

A Study on Consumer Behaviour towards Online Shopping: (Indian Perspective)

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Abstract- Consumer behaviour in online shopping encompasses the choices and actions individuals take when purchasing goods or services via the internet. The rapid expansion of e-commerce has made online shopping increasingly popular, allowing consumers to easily browse products, compare prices, and shop from the comfort of their homes. Research indicates that several elements influence how consumers behave online, such as the quality of products, website usability, pricing, convenience, and security measures. Social influences, including customer reviews and peer recommendations, also play a significant role in shaping purchasing decisions. Additionally, the COVID-19 pandemic has accelerated the transition to digital shopping, as more people turned to online platforms for their convenience and safety. In response, businesses have adjusted their marketing strategies to align with evolving consumer expectations. Gaining insight into online consumer behaviour is essential for companies aiming to deliver a smooth and satisfying shopping experience, ultimately fostering customer loyalty and driving profitability.

Keywords- Online shopping, consumer behaviour, decisions, Marketing strategies.

INTRODUCTION

Online shopping is a type of e-commerce that enables consumers to purchase goods or services directly from sellers via the Internet, typically through a web browser or mobile application. Shoppers can locate desired products by visiting a retailer's website or using shopping search engines that compare availability and prices across various online stores. A wide range of devices—such as desktop computers, laptops, tablets, and smartphones—can be used to make purchases online.

Online retail mimics the traditional experience of shopping at physical stores, often referred to as "brick-and-mortar" shops. This model, where businesses sell directly to individual consumers, is known as business-to-consumer (B2C) online shopping. When

the digital platform facilitates transactions between companies, it is referred to as business-to-business (B2B) online shopping. Online stores typically allow customers to explore available products or services, view images, and access detailed information such as features, specifications, and prices.

Consumers from all age groups, genders, and economic backgrounds are increasingly turning to the Internet for their shopping needs. For many, the ability to easily search for and purchase products online helps meet their expectations more efficiently (Lewis, 2006). One of the key advantages of this shopping method is the access to comprehensive product details and user reviews, which aid in informed decision-making.

Young adults aged 18 to 35 represent the largest segment of online shoppers. The convenience and widespread availability of modern technology make online platforms a favourable option for many users.

LITERATURE REVIEW

Demangeot and Broderick (2010) found that the perceived ease of use does not significantly influence consumer behavior in the context of online shopping. Instead, consumers are more affected by concerns related to security and privacy. When users perceive a high level of online risk, it hinders the development of a relationship between the customer and the online shopping platform.

Huseynov and Yildirim (2014) highlighted that the absence of physical interaction is a major barrier to online retail sales. This challenge is further compounded by concerns over the privacy of personal data and the security of online financial transactions. According to Hoque, Ali, and Mahfuz (2015), consumer attitudes toward online shopping are primarily shaped by two key factors: trust and perceived benefits. These two elements are therefore

seen as central drivers of consumer behavior in the online shopping environment.

Hemanth Kumar S (2018) highlighted how the internet has transformed the world into a smaller space, offering consumers a growing array of options for purchasing products through online B2C retailers. Many people perceive online shopping as a more advanced way to shop. The primary goal of this study was to understand the consumer buying behavior of individuals who shop online and to explore the factors that influence consumers to shift from traditional brick-and-mortar stores to online marketplaces.

Shahzad and Javed (2019) conducted a case study to explore how emerging trends in online shopping influence consumer purchasing habits. The study aimed to identify the key factors that shape consumer behavior in the context of online shopping, a relatively recent development that allows individuals to buy virtually anything via the internet. The research identified five major factors influencing consumer behavior in this domain: time efficiency, product variety, convenience, privacy, and trust. The findings revealed that perceptions of trust and convenience play a notable role in influencing consumers' purchase decisions—whether they shop online or in physical stores. Among all the factors examined, trust emerged as the most influential, particularly among Generation Y, indicating its critical role in shaping online buying behavior.

