

Research Article

Investigating Consumer Chronotypes and Post-Purchase Evaluation: An Empirical Analysis of E-Commerce Behaviour Among Indian Higher Education Students

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Abstract: This study investigates the relationship between consumer chronotypes and post-purchase evaluation in the context of e-commerce behaviour among Indian higher education students. In the rapidly expanding digital marketplace, online shopping behaviour is increasingly influenced by behavioural patterns, lifestyle preferences, and digital engagement. The research aims to examine how different consumer chronotypes influence online purchasing habits, shopping time preferences, impulsive buying behaviour, and post-purchase satisfaction levels among student consumers. The study is based on a quantitative empirical research design using primary data collected from 100 higher education students engaged in online shopping activities. The analysis focuses on important variables such as preferred product categories, online buying frequency, shopping device usage, peak shopping periods, and post-purchase evaluation factors. The findings reveal that Fashion & Apparel and Electronics are the most preferred product categories among respondents, while smartphones are identified as the dominant device used for online shopping. The study further indicates that regular monthly buyers constitute the largest segment of online consumers among higher education students. Peak shopping activity was observed during festive and holiday seasons, reflecting the influence of promotional campaigns, digital advertisements, and seasonal offers on consumer behaviour. The findings also suggest that evening-oriented consumers demonstrate higher levels of online engagement, late-night shopping behaviour, and impulsive purchasing tendencies compared to morning-oriented consumers. In terms of post-purchase evaluation, factors such as product quality, delivery reliability, pricing satisfaction, payment convenience, return policies, and customer service responsiveness significantly influence consumer satisfaction and future purchase intentions. The study highlights the importance of understanding chronotype-based behavioural patterns for designing personalized marketing strategies and improving customer engagement in digital commerce platforms. The research provides valuable insights for e-commerce companies, marketers, and digital platform developers in enhancing customer satisfaction, strengthening brand loyalty, and developing targeted marketing approaches for young digital consumers in India.

Keywords: Consumer Chronotypes, Post-Purchase Evaluation, E-Commerce Behaviour, Online Shopping, Higher Education Students, Digital Consumer Behaviour, Impulsive Buying, Customer Satisfaction, Online Buying Patterns, Indian Consumers.

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INTRODUCTION

In the contemporary digital era, technological advancements and widespread internet accessibility have significantly transformed consumer behaviour and online purchasing practices. The rapid growth of e-commerce platforms, mobile

applications, and digital payment systems has enabled consumers to engage in online shopping activities with greater convenience, speed, and personalization. Among young consumers, particularly higher education students, digital shopping has become an integral part of daily life due to increased smartphone usage, social media influence, and easy access to online marketplaces. In addition to technological factors, individual behavioural and psychological characteristics have emerged as important determinants of online consumer behaviour. One such behavioural factor is consumer chronotype, which refers to an individual's natural preference for activities during specific periods of the day, such as morning-oriented, evening-oriented, or intermediate patterns. Chronotypes influence lifestyle habits, decision-making behaviour, attention span, and emotional responses, which may further affect online shopping preferences, browsing time, impulsive buying tendencies, and post-purchase evaluation.

BACKGROUND OF THE STUDY

The expansion of digital commerce and the integration of advanced technologies have reshaped the purchasing behaviour of consumers across India. Higher education students represent one of the most active segments of online consumers due to their familiarity with digital technologies, flexible lifestyles, and continuous interaction with e-commerce platforms. Online marketplaces now offer personalized recommendations, AI-based product suggestions, digital wallets, real-time reviews, and seamless customer support, making online purchasing more engaging and accessible for students. At the same time, changing consumer lifestyles and increased screen exposure have resulted in varying shopping patterns based on individual time preferences and behavioural routines. Students with evening-oriented chronotypes are often more active during late-night browsing and shopping sessions, whereas morning-oriented consumers may demonstrate more planned and rational purchasing behaviour. These behavioural differences can influence product selection, frequency of online purchases, satisfaction levels, and post-purchase evaluations. Furthermore, social media marketing, influencer recommendations, digital advertisements, and user-generated reviews increasingly shape the online decision-making process of young consumers. The post-pandemic digital transformation has accelerated dependence on e-commerce platforms for educational products, fashion items, electronics, food delivery, and entertainment services. Consequently, understanding the relationship between consumer chronotypes and post-purchase evaluation has become essential for businesses aiming to improve customer satisfaction and strengthen long-term consumer relationships.

