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## **A Study on Consumer Buyer behaviour towards Online Shopping**

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### **ABSTRACT**

This research project investigates the profound impact of consumer buyer behavior in the context of online shopping, focusing on key elements such as personalized messaging, targeted advertising, and social media engagement. Through a meticulous blend of quantitative analysis and literature review, the study aims to unveil the intricate dynamics between these digital marketing strategies and consumer perceptions, preferences, and purchasing decisions in the online shopping realm.

The research endeavors to offer actionable insights and recommendations customized for organizations seeking to optimize their online marketing endeavors. Drawing from theoretical frameworks and industry best practices, these suggestions aim to bolster the efficacy of online marketing strategies in shaping consumer behaviour effectively.

Furthermore, the study provides a concise overview of online marketing strategies, delineating their objectives, target audience, and key performance indicators specific to the online shopping domain.

In conclusion, this research project aspires to contribute significant insights to the marketing domain by elucidating the nuanced relationship between online marketing and consumer buyer behaviour. By employing a rigorous methodology and furnishing practical recommendations, the study aims to empower organizations to leverage their online marketing initiatives for heightened consumer engagement and loyalty in the online shopping landscape..

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### **INTRODUCTION**

The rise of e-commerce has transformed consumer shopping habits, offering convenience and accessibility to a wide range of products and services. This shift has prompted businesses to adapt their marketing strategies to engage effectively with online consumers. Understanding consumer behaviour in online shopping is crucial for businesses navigating the digital marketplace. This study aims to explore the factors influencing purchasing decisions in the online realm, including website design, user experience, and social influences. By examining individual characteristics and situational factors, this research seeks to provide valuable insights into the motivations and behaviours of online shoppers.

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### **ONLINE SHOPPING IN INDIA**

The internet's growth has transformed shopping in India, from modest beginnings to a vast online marketplace. E-commerce adoption allows companies to reach global audiences and offer diverse products securely. Online shopping is favored by urban youth aged 18-40 for its convenience and accessibility to a wide range of items.

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### **CHANGING ATTITUDE TOWARDS ONLINE SHOPPING**

The rise of internet shopping in India reflects shifting consumer attitudes, driven by factors like convenience, wide selection, and price comparison. Online platforms offer unparalleled convenience, allowing shoppers to browse and purchase products anytime, anywhere. The vast selection available online includes niche items and specialty products not easily found in physical stores. Price comparison tools empower consumers to find the best deals quickly, while discounts and savings incentives further enhance the online shopping experience. Personalized recommendations and concierge services elevate the shopping journey, catering to individual preferences. Secure payment options and doorstep delivery add to the appeal, making online shopping a preferred choice for modern consumers.

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### **OBJECTIVES OF THE STUDY**

Primary Objectives:

1. Investigate consumer buyer behaviour in online shopping.
2. Understand motivations, preferences, and decision-making processes.

Secondary Objectives:

1. Explore demographic impact on online shopping preferences.
2. Identify key factors influencing online shopping decisions.
3. Examine consumer behaviour across product categories and regions.
4. Assess attitudes and satisfaction levels in online shopping.
5. Analyze the role of online reviews, social influence, and promotions in shaping online purchasing behaviour.

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## REVIEW OF LITERATURE

- **Lepkowska -white, and Rao (1999)** preferred vendor characteristics, security of transactions, content for privacy, and customer characteristics as factors influencing electronic exchange.
- **Richard Shambare, (2011)** says that social networks have revolutionized communication patterns in the 21st century. Young consumers have integrated social media into their daily lives. Faster internet access and cheaper 3G technology and smartphones have a positive influence on the adoption of social media.
- **Dr. V Vijayalakshmi & Dr. R Lakshmi (2018)** Mostly youngsters and the youth generation (19-30 age group) are very much interested in online buying because they know about technology and e- shopping.

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## HYPOTHESIS OF THE STUDY

1. **To identify the key factors influencing consumers' decisions to shop online, including convenience, pricing, product variety, and trust in online retailers.**

Null hypothesis: There is no significant relationship between gender and factors that influence your decision to shop online.

Alternative hypothesis: There is a significant relationship between gender and factors that influence your decision to shop online.

2. **To assess consumers' attitudes towards online shopping and their satisfaction levels with the overall online shopping experience.**

Null hypothesis: There is no significant relationship between the products you prefer to buy online and the features of an online shopping website you find most important.