Veena P. (2019) conducted a study aimed at understanding the demographic profile of college students and the key factors that influence their decision to shop online. The findings revealed that a majority of students (58%) engage in online shopping and typically spend less than an hour doing so. Among the available platforms, Flipkart was the most preferred choice for their purchases. The study concluded that college students favor online shopping due to several advantages: they can shop from multiple brands without the need to visit physical stores, enjoy a wider variety of options, avoid bargaining, and save both time and money.

(A, 2019) conducted a study to analyze consumer awareness and identify the challenges associated with online shopping in Bangalore City. The findings showed that the majority of online shoppers are between the ages of 20 and 30, with Amazon being the most preferred shopping site among the respondents. The study suggests that ensuring accurate payment

methods and offering quality products are key factors in attracting customers. It concludes that e-commerce is poised to become a massive industry in the coming years.

Mehmood and Umar (2020) stand out among recent literature reviews examining the influence of online shopping on consumer purchasing behavior. Their study explores how e-commerce websites affect consumer preferences, emphasizing factors such as ease of access and the influence of online customer reviews on purchasing decisions. The review highlights that current areas of interest in analysing consumer behavior include developing customer-centric service strategies and understanding the psychological aspects related to digital communication.

HD Nandisha (2021) conducted a study to explore consumers' habits, culture, lifestyle, and their behaviors and expectations regarding online shopping. The findings revealed that individuals who are unable to visit physical markets for shopping often turn to online platforms. Nearly 50% of consumers find online shopping to be a convenient and easy way to make purchases. The study concluded that online shopping has become one of the most significant and impactful aspects of the internet today.

Rahman Hossain (2022) explored the influence of website quality on online compulsive buying behavior (OCBB), , this research specifically investigated how the quality of client websites affects both online compulsives buying behavior and online impulsive buying behavior (OIBB), focusing on an online shopping platform based in a South Asian country. The study confirmed that the quality of online shopping websites has a significant and positive relationship with both user convenience and online impulsive buying behavior, ultimately contributing to an increase in compulsive buying behavior among consumers.

Raza Nikhat (2022) examined how the COVID-19 pandemic, particularly during the second wave in India, influenced consumer buying behavior. The outbreak significantly affected consumer habits worldwide, with Indian consumers experiencing heightened insecurity during what has been described as the country's most severe crisis since independence. The pandemic brought notable shifts in how consumers shop and make purchasing decisions. As the virus spread, consumer optimism in India declined, and people became increasingly concerned about their

own safety and that of their loved ones. Many chose to work from home and only went out to buy essential items. The crisis impacted various aspects of consumer behavior, including brand perception, product and brand preferences, spending patterns, and purchasing methods. There was a noticeable increase in spending on health and hygiene-related products, and a preference for home delivery services over in-store shopping emerged. Due to concerns about physical contact, a large number of consumers turned to digital payment methods, promoting low-contact transactions.

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Vaibhavi J. Mehta (2022) conducted a study to highlight the significant role of online shopping in the modern business landscape and to identify the key factors influencing consumer behavior. The research found that online shopping ranks as the third most common activity on the internet, following email usage and web browsing. The study concluded that online shopping eliminates geographical and physical store limitations, making it one of the most effective ways to grow a business in today's digital age.

Mazhar and Jamil (2023) conducted a study titled The Dimensional Impact of Escapism on Users' E-Cart

Abandonment, focusing on how escapism motives—specifically self-suppression and self-expansion—along with consumer attitudes toward online shopping (ATS), influence the abandonment of online shopping carts. The study is grounded in the Uses and Gratification Theory (UGT) and the Online Buying Behavior Theory (OBBT), and it also examines the moderating role of ATS in the relationship between escapism motives and e-cart abandonment. The results indicated a significant link between escapism-related motivations and e-cart abandonment, with consumer attitudes toward online shopping acting as a moderating factor. Based on these findings, the study suggests that online retailers should better understand and address consumers' underlying motives for using shopping platforms.

OBJECTIVE OF THE STUDY

- To study the key factors that influence consumers to shop online, such as convenience, price, product selection, and security.
- To understand the decision-making process that consumers go through when making online purchases, including factors such as information search, evaluation of alternatives, and post-purchase evaluation.

