation sector as well as B2B e-commerce.

Furthermore, launch of 4G services and the decline in the broadband subscription prices and services are expected to favourably impact the overall e-commerce industry. The

industry is anticipated to empower the consumers from purchasing apparels to footwear, from household products to personal care items.

FACTORS BOLSTERING ONLINE SHOPPING TRENDS IN INDIA

Rising Number of Internet and Social Media Users

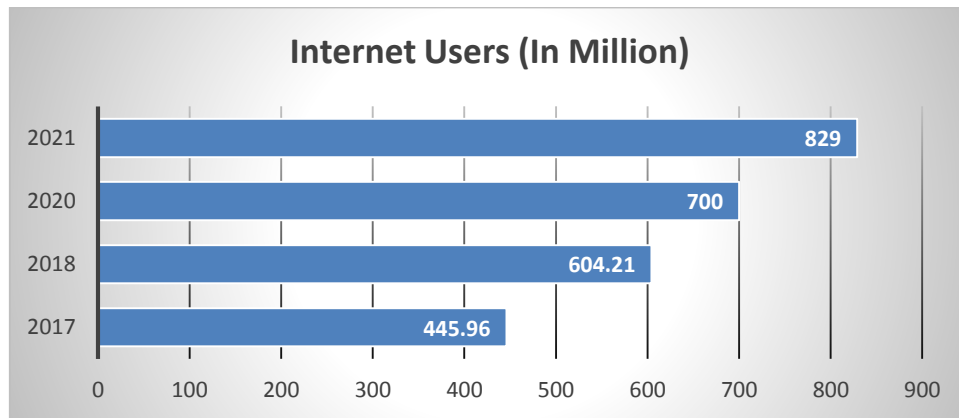
Increasing correlation between the economic privileged circumstances and Internet inclusion is anticipated to be one

of the opportunities as well as challenges for India. Growing trends for Internet accessibility via wireless devices, enabled by technologies such as 4G and 3G, has placed the shift in preferences at the centre of the revolution.

With the growing penetration and usage of the Internet, players such as Jio have exponentially increased the time spent by the users on the Internet and social media. Online retailers are witnessing an expansion, particularly in the metro and non-metro cities of the country, owing to the rising use of the Internet among the individuals (Mishra, 2015). According to the study, nearly 90% of the individuals in the country are engaged in spending their leisure time on various networking sites (Bhargava, March 4, 2019). Video streaming, entertainment, social media platforms, online shopping, education, and gaming are a few of the key areas

which the users are accessing via the Internet. The number of active Internet users in India is approximately 622 million and is projected to increase to nearly 900 million by 2025 (Ministry of External Affairs, June 4, 2021).

In terms of online shopping, consumers nowadays place emphasis on factors such as convenience, ease of purchase, as well as the time-saving criteria, keeping in mind their busy lifestyles. The mode of online shopping is a convenient mode of shopping for the consumers, owing to the easy availability of the products, with no hassles. Advancements in technology, coupled with the increasing usage of devices such as smart phones, is anticipated to increase the customer base for online shopping. With better Internet services, connectivity becomes easier in different rural as well as urban sectors.



Source: Indian Brand Equity Foundation (IBEF) and Secondary Sources.

Fig. 3: Number of Internet Users in India (In Million)

Fig. 3 illustrates the number of Internet users in the country. Consumer electronics, along with the apparel segment, is likely to account for the majority market share in the country in the e-commerce segment. Apparel, as well as the footwear industry, are expected to witness a significant rise in demand among the consumers, in terms of online purchases. Hence, detailed knowledge about the online trends of the consumers enables the retailers to convert their potential customers to active ones (Vaidya, August 2017).

In addition to these, a majority of the sales are expected to come from Tier II and Tier III cities, that is, Bengaluru, Delhi, and Mumbai, which subsequently account for the largest share. Factors such as increasing number of middle-class consumers coupled with the changing purchase patterns of the individuals is expected to favourably impact the overall online shopping trends in the country.

