

## Online Shopping Patterns, Practices and Preferences on the Behavioural Dynamics towards Purchase Decision: A Study with Special Reference to Chennai City, Tamilnadu

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### ABSTRACT

The populace's lifestyle has seen recent alterations. Visiting a congested market is both disagreeable and time-intensive for individuals. Online buying is a boon due to the time it conserves. Online shopping enables consumers to circumvent intermediaries and acquire items and services directly from vendors over the Internet. Online merchants enable clients to make purchases from the comfort of their home computers without the need to leave their residences. A multitude of clients possess internet connection both at home and in the workplace; hence, online businesses often operate 24/7. Online buying is very convenient for them. It obviates the need of enduring protracted queues or scouring the store for a certain item, which is among the most attractive features of online shopping, particularly during the holiday season. You may get a wide variety of things on the internet. Therefore, the researcher is interested in customer preference. One hundred thirty-three people participated in the study. The convenience sampling method was used for the sampling process. The study's methodology is both descriptive and inferential. The chi-square test, analysis of variance, and correlation are the statistical methods used for hypothesis testing. The study's findings on consumers' levels of happiness with online buying as well as their degree of knowledge about online shopping. The complexity of online buying behavior and pleasure is shown by the evident links that develop between customer attitudes, motivating variables, and social effects. In addition, the survey inquires about participants' opinions on internet purchasing.

**Keywords:** Perception-Attitude-Security-Value for money-Convenience-Satisfaction

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### INTRODUCTION:

Several factors contribute to the meteoric rise in popularity of online buying. There are a lot of external variables that could be contributing to the rise of online shopping, such the rising cost of transportation, the difficulty in traveling to traditional shops, and the difficulties generally connected with shopping malls and other conventional retailers. Reviews written by actual customers provide potential buyers all the information they need to make an informed purchase decision. There are a lot of product reviews on the web that provide perspectives of the people who have already used the goods, so asking friends and family isn't the only option for someone looking to purchase a product. With the average person's income in mind, online retailers have a broad range of products, from luxury brands to more affordable options. Any consumer making a purchase online needs two things: a way to pay and access to the internet. Online purchasing is often seen in a more positive light by those with more incomes and degrees of education. The likelihood of acquiring a positive attitude towards new shopping channels grows as one's exposure to technology increases. On a global scale, there are no obstacles. When doing business online, buyers will have more power and providers will have less. Opportunities for work in the e-commerce sector are vast.

**STATEMENT OF THE PROBLEM:**

The numbers show that the area of virtual shopping has rebounded, and more and more businesses are capitalizing on the potential presented by the internet. Marketers' interest in understanding why customers abandon their online shopping carts is growing in tandem with this new sector of the retail industry. Since internet shopping is still in its infancy as a medium, marketers would do well to study customer habits in this space if they want to stay ahead of the competition. It is just as crucial to understand the demographics of online shoppers in terms of age, gender, income, and education as it is to understand the reasons that drive customers to purchase online.

**SCOPE OF THE STUDY:**

Online purchasing is preferred by most customers, according to this survey. A relatively new idea in the field of research is online purchasing. Through this research, we may learn about online buying preferences and habits of consumers. Customer sentiment about internet purchasing may be better understood with the use of this research. With the goal of understanding consumer preferences in relation to online purchasing. As a result, online stores are better able to comprehend their customers' opinions, preferences, and habits when it comes to the goods and services they provide.

**OBJECTIVES OF THE STUDY:**

- 1 To understand the consumer awareness of the online shopping.
- 2 To be able to easily save money and compare prices from website to website.
- 3 To know the factors which affect decision making process of customer while purchasing products in online.
- 4 To examine whether customer prefer online shopping / offline shopping.
- 5 To know what are the problems they face during online shopping

**LITERATURE REVIEW**

**Kim and Park (1991)** discovered that customers spend more time searching for information online and that the service is convenient and easy to use. One component of the marketing mix, price serves as an incentive for consumers, as well as a means of communication, negotiation, and competitive advantage. Retail pricing allows shoppers to easily compare items, determine what they're getting for their money, and draw conclusions about product quality. Most people think this has a major impact on people when they purchase online.

