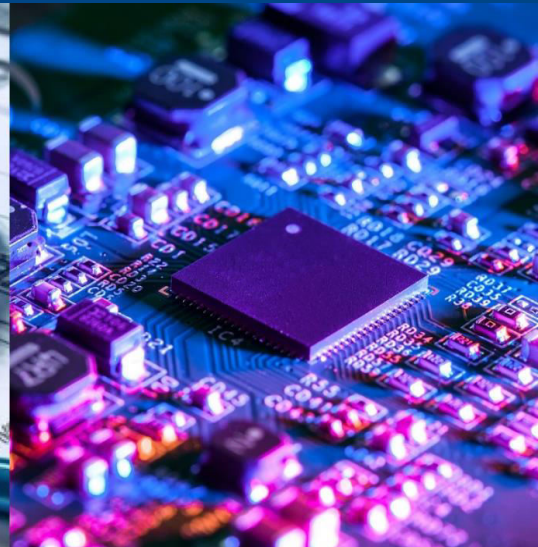
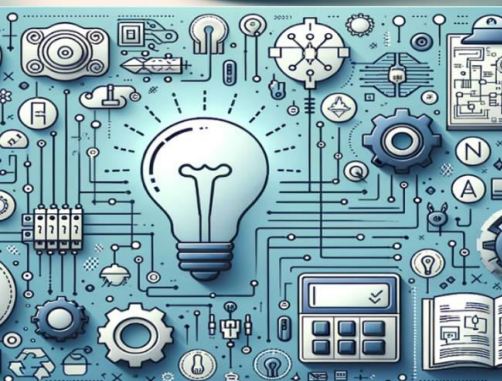




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A Study on Consumer Buying Behaviour Towards Online Shopping

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ABSTRACT: The present paper explores consumer buying behavior towards online shopping, focusing on purchasing factors, satisfaction levels and problems experienced by customers. A descriptive survey was conducted among 52 participants, who responded to an investigator-designed questionnaire comprising open-ended and multiple choice questions. The convenience sampling technique was used to select the sample from a larger population of online shoppers. Purchasing factors included in the study were price, product, convenience, delivery, payment security, customer reviews and after-sales service. The statistical analysis was conducted using percentage analysis, pearson correlation, regression analysis, one-way ANOVA and chi-square test. The main conclusion drawn from the research is that most of the respondents have a positive attitude towards online shopping. Indeed, 73% of participants agreed that online shopping has become their preferred method of buying products, while 73% agreed that convenience encourages them to make more purchases. The study discovered a positive correlation between the availability of a wide range of products and the tendency to choose online shopping as a preferred method ($r = 0.758$, $p < 0.001$). Regression analysis conducted revealed that such a factor as the ability to purchase products at competitive prices can predict the preference for online shopping strongly ($F = 14.919\%$, $p < 0.001\%$). The results of one-way ANOVA demonstrated that age, income and occupation were not significant factors influencing the buying behavior of the shoppers. In addition, there was no significant association between the demographics and the opinions of the respondents ($p < .05$). Summary Therefore, it can be concluded that convenience, competitive prices, a wide range of products, and trust-building factors such as reviews and payment security positively influence the buying behavior of online shoppers. By contrast, shipping speed, return policy, and customer service are areas that need improvement to increase customer satisfaction and encourage more purchases.

KEYWORDS: Consumer Buying Behaviour; Online Shopping; E-Commerce; Purchase Decision; Customer Satisfaction; Correlation; Regression Analysis; ANOVA.