RESEARCH METHODOLOGY

Sample type consists of an audience between the age group of 17 years to 30 years and above. The sample size is 100 respondents. The research is based on primary data collected by using structured questionnaires. The sampling method followed is a simple random sampling method. This technique provides every element or unit an equal chance of being selected in the sample. The data is collected from the audience between the age group of 17 years to 30 years and above. Closed ended questions were included in the questionnaire.

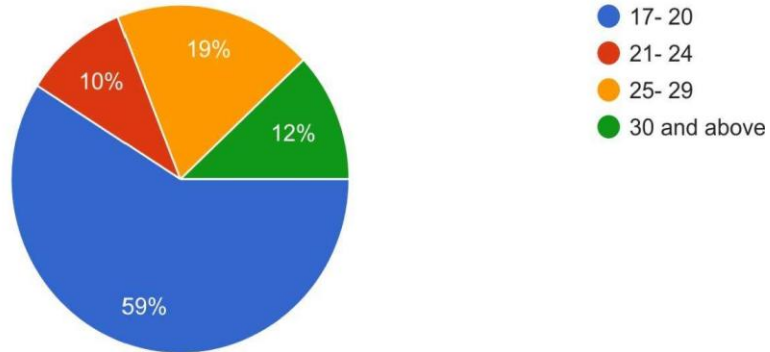
Data analysis and interpretation:

This questionnaire was prepared with an aim of understanding the behavior of the consumers towards online shopping.

The observation from the survey are as follows:

What is your age?

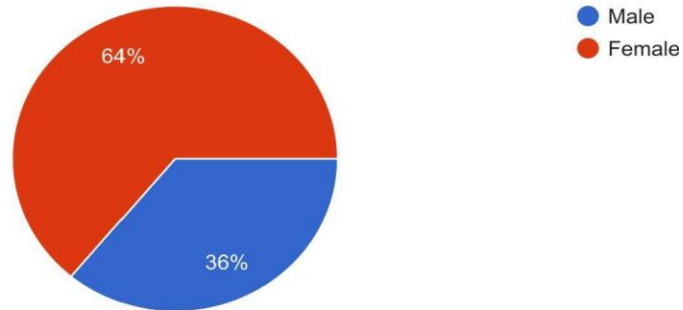
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The survey results indicate that approximately 59% of respondents fall within the 17 to 20 age group. About 19% are aged between 25 and 29, 12% are 30 years or older, and the remaining 10% are in the 21 to 24 age range.

What is your gender?

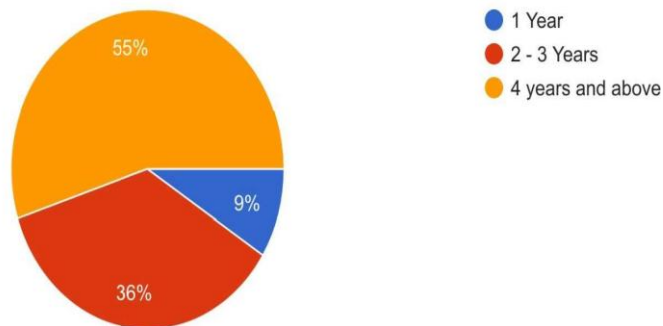
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Based on the survey of 100 participants, 64% of the respondents are female, while 36% are male.

How long have you been shopping online?

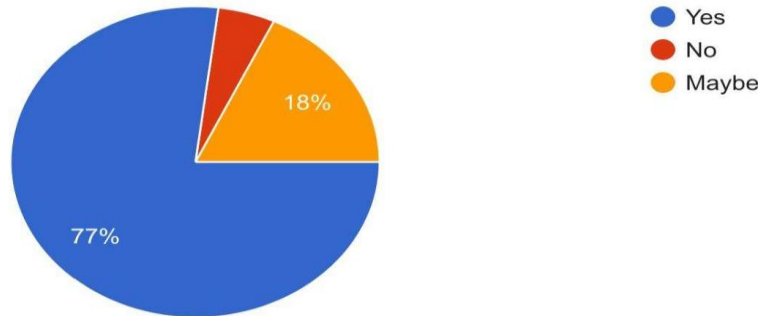
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The survey shows that approximately 55% of respondents have been engaging in online shopping for over four years. About 36% have been shopping online for 2 to 3 years, while around 9% started doing so within the past year.