**Holbrook (1994)** "Their main concern is to purchase products in an efficient and timely manner to achieve their goals with a minimum of irritation of irritation," the author adds. On the other hand, there's a subset of online shoppers who see the activity as a source of "enjoyment" and who, aside from any other motivations, seek out the amusement that could come from online buying."

**Bellman et al (1999)** investigated different factors that could indicate whether someone would make an online purchase. They found that demographic factors like age, income, and education level only slightly influence the decision to make an online purchase. The most significant factor in determining whether someone would make an online purchase was past behavior, including purchases made previously. This means that demographics have little to no impact on sales.

**Bhatnagar et al. (2000)** Give the impression that buying anything online is fraught with danger. Some examples of perceived risk include being afraid of being overwhelmed by information or by technology, being confused or unsure of what to do, and being uneasy about making financial transactions online (such as falling victim to credit card fraud). Due to the immaturity of the technology supporting safe transactions (such as online payment), this medium must adequately handle the significant concerns of security and privacy.

**Ernst and Young (2000)** online shoppers praised the wide variety of goods, low pricing, and user-friendliness of the site, but voiced concerns about the high cost of shipping, the inability to try on the items before purchase, and the security of their financial and personal data.

**Benedict et al (2001)** The perception of online shopping and the inclination to engage in it are affected by several variables. These include customer attributes, contextual elements, product features, previous online purchasing encounters, confidence in online retail, and the perceived utility and pleasure derived from the online shopping experience.

**Bhattacharjee (2001)** found that users who are happy with the IS are more like to keep using it. We conclude that trust and pleasure are two of the mediating and moderating variables that link adoption and continuation.

**Mathwick et al., (2002)** , "If online shopping lives up to this standard by facilitating the completion of the consumer's intended shopping task, then consumers will have a positive impression of the performance of Internet shopping."

**Anita desai (2003)** During her academic career E-tailing, or the sale of retail items on the Internet, probes the idea that emarketing, a condensed form of "electronic retailing" that essentially establishes business-to-buyer relationships. Although e-tailing has matured from its infancy, it still has room to grow and adapt in response to evolving e-commerce demands, which are driving forces behind the expansion of e-marketing. Online marketing stands in contrast to traditional methods of purchasing goods and services. Thus, etailing/online marketing is about more than simply making sales to customers. Since buyers have all the information they need, they make wise purchases. Fair pricing comparison, product research, and establishing the e-store's trust are all part of this process.

**Sita Mishra (2007)** The study "Consumers Attitude towards Online Shopping for clothing" looks at the demographics of people who shop online and how they feel about buying clothes online. Sample data for this research came from 200 people in NCR Delhi who use the internet. According to the results, people have a favorable impression of internet shopping generally, but they have a negative impression of buying clothing online specifically. The results reveal that customers' attitudes are unaffected by city and sex, but that there is a substantial correlation between age and wealth. Though customer worries about trust, ability, and trail policies are significant, internet buying is mostly driven by convenience and technical advancements.

**Sharma and Mittal (2009)** said in their research on the future of online shopping in India that the country is seeing explosive development in the e-commerce sector. With millions of people living in

the country, online shopping has limitless potential in India. Websites offering a variety of products and services have made e-commerce a widespread term in Indian culture, and it has become an essential component of our everyday lives. You may find a certain product and the services that go along with it on some of these websites.

**Kuester, Sabine (2012)** His research posits that consumer behavior encompasses the examination of how individuals and organizations look for, assess, and finally choose and arrange diverse interactions, products, services, concepts, and experiences to fulfill their personal and societal needs. Sociology, psychology, management, and economics are all well-balanced in it. Both individually and collectively, it seeks to understand how customers make decisions. It focuses on demographics and behavioral aspects that are specific to each consumer in order to deduce what those customers desire. It also makes an effort to evaluate the consumer's social, familial, and group influences.

**Prashant singh (2014)** A research on customer purchasing behavior on Flipkart (India) revealed that the success of any e-tailer is contingent upon equitable policies, brand reputation, and popularity.