Alternative hypothesis: There is a significant relationship between products you prefer to buy online and the features of an online shopping website you find most important.

### SOURCES OF DATA

The data collected from both primary and secondary data

**primary data:** A questionnaire was prepared and administered to 109 respondents.

**Secondary data:** Collected from online journals, websites & review of literature.

### TOOLS AND TECHNIQUES

The study utilized a questionnaire as its research instrument for data collection. This questionnaire was designed in alignment with the study's objectives and was administered to consumers to gather their perspectives. The information was collected using a meticulously structured questionnaire.

### ANALYSIS TOOL

**PERCENTAGE ANALYSIS:** Percentage analysis involves breaking down data into proportions or percentages to better understand its composition or contribution to a whole. It's commonly used in financial analysis, marketing, and various other fields to compare different elements within a dataset or to track changes over time. This method allows for a clearer interpretation of trends, patterns, and relationships within the data.

### STATISTICAL TOOLS

#### CHI-SQUARE

A chi-square test is a statistical test that is used to compare observed and expected results. The goal of this test is to identify whether a disparity between actual and predicted data is due to chance or to a link between the variables under consideration. As a result, the chi-square test is an ideal choice for aiding in our understanding and interpretation of the connection between our two categorical variables.

#### CORRELATION:

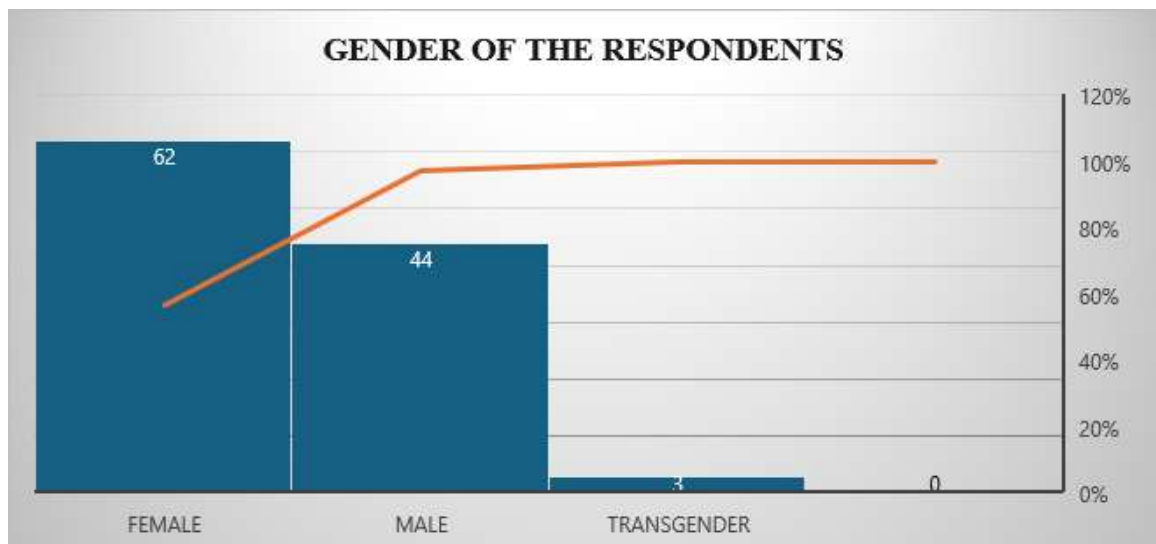
Correlation tools are used to find relationships between variables. By analyzing correlations, researchers can understand how changes in one variable may affect another. This helps in making informed decisions and predicting outcomes based on data patterns, aiding in strategic decision-making.

### ANALYSIS AND INTERPRETATION OF DATA

TABLE NO: 1 GENDER OF THE RESPONDENTS

GENDER	NO. OF. RESPONDENTS	% OF RESPONDENTS
Male	44	44%
Female	62	62%
Transgender	3	3%
<b>TOTAL</b>	<b>109</b>	<b>109%</b>

