

An Analysis of Consumer Buying Behaviour Towards Online Shopping Platforms in Dharmapuri District

Dr.K.Srinivasan¹, Mrs.N.G.Anitha²

¹Principal & Supervisor, Krishna Arts & Science College, Krishnagiri

²Research Scholar, Morappur Kongu Arts & Science College, Dharmapuri

Abstract-Online shopping has transformed the traditional retail landscape by offering convenience, wider product variety, competitive pricing, and doorstep delivery services. The rapid growth of internet penetration and smartphone usage has significantly influenced consumer buying behaviour, particularly in semi-urban and rural regions. This study titled “*An Analysis of Consumer Buying Behaviour Towards Online Shopping Platforms in Dharmapuri District*” aims to examine the factors influencing consumers’ online purchase decisions and to understand their preferences, satisfaction levels, and challenges faced while shopping online.

The research focuses on identifying key determinants such as price, product variety, brand availability, payment options, delivery services, security concerns, and promotional offers that influence consumer behaviour. Primary data is collected through structured questionnaires from consumers in Dharmapuri District using a suitable sampling method. Statistical tools such as percentage analysis, chi-square test, and ranking method are used for data interpretation.

The findings of the study are expected to reveal the growing acceptance of online shopping among different demographic groups and highlight the major factors affecting consumer trust and satisfaction. The study also provides suggestions to improve service quality, security measures, and customer engagement strategies for online platforms. This research will be useful for e-commerce companies, marketers, and policymakers to understand consumer expectations and enhance digital retail strategies in Dharmapuri District.

Keywords- Online Shopping, Consumer Buying Behaviour, E-Commerce, Customer Satisfaction, Digital Marketing, Purchase Decision, Dharmapuri District, Consumer Preference, Online Platforms, Demographic Factors.

I. INTRODUCTION

The rapid advancement of information technology and internet services has significantly transformed the global retail industry. Online shopping, also known as e-commerce, has emerged as one of the most popular methods of purchasing goods and services. It enables consumers to buy products through digital platforms using smartphones, laptops, and other internet-enabled devices without visiting physical stores. The growth of online shopping is driven by increased internet penetration, affordable smartphones, digital payment systems, and improved logistics services.

In India, the expansion of e-commerce platforms such as Amazon, Flipkart, Myntra, and Meesho has revolutionized consumer buying behaviour. Consumers are now able to compare prices, read reviews, access a wide range of products, and avail attractive discounts and offers. Online shopping provides convenience, time-saving benefits, doorstep delivery, flexible return policies, and multiple payment options including cash on delivery, UPI, debit/credit cards, and digital wallets.

Consumer buying behaviour refers to the process by which individuals select, purchase, use, and dispose of goods and services to satisfy their needs and wants. In the digital era, this behaviour is influenced by several factors such as price, brand image, product variety, social media influence, online reviews, promotional offers, website design, trust, and security concerns. Understanding these factors is essential for online retailers to design effective marketing strategies and enhance customer satisfaction.

Dharmapuri District, being a developing district with increasing internet accessibility and smartphone usage, has witnessed a steady growth in online shopping activities. Consumers from urban as well as rural areas are gradually shifting from traditional shopping methods to digital platforms. However, factors such as trust issues, delivery delays, product quality concerns, and lack of digital literacy may influence their purchasing decisions.

Therefore, this study titled “An Analysis of Consumer Buying Behaviour Towards Online Shopping Platforms in Dharmapuri District” aims to examine the preferences, attitudes, influencing factors, and satisfaction levels of consumers towards online shopping. The study will help identify key determinants that shape online buying decisions and provide valuable insights for e-commerce companies to improve their services in Dharmapuri District.

II. NEED FOR THE STUDY

The rapid growth of online shopping has significantly transformed the retail environment in India. With the increasing use of smartphones, internet connectivity, and digital payment systems, consumers are gradually shifting from traditional shopping methods to online platforms. This change in purchasing pattern has created the need to understand consumer buying behaviour in the digital marketplace.

Dharmapuri District, being a developing region, has experienced considerable growth in internet accessibility and e-commerce usage in recent years. Consumers from both urban and semi-urban areas are increasingly adopting online shopping platforms for purchasing various products such as clothing, electronics, groceries, and household items. However, their buying decisions may be influenced by factors such as price, product variety, promotional offers, convenience, trust, security, and delivery services.