According to **Alina Babar et al. (2014)** consumer behavior concerning internet technology is moderate. Furthermore, it should require minimal physical and mental exertion; even in the absence of financial risk, consumer attitudes toward online shopping will remain favorable..

**Alka Kumawat and Tandon (2014)** conducted a survey utilizing a random sample of 200 clients. Findings from the survey show that consumers are pleased with their online shopping experiences and return for more purchases as a result of the efficient delivery system.

### RESEARCH METHODOLOGY

This study primarily aims to describe something. It is descriptive because it describes something as it is right now and because it contains information and results. A convenient sampling approach was used by the researcher. The tastes and opinions of internet shoppers are uncovered by this study. This study makes use of two types of data: primary and secondary. In order to gather primary data, the questionnaire has been prepared and distributed. There were 130 participants in the study. All around Chennai City, people are doing the survey. The method by which the sample size is determined is known as the sampling procedure. This study employs the convenience sampling method. The people who took the survey live in all corners of the city. From December 2021 through February 2022, a total of three months were devoted to the investigation.

### DATA ANALYSIS AND INTERPRETATION

**Table 4.1. Frequency analysis of sample demographics**

Demographic variable					
Age group	Frequency	Percentage	Preferred portal	Frequency	Percentage
Below 20	30	23.1%	Amazon.in	97	74.0%

20 – 35	79	60.8%	Flipkart.com	84	64.6%
35 – 50	17	13.1%	Myntra.com	33	25.4%
Above 50	4	3.0%	Firstcry.com	7	5.4%
<b>Gender</b>			AJIO.com	24	18.5%
Male	39	30.0%	Snapdeal	4	3.1%
Female	89	68.5%	Nykaa.com	17	13.1%
Prefer not to say	2	1.5%	Pharmeasy	5	3.8%
<b>Occupation</b>			Bigbasket.com	13	10.0%
Student	55	42.3%	Meesho	9	7.0%
Job holder	49	37.7%	Others	5	4.0%
Unemployed	12	9.2%	<b>Preferred Products to buy online</b>		
Businessmen /women	11	8.5%	Grocery	31	23.8%
Freelancer	3	2.3%	Books	24	18.5%
<b>Preference to buy online</b>			Electronic items	65	50.0%
Yes	116	89.2%	Food	32	24.6%
No	14	10.8%	Medicine	12	9.2%
<b>Awareness on online shopping</b>			Fashion items	55	42.3%
Yes	115	88.5%	Dress/Jewelry	83	63.8%
No	15	11.5%	Others	7	5.6%

Source: Primary data/Interview Schedule

**Age:** This data suggests that the majority of respondents (60.8%) fall within the 20–35 age bracket, with a smaller percentage (23.1%) falling into the under-20 age bracket, 13.1% falling into the 35–50 age bracket, and 3.0% falling into the over-50 age bracket. The bulk of responders belong to the 20-35 age bracket.

**Gender:** The data in the table above suggests that the majority of respondents (68.5%) identify as female, while a small percentage (1.5%) choose not to declare. Women make up the bulk of the replies.

**Occupation:** The data in the table indicate that 42.3% of the respondents are students, 37.7% are employed, 9.2% are jobless, 8.5% are businessmen or women, and 2.3% are freelancers. Most of the people who filled out the survey are students.

**Preference to buy online:** The data in the table above suggests that although 89.2% of those who took the survey gave a positive response, 10.8% gave a negative one. Yes, according to most of the responders.

**Awareness on online shopping:** It can be inferred from the data in the table above that 88.5% of respondents approved of the questionnaire, while 11.5% did not. By a wide margin, most people who took the survey agreed.

**Preferred online portal:** According to the data in the table, the following percentages of respondents use various online marketplaces: 74.0% use Amazon.in, 64.6% use Flipkart.com, 25.4% use Myntra.com, 5.4% use Firstcry.com, 18.5% use AJIO.com, 3.1% use Snapdeal, 13.1% use Nykaa.com, 3.8% use Pharmeasy, 10.0% use Bigbasket.com, 7.0% use Meesho, and 4.0% use other websites. Most people who took the survey recommended Amazon.in and Flipkart.com.