The survey reveals that 77% of respondents consider online shopping to be a convenient experience. Meanwhile, 18%
Did you find the online shopping experience convenient?

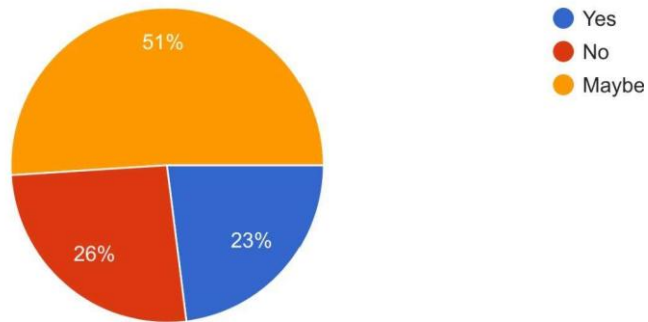
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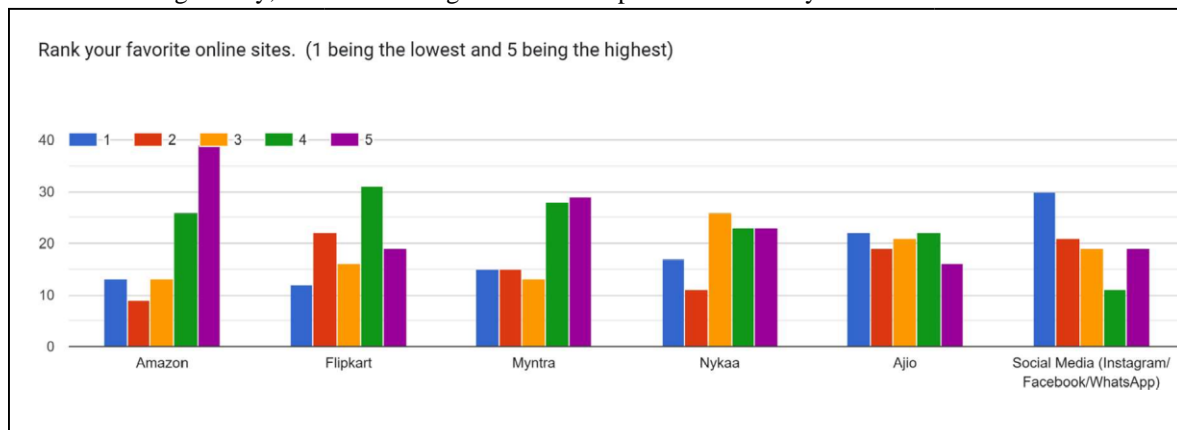
are uncertain about its convenience, and 5% disagree, stating they do not find it convenient.

Do you think online shopping is risky?

100 responses



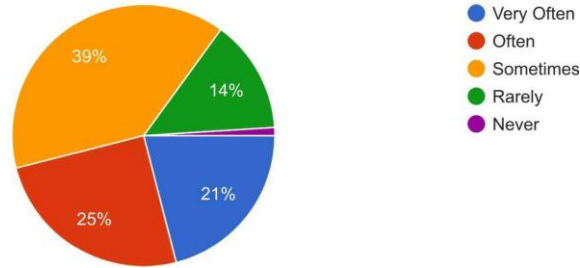
The survey indicates that around 51% of respondents believe online shopping *might* involve some risk. Another 26% consider it outright risky, while 23% disagree and do not perceive it as risky.



All 100 respondents ranked the listed online shopping platforms based on their preferences. Amazon received the highest ratings, followed by Flipkart and then social media platforms.

How often you purchase online?