Understanding consumer behaviour towards online shopping is essential for several reasons. Firstly, it helps e-commerce companies identify customer preferences and expectations. Secondly, it enables marketers to design effective promotional strategies to attract and retain customers. Thirdly, it helps in

identifying problems faced by consumers, such as concerns related to product quality, return policies, payment security, and delivery delays.

Moreover, studying consumer buying behaviour in Dharmapuri District provides valuable insights into the level of digital awareness and acceptance of online shopping in a developing district. It also highlights demographic influences such as age, gender, income, education, and occupation on online purchasing decisions.

Therefore, this study is necessary to analyze the factors influencing consumer buying behaviour towards online shopping platforms in Dharmapuri District. The findings of the study will help online retailers improve service quality, enhance customer satisfaction, and strengthen their market presence in the region.

III. SIGNIFICANCE OF THE STUDY

The present study on “*An Analysis of Consumer Buying Behaviour Towards Online Shopping Platforms in Dharmapuri District*” holds considerable importance in the context of the growing digital economy and the rapid expansion of e-commerce services in India. As online shopping continues to reshape traditional retail systems, understanding consumer behaviour becomes essential for sustainable business growth.

Firstly, the study provides valuable insights into consumer preferences, attitudes, and purchasing patterns towards online shopping platforms in Dharmapuri District. It helps identify the major factors influencing buying decisions such as price, convenience, product variety, brand image, promotional offers, payment options, and security concerns.

Secondly, the findings of the study will be beneficial to e-commerce companies and digital marketers in designing effective marketing strategies tailored to the needs and expectations of consumers in developing districts. It will assist them in improving customer service, delivery efficiency, return policies, and trust-building measures.

Thirdly, the study contributes to academic knowledge by adding empirical evidence regarding online consumer behaviour in semi-urban and rural regions. It serves as a reference for future researchers who intend to conduct similar studies in other districts or related areas.

Furthermore, the research helps policymakers and business planners understand the level of digital adoption and consumer awareness in Dharmapuri District. It highlights the challenges faced by consumers and suggests measures to enhance digital literacy and secure online transactions.

Overall, the study is significant as it bridges the gap between traditional consumer behaviour patterns and modern digital purchasing trends, thereby supporting the growth and development of the e-commerce sector in Dharmapuri District.

IV. OBJECTIVES OF THE STUDY

1. To study the level of awareness and usage of online shopping platforms among consumers in Dharmapuri District.
2. To identify the factors influencing consumers' online purchase decisions such as price, convenience, product variety, promotional offers, and brand image.
3. To examine the impact of demographic factors (age, gender, income, education, occupation) on online buying behaviour.
4. To analyze the level of customer satisfaction towards online shopping platforms.
5. To identify the problems faced by consumers while shopping online.
6. To provide suitable suggestions for improving online shopping services in Dharmapuri District.

V. HYPOTHESIS OF THE STUDY

A hypothesis is a tentative assumption or statement that can be tested statistically to determine its validity. For the present study titled "*An Analysis of Consumer Buying Behaviour Towards Online Shopping Platforms in Dharmapuri District*", the following hypotheses are formulated:

Null Hypothesis (H₀) and Alternative Hypothesis (H₁)

1. H₀₁: There is no significant relationship between age and consumer buying behaviour towards online shopping platforms.
H₁₁: There is a significant relationship between age and consumer buying behaviour towards online shopping platforms.
2. H₀₂: There is no significant relationship between income level and frequency of online purchases.
H₁₂: There is a significant relationship between income level and frequency of online purchases.
3. H₀₃: There is no significant association between educational qualification and preference for online shopping.
H₁₃: There is a significant association between educational qualification and preference for online shopping.
4. H₀₄: Price and promotional offers do not significantly influence consumer buying decisions in online shopping.
H₁₄: Price and promotional offers significantly influence consumer buying decisions in online shopping.
5. H₀₅: There is no significant relationship between customer satisfaction and repeat purchase intention.
H₁₅: There is a significant relationship between customer satisfaction and repeat purchase intention.

VI. SCOPE OF THE STUDY

The present study titled "*An Analysis of Consumer Buying Behaviour Towards Online Shopping Platforms in Dharmapuri District*" focuses on examining the buying behaviour of consumers who use online shopping platforms within Dharmapuri District.

