



A Study on Consumer Buying Behavior Towards Online Shopping.

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Abstract- Shopping online has become a key part of how people shop today because of fast technology growth and more internet access. This study looks at how consumers behave when buying things online and what factors affect their choices. It focuses on important points like ease of use, prices, variety of products, trust, and customer happiness. The research also discusses the problems shoppers face and gives ideas to make the online shopping experience better. The results show that convenience and appealing deals are very important in shaping how consumers act.

Introduction

The rise of online shopping has transformed the conventional retail landscape in recent years. With the increasing popularity of digital platforms and smartphones, consumers are opting to buy products online instead of going to brick-and-mortar stores. Online shopping provides numerous advantages, including time efficiency, easy comparison, a wide range of product options, and appealing discounts.

Consumer buying behavior encompasses the decision-making process individuals experience when selecting a product or service. In online shopping, this behavior is shaped by several elements such as website usability, product details, customer feedback, payment security, and shipping options.

Understanding consumer behavior is vital for businesses to create effective marketing strategies and improve customer satisfaction. This study aims to examine these behavioral trends and pinpoint the main influencing factors.

Objective of the Study

- To explore what consumers like about online

shopping

- To find out what affects their choices when buying online
- To assess how satisfied customers are with their experiences
- To investigate the challenges shoppers encounter while shopping online
- To offer recommendations for enhancing online shopping services

Literature Review

Many studies have looked into how consumers behave when they shop online. Past research shows that the main reasons for the rise of online shopping are convenience and saving time. Shoppers like online stores because they can easily find a wide variety of products.

The research also emphasizes that trust and security play key roles in online buying decisions. Consumers usually check product reviews and ratings before making a choice. Price, discounts, and special promotions are also important for attracting buyers.

On the other hand, some studies mention problems like late deliveries, receiving the wrong products, and worries about the safety of online payments. These issues can hurt customer satisfaction and trust.

Research Methodology

This research employs a descriptive design to analyze consumer purchasing behavior.

a Type of Data: Both primary and secondary data

b Data Collection Method: A structured

questionnaire

c Sampling Technique: Convenience sampling

d Sample Size: 50 participants

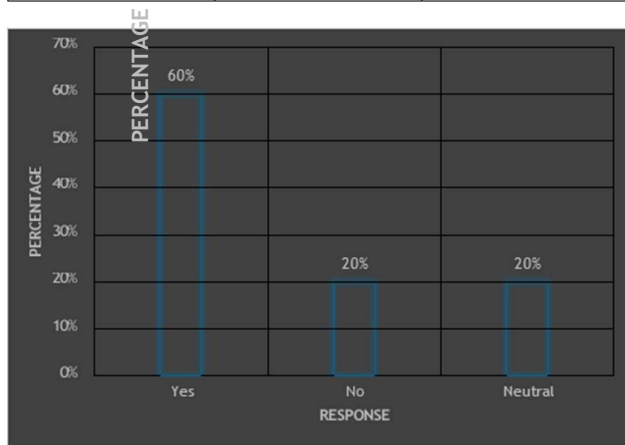
e Tools Used: Percentage analysis and basic statistical methods

Primary data was gathered directly from participants via a questionnaire, whereas secondary data was sourced from journals, articles, and websites.

Data Analysis and Interpretation

The collected data was analyzed using percentage methods and presented in tables.

Response	Number of Respondents	Percentage
Yes	30	60%
No	10	20%
Neutral	10	20%
Total	50	100%



Interpretation:

The study reveals that most people prefer shopping online, which shows they have a good feeling about buying things digitally. However, some shoppers are still unsure because they worry about trust and the quality of products.

Scope of the Study

- This study looks at how consumers behave when shopping online.
- It explores the factors that affect their buying choices, including price, convenience, and trust.
- The research aims to understand what customers prefer and expect.

- It also assesses how satisfied customers are with online shopping sites. Additionally, the study highlights common issues that online shoppers encounter.
- The results can help enhance strategies for e-commerce businesses.
- However, this study is limited to certain respondents and a specific region.

Limitations of the study

- This research relies on a small sample size, potentially lacking representation of the broader population.
- Data was gathered from a limited number of respondents within a specific region. Responses could be biased or shaped by individual views.
- Time limitations curtailed comprehensive data collection and analysis.
- The study focuses solely on general factors, which may overlook various facets of online shopping behavior.
- Additionally, swift advancements in technology and trends may diminish the findings' relevance as time progresses.

Findings

1. Favor for Online Shopping

The majority of consumers are inclined towards online shopping because it is convenient and saves time.

2. Price and Promotions Influence

Discounts, promotional offers, and competitive prices greatly affect purchasing choices.

3. Significance of Reviews and Ratings

Consumers heavily rely on product reviews and ratings prior to making a purchase.

4. Ease of Product Comparison

Online platforms facilitate simple product comparisons, enhancing customer preference.

5. Effect of Delivery and Product Quality

The speed of delivery and the quality of products have a major impact on customer satisfaction.

6. Common Challenges Encountered

Consumers encounter issues like delayed deliveries and discrepancies in products.

7. Concerns About Security

Many consumers remain apprehensive about payment security and data protection.

8. Preference for Mobile Shopping

A significant number of users favor mobile applications over websites for their online shopping experiences.

Suggestions

1. Boost Payment Security

Online platforms need to strengthen their security measures to safeguard customer information and ensure safe transactions.

2. Offer Accurate Product Details

It's important to provide clear descriptions, quality images, and truthful specifications to prevent customer disappointment.

3. Guarantee Quick Delivery

Businesses should work on providing fast and dependable delivery services to build customer trust and satisfaction.

4. Enhance Customer Support

Companies must offer effective customer service to address questions, complaints, and feedback promptly.

5. Simplify Return and Refund Policies

Implementing straightforward and clear return policies can help build customer confidence.

6. Improve User Experience

Websites and mobile applications should be easy to use, quick, and simple to navigate.

7. Prioritize Quality Control

Sellers should ensure that their products meet the quality standards expected by customers.

8. Raise Awareness About Security

Teaching customers about safe online habits can help reduce anxiety and increase trust.

Conclusion

Online shopping has become a major way to buy things in today's digital world, thanks to new technology and more people using the internet. The study shows that shoppers prefer online shopping because it is convenient, flexible, and

offers a wide range of products at good prices. Features like easy navigation, various payment methods, attractive discounts, and customer reviews have greatly affected how people make their purchasing decisions.

The research also finds that while many shoppers enjoy online buying, their happiness largely relies on factors such as product quality, timely delivery, and dependable customer service. Problems like late deliveries, receiving damaged or wrong items, and worries about payment security still affect some customers' overall experience.

Additionally, the rise of mobile apps has made online shopping even easier, leading to more frequent purchases. Trust and transparency are vital for keeping customers loyal. Companies that consistently meet shopper expectations are more likely to thrive in the competitive e-commerce landscape.

In summary, even though online shopping is growing quickly and becoming more popular among consumers, businesses need to keep improving their services, ensure safety, and prioritize customer satisfaction to achieve long-term success and build strong relationships with their customers.

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