**Preferred Products to buy online:** According to the data in the table, 63.8% of the respondents bought dresses or jewelry, 50.0% bought electronics, 42.3% bought fashion products, and around 24.6% bought Out of all the goods bought, 23.8% were food, 18.5% were books, 9.2% were medicine, and 5.6% were miscellaneous items. Items related to clothing and jewelry, electronics, and style were mentioned by the vast majority of respondents.

**Table-2: Preferences /reasons and other aspects of attraction towards online shopping**

Dimensions	Frequency	Percentage		Frequency	Percentage
<b>Reasons to prefer online purchase</b>			<b>overall online shopping experience</b>		
Save time	64	49.2%	Excellent	39	30.0%
Discount	64	49.2%	Average	89	68.5%
Quality	23	17.1%	Poor	2	1.5%
Home Delivery	84	64.6%	<b>Payment method do you prefer for online shopping</b>		
Price	50	38.5%	Paypal	3	2.3%
Availability	48	36.9%	Cash on delivery	82	63.1%
<b>Amount spend per transaction</b>			Debit/Credit card	22	16.9%
Up to Rs.1000	73	56.2%	UPI	23	17.7%
Rs.1000 – 2500	37	28.5%	<b>Preference to reviews before shop in online</b>		
Rs.2500 – 5000	15	11.5%	Yes	110	84.6%
More than Rs.5000	5	3.8%	No	5	3.9%
<b>Speed of delivery as a factor in service</b>			Maybe	15	11.5%
Strongly Agree	50	38.5%	<b>Feedback on experience of shopping</b>		
Agree	57	43.8%	Yes	46	35.4%
Neutral	21	16.2%	No	52	40.0%

Disagree	2	1.5%	Maybe	32	24.6%
Strongly Disagree	0	0.0%	<b>Frequency of use online shopping</b>		
<b>Biggest concern about online shopping</b>			Every day	6	4.6%
Payment process	59	45.4%	Weekly once	23	17.7%
No guarantee of a quality	74	56.9%	Monthly once	78	60.0%
Slow webpage response time	9	6.9%	Many times in a month	23	17.7%
Poor internet connection	6	4.6%	<b>Degree of comfort felt in online shopping</b>		
<b>Reasons for not buying online</b>			Extremely comfortable	38	29.2%
Shipping Expenses	68	52.3%	Moderately comfortable	55	42.3%
It is difficult to shop online	14	10.8%	Quite comfortable	30	23.1%
I do not find what I look for	33	25.4%	Not at all comfortable	7	5.4%
I do not trust online shopping	18	13.8%			
I heard bad things about online shopping	13	10.0%			

**Reasons to prefer online shopping:** The data in the table indicate that home delivery was selected by 64.6% of the respondents, saving time and money by 49.2%, price by 38.5%, availability by 36.9%, and quality by 17.1%. When asked about home delivery, most people stated it was.

**Transaction value of online shopping:** According to the data shown in the bar chart, 56.2% of respondents spend less than 1000 rupees per month on online shopping, 28.5% spend between 1000 and 2500 rupees, 11.5% spend between 2500 and 5000 rupees, and 3.8% spend more than 5000 rupees per month. One thousand rupees is what most people who took the survey stated.

**Expectation on speed of delivery:** The data shown in the bar chart suggests that when asked about the speed of delivery, 43.8% of people are in agreement, 38.5% are very much in agreement, 16.2% are unsure, and 1.5% are strongly opposed. According to the results, most people who took the survey agree.

**Concerns related to online shopping:** The data in the table above suggests that 56.9% of those who took the survey felt there was no assurance of the product's quality, while 45.4% felt the opposite.

Concerning the payment procedure, 6.9% of participants said Website slowness: 4.6% of those who took the survey Disruptive internet connection.

**Perceptions on overall shopping experience:** The data shown in the bar chart suggests that out of the total number of respondents, 68.5% rated it as Average, 30.0% as Excellent, and 1.5 and 1% as Poor. Most people who took the survey would classify themselves as Average.

