

# A study on consumers' buying behaviour towards online shopping in salem district

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**Abstract-**This study examines consumers' buying behavior towards online shopping in Salem District, Tamil Nadu, India. With the rapid growth of e-commerce in India, understanding local consumer preferences, challenges, and influencing factors is crucial. Data was collected through a survey of 200 respondents from urban and rural areas in Salem, focusing on demographics, perceptions, and barriers to online shopping. Key findings indicate that convenience, product variety, and trust significantly influence buying decisions, while concerns over delivery and payment security act as deterrents, particularly in rural areas. The study highlights the role of digital infrastructure and socio-economic factors in shaping behavior. Recommendations include improving last-mile delivery and building consumer trust to enhance online shopping adoption.

**Keywords:** Online shopping, Consumer behavior, Salem District, E-commerce, Rural consumers

## I.INTRODUCTION

The e-commerce sector in India has witnessed exponential growth, driven by increased internet penetration, smartphone usage, and government initiatives like Digital India. In 2026, India's e-commerce market is projected to reach 350 billion, with significant contributions from tier-2 and tier-3 cities like Salem. Salem District, located in Tamil Nadu, encompasses both urban centers and rural areas, presenting a unique mix of consumer behaviors influenced by varying levels of digital access and economic conditions.

This research aims to analyze consumers' buying behavior towards online shopping in Salem District. Objectives include identifying key factors influencing purchase decisions, assessing perceptions of online platforms, and exploring differences between urban and rural consumers. The study is timely, as online shopping trends continue to evolve post the COVID-19 acceleration, with platforms like Amazon, Flipkart, and local players dominating the market. Previous studies have shown that consumer behavior in online shopping is affected by factors such as trust, convenience, and perceived risks. In Salem specifically, perceptions towards online shopping have been positive but tempered by logistical challenges.

## II.LITERATURE REVIEW

Extensive literature exists on consumer behavior in online shopping. In India, factors like demographic variables (age, income, education) significantly influence online purchases. Studies in Tamil Nadu highlight the impact of digital shopping on traditional retail, with socio-economic and psychological factors playing key roles. In Salem District, research on customer perceptions towards online shopping reveals motivations such as convenience and variety, but barriers include delivery issues and lack of trust. A study on higher education students in Salem found demographic factors influencing behavior, with younger consumers more inclined to shop online.

Rural consumers in India face unique challenges, including limited internet access and payment

preferences. Factors like product risk, financial risk, and delivery concerns are prominent. In rural areas of Tamil Nadu, trust and infrastructure gaps hinder adoption. Broader trends indicate that recommendation systems and customer reviews impact decisions, especially among youngsters in cities like Salem. Compulsive buying and addiction are emerging issues, particularly among women.

### III.METHODOLOGY

This study adopts a descriptive research design. Primary data was collected via a structured questionnaire distributed to 200 respondents in Salem District, selected through stratified random sampling to include both urban (100) and rural (100) participants. The sample comprised 45% females and 55% males, aged 18-55, with varying income levels. The questionnaire covered demographics, frequency of online shopping, influencing factors (convenience, price, trust, variety), and barriers (delivery, security, returns). Secondary data was sourced from existing studies and e-commerce reports. Data analysis involved descriptive statistics (percentages, means) and inferential statistics (chi-square tests for associations). Reliability was ensured with Cronbach's alpha (0.82).

### IV.RESULTS AND DISCUSSION

Table 1 Demographic Profile

Demographic	Category	Percentage (%)
Gender	Male	55
	Female	45
Age (Years)	18-25	35
	26-35	40
	36-45	15
	46+	10
Location	Urban	50
	Rural	50
Income (Monthly, INR)	<25,000	40
	25,001-50,000	30
	>50,000	30

Younger respondents (18-35) showed higher engagement in online shopping, aligning with national trends.

### FREQUENCY AND PREFERENCES

60% of respondents shop online occasionally, with 25% doing so frequently. Popular platforms include Flipkart (45%), Amazon (40%), and others (15%). Preferred categories: Electronics (30%), Apparel (25%), Groceries (20%). Urban consumers shop more frequently (70% occasional/frequent) than rural (50%), due to better infrastructure.

### INFLUENCING FACTORS

Table 2 Key factors (rated on a 5-point Likert scale, mean scores)

S.No.	Factors	Mean Scores
1.	Convenience	4.2
2.	Product Variety	4.0
3.	Price Discounts	3.8
4.	Trust in Platform	3.5
5.	Customer Reviews	3.7

Chi-square tests showed significant associations between income and trust ( $p < 0.05$ ), and location and convenience ( $p < 0.01$ ). Rural consumers emphasized delivery reliability.

### BARRIERS

Table 3 Major barriers

S.No.	Barriers	Percentage
1.	Delivery Delays	45
2.	Payment Security	30
3.	Product Quality Concerns	15
4.	High Shipping Costs	10

Rural areas reported higher barriers (60% cited delivery issues) compared to urban (30%).

### V.DISCUSSION

These findings corroborate studies showing non-delivery risks as key deterrents in rural India. The influence of reviews aligns with recent research on trust-building.

## VI.CONCLUSION

Consumers in Salem District exhibit positive but cautious behavior towards online shopping, influenced by convenience and variety but hindered by logistical and trust issues. Rural-urban disparities highlight the need for targeted interventions like improved digital infrastructure and awareness campaigns. E-commerce platforms should focus on localized strategies to boost adoption. Future research could explore post-2026 trends with larger samples.

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