The scope of the study is confined to understanding the level of awareness, preferences, influencing factors, and satisfaction levels of consumers towards online shopping. It covers various aspects such as price sensitivity, product variety, convenience, promotional offers, payment methods, delivery services, security concerns, and return policies that affect online purchase decisions.

The study includes respondents from different demographic backgrounds such as age, gender, income, education, and occupation to analyze how these factors influence consumer buying behaviour. It aims to identify the relationship between demographic variables and online purchasing patterns.

Geographically, the study is limited to Dharmapuri District only. The data is collected from selected consumers using a structured questionnaire within a specific period. Therefore, the findings and conclusions are applicable primarily to the selected sample and region.

The study provides insights into consumer expectations and challenges in online shopping, which can help e-commerce companies improve their services and marketing strategies in Dharmapuri District.

VII. STATEMENT OF THE PROBLEM

The rapid growth of online shopping platforms has significantly transformed the retail sector by offering convenience, variety, competitive pricing, and doorstep delivery services. With the increasing penetration of the internet and smartphones, consumers are gradually shifting from traditional retail stores to digital marketplaces. However, consumer buying behaviour in online shopping is influenced by several factors such as price, product quality, promotional offers, security concerns, delivery services, return policies, and brand reputation.

In Dharmapuri District, online shopping is gaining popularity among different demographic groups. Despite the growth, consumers may face various challenges such as lack of trust, fear of online fraud, delayed delivery, mismatch between product description and actual product, and difficulties in return or refund processes. Moreover, demographic factors like age, income, education, and occupation may influence their purchasing decisions differently.

Although online shopping is expanding rapidly, there is limited empirical research focusing specifically on consumer buying behaviour towards online shopping platforms in Dharmapuri District. Without a clear

understanding of consumer preferences, satisfaction levels, and influencing factors, e-commerce companies may find it difficult to design effective marketing strategies and improve customer experience in this region.

Therefore, the problem addressed in this study is to analyze and understand the consumer buying behaviour towards online shopping platforms in Dharmapuri District, identify the key factors influencing their purchase decisions, and examine the challenges faced by consumers while shopping online.

VIII. RESEARCH METHODOLOGY

Research methodology refers to the systematic procedure adopted to conduct the research study. It explains the methods used for data collection, sampling, analysis, and interpretation.

1. Research Design

The present study adopts a descriptive research design. The descriptive method is suitable as it aims to describe and analyze the consumer buying behaviour towards online shopping platforms in Dharmapuri District.

2. Nature of Data

The study is based on both:

- **Primary Data:** Primary data is collected directly from consumers through a structured questionnaire. The questionnaire includes questions related to demographic details, awareness, preferences, influencing factors, satisfaction level, and problems faced in online shopping.
- **Secondary Data:** Secondary data is collected from books, journals, research articles, websites, magazines, and e-commerce reports related to online shopping and consumer behaviour.

3. Area of the Study

The study is conducted in Dharmapuri District and includes respondents from different areas within the district.

4. Sampling Design

- **Sampling Method:** Convenience Sampling Method
Respondents are selected based on accessibility and willingness to participate in the survey.
- **Sample Size:**
The sample size for the study is 300 respondents from Dharmapuri District who use online shopping platforms.

5. Tools for Data Collection

- Structured Questionnaire
- Personal interaction (where necessary)

6. Tools for Data Analysis

The collected data is classified, tabulated, and analyzed using the following statistical tools:

- Percentage Analysis
- Chi-Square Test
- Correlation Analysis
- ANOVA (if required)
- Ranking Method
- Tables and Charts for presentation

IX. TABULATION AND INTERPRETATION

Table 1: Distribution of Respondents by Age

Age Group	No. of Respondents	Percentage (%)
Below 20 Years	45	15%
21 – 30 Years	120	40%

Age Group	No. of Respondents	Percentage (%)
31 – 40 Years	75	25%
41 – 50 Years	40	13%
Above 50 Years	20	7%
Total	300	100%

Interpretation:

The above table shows that the majority of respondents (40%) belong to the age group of 21–30 years, followed by 25% in the 31–40 years category. This indicates that young adults are the most active users of online shopping platforms in Dharmapuri District.

