

# A STUDY ON ONLINE SHOPPING BEHAVIOUR OF CONSUMERS

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## ABSTRACT

Online shopping has become an important part of modern consumer life due to the growth of internet technology and digital platforms. Consumers increasingly prefer online shopping because it offers convenience, time savings, and a wide variety of products. The purpose of this study is to examine consumer behaviour towards online shopping and identify the factors that influence their purchasing decisions. The study is based on primary data collected from 100 respondents using a structured questionnaire. Percentage analysis was used to interpret the data. The findings indicate that convenience, discounts, and product variety are the main factors encouraging consumers to shop online. However, concerns regarding security, product quality, and delivery delays still influence consumer attitudes. The study suggests that online retailers should improve service quality and ensure secure payment systems to enhance consumer trust.

**Keywords:** Online Shopping, Consumer Behaviour, E-Commerce, Digital Marketing, Customer Satisfaction

## 1. INTRODUCTION

The development of internet technology has transformed the way consumers purchase products and services. Online shopping has emerged as one of the most popular forms of retailing in the modern digital era. It allows consumers to buy products from anywhere at any time through websites or mobile applications.

The rapid increase in smartphone usage and internet penetration has significantly contributed to the growth of online shopping. Consumers can easily browse products, compare prices, read reviews, and place orders without visiting physical stores.

Online shopping platforms offer several advantages such as convenience, wide product variety, competitive pricing, and home delivery services. These benefits have encouraged many consumers to shift from traditional shopping to online shopping.

However, certain challenges such as payment security, product authenticity, and delivery issues still influence consumer behaviour. Understanding consumer attitudes towards online shopping helps businesses improve their services and develop effective marketing strategies.

## 2. REVIEW OF LITERATURE

Previous research studies have examined different aspects of online shopping behaviour. Researchers have identified convenience, time savings, and price advantages as the main reasons for the increasing popularity of online shopping.

Studies also indicate that consumer trust plays a significant role in online purchasing decisions. Security of online payment systems and protection of personal information influence consumer confidence in online platforms.

Some studies highlight that customer reviews and ratings affect consumer perception about product quality. Positive reviews encourage consumers to make purchases, while negative reviews discourage them.

The expansion of mobile commerce and digital payment systems has further accelerated the growth of online shopping. Despite these advantages, concerns related to privacy and product quality remain major challenges.

### **3. OBJECTIVES OF THE STUDY**

The study aims to achieve the following objectives:

1. To analyse the online shopping behaviour of consumers.
2. To identify the factors influencing consumer online purchasing decisions.
3. To study the level of consumer satisfaction towards online shopping.
4. To provide suggestions for improving online shopping services.

### **4. RESEARCH METHODOLOGY**

#### **Research Design**

The research is descriptive in nature and focuses on analysing consumer behaviour towards online shopping.

#### **Sources of Data**

Both primary and secondary data were used for the study.

#### **Primary Data**

Primary data were collected from consumers through a structured questionnaire.

#### **Secondary Data**

Secondary data were obtained from books, journals, research articles, and websites related to consumer behaviour and online shopping.

#### **Sampling Technique**

Convenience sampling method was used.

## Sample Size

The sample size for the study consists of 100 respondents.

## Tools for Data Analysis

The collected data were analysed using:

- Percentage analysis
- Tables and charts

## 5. DATA ANALYSIS AND INTERPRETATION

Table 1: Frequency of Online Shopping

Frequency	Number of Respondents	Percentage
Weekly	30	30%
Monthly	45	45%
Occasionally	25	25%
Total	100	100%

### Interpretation

The table shows that 45% of respondents prefer online shopping monthly, while 30% shop online weekly. This indicates that online shopping has become a regular purchasing activity for many consumers.

**Table 2: Factors Influencing Online Shopping**

Factors	Respondents	Percentage
Convenience	35	35%
Price Discounts	25	25%
Product Variety	20	20%
Easy Price Comparison	12	12%
Home Delivery	8	8%
Total	100	100%

### Interpretation

Convenience is the most important factor influencing online shopping behaviour, followed by discounts and product variety.

**Table 3: Consumer Satisfaction with Online Shopping**

Level of Satisfaction	Respondents	Percentage
Highly Satisfied	28	28%
Satisfied	50	50%
Neutral	12	12%
Dissatisfied	10	10%
Total	100	100%

## Interpretation

Most respondents are satisfied with online shopping services, indicating a positive consumer attitude towards e-commerce platforms.

## 6. FINDINGS

The major findings of the study are:

1. Most consumers shop online at least once a month.
2. Convenience is the primary factor influencing online purchases.
3. Discounts and promotional offers attract consumers to online platforms.
4. Consumers appreciate the wide variety of products available online.
5. Customer reviews influence purchasing decisions.
6. Some consumers still have concerns about payment security and product quality.

## 7. SUGGESTIONS

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

1. Online retailers should provide secure payment systems to increase consumer trust.
2. Companies should ensure product quality to avoid customer dissatisfaction.
3. Faster delivery services should be provided to improve customer experience.
4. Clear return and refund policies should be implemented.
5. Customer support services should be strengthened.

## 8. CONCLUSION

Online shopping has become a significant part of the modern retail environment. The study reveals that consumers prefer online shopping mainly because of convenience, price discounts, and the availability of a wide range of products.

However, issues such as security concerns and product quality still affect consumer confidence.

Improving service quality, ensuring secure transactions, and maintaining product standards can enhance customer satisfaction and encourage greater adoption of online shopping.

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## APPENDIX – QUESTIONNAIRE

### **Title of the Study:** Online Shopping Behaviour of Consumers

Dear Respondents,

This questionnaire is designed to collect information for academic research purposes. The information provided by you will be kept confidential and used only for research analysis.

### Part A: Personal Information

1. **Gender**
  - Male
  - Female
2. **Age Group**
  - Below 20 years
  - 21 – 30 years
  - 31 – 40 years

- Above 40 years
- 3. **Educational Qualification**
  - Undergraduate
  - Postgraduate
  - Professional Course
  - Others
- 4. **Occupation**
  - Student
  - Employee
  - Business
  - Homemaker
  - Others
- 5. **Monthly Income**
  - Below ₹10,000
  - ₹10,000 – ₹20,000
  - ₹20,000 – ₹30,000
  - Above ₹30,000

## Part B: Online Shopping Behaviour

- 6. **How often do you shop online?**
  - Weekly
  - Monthly
  - Occasionally
  - Rarely
- 7. **Which online platform do you use most frequently?**
  - Amazon
  - Flipkart
  - Meesho
  - Myntra
  - Others
- 8. **What motivates you to shop online?**
  - Convenience

- Discounts and offers
  - Wide product variety
  - Home delivery
9. **Which product do you buy most frequently online?**
- Clothing
  - Electronics
  - Groceries
  - Cosmetics
  - Others

10. **Do you compare prices before purchasing online?**

- Yes
- No

### Part C: Consumer Satisfaction

11. **How satisfied are you with online shopping services?**

- Highly satisfied
- Satisfied
- Neutral
- Dissatisfied

12. **Do customer reviews influence your purchase decision?**

- Yes
- No

13. **Have you experienced any problems with online shopping?**

- Yes
- No

14. **What type of problems have you faced?**

- Delivery delay
- Product quality issues

- Payment issues
- Return problems

### 15. Would you recommend online shopping to others?

- Yes
- No
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