I. INTRODUCTION

Consumer buying behaviour means studying how individuals, groups or organisations select, purchase, use and dispose goods and services to satisfy their needs and wants. The rise of digital technology has enabled people to research, compare and purchase goods and services online resulting in online shopping becoming one of the easiest, convenient, accessible, diverse, cheap and secure ways of buying products. The proliferation of smartphones, cheap internet plans and online stores has significantly influenced consumer buying behaviour globally. Consumers are currently drawn to online shopping as it spares them time, delivers products at their doorsteps, provides product reviews and comparisons to aid decision making. Furthermore, attractive discounts, promotions, various modes of payments and refund policies have tempted consumers into shopping online instead of shopping in physical stores. In this regard, consumer buying behaviour towards online shopping is influenced by personal, psychological, social, cultural and technological factors, with trust, quality of website, product information, transaction security, brand image, reviews and delivery services being crucial elements that consumers consider before making a purchase. The COVID-19 pandemic increased the usage of online shopping as people were restricted from freely mixing with each other hence limiting their access to physical stores. Even after the COVID-19 pandemic, many consumers still prefer online shopping due to its accessibility, convenience and enhanced experiences. As a result, online shopping has completely been incorporated into the current retailing scene. The current study will focus on consumer buying behaviour towards online shopping to determine the influential forces that



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determine what consumers buy online, what they like and least expect, their preferences and challenges encountered when shopping online using 52 valid questionnaires.

II. OBJECTIVES OF THE STUDY

- To study consumer buying behaviour towards online shopping.
- To identify the factors influencing consumer's purchasing decisions while shopping online.
- To analyse level of satisfaction of consumer towards online shopping services.
- To examine the impact of factors such as price, product quality, convenience and online reviews on consumer's buying decisions.
- To examine ways of enhancing overall online shopping experience of consumers.

III. NEED AND IMPORTANCE OF THE STUDY

The rapid rise of e-commerce has transformed traditional consumer buying behavior, and today, the online market is growing rapidly because it offers convenience, time-saving and access to a variety of goods, but consumer preferences and buying habits vary according to age, income, education, occupation and lifestyle, and a focus on price, discounts, product reviews and ratings strongly influences consumer trust and their inclination to make purchases online, which is why it is important to study the following aspects: • Understanding consumer preferences: The study provides an insight into what consumers like or dislike, what they expect or want in relation to online shopping. • Identifying influencing factors: It helps to identify the relevance of factors such as price, quality, reviews, convenience, discounts, website usability and delivery. • Usefulness for online retailers: E-commerce companies can take advantage of the information provided in the study to make better marketing decisions and enhance consumer satisfaction. • Supporting better decision-making: Understanding consumer behavior helps companies make informed decisions about products, pricing, promotions and customer service. • Improve customer satisfaction: The study helps to understand what consumers expect and where improvements can be made, thus contributing to their loyalty and repeat purchases.

IV. SCOPE OF THE STUDY

The study will focus on researching the consumers' preferences and attitudes towards online shopping. The research will consider such factors as low prices, money discounts, product quality, reviews, convenience, delivery, payment options and return policy, which may affect the consumers' buying behavior, and analyze their satisfaction with purchasing products online. Moreover, the current study will investigate the frequency of online shopping, common problems, including delivery, product quality, payment security, return policy and privacy issues, and willingness to shop using online stores again.

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VI. RESEARCH GAP

Existing research has focused on specific aspects of the online consumer behavior process, including trust, perceived risk, service quality, demographics and technology acceptance, typically based on large-scale or review-type studies. Few attempted to combine such factors as price, product quality, convenience, delivery, trust-building and post-purchase satisfaction into a single framework and subject them to statistical analysis on a smaller scale. The current study explores the factors that drive purchases and contribute to satisfaction in the context of online shopping by analyzing the interconnections between these variables for 52 participants. It applies correlation, regression, ANOVA and Chi-Square analysis to evaluate the relationships and identify the key influencers.

VII. RESEARCH METHODOLOGY

7.1 Study Design

The study uses a Descriptive research design because the study intends to describe and analyze consumer buying behavior towards online shopping, determine the influential factors on their purchase decision, and examine their satisfaction with online shopping services without any manipulation of the independent variables. The study, therefore, employed a quantitative research design because statistical analysis was used to analyze the data collected.

7.2 Sample Size and Sampling Procedure

A convenience sampling technique was used to select 52 respondents who had previous experience with online shopping for the study. This technique is a type of non-probability sampling procedure that was convenient for both the researcher and the respondents because the respondents were selected depending on their availability for the research. Besides the convenience of this technique, selecting 52 respondents was adequate for the descriptive research study because descriptive statistics, correlation, regression analysis, ANOVA, and Chi-Square test would be used to analyze the data.