CHART NO: 1



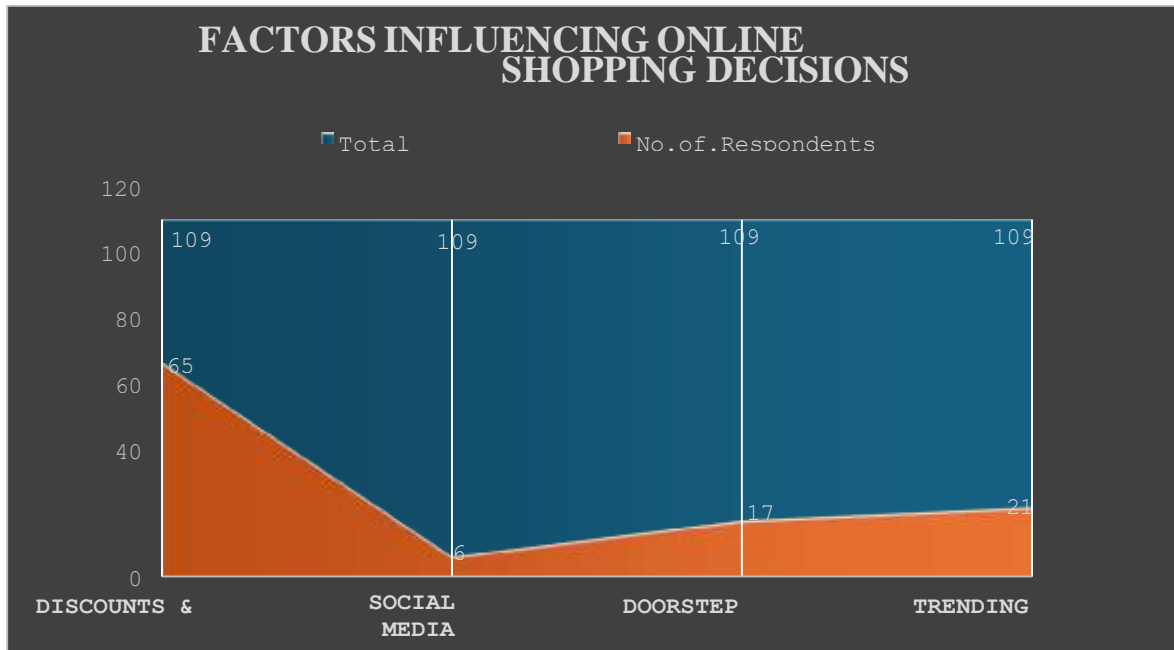
#### INTERPRETATION:

From the above analysis (62%) of respondents are female, (44%) of respondents are male (3%) of respondents are transgender.

TABLE NO: 2 FACTORS INFLUENCING ONLINE SHOPPING DECISIONS

PARTICULARS	NO. OF. RESPONDENTS	% OF RESPONDENTS
Discounts & offers	65	65%
Social media influencer	6	6%
Doorstep delivery	17	17%
Trending products	21	21%
<b>TOTAL</b>	<b>109</b>	<b>109%</b>