Digital Infrastructure

Industry 4.0 is categorised by new technologies which distorts the line between digital and physical worlds, thereby propelling the real-time access to existing and new data sources. Analytical and statistical models, such as predictive learning algorithms, scenario analysis, and visualisation tools, are significantly changing the way companies work. Key aspects for digitalised revolution is fundamentally changing the way goods are being created, designed, and delivered to the consumers, with its incredible consequences for the retail value chain. Advancements in digital money transfer and digital infrastructure options has led to the increase in the number of omni-channel retailers. Expansion of omni-channel retailing ensures a seamless shopping experience for the customers, which is expected to further intensify over the forecast period.

Favourable Demographics

India holds the largest population of millennials who prefer digital modes of shopping and communication. India has nearly 400 million millennials, which accounts for one-third of the country's population and 46% of its workforce (Deloitte, *Disruptions in Retail through Digital Transformation: Reimagining the Store of the Future*, November 2017). These millennials are paving the way for smartphone revolution, with nearly 85% of the individuals relying on the Internet services and spending more than 17 hours per week online.

In addition to the above mentioned points, a few other factors bolstering online shopping trends in India include:

- Promotion of the products via various social networking platforms, such as Google Plus, Twitter, and Facebook.
- Increasing access to faster Internet services, such as 4G services, is expected to propel accessibility.
- Easier return or exchange policies offered by the various shopping applications.
- Customer services offered by many online portals.
- Better and secure form of payment helps in gaining the trust of the consumers, thereby encouraging them to shop online.

Challenges Faced by the Indian Online Retailers

Indian audiences are often doubtful about the authenticity of the products. Issues such as payment security or hacking issues are expected to lead to distrust among the individuals. Many a times, the consumers also complain of not receiving the product which they have actually seen while making the purchase decisions, thereby, at times, impacting their purchase decisions in the future. A few challenges faced by the customers in the rural areas include payment options, reliability of receiving the same product as ordered, delay in delivery, lack of awareness related to the product reviews, and quality, among others.

In addition to these, one of the most relatable issues while making the purchase online is the quality of the product. In today's scenario, with the increasing number of merchandise products that the Web-based businesses are conducting and handling, it often poses a difficulty for them to direct and keep a check on the quality of the products offered. For instance, in the case of apparels, apart from quality related issues, issues of receiving the incorrect size is one of the disadvantages faced by the customers.

Cyber security is also one of the significant issues faced by the users. While making any purchase online, the e-commerce websites record customer information such as name, phone number, and the account details (in case of online payment). Hence, if the businesses do not abide by the latest technologies in terms of security, it tends to be challenging for both the consumers and retailers in this competitive environment.

Impact of COVID-19 on Online Shopping Trends

The ongoing COVID-19 pandemic crisis has also fundamentally changed the way businesses are being conducted and the way consumers are making their purchase decisions, particularly via online portals. The pandemic is substantially expected to reshape the industry in real-time scenario as well, thereby boosting the growth of long-term underlying trends over the coming years. However, with the outbreak of the pandemic, the consumers are responding in different ways with different behaviours and attitudes while making their purchase decisions. The preferences of both the users are preferably changing according to the local cultural context and the stage of the outbreak. For instance, one of the biggest changes includes the consumption of personal hygiene products. Demand for tinned food and cleaning products are witnessing a net increase of nearly 20.6% and 25.2%, respectively (Accenture, April 2020). Users are severely concerned about the impact of COVID-19, both in terms of the economy as well as the health perspective. Consumers are striving hard with a fear to acclimate to the new normal. This apparent lack of consumer confidence illustrates the challenges ahead for the economies, once the 'restart' of businesses takes place.

RESEARCH METHODOLOGY FOR ANALYSIS OF ONLINE SHOPPING TRENDS

Research Objective

Pre-designed questionnaire has been prepared to study the individual respondent's reply, in terms of their preferences and behaviour for online shopping. Around 100 individuals were surveyed from the professional sector as well as the educational sector. The respondents were from various age groups as well as income brackets.

The aim of this proposed study is to emphasise the factors expected to impact the online shopping trends in India.

Inclusions:

- E-commerce growth in India.
- Factors driving the demand for online shopping in the country.
- Challenges faced by the Indian consumers.

Research Questions:

- What is the impact of the convenience of buying from anywhere on consumer behaviour?
- Is easy availability of the products the only factor driving the market demand for online shopping among the Indian customers?
- Is the lack of advanced security options the only restraint in the online shopping demand?