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7.3 Questionnaire

The study used a structured questionnaire to collect data from the 52 respondents selected for the research. The first section of the questionnaire obtained the respondent's demography, including Age, Gender, Highest academic qualification, Occupation, Monthly income, and shopping experience. The second section consisted of statements assessing shopping frequency, range of choices, pricing, product quality, reviews, delivery service, return and refund policies, payment security, website design, and customer support. The statements were scored on a five-point Likert scale ranging from Strongly Agree to Strongly Disagree.

7.4 Questionnaire Sources

The study's primary data were collected from the 52 respondents selected for the research using the structured questionnaire. On the other hand, the study retrieved secondary data from books, journals, research, reports, and websites to supplement the primary data gathered to add credibility to the research.

7.5 Software used for Data Analysis

The Statistical Package for the Social Sciences (SPSS) was used to analyze the data collected from the study. At the same time, percentage analysis was used to summarize the demography of the respondents. Statistical analysis packages such as Pearson Correlation, Linear regression, One-way ANOVA, and Chi-Square test were used to analyze the data.

7.6 Ethical Considerations

The following ethical considerations were taken to ensure the research is conducted without any malpractice:

1. An informed and voluntary sample was taken from the respondents.
2. Confidentiality and anonymity of the respondents' information were maintained.
3. The respondents' information was used solely for academic purposes.
4. No demographics of the respondents were disclosed in the research...

VIII. RESULTS AND DISCUSSION

8.1 Demographic Profile of Respondents

Out of the 52 respondents, the majority were of the male gender (73%) with 38 respondents. Females were the minority with 14 respondents. The most represented age group was 21-30 with 20 respondents (38%). The most common level of education was postgraduate with 16 respondents (31%). The largest occupation category was students with 19 respondents (37%). The highest income level was below ₹20,000 per month, which was the case for 21 respondents (40%). Additionally, the greatest duration of online shopping experience was 6–12 months with 17 respondents (33%).

Table 1: Demographic Profile of Respondents (N = 52)

Variable	Category	Frequency	Percentage
Gender	Male	38	73%
	Female	14	27%
Age	Below 20 years	13	25%
	21–30 years	20	38%
	31–40 years	7	13%
	41–50 years	12	23%
	51+ years	0	0%
Education	Postgraduate	16	31%
	Undergraduate	12	23%
	Professional Degree	11	21%
	Higher Secondary	13	25%
Occupation	Student	19	37%



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Variable	Category	Frequency	Percentage
	Private Employee	8	15%
	Government Employee	6	12%
	Business	5	10%
	Self-employed	5	10%
	Others	9	17%
Monthly Income	Below ₹20,000	21	40%
	₹20,000–₹40,000	6	12%
	₹40,001–₹60,000	11	21%
	₹60,001–₹80,000	6	12%
	Above ₹80,000	8	15%
Shopping Experience	Less than 3 months	14	27%
	3–6 months	5	10%
	6–12 months	17	33%
	More than 1 year	16	31%

8.2 Statement-wise Analysis and Interpretation

Twenty-four opinion statements relating to online shopping preferences, purchase drivers, trust and post-purchase satisfaction were rated on the five-point Likert scale. Table 2 below provides for each statement the combined percentage of respondents who selected the “Agree” or the “Strongly Agree” option (Analysis) and the Interpretation..

Table 2: Statement-wise Analysis (% Agreement) and Interpretation

No.	Statement	% Agreement	Interpretation
1	Online shopping has become a preferred method of purchasing products.	73%	Majority agreement; strong overall preference for online shopping.
2	Convenience of online shopping encourages frequent online purchases.	73%	Majority agreement; convenience is a key repeat-purchase driver.
3	Availability of a wide range of products influences online purchasing behaviour.	69%	Majority agreement; product variety strongly shapes behaviour.
4	Competitive pricing encourages consumers to purchase products online.	69%	Majority agreement; price remains a decisive factor.
5	Good product quality increases the likelihood of online purchases.	66%	Majority agreement; quality assurance builds purchase intent.
6	Positive online reviews and ratings influence purchasing decisions.	63%	Majority agreement; reviews shape decision confidence.
7	Faster delivery services would improve the online shopping experience.	64%	Majority agreement; delivery speed is a valued improvement area.
8	Simplified return and refund procedures would increase satisfaction.	50%	Moderate agreement; return process simplicity has mixed impact.