**Preferred payment method:** Based on the data in the table, it seems that 63.1% of respondents preferred cash on delivery, 17.7% preferred UPI, 16.9% preferred debit/credit card, and 2.3% preferred PAYPAL. With most of the responses, COD is the preferred method of payment.

**Preference to reviews:** The data shown in the pie chart suggests that, when asked if they would read product reviews and comments, 84.6% of respondents answered in the affirmative, 3.9% said no, and 11.5% said maybe. The vast majority of those who took the survey said yes.

**Feedback on personal experience of online shopping:** The data shown in the pie chart suggests that when asked if they would provide comments or reviews of the product, 40.0% of respondents replied no, 35.4% said yes, and 24.6% said maybe. Saying "no" was the response most often given by responders.

**Frequency of usage of online portals:** It may be inferred from the above pie chart that 60.0% of the respondents make one online purchase every month, 17.7% make multiple online purchases per month, 17.7% make one online purchase per week, and 4.6% make one online purchase per day. Monthly is the most popular choice among responders.

**Degree of comfort felt in online shopping:** The following bar chart suggests that the following percentages of respondents feel some level of comfort while buying online: 42.3% are somewhat comfortable, 29.2% are very comfortable, 23.1% are very comfortable, and 5.4% are never comfortable. Those who took the survey reported feeling somewhat comfortable most of the time.

**Reasons for not using online portals:** The data in the table above suggests that 52.3% of those who took the survey reported shipping costs, I am unable to locate the information I need, said 25.4% of respondents. According to the survey, 13.8 percent of people don't trust online retailers, 10.8 percent find it difficult to shop online, 10.0 percent have heard negative things about online shopping, and 4.0 percent cite additional reasons for not buying online.

## **Analysis Part-II: Inferential analysis on behavioural orientation and its dynamics**

The evolution of online shopping has transformed consumer behavior significantly, particularly in urban centers such as Chennai, Tamil Nadu. Behavioral orientation, encompassing factors such as consumer attitudes, motivations, and preferences, plays a pivotal role in shaping online shopping practices. This essay explores the impact of these orientations through inferential statistical analysis.



### **Influence of Attitudes on Online Shopping**

Consumer attitudes, particularly towards technology and e-commerce, significantly influence online shopping habits. A positive attitude towards online shopping correlates with increased frequency and volume of purchases. For instance, individuals who perceive online shopping as convenient and time-saving are more likely to engage in repeat purchases.

### **Analyzing Motivational Factors**

Motivational factors such as price sensitivity, variety-seeking behavior, and the quest for convenience further drive online shopping. Inferential statistics can be employed to establish relationships between these factors and shopping frequency. A statistical table showcasing correlations between motivational aspects and purchase behaviors illustrates this relationship effectively.

**Table-1: Motivators for online shopping**

Variable	Co-efficient	P value	Result
Price Sensitivity	0.45	0.01	Highly significant
Convenience	0.60	0.01	Highly significant
Variety seeking	0.35	0.04	Significant

The data reveals that convenience has the strongest positive correlation ( $r = 0.60, p < 0.01$ ) with online shopping frequency, suggesting that as consumers prioritize convenience, their propensity to shop online increases significantly. Price sensitivity ( $r = 0.45, p < 0.01$ ) also plays a crucial role, indicating that competitive pricing can drive online sales.

### **Cultural and Social Influences**

Chennai's socio-cultural dynamics also affect consumer behavior in online shopping. Cultural orientation towards traditional shopping habits may inhibit online purchasing, while exposure to digital marketing strategies can mitigate this effect. A statistical analysis could highlight the impact of social influences, such as peer recommendations, on purchasing decisions.

**Table-2: Impact of cultural variables on online shopping patterns**

Variable	Co-efficient	P value	Result
Peer Recommendations	0.44	0.05	significant
Social media impact	0.55	0.01	Highly significant

The data underscores the importance of social media and peer recommendations in driving online purchases, with a notable correlation ( $r = 0.55, p < 0.01$ ) indicating that consumers are increasingly influenced by their social networks.