CHART NO: 2



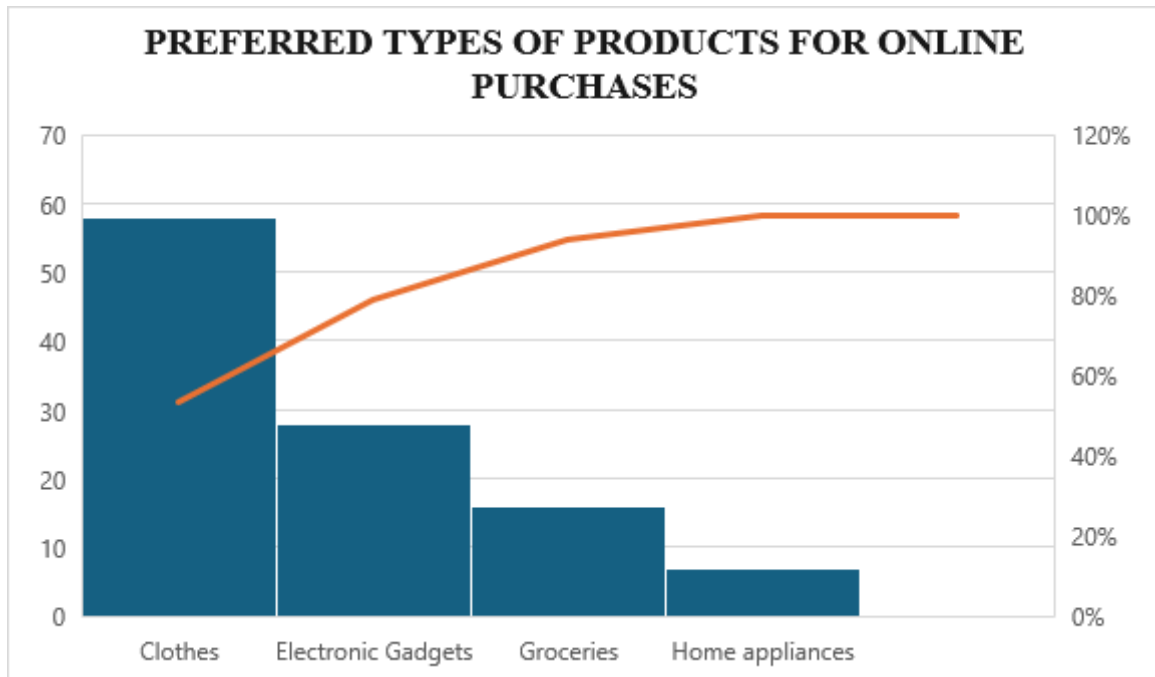
**INTERPRETATION:**

From the above analysis (65%) of respondents are Discounts & offers, (6%) of respondents are Social media influencers, (17%) of respondents are Doorstep delivery, (21%) of respondents are Trending products.

TABLE NO: 3 PREFERRED TYPES OF PRODUCTS FOR ONLINE PURCHASES

PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
Clothes	58	58%
Electronic gadgets	28	28%
Home appliances	7	7%
Groceries	16	16%
<b>TOTAL</b>	<b>109</b>	<b>109%</b>

CHART NO: 3



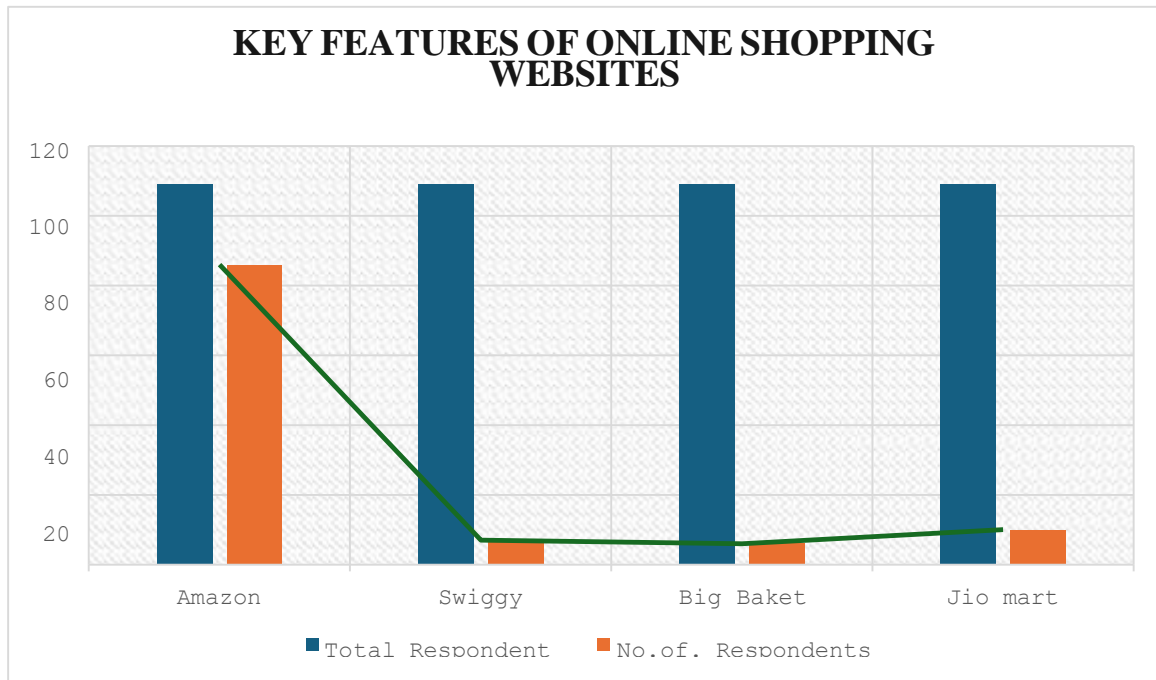
**INTERPRETATION:**

From the above analysis (58%) of respondents are Clothes, (28%) of respondents Electronic gadgets, (7%) of respondents are Home appliances, (16%) of respondents are Groceries.