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No.	Statement	% Agreement	Interpretation
9	Improved customer support would enhance the overall shopping experience.	64%	Majority agreement; support quality matters to consumers.
10	Attractive discounts and promotional offers encourage online purchases.	62%	Majority agreement; promotions positively influence purchase intent.
11	Product descriptions influence purchasing decisions.	71%	Majority agreement; accurate information builds buying confidence.
12	Customer ratings and reviews increase confidence in online purchases.	69%	Majority agreement; social proof strengthens purchase confidence.
13	Secure payment facilities increase consumer confidence in online shopping.	60%	Majority agreement; payment security underpins trust.
14	Easy navigation of websites/apps improves the shopping experience.	64%	Majority agreement; usability enhances overall experience.
15	Availability of different brands influences purchasing behaviour.	67%	Majority agreement; brand variety supports purchase choice.
16	Fast, reliable delivery encourages repeated online purchases.	64%	Majority agreement; reliability drives repeat purchasing.
17	Transparent pricing without hidden charges increases satisfaction.	65%	Majority agreement; pricing transparency builds trust.
18	Easy return and replacement policies encourage online purchases.	54%	Moderate agreement; policy simplicity partially influences intent.
19	Reliable customer service encourages continued platform use.	56%	Moderate agreement; service reliability supports retention.
20	A user-friendly website/app enhances the shopping experience.	59%	Moderate agreement; usability contributes to satisfaction.
21	Faster delivery services improve satisfaction with online shopping.	54%	Moderate agreement; delivery speed affects satisfaction levels.
22	Easy return and refund policies enhance the overall experience.	48%	Mixed opinion; 46% neutral, indicating scope for improvement.
23	Secure and convenient payment options improve confidence.	48%	Mixed opinion; 46% neutral, signalling room for reassurance.
24	Better customer support enhances overall satisfaction.	44%	Mixed opinion; 50% neutral, the weakest agreement level recorded.

Grouping the statements thematically allows identifying that the factors influencing the purchase-decision process had the highest average percentage of agreement (65.3%), followed by trust and confidence-building factors, including product descriptions, reviews, and payment security, which were agreed upon by 66.2%. In turn, the factors related to the shopping experience after the purchase, such as returns, refunds, and customer support, had the lowest average percentage of agreement (54.7%). Thus, it can be concluded that consumer confidence is highest during the predistribution phase and lowest during the postdistribution and service recovery phase.



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Table 3: Theme-wise Summary of Agreement Levels

Theme	No. of Statements	Avg. % Agreement	Interpretation
Purchase-Decision Drivers (price, quality, convenience, range)	10	65.3%	Strong positive influence on the decision to shop online
Trust & Confidence-Building Factors (descriptions, reviews, security, navigation, brands)	5	66.2%	Strongest average agreement; builds pre-purchase confidence
Shopping Experience & Post-Purchase Satisfaction (delivery, returns, service, usability)	9	54.7%	Comparatively weaker agreement; key improvement area

8.3 Pearson Correlation Analysis

Pearson correlation was used to test the strength and direction of the relationship between selected pairs of statements. All three tested pairs showed a positive relationship, ranging from weak to strong, as summarised in Table 4.

Table 4: Correlation Analysis

Variable Pair	Pearson r	p-value	Interpretation
Product range availability ↔ Preferred method of purchasing	0.758	<0.001	Strong positive, statistically significant
Positive reviews ↔ Customer ratings/reviews confidence	0.122	0.390	Weak positive, not statistically significant
Secure payment facilities ↔ Payment confidence	0.364	0.008	Moderate positive, statistically significant

The strong correlation between the availability of product-range and the inclination for online shopping ($r = 0.758$, $p < 0.001$) suggests that the participants that appreciate diversity of products tend to regard online shopping as their preferred form of purchasing. The weak, insignificant correlation between positive reviews and review-based confidence ($r = 0.122$, $p = 0.390$) suggests that the two aspects are regarded somewhat independently, whereas the moderate, significant relationship between the provision of payments security and the level of confidence in making payments ($r = 0.364$, $p = 0.008$) confirms that the security of the payment process significantly contributes to consumer confidence.