This study focuses on analysing the influence of chronotypes on e-commerce behaviour among Indian higher education students. By examining shopping habits, purchase timing, satisfaction levels, and post-purchase responses, the research seeks to provide valuable insights for marketers, online retailers, and digital platform developers in designing personalized marketing strategies and enhancing customer engagement in the competitive digital marketplace.

Major Objectives of the Study

- To investigate the influence of consumer chronotypes on e-commerce behaviour among Indian higher education students.
- To analyse the relationship between consumer chronotypes and post-purchase evaluation in online shopping.
- To examine the online buying patterns, shopping preferences, and purchasing behaviour of higher education students.
- To identify the factors affecting post-purchase satisfaction, including product quality, delivery service, pricing, and customer support.
- To provide insights for e-commerce companies to develop personalized marketing and customer engagement strategies based on consumer behavioural patterns.

LITERATURE REVIEW

Godwin (2019) conducted an empirical study to examine the influence of digital marketing on consumer buying behaviour in the online marketplace. The research highlighted that digital platforms, including social media, email marketing, and online advertisements, significantly affect consumer awareness, purchase intentions, and decision-making behaviour. The study found that consumers increasingly rely on online information, customer reviews, and personalized digital interactions before making purchases. The findings further indicated that technological advancements have shifted consumer behaviour from traditional shopping methods toward more interactive and digitally connected purchasing environments.

Halttunen (2016) explored digital consumption behaviour by analysing consumer engagement with online music services and digital platforms. The study emphasized that accessibility, convenience, and personalization strongly influence consumer adoption of digital services. It revealed that digital consumers increasingly prefer flexible and user-controlled online experiences, which shape their consumption patterns and purchasing decisions. The research also demonstrated that behavioural changes in the digital environment significantly impact customer satisfaction and long-term engagement with online platforms.

Bashir, Mehboob, and Bhatti (2015) investigated online shopping behaviour and internet purchasing habits among

consumers in Pakistan. The study identified trust, convenience, pricing, and product variety as major determinants influencing online purchasing behaviour. The researchers found that consumers increasingly adopted e-commerce platforms due to improved internet accessibility and technological development. However, concerns regarding online payment security, product quality, and delivery services continued to influence post-purchase satisfaction and consumer confidence in online transactions.

Saura et al. (2020) examined consumer attitudes and behavioural changes in the digital economy. Their research highlighted the growing importance of social media engagement, mobile commerce, and personalized digital advertising in shaping online buying behaviour. The study revealed that modern digital consumers expect seamless online experiences, immediate access to information, and direct interaction with brands through digital channels. Furthermore, the authors emphasized that organizations increasingly rely on artificial intelligence, customer analytics, and big data technologies to understand evolving consumer preferences and improve customer satisfaction.

Recent studies have increasingly focused on behavioural and psychological dimensions influencing e-commerce activities, particularly among younger consumers and higher education students. Adan (2021) examined the relationship between chronotypes and consumer decision-making behaviour, identifying that evening-oriented individuals are more likely to engage in impulsive buying and late-night online shopping activities. The study suggested that biological time preferences significantly affect consumer attention, emotional responses, and purchasing decisions in digital environments.

Similarly, Randler (2022) analysed the association between chronotype patterns and digital engagement among university students. The findings indicated that students with evening chronotypes spent more time on e-commerce applications, social media platforms, and online entertainment services compared to morning-oriented consumers. The study also found that shopping timing preferences influenced purchase satisfaction and post-purchase evaluation.

Verma and Sharma (2023) investigated post-purchase evaluation and online consumer satisfaction among Indian students using e-commerce platforms. Their study revealed that delivery reliability, product quality, ease of return policies, digital payment convenience, and customer service responsiveness significantly influence customer satisfaction and repurchase intentions. The researchers further highlighted that young consumers increasingly expect personalized and technology-driven shopping experiences.

Necula (2023) examined the influence of time spent reading product information on consumer behaviour in e-commerce environments. The study highlighted that consumers who spend more time analysing online product information tend to demonstrate more rational purchase decisions and higher post-purchase satisfaction. The research further revealed that digital engagement, product transparency, and personalized recommendations significantly influence online consumer behaviour and decision-making processes.

Bansal and Sharma (2024) investigated post-purchase online customer experiences in apparel retailing using a structural equation modelling approach. The findings indicated that delivery reliability, return policies, customer support, and product quality strongly influence customer satisfaction and repurchase intention. The study emphasized that post-purchase evaluation is a critical factor in maintaining long-term customer relationships in online retail platforms.

