

Analyzing The Determinants and Factors of Online Consumer Behaviours

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Abstract—The rapid expansion of e-commerce has significantly transformed consumer behavior necessitating a deeper understanding of the factors influencing online purchasing decisions. This study explores the key determinants shaping online consumer behavior, including psychological, social, technological, and economic factors. By analyzing consumer motivations, trust, website usability, and the role of digital marketing, this research provides insights into the evolving patterns of online shopping. The study employs a mixed-method approach, incorporating both qualitative and quantitative analyses to examine the impact of convenience, security, product reviews, and personalization on purchasing behavior. The findings contribute to the growing body of knowledge on e-commerce and offer valuable recommendations for businesses aiming to enhance their digital strategies and consumer engagement.

Index Terms—Online consumer behavior, e-commerce, digital marketing, consumer trust, purchasing decisions, website usability, product reviews, personalization, online shopping, psychological factors.

I. INTRODUCTION

The rapid growth of e-commerce has transformed the way consumers shop and interact with businesses. Online consumer behavior has become a critical area of study, as businesses seek to understand the factors that influence online purchasing decisions. The rise of digital technologies, social media, and mobile devices has created new opportunities for businesses to engage with customers, but also presents challenges in terms of understanding and predicting online consumer behavior.

This study aims to analyze the determinants and factors that influence online consumer behavior, with a focus on identifying the key drivers of online purchasing decisions. By examining the complex

interplay of factors that shape online consumer behavior, this study seeks to provide insights that can inform business strategies and improve the online shopping experience

OBJECTIVE OF THE STUDY

- ✓ To identify the determinants of online consumer behaviour.
- ✓ To understand the impact factors in online behaviour.
- ✓ compare consumer behaviour in different E-commerce platforms.

II. REVIEW OF LITERATURE

- ✓ Shannon Cummins (2014): Analyzed online consumer behavior, highlighting digital interactions' impact on buying behavior. Found trust, convenience, and website design crucial for online shopping. Recommended personalized experiences and targeted marketing.
- ✓ Eftimov, D. (2023): Explored online reviews' impact on consumer behavior. Found review credibility, quantity, and sentiment affect buying intentions. Recommended managing online reputation and encouraging genuine reviews.
- ✓ İbrahim Halil Efendioğlu (2023): Systematically reviewed digital consumer behaviors. Found technological progress, social media, and targeted marketing influence online purchasing decisions. Recommended personalized experiences and mobile-friendly websites.
- ✓ Bhatt, V. (2021): Examined factors affecting online purchasing behavior. Found trust, ease of use, and digital competence crucial.

Recommended improving website usability, security, and customer support.

- ✓ Karunaratne, A. C. (2018): Investigated customer loyalty determinants. Found customer satisfaction, trust, and relationship quality vital. Recommended personalized experiences, loyalty programs, and effective customer support.

III. RESEARCH GAP

While existing studies provide valuable insights into online consumer behaviour, several gaps remain, including the underrepresentation of older age groups, geographic limitations that constrain the applicability of findings, and a lack of longitudinal studies to track changes over time. Additionally, there is limited research on repurchase behaviours and the comprehensive impact of digital interactions, such as technological innovations, social media, and personalized marketing, on consumer behaviours.

Addressing these gaps will offer a more holistic understanding of online consumer behaviours and help develop effective strategies for engaging and retaining customers in the digital marketplace.

IV. STATEMENT OF THE PROBLEM

There is a lack of comprehensive research on the determinants and factors of online Behavior, making it challenging for businesses to develop effective marketing strategies. Online businesses often rely on traditional marketing strategies that may not be effective in the online environment, leading to poor customer engagement and low conversion rates. Many online businesses have websites that are poorly designed and difficult to navigate, leading to high bounce rates and low customer satisfaction. Online businesses often underestimate the importance of social media and online reviews in shaping online consumer behavior, leading to missed opportunities for engagement and Statement.

V. ANALYSIS AND DISCUSSION

RANK ANALYSIS

FEATURES USED OFTEN WHILE SHOPPING ONLINE BY THE RESPONDENTS

S.NO	FEATURES	NO. OF THE RESPONDENTS	RANK
1	Product filters	120	4
2	Chatbots or virtual assistance	120	3
3	Wish list to save products for later	120	1
4	Augmented reality tools	120	2
5	Mobile app notifications and offers	120	5
TOTAL		120	5

(Source: Primary data)

INTERPRETATION

The above table shows the wishlist for product ranked 1st, Augmented reality tools are ranked 2nd by the respondents, Chatbot or virtual assistance is ranked 3rd and mobile app notifications for offers ranked 4th.

CHI- SQUARE

SHOWING GENDER AND PRIMARY REASON TO CHOOSE ONLINE SHOPPING

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.251 ^a	3	.010
Likelihood Ratio	10.463	3	.015
Linear-by-Linear Association	9.822	1	.002
N of Valid Cases	120		
2 cells (25.0%) have expected count less than 5. The minimum expected count is 3.00. ^a			

(Source: Primary data)

VI. INFERENCE

The above table shows there is no significant relationship between gender and primary reason to purchase online. The respondents have a significant value of 0.10 which is more than 0.05. This shows it is a null hypothesis.

purchase, highlighting the importance of providing users with a seamless and user-friendly online shopping experience. Trust and security were identified as critical factors that impact consumer confidence in online transactions, emphasizing the need for e-commerce platforms to prioritize data protection and security measures

VII. FINDINGS

- A total of 120 respondents participated in the survey, with 30% male (36 respondents) and 70% female (84 respondents). This shows a significant majority of female respondents.
- The highest proportion of respondents (61%) are in the 18-24 age group. The 35-44 age group represents 18%, while 16% belong to the 35-34 age group. There are very few respondents in the older age categories, with no respondents above 55 years.
- Most of the respondents (60.8%) are students, followed by 21.7% who are self-employed. 15.8% are salaried employees, and 1.7% are retired. This indicates that the survey is largely represented by younger individuals, primarily students.
- A significant proportion of respondents (42.5%) shop online monthly, while 36.7% shop weekly. Only 20.8% fall under the "Others" category, which could indicate irregular or occasional shopping habits.
- Perceived product quality is the most important factor influencing respondents (48.3%). Convenience and ease of purchase follow closely with 18.3%, while trust in the brand and online reviews is equally important for 16.7% of respondents each.

VIII. CONCLUSION

This study has provided valuable insights into the factors that influence online behavior and consumer behavior in e-commerce. The findings suggest that perceived usefulness, ease of use, trust, security, website quality, product information, and price are all significant factors that impact consumers' attitudes and intentions to purchase online.

Perceived usefulness and ease of use were found to be significant predictors of consumer intention to