8.4 Regression Analysis

Table 5: Simple Linear Regression Analysis

Model	R / R ²	F / Sig.	Interpretation
Competitive pricing → Preferred method of purchasing	$R = 0.479$, $R^2 = 0.230$	$F = 14.919$, $p < 0.001$	Significant positive predictor; explains 23.0% of variation ($Y = 1.913 + 0.605X$)
Faster delivery expectation → Repeated online purchases	$R = 0.264$, $R^2 = 0.070$	$F = 3.758$, $p = 0.058$	Positive but not statistically significant; explains 7.0% of variation ($Y = 2.635 + 0.280X$)



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The results of the first regression model demonstrate that competitive pricing significantly and positively predicts the tendency for online shopping buying options with 23.0% of variance explained by the predictive power of the first variable. The second model reveals that the tendency for faster delivery positively but non-significantly predicts repeat purchasing, and the association between the speed of delivery and repeat purchasing tends to be positive.

8.5 One-Way ANOVA

Table 6: One-Way ANOVA

Test	F Value	p-value	η^2	Interpretation
Age vs. Preferred method of purchasing	0.629	0.600	0.038	Not significant; small effect size
Monthly income vs. Competitive pricing statement	1.446	0.234	0.110	Not significant; medium effect size
Occupation vs. Fast/reliable delivery statement	1.160	0.343	0.112	Not significant; medium effect size

In all three cases of ANOVA, the significance level is higher than 0.05; thus, the null hypothesis cannot be rejected. Therefore, it can be concluded that the perception of online shopping preference, pricing, and reliability does not vary significantly with age, income, and occupation. However, it should be noted that the obtained eta-squared values indicate the presence of small or moderate effects that require caution in interpretation due to the lack of statistical significance.

8.6 Chi-Square Analysis

Table 7: Chi-Square Analysis

Test	χ^2 Value	df	p-value	Interpretation
Gender vs. Competitive pricing statement	1.061	4	0.900	No significant association
Education vs. Secure payment facilities statement	8.991	12	0.704	No significant association
Occupation vs. Discounts/promotional offers statement	20.322	20	0.438	No significant association

For all three questions of the Chi-Square test, the significance value is too high, which indicates that there is no significant association between the variables. In other words, the demographic information of participants, such as gender or educational and occupational level, has no influence on their responses to statements regarding shopping. Therefore, it can be concluded that opinions about price, safety of the payment process, and special offers are unrelated to gender, occupation, and education, with the caveat that several cells in the test have an expected count of less than five.

8.7 Discussion

The results presented above demonstrate that the respondents view online shopping positively. The most widely shared views regard convenience, product variety, competitive prices, and accuracy of information. These findings align with previous research that identified convenience, price, and trust as key predictors of purchase intention. While online retailers seem to perform well in terms of attracting consumers due to their convenience, their performance in relation to returns, refunds, and customer service appears to be mixed. A strong correlation between product variety and shopping preference, along with the significant regression coefficient of prices, confirm them as the most significant factors from the retailer's perspective. Finally, the lack of significant differences between demographics in ANOVA and Chi-Square analyses indicates that the online retail industry as a whole should focus on these aspects, as they appear to affect shopping choices for all types of consumers.



