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A Study on Consumer behaviour towards Online Shopping

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ABSTRACT

This study investigates consumer behaviour towards online shopping, examining the factors that influence individuals' purchasing decisions in the digital marketplace. With the rise of e-commerce, understanding these behaviours has become crucial for businesses aiming to adapt to changing consumer expectations. Through a mixed-methods approach involving surveys and interviews, this research identifies key motivators for online shopping, such as convenience, price comparisons, and product variety, as well as common deterrents, including concerns about security, product quality, and return policies. The study reveals demographic variations in shopping behaviour, with younger consumers more likely to embrace online shopping compared to older age groups, who often prefer in-store experiences. Additionally, the findings underscore the impact of user experience factors, such as website design, ease of navigation, and personalized recommendations, on purchase likelihood. Insights from this research can help online retailers develop targeted strategies to enhance customer satisfaction, build brand loyalty, and improve conversion rates in an increasingly competitive digital landscape.

INTRODUCTION

In recent years, the landscape of retail has undergone a seismic shift, driven primarily by the rapid expansion of technology and the internet. The emergence of online shopping has not only transformed how consumers purchase goods and services but has also fundamentally altered their behaviours and preferences. Understanding consumer behaviour towards online shopping is crucial for retailers, marketers, and researchers as it provides insights into the motivations, challenges, and trends influencing purchasing decisions in a digital environment.

Consumer behaviour, online shopping, e-commerce, digital marketplace, purchasing decisions.

REVIEW OF LITERATURE

P Singhal, S Patra 2018

Online shopping is rapidly gaining traction in India, especially in Kolkata, where consumers of all ages are engaging with e-commerce. This study investigates consumer awareness, shopping frequency, average spending, and factors influencing online purchases, including payment preferences. Data was collected from 200 respondents in areas like Park Street and Bhawani pore using a structured questionnaire. Findings reveal that discounts, ease of purchase, and reduced search costs are key influences on shopping behaviour, with notable differences in preferences between genders. This research provides insights into Kolkata's e-commerce landscape and suggests that future studies could explore different demographics and cities to enhance understanding of consumer behaviour.

V Santhosh, B BASAVARAJAPPA 2022

In the fast-paced environment of the twenty-first century, online shopping has become increasingly vital for busy individuals seeking convenience. The internet has revolutionized the retail landscape, transforming traditional purchasing into a global market accessible from anywhere. This study utilizes a classical model of consumer behaviour to explore how the internet influences shopping habits. Businesses have adapted by leveraging online platforms to reduce marketing costs and offer competitive pricing while also using the internet to gather customer feedback and conduct satisfaction surveys. Consumers not only shop online but also compare prices, products, features, and after-sales support, enhancing their overall purchasing experience.

[Bernadeth Bekania Telaumbanua](#)

H Kaur, R Kochar 2018

Online shopping is a form of electronic commerce that enables consumers to purchase goods and services directly from sellers via the internet. This innovative shift has revolutionized business practices, making life easier for individuals and groups. Unlike physical markets, online shopping offers a different consumer experience, with increasing trust in e-commerce platforms over the years. The rise of numerous online retailers has intensified

competition, resulting in better and more affordable products for consumers. However, privacy concerns remain a significant issue. Factors such as guaranteed quality, cash-on-delivery options, and discounts significantly influence consumer attitudes toward online shopping. This research paper analyzes consumer behaviour and the various factors driving the trend of online shopping.

[D Jain](#), [S Goswami](#), [S Bhutani](#) 2014

In the age of widespread internet access, online shopping has gained significant traction in India, offering smoother and faster transactions for both buyers and sellers. Understanding the factors influencing consumer buying behaviour is crucial for online retailers to develop effective marketing strategies. This study identifies four key dimensions of online shopping as perceived by consumers in Delhi: Perceived Risk, Perceived Enjoyment, Perceived Usefulness, and Perceived Ease of Use. The research, based on a sample of 160 online shoppers from diverse demographic backgrounds, utilized a pre-structured questionnaire with a 5-point Likert scale. The findings indicate that Perceived Risk significantly affects online shopping behaviour, while Perceived Enjoyment, Perceived Usefulness, and Perceived Ease of Use do not have a notable impact. The study recommends that companies focus on reducing perceived risks to build consumer trust, which could foster the growth of Indian online retailing in the future.

[M Vidya](#), [P Selvamani](#) 2019

This study explores consumer behaviour towards online shopping, highlighting the transition from traditional purchasing methods to e-commerce. It focuses on product-related dimensions, demographic profiles, and consumer awareness. Using a descriptive research design and a snowball sampling method, data was collected from 412 respondents—188 from Erode and 224 from Trichy. Analysis with SPSS revealed that consumers are satisfied with product dimensions, and factors like educational qualification, online shopping knowledge, purchase frequency, and payment preferences significantly influence awareness levels. The findings emphasize the need for better product delivery to remote areas and enhanced advertising to boost consumer engagement.

[A gift](#), [V Rekha](#), [C Nisha](#) 2014

India has approximately 12 million active internet users, accounting for 10.2% of the population. The study titled "Consumers Attitude Towards Online Shopping" in the Trans Yamuna area of Allahabad aimed to investigate the frequency of internet access for online shopping and the factors influencing consumer behaviour among selected respondents. Using purposive random sampling, 105 individuals aged 18-30 with online shopping experience were surveyed, including 55 males and 50 females. The questionnaire, derived from existing literature, was analysed using percentages, frequency, and Chi Square Test. Findings indicate that while respondents use the internet daily for work, they shop online occasionally. Key factors influencing online shopping include time savings, comfort, detailed product information, and easy price comparison.