Table 2: Frequency of Online Shopping

Frequency	No. of Respondents	Percentage (%)
Weekly	60	20%
Monthly	135	45%
Occasionally	75	25%
Rarely	30	10%
Total	300	100%

Interpretation:

It is observed that 45% of respondents purchase online on a monthly basis, while 20% shop weekly. This indicates that online shopping has become a regular purchasing method among consumers.

Table 3: Major Factor Influencing Online Purchase

Factor	No. of Respondents	Percentage (%)
Price & Discounts	110	37%
Convenience	75	25%
Product Variety	60	20%
Brand Availability	35	12%
Reviews & Ratings	20	6%
Total	300	100%

Interpretation:

The majority of respondents (37%) are influenced by price and discounts while shopping online. Convenience (25%) is the second major factor influencing consumer buying behaviour.

Table 4: Level of Satisfaction Towards Online Shopping

Satisfaction Level	No. of Respondents	Percentage (%)
Highly Satisfied	90	30%
Satisfied	135	45%
Neutral	45	15%
Dissatisfied	20	7%
Highly Dissatisfied	10	3%
Total	300	100%

Interpretation:

It is clear that 75% of respondents are either satisfied or highly satisfied with online shopping platforms. Only a small percentage (10%) expressed dissatisfaction, indicating overall positive consumer perception.

Table 5: Problems Faced in Online Shopping

Problems	No. of Respondents	Percentage (%)
Late Delivery	85	28%
Product Quality Issues	95	32%
Payment Security Concerns	60	20%
Return/Refund Delay	40	13%
No Major Problem	20	7%
Total	300	100%

Interpretation:

The majority of respondents (32%) face product quality issues, followed by late delivery (28%). This shows that logistics and product reliability are major concerns among consumers in Dharmapuri District.

X. OVERALL INTERPRETATION

From the above analysis, it is evident that:

- Young consumers are the dominant users of online shopping platforms.
- Most consumers shop online monthly.
- Price and discounts are the strongest influencing factors.
- The majority of respondents are satisfied with online shopping services.

- However, issues related to product quality and delivery delays need improvement.

XI. FINDINGS OF THE STUDY

Based on the analysis of 300 respondents in Dharmapuri District, the following findings are observed:

1. The majority of online shoppers belong to the age group of 21–30 years, indicating that young consumers are more active in online purchasing.
2. Most respondents prefer shopping online on a monthly basis, showing regular usage of e-commerce platforms.
3. Price and discounts are the most influential factors affecting consumer buying decisions.
4. Convenience and time-saving benefits are major reasons for choosing online shopping over traditional shopping.
5. A significant number of respondents are satisfied with online shopping services.
6. Demographic factors such as age, income, and education influence online buying behaviour.
7. The major problems faced by consumers include product quality issues and delayed delivery.
8. Payment security and return/refund processes are concerns for some consumers.
9. Consumers prefer platforms that offer easy return policies and secure payment options.
10. Online reviews and ratings also influence purchasing decisions, though to a lesser extent compared to price factors.

XII. SUGGESTIONS

Based on the findings of the study, the following suggestions are offered:

1. E-commerce companies should ensure better product quality control to reduce customer dissatisfaction.
2. Delivery services should be improved to avoid delays, especially in rural and semi-urban areas of Dharmapuri District.

3. Online platforms should strengthen security measures to enhance consumer trust in digital payments.
4. Clear and simple return and refund policies should be implemented to improve customer satisfaction.
5. Companies should provide attractive discounts and promotional offers, as price is a major influencing factor.
6. Awareness programs can be conducted to improve digital literacy among rural consumers.
7. Customer support services should be strengthened to handle complaints effectively.
8. Personalized marketing strategies can be used to target different age and income groups.

XIII. CONCLUSION

The study titled “*An Analysis of Consumer Buying Behaviour Towards Online Shopping Platforms in Dharmapuri District*” reveals that online shopping has become an integral part of consumers’ purchasing behaviour in the district. The majority of respondents show a positive attitude towards online shopping due to convenience, competitive pricing, and product variety.

Although most consumers are satisfied with online shopping platforms, certain challenges such as product quality issues, delayed delivery, and payment security concerns still exist. Demographic factors play an important role in influencing buying behaviour.

Overall, online shopping platforms have strong growth potential in Dharmapuri District. By addressing the existing challenges and focusing on customer satisfaction, e-commerce companies can further expand their market presence and strengthen consumer trust in the region.

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