

## A Study on Consumer Buying Behaviour in Online Shopping

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**Abstract:** The rise of e-commerce has significantly transformed consumer buying behavior. This paper explores the key factors influencing consumers' decisions when shopping online, including convenience, price sensitivity, trust, website usability, and digital literacy. The study further analyzes demographic influences, psychological drivers, and post-purchase satisfaction. Findings suggest that trust and ease of navigation are critical, while social media and influencer marketing play growing roles. The research offers insights for e-retailers to refine strategies and enhance user experiences.

**Key words:** Online Shopping Behaviour, Consumer Buying Patterns, E-commerce in India, Digital Consumer Psychology, Online Purchase Decision Factors.



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## INTRODUCTION

The emergence of the internet and the rapid development of digital technologies have revolutionized the way consumers shop. Online shopping, once considered a convenience, has now become an integral part of consumer behavior globally. E-commerce platforms such as Amazon, Flipkart, Myntra, and others provide access to a wide range of products and services across categories, making shopping possible at any time and from any location.

Online shopping differs significantly from traditional retail in terms of information access, product evaluation, and decision-making. While traditional shopping allows consumers to physically inspect products, online shopping depends heavily on virtual cues such as product descriptions, reviews, ratings, and visual representations. These cues greatly influence consumer perception, trust, and ultimately purchase behavior.

As internet penetration increases across both urban and rural areas of India, including states like Uttarakhand, understanding the behavior of online consumers becomes vital for marketers and businesses. Factors such as ease of use, perceived risk, trust, delivery convenience, price sensitivity, brand familiarity, and social media influence now play critical roles in shaping purchasing decisions.

This study aims to examine and analyze these factors comprehensively, offering insights into how modern consumers interact with online shopping platforms, and what strategies businesses can adopt to enhance engagement and loyalty.

## LITERATURE REVIEW

### ✓ **Consumer Buying Behaviour**

Consumer buying behavior refers to the decision processes and acts of individuals involved in buying and using products. Schiffman and Kanuk (2010) describe it as behavior displayed by consumers in searching for, purchasing, using, evaluating, and disposing of products and services. The behavior is influenced by cultural, social, personal, and psychological factors, as per Kotler & Keller (2016).

### ✓ **Online Shopping Behaviour**

Online shopping behavior includes the process consumers go through when buying products online, including browsing, selection, comparison, purchasing, and post-purchase evaluation. According to Chaffey (2015), online behavior is largely determined by user interface design, ease of navigation, trust, security, and perceived usefulness of the website.

### ✓ **Key Influencing Factors**

- **Trust & Security:** Pavlou (2003) emphasized that trust is a major factor in e-commerce, given the lack of face-to-face interaction.
- **Website Design & Navigation:** Ha and Stoel (2009) stated that website quality significantly influences online purchase intentions.
- **Convenience & Time-Saving:** Online shopping saves time and effort, which appeals especially to working professionals and tech-savvy youth (Forsythe et al., 2006).
- **Price and Discounts:** Price sensitivity plays a huge role, especially in price-comparison behavior, where consumers check multiple websites before buying.
- **Social Influence:** Kim & Park (2013) found that user-generated reviews and social media advertisements significantly affect consumer purchase intention.
- **Demographic Factors:** Age, gender, income, and education level are strong predictors of online buying behavior (Bashir, 2013).

### ✓ **Indian Context**

In India, especially in Tier-2 and Tier-3 cities, mobile commerce is gaining traction due to increased smartphone usage. Platforms like Flipkart and Amazon have localized strategies to cater to regional consumers. Studies by ASSOCHAM (2023) indicate that online sales in India grew by over 30% year-on-year, driven largely by youth and middle-income groups.

## RESEARCH METHODOLOGY

### ➤ **Research Design**

The study adopts a descriptive research design to understand the factors influencing consumer behavior in online shopping. Descriptive research allows for understanding the “what”, “when”, “who”, and “how” of consumer buying behavior.

### ➤ **Sampling Method**

Sampling Technique: Stratified random sampling

Sample Size: 400 respondents

➤ **Regions Covered:**

200 from Garhwal region (e.g., Dehradun, Haridwar)

200 from Kumaon region (e.g., Nainital, Haldwani)

➤ **Data Collection Method**

✓ **Primary data:**

Structured questionnaire distributed via Google Forms, WhatsApp, and email. The questionnaire includes both closed-ended and Likert-scale questions focusing on purchase frequency, preferences, satisfaction, and influencing factors.

✓ **Secondary Data:**

Collected from academic journals, e-commerce market reports, research databases, government publications, and industry analysis from organizations like ASSOCHAM, Statista, and Deloitte.

➤ **Tools & Techniques for Analysis**

1. Descriptive Statistics: Mean, Median, Mode, Standard Deviation
2. Inferential Statistics:
3. t-test: To compare means across gender or income groups
4. Chi-square test: To test associations between demographic variables and online shopping behavior
5. ANOVA: To examine variation in behavior across age groups
6. Regression Analysis: To identify the most influencing variables
7. Software Used: SPSS and MS Excel

➤ **Research Variables**

1. Independent Variables:
2. Trust
3. Website Usability
4. Social Media Influence
5. Price Sensitivity
6. Delivery Convenience
7. Dependent Variable:
8. Online Purchase Intention / Actual Buying Behavior

**METHODOLOGY**

The study follows a quantitative research approach. Primary data was collected via online surveys distributed among 200 respondents aged between 18–50 years, from various regions. The questionnaire covered purchase frequency, preferred platforms, influencing factors, and satisfaction levels. Secondary data was gathered from journals, market reports, and previous studies

**RESULTS AND DISCUSSIONS**

➤ **Demographic Insights**

Age: Younger consumers (18–35) showed higher frequency in online purchases.

Gender: Females were more inclined toward fashion and personal care, while males leaned towards electronics and gadgets.

Income Level: Higher income groups exhibited a greater tendency to shop from premium websites like Amazon and Apple.

#### ➤ **Influencing Factors**

Convenience: 78% cited convenience as a major reason for online shopping.

Price Comparison: 65% preferred online shopping due to easier price comparison.

Trust and Security: 60% were concerned about payment security and product authenticity.

User Interface: 70% emphasized the importance of easy navigation and product filtering.

#### ➤ **Impact of Social Media**

Over 55% of respondents acknowledged that social media ads and influencer promotions influenced their buying decisions. Instagram and YouTube were the most impactful platforms.

#### ➤ **Post-Purchase Behavior**

Satisfaction: 72% were satisfied with their online purchase experiences.

Returns and Complaints: 28% had issues with returns or damaged products, affecting their loyalty to specific platforms.

#### ➤ **Challenges in Online Shopping**

Security Concerns: Cyber fraud and data breaches still pose significant risks.

Product Mismatch: A common complaint is receiving items that differ from their descriptions.

Delayed Deliveries: Especially in remote areas, delivery timelines remain inconsistent.

### **SUGGESTIONS**

- ✓ Enhance Trust: Implement secure payment gateways and transparent return policies.
- ✓ Improve UI/UX: Websites and apps should be user-friendly, responsive, and fast.
- ✓ Customer Service: Efficient, real-time customer support builds long-term loyalty.
- ✓ Leverage Influencers Ethically: Collaborations should reflect genuine product endorsements.

### **CONCLUSION**

Consumer buying behavior in online shopping is shaped by multiple dynamic factors including convenience, trust, digital literacy, and social influence. E-commerce platforms that prioritize user experience, data security, and customer satisfaction are more likely to retain customers. Understanding these behaviors allows businesses to refine their marketing strategies and deliver value-driven experiences.

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