**TABLE NO: 4 KEY FEATURES OF ONLINE SHOPPING WEBSITES**

PARTICULARS	NO. OF. RESPONDENTS	% OF RESPONDENTS
Amazon	86	86%
Swiggy	7	7%
Big basket	6	6%
Jio mart	10	10%
<b>TOTAL</b>	<b>109</b>	<b>109%</b>

CHART NO: 4



**INTERPRETATION:**

From the above analysis (86%) of respondents are Amazon, (7%) of respondents Swiggy, (6%) of respondents are Big basket, (10%) of respondents are Jio mart

**CHI-SQUARE**

O	E	O - E	(O - E) <sup>2</sup>	(O - E) <sup>2</sup> /E
37	36.97	0.03	0.0009	2.4344
08	8.94	-0.94	0.8836	0.0988
04	5.96	10.04	100.80	16.91
10	13.11	-3.11	9.6721	0.7377
25	25.02	-0.02	0.0004	1.5987
07	6.05	0.95	0.9025	0.1491
06	4.03	1.97	3.8809	0.9630
06	8.88	-2.88	8.2944	0.9340
<b>CALCULATED VALUE</b>				<b>23.8257</b>

**DEGREE OF FREEDOM**

**d.f = (r-1) (c-1)**

$$= (4-1) (2-1)$$

$$= 3*1$$

$$= 04$$

Level Of Significance: **0.05**

Table Value: **9.49**

**The chi-square statistic is 22.8257. The p-value is 9.49 the result is significant.**

#### INFERENCE:

Therefore, calculated value is 22.8257 which is lesser than the table value 9.49. So, accept H1. Hence proved that there is a significant relationship between the gender and factor influence your decision to shop online.

#### CORRELATION

**x = Types of products prefer to buy online.**

**y = Online shopping website do you find most important.**

x	y	x <sup>2</sup>	y <sup>2</sup>	xy
12	06	144	36	72
18	80	324	6400	1440
26	11	676	121	286
53	12	2809	144	636
<b>109</b>	<b>109</b>	<b>3953</b>	<b>6698</b>	<b>2434</b>

$$r = \frac{N\sum xy - (\sum x)(\sum y)}{\sqrt{N\sum x^2 - (\sum x)^2} \sqrt{N\sum y^2 - (\sum y)^2}}$$

$$= \frac{4*2434 - 109*109}{\sqrt{4*3953 - (109)^2} \sqrt{4*6693 - (109)^2}}$$

$$= \frac{9736 - 11881}{\sqrt{15812 - 11881} \sqrt{26772 - 11881}}$$

$$= \frac{-2145}{\sqrt{3931} \sqrt{14891}}$$

$$= \frac{-2145}{62.69 * 122.02}$$

$$= \frac{-2145}{7649.43}$$

$$r = -0.280$$

$$-1 = -1$$

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## NEGATIVE CORRELATION

### INFERENCE:

The steps to calculate the correlation coefficient ( $r$ ) between two variables,  $x$  and  $y$ , using the Pearson product-moment correlation formula. It provides the raw data values for  $x$  and  $y$ , along with the calculated values for  $x^2$ ,  $y^2$ , and  $xy$ .

Plugging in the values from the data, it performs the calculation showing each step. The numerator calculates the covariance between  $x$  and  $y$ , while the denominator calculations provide the standard deviations of  $x$  and  $y$  to standardize the covariance.

After calculating the components, it determines the correlation coefficient  $r$  to be  $-1$ . The note states that a value of  $-1$  indicates a perfect negative correlation. Therefore, the calculated value of  $-0.280$  suggests a strong negative correlation between the two variables  $x$  and  $y$  based on this data set. The interpretation mentions this is "FAVOURABLE".

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## KEY FINDINGS

1. 62% of respondents were female, indicating significant gender representation.
2. 58% prefer Online Mart for clothes, showing a preference for this platform.
3. 89% engage in online shopping for 1-2 hours, indicating substantial time commitment.
4. 41% are uncomfortable sharing personal information online, revealing privacy concerns.

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## CONCLUSION

In conclusion, this study offers valuable insights into consumer behavior in online shopping. It highlights the popularity of online shopping across demographics and identifies factors like discounts and delivery convenience as key influencers. User experience and transparent shipping options are crucial for customer satisfaction and loyalty. Businesses must prioritize data security, customer service, and social proof to build trust. Overall, adapting to consumer needs and implementing strategic recommendations are essential for success in the competitive online marketplace.

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