Data Collection Techniques

Literature Review: Information in the study is derived from the secondary sources, which are collected and gathered via the company annual reports, various investor documents, and statistics published by different market players and websites.

Survey Questionnaire: The respondents were questioned through a ten-question survey. The questions were related to gender, age, and income group of the consumers. The next few questions are related to the type of shopping the consumers are into, and the reasons behind opting for the same. Further questions were related to the type of products that the consumers purchase, how frequently they shop online, and their preferred websites for the purchase. The last question dealt with the convenience of shopping online, and in case of inconvenience, the factors leading to the same. Factors such as mean and standard deviation were used to describe the overall demographic data of the respondents.

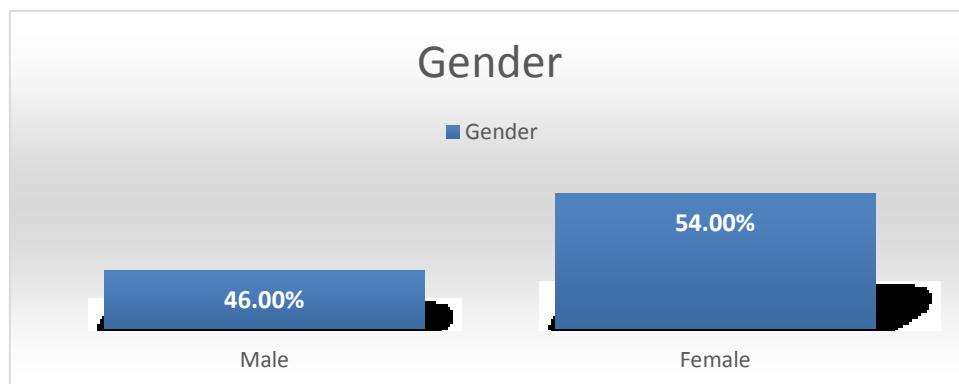
Table 1: Consumer Demographics

Factor	Categorisation	Standard Deviation and Mean of the Responses
Gender	Male	Standard Deviation: 0.5 Mean: 1.54
	Female	
Age Group	Under 18	Standard Deviation: 1.22 Mean: 3.53
	18-24	
	25-34	
	35-44	
	45-54	
	55-64	
	65-74	
Annual Family Income	Below 2,50,000	Standard Deviation: 1.26 Mean: 3.48
	2,50,000-5,00,000	
	5,00,000-10,00,000	
	10,00,000-15,00,000	
	Above 15,00,000	

Source: Survey.

Table 1 illustrates the demographic criteria of the respondents. The demographic criteria considered in the study includes gender, age, as well as the income groups. As per the study, a majority of the consumers who shop online are females. Women usually shop online to elevate their moods. If they are in a happy mood, they tend to shop more and look for varied options of apparels, jewellery, as well as footwear products. The graphs illustrating the number of women and men shopping online, along with their age groups and income brackets are shown in Fig. 4.