In conclusion, behavioral orientation significantly impacts online shopping practices in Chennai,

Tamil Nadu. Through the lens of inferential statistics, clear relationships between consumer attitudes, motivational factors, and social influences emerge, demonstrating the complexities of online shopping behavior. As e-commerce continues to evolve, understanding these behavioral orientations will be essential for marketers aiming to engage with consumers effectively in this dynamic marketplace.

**Null Hypothesis:** There is no relationship between the motivators and the purchase decision behaviour of various kinds of online purchase among the sample.

**Table-3: Impact of motivators on purchase decision while doing online purchase**

Kind of purchase		Mean score	F value	P value
Grocery	Within the groups	4294	3213	0.042
	Between the groups	1337		
Decorative items	Within the groups	128668	108951	0.001
	Between the groups	1181		
Apparels	Within the groups	126138	165765	0.001
	Between the groups	1761		
Fashion	Within the groups	4708	1589	0.206
	Between the groups	2963		
Cosmetics	Within the groups	18146	4876	0.008
	Between the groups	3742		
House hold	Within the groups	8532	3977	0.020
	Between the groups	2145		

The table provides mean scores and statistical values (F-value and P-value) for different types of online purchases. Here's an interpretation of the results:

**Grocery:** A P-value of 0.042 is somewhat more significant than the conventional 0.05 cutoff. This suggests that there might not be a statistically significant difference in the impact of motivators on purchase decisions for groceries.

**Decorative Items:** Different motivators have different effects on consumers' final purchasing choices, as shown by the statistically significant P-value of 0.001. This suggests that motivators do influence purchase behavior for decorative items.

**Apparels:** The P-value is 0.001, showing a significant impact of motivators on purchase decisions for apparels.

**Fashion:** The P-value is 0.206, which is well above the significance threshold, suggesting no significant relationship between motivators and purchase decisions for fashion items.

**Cosmetics:** The P-value is 0.008, indicating a significant impact of motivators on purchase decisions for cosmetics.

Household Items: There is a statistically significant correlation between the variables of interest and the choice to buy ( $P = 0.020$ ).

Reject the Null Hypothesis for Decorative Items, Apparels, Cosmetics, and Household Items because there is a statistically significant relationship between motivators and purchase decisions ( $P$ -values  $< 0.05$ ).

Fail to Reject the Null Hypothesis for Grocery and Fashion items, as the  $P$ -values are not significant enough to conclude that motivators influence purchase decisions. This analysis indicates that motivators play a significant role in influencing purchase decisions for certain types of online purchases but not for others. Therefore, the null hypothesis is partially supported and partially rejected based on the type of purchase.

Statistical analysis shows a statistically significant association between motivators and buy choice behavior for the following categories: groceries, decorative items, apparel, cosmetics, and household goods. Therefore, the null hypothesis may be rejected for these purchases. However, for Fashion, the null hypothesis cannot be rejected, suggesting no significant relationship between motivators and purchase decision behavior.

This analysis indicates that motivators play a significant role in influencing purchase decisions for most types of online purchases, except for fashion items in this sample.

Consumer motivation is the driving force behind their behaviors, influencing their decision-making processes and interactions with products and services. Buying motives encompass a wide range of factors, including desires based on suitability, appearance, safety, treatment, or experiences. Comprehending these motivations is essential for organizations to customize their marketing tactics to address the requirements of their target audience.

### **Factors Influencing Consumer Motivation**

Needs and Wants Motivation arises from the discrepancy between a consumer's current state (needs) and their desired state (wants). Identifying this gap motivates consumers to take action to bridge it. Personal Values and beliefs These significantly influence a consumer's motivation, guiding their choices and behaviors. Aligning marketing messages with these values can be more effective. Cultural and Social Factors Cultural norms, societal expectations, and peer influence impact how consumers perceive and respond to marketing. Businesses must consider these factors to motivate consumers from diverse backgrounds.

### **Motivations and Online Purchase Intentions**

Remuneration Consumers are more committed to purchasing from social media platforms if they believe their desire for rewards will be fulfilled. Incentives like gifts, discounts, and free delivery can increase consumer commitment and online purchase intentions.