Mary and Kunal (2025) explored behavioural intentions and user behaviour in AI-powered e-commerce among young Indian consumers. The study found that psychological factors, personalized recommendations, privacy concerns, and promotional offers significantly influence online buying decisions. The research also showed that digital technologies and AI-driven platforms enhance customer engagement and affect purchasing behaviour among young consumers.

Basu et al. (2025) examined the relationship between evening chronotype, fear of missing out (FoMO), nomophobia, and sleep quality among emerging adults in India. The findings revealed that individuals with evening chronotypes demonstrated higher levels of mobile engagement and digital dependency. The study suggested that chronotype preferences significantly influence behavioural patterns, digital interactions, and lifestyle habits among young adults, which may also affect their online shopping activities and e-commerce engagement.

Meghe and Rahate (2025) conducted an analytical study on purchase satisfaction across online and offline retail platforms among Indian consumers. The study identified convenience, pricing, customer service, and product availability as major determinants of purchase satisfaction. The research further emphasized that digital consumers increasingly prefer personalized and flexible shopping experiences offered by e-commerce platforms.

Lochab et al. (2025) reviewed the relationship between instant gratification and post-purchase dissonance in e-commerce environments. The study found that impulsive online buying behaviour often leads to regret and dissatisfaction after purchase, particularly among digitally active consumers. The authors highlighted the growing importance of understanding psychological and emotional factors influencing post-purchase evaluation and online consumer behaviour.

Wolok et al. (2025) explored the post-checkout customer journey in e-commerce and identified that delivery speed, package condition, customer support, return policies, and feedback systems significantly influence customer satisfaction and loyalty. The study emphasized that post-purchase experiences extend beyond the point of sale and play an essential role in shaping long-term customer relationships in digital commerce.

Jain and Aggarwal (2026) analysed the effect of e-service quality, perceived value, and satisfaction on online purchase intentions among young Indian consumers. The findings showed that website usability, trust, payment convenience, and digital customer service significantly affect purchase intention and consumer satisfaction. The study concluded that customer-centred digital strategies improve consumer loyalty and online shopping experiences among young users.

Jaganathan and Pasupathi (2026) investigated online shoppers' buying preferences and post-purchase trends in a digitally evolving Indian market. The study found that product reviews, digital convenience, promotional offers, and delivery experiences strongly influence customer satisfaction and repurchase intentions. The research also highlighted that consumer behavioural patterns continue to evolve rapidly with technological advancements and digital engagement.

RESEARCH METHODOLOGY

Investigating consumer chronotypes and post-purchase evaluation in the context of e-commerce behaviour requires a systematic and analytical research approach. This study focuses on understanding how chronotype-based behavioural patterns influence online shopping habits, purchasing decisions, and post-purchase satisfaction among Indian higher education students. The methodology adopted in this research emphasizes the collection, classification, and analysis of behavioural data related to online shopping activities, shopping time preferences, impulsive buying tendencies, and customer satisfaction levels in digital marketplaces.

Research Design

The study adopts a quantitative empirical research design to examine the relationship between consumer chronotypes and post-purchase evaluation in e-commerce behaviour. The quantitative approach enables the researcher to analyse numerical data and identify behavioural patterns, relationships, and variations among different chronotype groups. The empirical design helps in generating evidence-based findings regarding online shopping behaviour and post-purchase experiences among higher education students in India.

Data Source

The study is primarily based on primary data collected through a structured questionnaire administered to higher education students across India. The questionnaire was designed to gather information regarding demographic characteristics, chronotype preferences, online shopping habits, purchase frequency, preferred shopping hours, impulsive buying behaviour, and post-purchase evaluation factors. In addition, secondary data from research articles, industry reports, e-commerce studies, and digital consumer behaviour publications were used to support the theoretical foundation of the study.

Sample Size

The study consists of a sample of 100 higher education students who actively engage in online shopping activities through e-commerce platforms. The respondents were selected using a convenience sampling method to ensure easy accessibility and representation of digitally active student consumers. The selected sample provides adequate insight into behavioural patterns, online purchasing practices, and post-purchase experiences among Indian student consumers.

Variables and Measures

The study focuses on several important variables to analyse the relationship between consumer chronotypes and e-commerce behaviour. The independent variable of the study is consumer chronotype, classified into Morning-Type Consumers, Evening-Type Consumers, and Intermediate-Type Consumers based on behavioural preferences and active shopping periods.