FINDINGS AND ANALYSIS

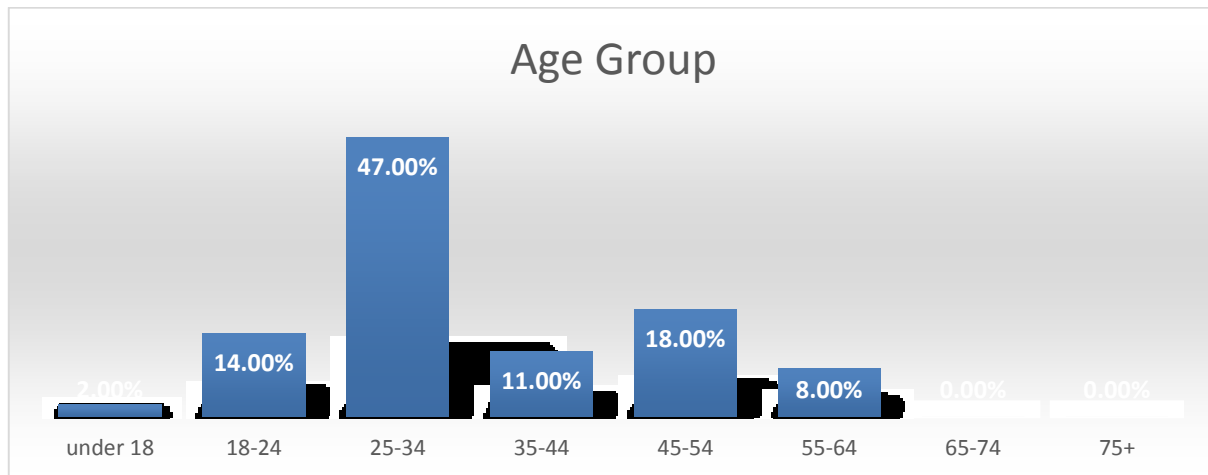


Source: Survey.

Fig. 4: Graph Illustrating the Number of Females and Males Shopping Online

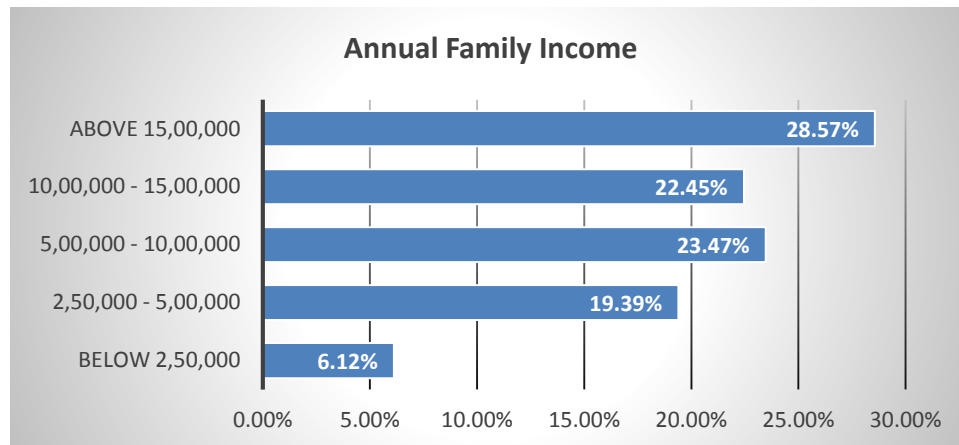
According to the survey, there are nearly 54% of females who are engaged in shopping online, rather than shopping from the brick-and-mortar stores. However, the percentage of males shopping online is lower. Fig. 5 briefly describes

the age group of the individuals who shop online. It is evident from the study that nearly 47% of the individuals in the age group 25-34 years, i.e. the millennials, shop the most through online portals.



Source: Survey.

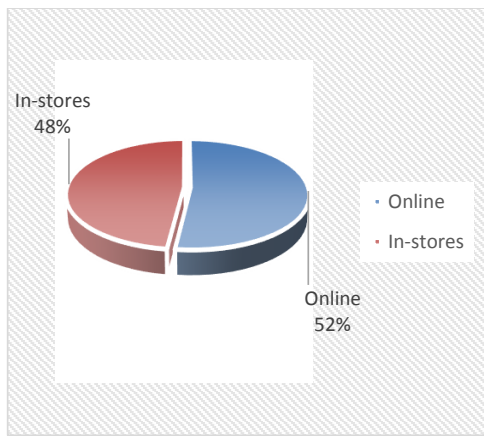
Fig. 5: Graph Illustrating the Age Group of the Individuals Shopping Online



Source: Survey.

Fig. 6: Annual Family Income of the Individuals Shopping Online

Mode Preferred while Shopping



Source: Survey.

Fig. 7: Mode of Shopping

Table 2: Mode of Shopping

Mode of Shopping	Mean	Variance	Standard Deviation
Online	1.48	0.25	0.5
In-Stores			

Source: Survey.

As per the study, the shopping patterns of the consumers have changed a lot over the time period. Earlier, consumers were hesitant to shop online, from the perspective of the touch and feel factor. However, with the technological advancements and increasing number of innovations, companies are finding ways to make it convenient for the consumers to make their purchases online. For instance, the ‘Try and Buy’ option introduced by Myntra has definitely tried to attract a larger number of consumers in its list.