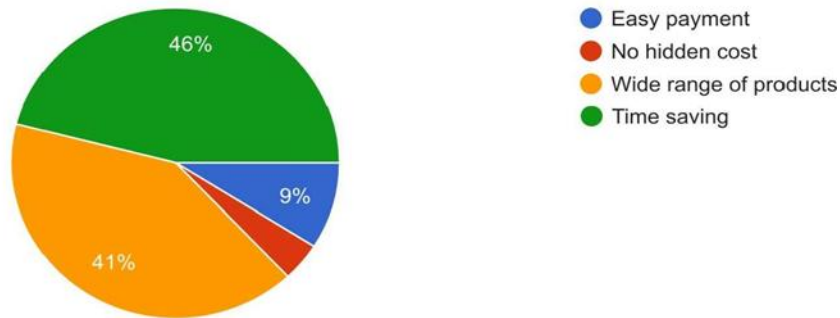
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The survey findings show that approximately 39% of respondents occasionally shop online, 25% do so frequently, 21% make online purchases very frequently, and 14% rarely engage in online shopping.

What is your reason for shopping online?

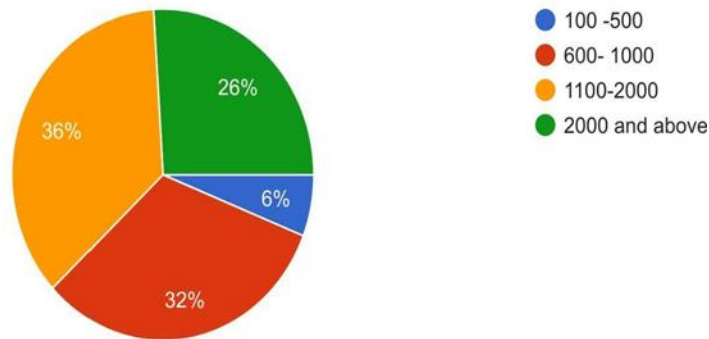
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According to the survey, the average amount of money spent by the respondent are Rupees 1100 to 2000.

What is the average amount of money you spend on online shopping?

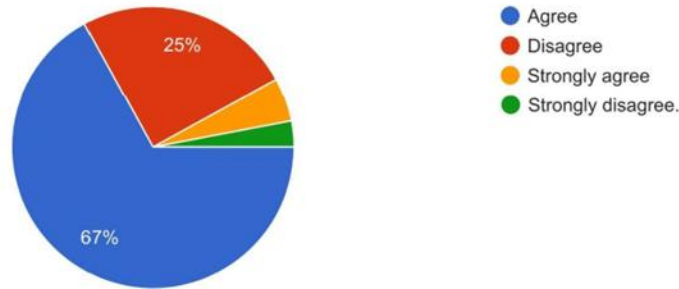
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The survey indicates that the primary reasons respondents prefer online shopping are its time-saving nature and the extensive variety of products available on online platforms.

Do you think online shopping is more cost-effective than shopping in a physical store?

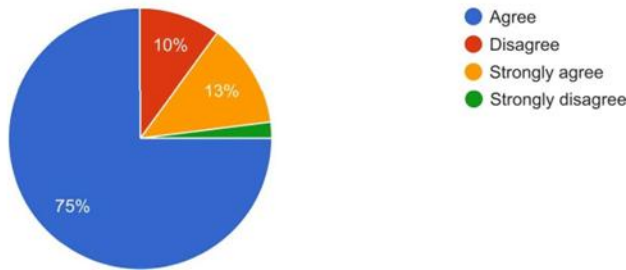
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The survey reveals that 67% of respondents believe online shopping is more cost-effective than shopping at physical stores, while 25% disagree with this view.

I frequently turn to online services when I need to buy a specific product

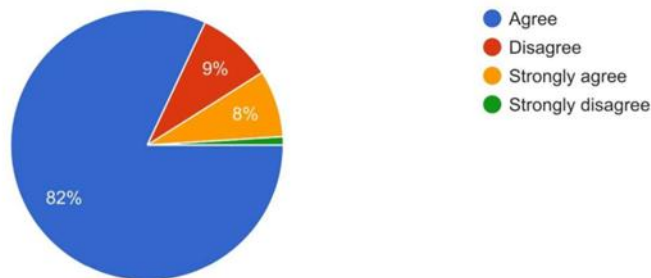
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The survey shows that 75% of respondents prefer using online platforms when they need to purchase a specific product, whereas 10% do not share this preference.

When deciding to buy a certain product online, I make my decision based on the reputation of the online service.