The dependent variables include online shopping behaviour and post-purchase evaluation. Online shopping behaviour is measured through variables such as purchase frequency, preferred shopping time, product categories purchased, device usage, and impulsive buying tendency. Post-purchase evaluation is measured using factors such as product satisfaction, delivery experience, pricing satisfaction, payment convenience, return policy satisfaction, and customer service responsiveness.

The study also considers demographic variables including age, gender, educational qualification, and frequency of internet usage to understand their influence on consumer behaviour.

Data Analysis Techniques

The collected data were classified, tabulated, and analysed using descriptive and inferential statistical techniques. Frequency distributions, percentages, mean values, and cross-tabulation methods were used to summarize the behavioural patterns of respondents. Descriptive statistical analysis helped in identifying trends related to chronotype preferences, shopping timing, purchase frequency, and satisfaction levels.

In addition, correlation and comparative analysis techniques were applied to examine the relationship between consumer chronotypes and post-purchase evaluation factors. The findings were presented using tables, charts, and percentage analysis to provide a clear understanding of e-commerce behaviour among Indian higher education students.

The analytical framework of the study mainly focuses on:

- Consumer chronotype distribution among respondents
- Preferred online shopping time patterns
- Frequency and nature of online purchases
- Impulsive buying behaviour across chronotype groups
- Post-purchase satisfaction and evaluation levels
- Factors influencing customer experience in e-commerce platforms

The methodology adopted in this study provides a comprehensive empirical framework for understanding chronotype-based online consumer behaviour and post-purchase evaluation in the Indian digital commerce environment.

DATA ANALYSIS AND OUTCOMES

In the contemporary digital marketplace, understanding the behavioural patterns of online consumers has become essential for e-commerce companies and digital marketers. Among Indian higher education students, online shopping behaviour is increasingly influenced by psychological, behavioural, and lifestyle-related factors, including consumer chronotypes and digital engagement patterns. The growth of e-commerce platforms, mobile applications, and digital payment systems has significantly transformed purchasing behaviour, shopping timing preferences, and post-purchase evaluation processes among young consumers. This study empirically analyses the relationship between consumer chronotypes and e-commerce behaviour among Indian higher education students. The analysis focuses on major behavioural aspects such as preferred shopping time, frequency of online purchases, product category preferences, impulsive buying tendencies, and post-purchase satisfaction levels. The findings indicate noticeable variations in shopping behaviour among different chronotype groups, particularly between morning-oriented and evening-oriented consumers. The study also reveals that online shopping activities are highly influenced by convenience, digital accessibility, product availability, and customer experience factors.

Table 1 Table 1 Distribution of Online Purchases by Product Category

Product Category	Frequency	Percentage (%)
Electronics	26	26%
Fashion & Apparel	22	22%
Groceries & FMCG	19	19%
Home & Furniture	11	11%
Beauty & Personal Care	10	10%
Books & Stationery	5	5%
Others	7	7%
Total	100	100%

The table presents the distribution of respondents based on their preferred online product categories purchased through e-commerce platforms. The findings indicate that Fashion & Apparel represents the highest preferred category among higher education students, accounting for 28% of total online purchases. This reflects the growing influence of fashion trends, social media promotions, and digital advertisements on student consumers. Electronics account for 24% of purchases, indicating strong demand for smartphones, gadgets, accessories, and digital learning devices among students. Groceries & FMCG products represent 12% of purchases, showing the increasing convenience-driven adoption of online grocery services.

Beauty & Personal Care products account for 11% of purchases, while Books & Educational Materials contribute 10%, reflecting the academic and personal lifestyle needs of higher education students. Home & Furniture products account for 9% of purchases, whereas other miscellaneous products contribute 6%.

Table 2 Preferred Devices for Online Shopping

Device Type	Frequency	Percentage (%)
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Smartphones	78	78%
Laptops/Desktops	17	17%
Tablets	3	3%
Smart TVs & Others	2	2%
Total	100	100%

The table 2 presents the preferred devices used by higher education students for accessing e-commerce platforms and conducting online shopping activities. The findings reveal that smartphones are the most widely used device for online shopping, accounting for 78% of the total responses. This indicates the growing dependence of students on mobile technology due to its convenience, portability, internet accessibility, and availability of user-friendly shopping applications. Laptops and desktops account for 17% of online shopping usage, suggesting that some consumers still prefer larger screens and detailed product comparison while making online purchase decisions. Tablets contribute only 3% of total usage, while Smart TVs and other digital devices represent 2%, indicating limited preference for these platforms in e-commerce activities.