Factors Impacting the Consumers’ Buying Decisions to Shop Online

Table 3: Brief Snapshot of the Factors Impacting the Decision-Making Processes of the Consumers and the Reasons to Shop Online

Item	Overall Rank
Easy availability of products	1
Wider options available	2
Mobile app facility	3
Ease of payment	4
Exchange or return policy	5
¹ Score is a weighted calculation. Items ranked first are valued higher than the following ranks. The score is a sum of all weighted rank counts.	98
	2

Item	Overall Rank
Price of the product	1
Brand value	2
Discount/offers provided	3
Customer service	4
Delivery of the product	5
¹ Score is a weighted calculation. Items ranked first are valued higher than the following ranks. The score is a sum of all weighted rank counts.	94
	6

A few of the factors impacting the decisions include:

- *Easy Availability of Products:* A majority of the respondents (based on a weighted average calculation), are opting for online shopping because of the easy availability of products. Hence, the wider availability of options on one single platform plays a crucial role in the purchase decisions of the consumers.

The generation of today are much more involved in doing a comparative analysis in terms of shopping, thereby enhancing their experiences. What matters to them is the convenience and ease of shopping, wherein several sites deliver their products at the door-step, with no hassles. For instance, Myntra offers its customers easy return and exchange policies, thereby favourably impacting the purchase decisions of customers. Additionally, the company also offers a window period of 15 days, wherein the consumers can easily return or exchange their products in case of inappropriate sizing or if it is not of their choice.

- *Loyalty and Discounts:* In today’s scenario, the retailers are emphasising on rewarding the online shoppers with shipping discounts, coupons, and free delivery. Further, a few of these retailers offer online VIP access, with special privileges, and exclusive merchandise. Adoption of such strategies by the retailers often helps them increase their customer base.

In addition to this, online shopping apps such as Myntra are also engaged in offering lots of seasonal and festive discounts for its customers, thereby increasing their customer base. However, few customers are more brand-specific over discounts; hence, they prefer their choices over several offers and discounts. In addition to this, factors such as recommendations and reviews of the products play a pivotal role in making the purchase decision of the consumers. This can mainly be attributed to the touch and feel factor, particularly in the apparel sector, wherein the customers do not get the chance to touch and get the feel of the products unlike in the in-store apparel outlets.

- *Safe Payments:* With significant improvements in fraud protection and website security offered by credit

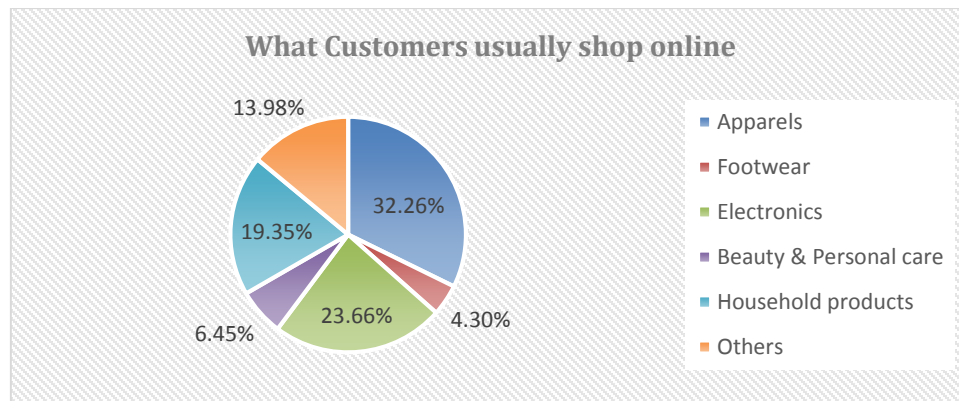
card companies, the consumers no longer have doubts about entering their information related to credit cards on the websites. A few of the companies, such as PayPal, have also increased their payment options, for their customers, to increase their convenience while making the payment.

As per the aforementioned factors, the consumer nowadays continues to seek interactive and personal experiences in the physical retail and opts for convenient options to buy/purchase tangible products. Hence, online shopping trends among the consumers is expected to witness a significant rise owing to the advancements in technology, along with the changing consumer lifestyle trends.