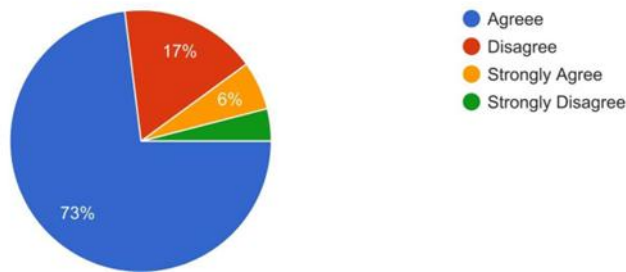
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The survey indicates that 82% of respondents base their purchasing decisions on the reputation of the online service, while 9% do not agree with this statement.

I use online services because I believe that they are secure enough to provide decent protection of sensitive information.

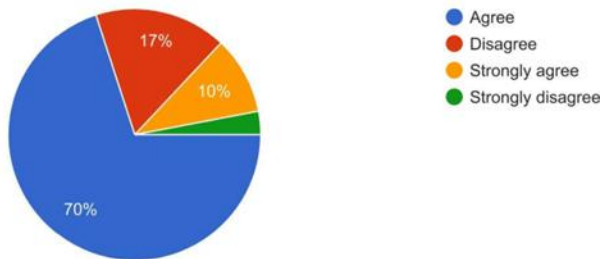
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The survey reveals that 73% of respondents believe online shopping websites offer adequate security for protecting sensitive information, while 17% disagree with this view.

When I shop online, I am aware that my personal information may be stolen.

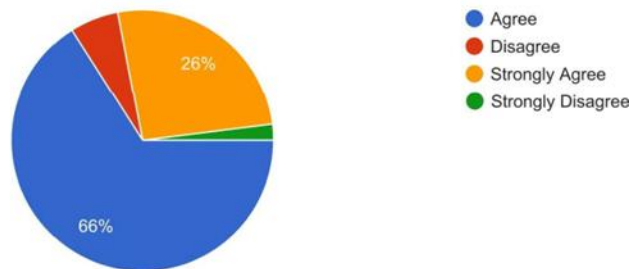
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The survey shows that 70% of respondents are aware that their personal information could potentially be stolen, whereas 17% do not share this concern.

I think that a younger audience is switching to online shopping more easily.

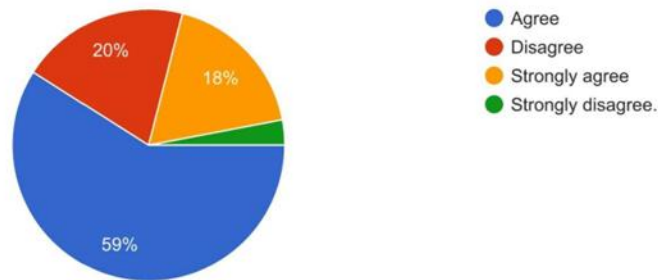
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The survey indicates that 66% of respondents believe younger individuals are increasingly shifting toward online shopping. Additionally, 26% strongly agree with this viewpoint, while 6% disagree.

Do you think online shopping provides a wider selection of products compared to traditional shopping?

100 responses



The survey findings show that 59% of respondents agree that online shopping offers a broader range of products compared to traditional retail stores, while 20% disagree with this statement.

CONCLUSION

Based on the current data and research, it is evident that consumer behavior regarding online shopping has experienced a notable transformation in recent years. An increasing number of people are opting for online platforms due to the convenience, wider product range, and cost savings they offer. While online shoppers are generally more price-conscious, they also place high importance on ease of access, product variety, and quick delivery. Reviews and recommendations from other customers play a significant role in shaping their purchase decisions.

Trust in the safety of online transactions and the protection of personal data also remain key factors influencing buying behavior. Despite these advantages, certain challenges persist—such as doubts about product quality, delivery delays, and the inability to physically inspect or try items before buying. Additionally, some consumers still favor traditional stores for the in-person shopping experience or to support local businesses.

In conclusion, online shopping continues to gain momentum and is expected to expand further as technology evolves and consumer habits change. To stay competitive, retailers must adjust their strategies to align with the evolving expectations and preferences of digital consumers.

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