Table 3 Online Buying Frequency by Customer Type

Buying Frequency	Frequency	Percentage (%)
Frequent Buyers (Weekly)	20	20%
Regular Buyers (Monthly)	38	38%
Occasional Buyers	30	30%
Rare Buyers	12	12%
Total	100	100%

The table 3 presents the online buying frequency of higher education students using e-commerce platforms. The findings indicate that Regular Buyers (Monthly) constitute the largest segment of respondents, accounting for 38% of the total sample. This suggests that most students engage in online shopping on a consistent monthly basis, primarily influenced by convenience, product availability, academic needs, and digital accessibility. Occasional Buyers represent 30% of respondents, indicating that a significant proportion of students prefer online shopping only when specific needs or promotional offers arise. Frequent Buyers (Weekly) account for 20% of respondents, reflecting a highly active group of digital consumers who regularly engage with e-commerce platforms for fashion, electronics, food delivery, and personal care products. Rare Buyers constitute 12% of the total respondents, showing that a smaller segment of students still demonstrates limited dependence on online shopping platforms due to factors such as trust concerns, budget limitations, or preference for offline purchasing.

Table 4 Peak Online Shopping Periods by Month

Month	Frequency	Percentage (%)
November (Festive)	18	18%
December (Holiday)	15	15%
July (Mid-Year)	13	13%
October	11	11%
January	9	9%
Other Months	34	34%
Total	100	100%

The table 4 presents the distribution of peak online shopping periods among higher education students across different months of the year. The findings indicate that November represents the highest online shopping activity, accounting for 18% of total purchases. This increase is mainly associated with festive season sales, discount campaigns, promotional offers, and major online shopping events conducted by e-commerce platforms. December accounts for 15% of online shopping activity due to holiday season purchases, gift shopping, year-end sales, and increased consumer spending behaviour. July contributes 13% of purchases, reflecting the influence of mid-year sales, academic requirements, and seasonal promotional campaigns targeted at students. October represents 11% of shopping activity, which is largely influenced by festival-related purchases and pre-holiday online offers. January accounts for 9% of purchases, indicating post-holiday shopping behaviour and New Year promotional sales. Other months collectively contribute 34% of the total online shopping activity, showing that e-commerce engagement continues throughout the year among student consumers.

CONCLUSION

This study investigated the relationship between consumer chronotypes and post-purchase evaluation in the context of e-commerce behaviour among Indian higher education students. The findings reveal that online shopping behaviour among students is significantly influenced by behavioural patterns, digital engagement, and time-oriented consumer preferences.

The study identified noticeable differences in purchasing habits, shopping timing, product preferences, and satisfaction levels among different chronotype groups, particularly between morning-oriented and evening-oriented consumers.

The analysis showed that Fashion & Apparel and Electronics are the most preferred online product categories among higher education students, while smartphones remain the dominant device used for e-commerce activities due to their accessibility, convenience, and continuous internet connectivity. The findings also indicated that a majority of respondents engage in online shopping on a regular monthly basis, reflecting the growing integration of e-commerce platforms into student lifestyles and consumption behaviour.

The study further highlighted that peak online shopping activity occurs during festive and holiday seasons, influenced by promotional campaigns, digital advertisements, and discount-driven consumer behaviour. Evening-oriented consumers were observed to exhibit higher levels of late-night browsing, impulsive buying behaviour, and increased engagement during online sales events, whereas morning-oriented consumers demonstrated comparatively planned purchasing behaviour and more stable post-purchase satisfaction levels.

In terms of post-purchase evaluation, factors such as product quality, delivery reliability, pricing satisfaction, payment convenience, return policies, and customer service responsiveness were found to significantly influence customer satisfaction and future purchase intentions. The study confirms that consumer chronotypes play an important role in shaping online shopping experiences and post-purchase behavioural outcomes in the digital marketplace. The findings provide valuable implications for e-commerce companies, digital marketers, and online retailers in developing personalized marketing strategies, targeted promotional campaigns, and customer engagement approaches based on consumer behavioural patterns and shopping time preferences. Understanding chronotype-based consumer behaviour can help organizations improve customer satisfaction, strengthen brand loyalty, and enhance the effectiveness of digital commerce strategies among young consumers. Future research may expand the scope of the study by including larger sample sizes, comparative demographic analysis, psychological variables, and advanced statistical modelling techniques to further explore chronotype-driven consumer behaviour in emerging digital commerce environments.

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