Table 4: Product Shopped Online

Product Type	Mean	Standard Deviation	Variance
Apparels	3.18	1.84	3.4
Footwear			
Electronics			
Beauty & Personal Care			
Household Products			
Others			

Source: Survey.

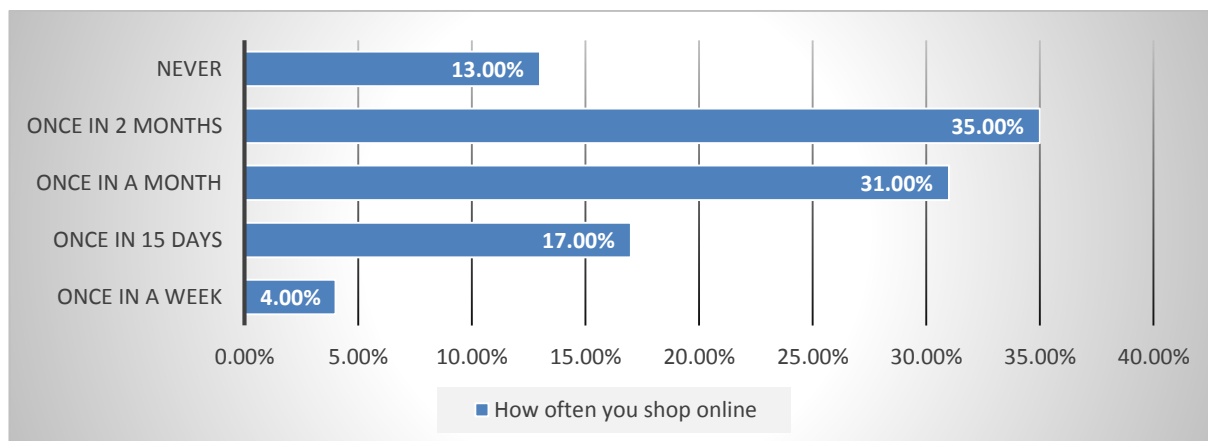


Source: Survey.

Fig. 8: What Customers Usually Shop Online

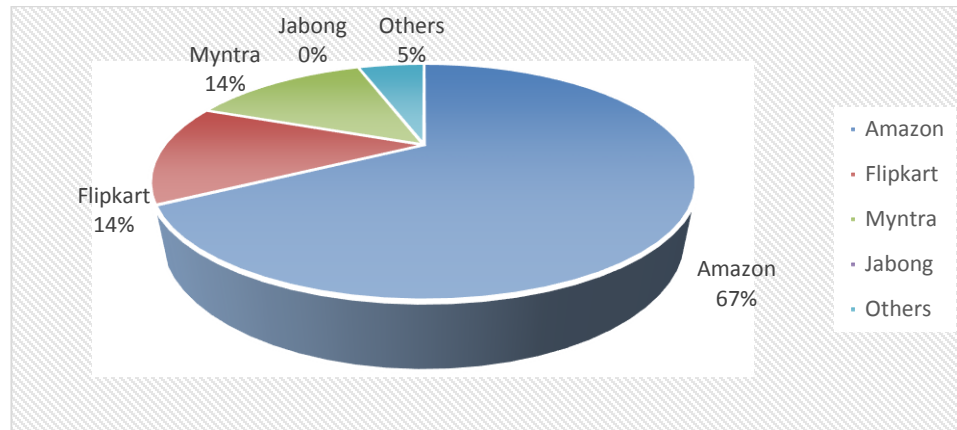
According to the study, apparels account for the largest market share in terms of what consumers prefer while

shopping online, with the electronics segment accounting for approximately 23.66% of the market share.



Source: Survey.

Fig. 9: How Often do the Customers Shop Online



Source: Survey.

Fig. 10: Preferred Websites for Shopping

As per the study, most of the consumers are expected to shop from Amazon; nearly 67% of the individuals make their purchase from Amazon. This was followed by Flipkart, which accounted for approximately 14% of the total online shopping segment.