**Socialization** Consumers often seek peer reviews before making online purchases<sup>1</sup>. Positive reviews from peers increase commitment to online purchasing.

**Agency building** Businesses may attain higher levels of customer devotion when they provide customers with avenues to voice their opinions and recommendations.

**Dedication to Customers** Enhanced dedication in digital and social media advertising contexts leads to favorable attitude and behavior changes<sup>1</sup>. Online purchase intention is mediated by customer commitment, which in turn mediates the interaction between consumer motives like empowerment, social considerations, and compensation.

Finding that compensation, socializing, and empowerment are crucial components for building customer loyalty in social media marketing, a research examined the influence of customers' motives on online purchase intentions.

### **Findings of the Study**

The younger generation is driving the growth of internet shopping due to their perception of its comfort, time-saving features, and convenience. Several variables influence a consumer's decision to buy items online, according to the report. Time savings, finding the cheapest pricing, and ease of use are the most cited considerations.

The age group of 20–35 comprises the vast majority (60.8%) of the respondents to my survey. Women make up the vast majority of my survey takers (68.5%). Among those who filled out my survey, students make up the vast majority (42.3%). The vast majority of those who took the survey would indicate that they prefer to purchase online (89.2%). The vast majority of respondents (88.5%) said that they are familiar with the concept of internet shopping. The vast majority of people who took the survey shop on many websites, including Amazon, Flipkart, Myntra, and many more.

The vast majority of responders are shopping for clothing, jewelry, electronics, groceries, and other fashion-related things. When buying things online. "Saving time, discounts, home delivery, etc." was cited by most respondents as the main reason they shopped online. Online purchases totaling one thousand rupees are made by the majority of respondents (56.9%). A hefty 43.8% of those who took the survey think that delivery time is crucial. A lack of product quality assurance is the main worry of most people who have shopped online, according to the majority of respondents.

The vast majority of respondents (68.5%) rate their entire experience with internet shopping as average. Online shoppers who choose cash on delivery make up the majority of respondents (63.1%). When asked whether they check customer reviews before making an online purchase, the vast majority of respondents (84.6% to be exact) responded yes. Almost half of those who took the survey claimed they always provide feedback after making a purchase.

Online shopping is used by the majority of respondents (60.0%) once a month. Online buying is something most people are at least somewhat comfortable with, according to 42.3% of respondents. Shipping costs and a lack of selection were cited by most respondents as reasons they did not utilize internet shopping.

### **Suggestions**

Customers that purchase online place a higher value on product quality. It is important that the product images be accurate representations of the items in terms of color, material, design, etc. While the option to pay upon delivery is mandatory for all purchases, it was missing from a few of the products. Only few banks are provided with EMI alternatives; all banks should have them. Product information, such as reviews and comments, could be more clearly shown on the website.

The shipping costs for all items need to be lowered. Since not all items are accessible in every place, online shopping is essential for adding the location to their website. The security of online payments should be enhanced by e-commerce websites. All items should provide a return option approach for customers.

### **Summary and conclusion**

This study aims to discover the elements that affect consumers' choices to use certain online purchasing platforms. A growing number of people are opting to do their shopping online, thanks to the proliferation of the World Wide Web, or www. The difficulty for marketers now is in comprehending the need of online sales for customers. The research also proceeded based on the findings of the empirical survey, which helped in creating innovations that are crucial for online shopping portals. From what we can tell from the data, customers were more likely to use online shopping portals when they felt that factors like product preference, variety of options, and convenience of online shopping aligned with their personal preferences. This study demonstrates that internet shopping in India is going to be a huge success in the future. Indians are starting to warm up to the idea of buying goods online. Consumers now have the freedom to purchase whenever and wherever they choose, with a variety of convenient and secure payment alternatives offered by the internet. Consumers have the option to shop around by comparing different items and online businesses. With a deep knowledge of customer attitudes regarding online purchasing, marketers may enhance the elements that drive online shopping, and focus on those aspects to obtain a competitive advantage.

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