

## Impact of Sustainable E-Commerce on Consumer Behaviour

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**Abstract:**

Sustainability has become a vital concern at the intersection of economic growth, environmental preservation and social responsibility. As e-commerce continues to expand rapidly, it faces criticism for practices that negatively impact the environment, such as excessive packaging, high return rates and frequent shipping. In response, many e-commerce businesses are adopting sustainable practices to meet evolving consumer expectations. This quantitative study investigates the impact of sustainable e-commerce practices on consumer behaviour. Data were collected through a structured survey administered to a diverse sample of online shoppers. Statistical techniques including one-way ANOVA and Chi-square tests were employed to examine the influence of demographic variables and sustainability awareness on consumer preferences, purchase intentions and brand loyalty. The findings reveal significant differences in consumer behaviour based on gender, age and environmental awareness levels. Consumers with high sustainability awareness are more likely to support eco-friendly e-commerce platforms, even at higher costs. This research offers empirical evidence to guide e-commerce businesses in designing sustainability strategies that align with consumer expectations and regulatory trends.

**Keywords:**

Sustainable e-commerce, Consumer behaviour, Eco-friendly practices and Environmental sustainability.