SUGGESTIONS

In today's scenario, online shopping trends have witnessed a significant rise in demand among the Indian customers. This can be attributed to the increasing globalisation, changing demographic profiles, increasing smartphone penetration, enhanced Internet services, and so on. According to our study, the millennial generation are engaged the most in shopping online, owing to factors such as convenience, ease, pricing, and flexibility offered by the different websites and shopping applications. In order to keep pace with the changing scenario, it is necessary for the retailers to emphasise on the changing consumer patterns, needs, or requirements.

The below mentioned aspects, if taken care of, are expected to add value to the efficacy of the study. These aspects are also expected to help the retailers focus on understanding their customers, and accordingly, formulating their strategies.

- Key benefits or product types which attract the customers includes the focus strategy of the retailers. The retailers should emphasise more on the preferences of the consumers – what kind of products are they actually looking for.
- How is the discount factor affecting the spending power of the consumers?
- Features that the retailers are expected to add to their websites or applications in order to increase their customer base.

- Strategies adopted to create the brick-and-mortar feeling among the consumers while making their purchases online.

CONCLUSION

The study illustrates the fact that a consumer focuses on all the five stages of purchase process while making their decisions, whether they make their purchase occasionally or rarely with higher contribution. In case of daily usage or a lower cost product, consumers tend to make their purchase with lesser involvement in decision making.

According to the survey and analysis, consumers have significantly shifted their preferences from offline to online shopping. This can be attributed to the ease of shopping and availability of different brands with varied options in colours and sizes. In addition, online shopping saves a lot of time and prevents the customers from undergoing various hassles. This can be majorly attributed to the ongoing pandemic crisis as well. In India, consumers shop for apparels from online sites such as Myntra, Amazon, and Flipkart. However, consumers prefer shopping from Myntra because of the quality of services that it offers to its customers. This includes factors such as door-to-door delivery option, payment options, ease of selecting the apparels by using various filters, availability of various brands and options of apparels, along with the flexible rules and policies of the company. In addition to these, different attractive offers by companies are expected to drive the consumers and change their mode of shopping. If the customers have certain preferences for any brand, then they purchase from that particular kind. If they are flexible with the brands or prefer discounts over the same, then they might change their decisions.

However, factors such as digital payment failures, quality of the product, and cyber security issues are expected to act as restraints or challenges faced by the Indian consumers while making their purchases online. Hence, it is essential for existing businesses, as well as the new players entering the market, to strategise their plans and models according to the changing consumer preferences and requirements.

REFERENCES

- Accenture. (2020, April). How COVID-19 will permanently change consumer behavior.
- Bhargava, S. (2019, March 4). Trends that will reshape Indian e-commerce in 2019.
- Bhattacharjee, J., & Chetty, P. (2019, February 25). *An overview of online consumer behaviour theory and model*. Knowledge Tank, Project Guru.
- Cetrez, Z., & Van Dam, P. (2018). In digitalization we trust?: An exploration of the impact of digitalization on the trustworthiness of the leader in Dutch start-ups from the perspective of managers and employees.
- McKinsey Global Institute. (2019, March 27). *Digital India: Technology to transform a connected nation*. McKinsey & Company.
- Deloitte. (2017, November). Disruptions in retail through digital transformation: Reimagining the store of the future.
- Fouberg, E. H., & Murphy, A. B. (2020). *Human geography: People, place, and culture*. John Wiley & Sons.
- India Brand Equity Foundation, M. O. (n.d.).
- Joines J. L., Scherer, C., & Scheufele, D. A. (2003). Exploring motivations for consumer we use and their implications for e-commerce. *Journal of Consumer Marketing*, 20(2), 90-108.
- Maynes, E. S. (1976). *Decision making for consumers: An introduction to consumer economics*. New York: Macmillan.
- Ministry of External Affairs, G. o. (June 4, 2021). Internet usage in India to grow exponentially by 2025.
- Mishra, M. (2015, February 13). 5 factors that will drive e-commerce growth. *Business Standard*.
- Nielsen. (2010, June). *Global trends in online shopping - A Nielsen global consumer report*.
- (September, 2019). E-Commerce in India – Statistics & Facts. Statista Research Department.
- Ten Trends on Millennial Retail. (n.d.). Kelton Global.
- Vaidya, A. (2017, August). Online shopping trends among college students. *International Journal of English Language Literature in Humanities*, 5(8).