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IX. FINDINGS

- 73% of Respondents Agreed or Strongly Agreed that Online Shopping Has Become Their Preferred Method of Purchasing and Equal Proportion Agreed its Convenience Encourages Frequent Purchases
- 56% of Respondents Agreed and 8% Strongly Agreed Faster Delivery Services Would Improve the Experience, Demonstrating Its Importance
- 44% Agreed and 6% Strongly Agreed Simpler Return/Refund Would Increase Satisfaction, Indicating the Need for Convenient Service Policies
- 52% Agreed and 10% Strongly Agreed Attractive Discounts/Promotions Encouraged Them to Make Purchases, Showing How Their Decisions Were Influenced
- 42% Agreed and 29% Strongly Agreed Product Descriptions Influenced Purchases, Demonstrating Importance of Accurate Information
- 65% Agreed Customer Ratings/Reviews Increased Confidence in Making a Purchase, Showing Its Influence in Decisions Made
- 63% Agreed the Availability of Different Brands Influenced Their Purchasing Behaviour, Showing Its Significance The Strongest Correlation Observed ($r = 0.758$, $p < 0.001$) Was Between Product-Range Availability and Preference for Online Shopping
- Regression Analysis Confirmed Competitive Pricing is a Significant Predictor for Preference for Online Shopping.
- Explaining 23.0% of the Variation 44% of Respondents Agreed Easy Return/Refund Policies and 40% Agreed Secure Payment Options Improved Their Experience while
- 46% Were Neutral on Both, Showing Variation in Consumer Opinions on Post-Purchase Experiences; ANOVA and Chi-Square Results Displayed no Significant Differences Across Demographic Groups

X. SUGGESTIONS

- The company should make the delivery of goods more comfortable and faster to contribute to a positive customer experience.
- A more transparent return policy needs to be established to enhance customer satisfaction and provide a reliable guarantee for buyers.
- More attractive and beneficial conditions for online purchases should be introduced to stimulate the audience into making a purchase.
- Descriptions should be detailed and transparent enough to enable customers to make informed decisions when ordering.
- The customer reviews and ratings of respective products should be visible to the public to build trust and increase the rate of sales.
- A bigger variety of brands and goods should be provided to ensure that all customers can find something of their interest while browsing the site.
- A clear and simple return and replacement policy should be offered to provide a better customer experience.
- The navigation process needs to be optimized to ensure comfort and a positive attitude toward the site.
- Refunds should be more clearly regulated and transparent to create a positive shopping experience with a company.
- The security of the online platform should be reinforced and emphasized to raise the level of customer trust.

XI. LIMITATIONS OF THE STUDY

- The study has limited coverage due to the selection of only 52 respondents, and the results may not represent the views of all online shoppers.
- The study results are based on the information provided by the respondents through a questionnaire, which depends on their accuracy.
- The study has limited scope because the data collection process was completed within a short period, which might not reflect long-term trends in consumer-buying behaviour.
- The study focuses only on exploring the buying behaviour of the consumers towards online shopping but lacks information about their offline shopping.
- The study explores only the selected factors affecting online shopping: convenience, product price, quality, consumer review, payment security, and delivery services, while others may also have an impact.



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XII. CONCLUSION

The present study on consumer buying behaviour towards online shopping was conducted to gain insight into the purchasing behaviour of the respondents, determine the leading factors affecting their decision to shop online, evaluate their level of satisfaction, and establish the dependence of the customers on such variables as the price, product quality, convenience, and online reviews. The research was conducted using quantitative methods. Data from 52 customers were collected and processed using percentage analysis, correlation, regression, ANOVA, and the Chi-Square test. The data collected indicate that the majority of the respondents represent a wide range of age groups, educational levels, occupations, and income levels. The statement-wise analysis demonstrates that the participants have a positive attitude towards shopping online, with the highest scores reported for convenience, product range, competitive prices, and accurate information. In contrast, the lowest scores were reported for post-purchase aspects such as returns, refunds, and customer support. The correlation analysis confirms a significant association between product-range availability and preferences for shopping online. Regression analysis revealed that the availability of products with competitive prices could explain approximately a quarter of the variance in the participants' preference for shopping online. The results of the ANOVA and Chi-Square test suggest that the respondents' perceptions and opinions can be considered similar across age, income, education, and occupation. Overall, the study concludes that preference for online shopping has become a common trend among consumers who are highly dependent on the convenience, accessibility, competitive prices, variety, and accuracy of information when making their purchasing decisions. Although the analysis revealed the dominant role of price and product range, the results demonstrate that the customers' buying behaviour is affected by multiple factors. As a result, it is essential for online stores to ensure fast delivery, offer convenient return and refund options, improve the safety of online payments, provide accurate information about their products, introduce online review options, and offer better customer support to satisfy the needs of their customers and maintain their loyalty. Thus, the objectives of the study have been achieved, and the results can offer valuable guidelines for businesses and future researchers interested in the topic.

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