Ali, B. J. 2020 With the growing penetration of the internet, online shopping has become widespread, particularly enhanced by the COVID-19 pandemic, which made payments and deliveries easier amidst restrictions. This study explores the correlation between COVID-19 and consumer buying behaviours of electronic durable goods in Iraq, focusing on how consumers adapted to related challenges. By examining existing literature and secondary sales data from Samsung, Iraq's largest consumer electronics company, the study highlights a significant shift towards online purchasing during the pandemic. While some markets struggled to adapt, many are innovating and investing in online shopping. Ultimately, COVID-19 appears to have prompted Iraqi consumers to embrace technology and adjust their lifestyles to meet the new circumstances.

NEED OF STUDY

- Knowledge of purchasing patterns and preferences allows for more targeted and effective marketing strategies, increasing the chances of successful consumer engagement and conversion.
- Analyzing behavior helps businesses make informed decisions about product offerings, pricing, and promotions, ultimately driving sales and growth.

SCOPE OF STUDY

- The scope refers to the range and potential areas of study or analysis concerning how consumers make purchasing decisions.
- Main focus on electronic products, raw materials and groceries, clothing's in my study.
- Discover the most frequently encountered challenges by online shoppers.

LIMITATIONS OF STUDY

- consumer behaviour in online shopping presents several limitations. Bias in responses can occur, as consumers may misreport their actual behaviours due to social desirability, leading to discrepancies between stated intentions and real actions.
- Additionally Understanding, studies often involve small sample sizes, which can limit the generalizability of findings, as they may not reflect the diverse behaviours of the broader population.

- Temporal variations also affect consumer behaviour, with preferences shifting over time and across season

OBJECTIVE OF THE STUDY

PRIMARY OBJECTIVES

To study the consumer behaviour towards online shopping.

SECONDARY OBJECTIVES

- To study the sociodemographic factors affecting consumer buying behaviour towards online shopping.
- To identify the key factors that influence online Buying behaviour of consumers.
- To identify the issues in online shopping among consumers.

RESEARCH METHODOLOGY

Descriptive research is used in research topic. It means observing and measuring without manipulating variables. Convenience sampling method is used to conduct the research. Both the primary and secondary data were used in this study. The primary data is collected through questionnaire collected through Google Forms and secondary data is collected from websites, journals and research papers. A sample of 100 customers who consumer behavior online shopping. The collected data was analysed by using the statistical tools of Simple Percentage Analysis,

DATA ANALYSIS:

The questionnaire became the basis to build two hypotheses for further testing. To analyse the results SPSS is used. In the data analysis process, we have used Percentage Analysis, chi-square, one way ANOVA This section breaks down the study's descriptive analysis the consumer behaviour towards online shopping. The first hypothesis is done to identify the trust in ingredients and perceived quality of consumer behaviour.

Chi-square

HO: there is no association between gender and how Often do you e-commerce services

H1: there is an association between gender and how Often do you e-commerce services

Test Statistics

	GENDER	HOW OFTEN DO YOU USE E-COMMERCE SERVICES
Chi-Square	2.510 ^a	30.314 ^b
df	1	3
Asymp. Sig.	.113	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 51.0.

b. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 25.5.

From the above table, we can find that the significant Value is 0.000, which is less that table value 0.05, so the Null hypothesis is rejected and alternative hypothesis Is accepted.

Therefore, there is an association between gender and how often Do you e-commerce services.

One way ANOVA.

H0: there is no significance between income and how often do you use e-commerce services

H1: there is a significance between income and how often do you use e-commerce services

ANOVA					
INCOME					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	25.335	3	8.445	1.237	.300
Within Groups	668.979	98	6.826		
Total	694.314	101			

INFERENCE:

The above table shows that one way ANOVA was conducted to identify influence of income a how often do you use e-commerce services. The significant value $p=0.300$ so There is no significant difference between income and how often do you use e-commerce services

FINDINGS & SUGESTION:

Convenience is the primary motivator for online shopping, as consumers highly value the time saved and accessibility offered by e-commerce platforms. Consumers are very price-sensitive and use online platforms to easily compare prices across various retailers, making cost a critical factor in their purchasing decisions. Many consumers hesitate to purchase online due to trust and security concerns, particularly regarding data privacy and product authenticity, especially when it comes to high-value items. The likelihood of purchasing online is significantly impacted by website functionality, ease of navigation, and overall user experience, which play a crucial role in consumer satisfaction. Younger consumers, especially those between 18-35 years old, are more inclined toward online shopping, while older consumers tend to Favor in-store shopping to gain a tactile, physical experience.

Positive reviews and user-generated content, such as customer testimonials, heavily influence consumer purchase decisions, highlighting the critical role of social proof in online shopping. E-commerce platforms should enhance website usability and ensure mobile optimization, creating an intuitive design and streamlined checkout process to reduce cart abandonment. Implementing strong security measures, including clear data protection policies, secure payment options, and product authenticity guarantees, can help build consumer trust in online shopping. Personalized marketing strategies that utilize consumer data to provide tailored recommendations and targeted promotions can increase the likelihood of purchase by aligning with individual preferences Online retailers should leverage customer reviews and social proof by encouraging testimonials, using rating systems, and showcasing positive reviews prominently to build credibility. Offering flexible, hassle-free return policies can alleviate consumer concerns regarding product quality and satisfaction, especially for first-time buyers. To effectively target different demographics, businesses should emphasize convenience and product variety to appeal to younger consumers, while focusing on building trust to reassure older consumers

CONCLUSION:

This study concludes that online shopping behaviour is shaped by multiple factors, with convenience, price sensitivity, and trust playing central roles. The findings emphasize that while younger consumers increasingly adopt online shopping due to convenience and variety, older consumers often prefer in-store experiences, primarily due to security and trust concerns.

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