



Original Article

A STUDY OF CONSUMER BUYING BEHAVIOUR TOWARDS ONLINE SHOPPING

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Manuscript ID:

IJAAR-B130371

ISSN: 2347-7075

Impact Factor – 8.141

Volume - 13

Issue - 3

January – February 2026

Pp. 471 - 476

Submitted: 02 Feb. 2026

Revised: 10 Feb. 2026

Accepted: 15 Feb. 2026

Published: 28 Feb. 2026

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Quick Response Code:



Website: <https://ijaar.co.in/>



DOI: 10.5281/zenodo.20322442

DOI Link:

<https://doi.org/10.5281/zenodo.20322442>



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Abstract:

Online shopping has become an integral part of modern retailing due to rapid technological advancement, increased internet penetration, widespread smartphone usage, and the availability of secure digital payment systems. The present study, titled “A Study of Consumer Buying Behavior Towards Online Shopping,” aims to examine consumer awareness, preferences, influencing factors, satisfaction levels, problems faced, and future intentions related to online shopping. The study also analyses the impact of demographic variables on online buying behavior.

A descriptive research design was adopted for the study. Both primary and secondary data were used to ensure reliability and depth of analysis. Primary data was collected from 300 respondents through a structured questionnaire, while secondary data was sourced from journals, books, research papers, magazines, and online databases. The data was analyzed using percentage analysis, charts, and hypothesis testing techniques.

The findings reveal that a majority of consumers actively engage in online shopping due to factors such as convenience, time-saving, attractive pricing, discounts, and wide product variety. Young consumers, students, and salaried employees form the major segment of online shoppers. Cash on Delivery remains the most preferred payment method, indicating continuing concerns regarding online payment security. Hypothesis testing confirms that price discounts and promotional offers significantly influence purchase decisions, while security concerns affect consumer trust and willingness to shop online.

Overall, consumers show medium to high satisfaction with online shopping and express strong intentions to continue using online platforms in the future. The study concludes that strengthening payment security, improving delivery services, and enhancing customer trust will further promote the growth of online shopping. The research provides valuable insights for marketers, e-commerce companies, academicians, and researchers.

Keywords - Consumer, Buying Behavior, Online Shopping. E-Commerce, Online Payment

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How to cite this article:

Sayali Ganbote & Ankita Dongre. (2026). A Study of Consumer Buying Behaviour Towards Online Shopping. *International Journal of Advance and Applied Research*, 13(3), 471 - 476. <https://doi.org/10.5281/zenodo.20322442>



Introduction:

In the digital era, online shopping has transformed the way consumers purchase goods and services. With widespread internet access, smartphones, and secure payment systems, electronic commerce (e-commerce) has become a vital part of modern retailing. Consumers increasingly prefer online shopping for its convenience, wider product choices, competitive pricing, and home delivery services. These changes have significantly influenced consumer buying behaviour—shifting preferences, decision-making processes, and overall consumption patterns.

Online buying behaviour refers to how consumers search for information, evaluate alternatives, make purchase decisions, and respond after a purchase in an online environment. The influence of factors like perceived usefulness, trust, ease of use, and social norms has been widely studied to understand how individuals adopt and interact with online shopping platforms. The growth of online shopping varies across regions, demographics, and product categories, making it essential for businesses and researchers to analyze behaviour trends to improve marketing strategies, consumer satisfaction, and long-term loyalty.

Objectives of Study:

1. To examine consumer awareness and usage of online shopping.
2. To identify key factors influencing online purchase decisions.
3. To measure consumer satisfaction towards online shopping.
4. To analyze problems faced by online shoppers.

Scope of The Study:

The scope of the study is focuses on consumer buying behaviour towards online

shopping. It includes studying consumer preferences, attitudes, satisfaction level, and influencing factors related to online shopping. The study helps online sellers, marketers, and researchers to understand consumer expectations and improve their services accordingly. The results of this study can be useful for future research in the field of e-commerce and digital marketing.

Limitation of Study:

- The study is limited to a specific geographical area and selected responders only.
- The sample size is small compared to the total population of online shoppers.
- The study is based on primary data collected through questionnaires, which may include biased responses.
- Some respondents may not have given accurate or complete information.

Review of Literature:

Pal. C Kumari(2023): Studied consumer buying behaviour in Patna city (Bihar). The research found that most consumers shop online monthly and choose online platforms for convenience, security, perceived lower prices, and product quality. Age, gender, price, and frequency significantly influenced buying behaviour.

Singh C Sewal (2023): Analysed consumer buying behaviour and marketing strategies for online shopping. The study showed that consumers of all ages use the Internet to browse, compare, and order products, and effective marketing strategies improve consumer engagement in online shopping.

Saxena C Srivastava (2025): Explored consumer preference towards online shopping. This review highlights that ease of use, trust, and perceived usefulness are critical determinants of online buying behaviour, extending beyond metro areas to emerging cities.



Sharma (2025): Examined behaviour of consumers in Jammu City. The study confirms that the growing number of internet users positively affects online purchase decisions and that knowing key consumer behaviour elements helps marketers retain and attract customers.

Bharathi C Karpagam (2024): Found in Vaniyambadi Town that online shopping's growth is driven by internet accessibility and convenience, especially in smaller towns providing access to quality products previously unavailable locally.

Ramesh (2022): Provided a comprehensive study highlighting how trust, convenience, social influences, and psychological factors shape online shopping behaviour. This study emphasised the importance of understanding consumer decision processes.

Research Methodology Research Design:

Research design is the overall framework or blueprint of the research study. It specifies the methods and procedures for data collection and analysis. In this study, a descriptive research design has been used. The survey method was adopted to collect data from respondents. A structured questionnaire served as the primary research tool, ensuring uniformity in data collection. The design helps in presenting factual information related to consumer preferences, satisfaction levels, and influencing factors in online shopping.

Data Sources:

Data sources refer to the origin from which information is obtained for the research study. Both primary and secondary data were used to ensure reliability and depth of analysis.

- **Primary Data:** Primary data is the first-hand information collected directly from respondents for a specific research purpose. In this study, primary data was collected from

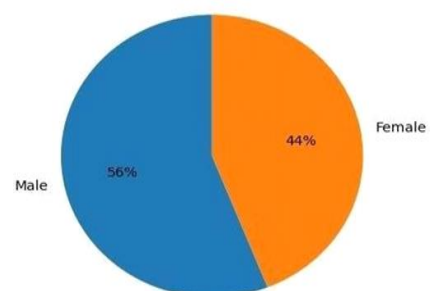
300 consumers through a structured questionnaire.

- **Secondary Data:** Secondary data refers to data already collected and published by others for different purposes. For this study, secondary data was collected from: Research journals, Books on consumer behavior and e-commerce, Research papers, Magazines, Government and company websites, online databases
- **Sample design** refers to the method used to select a representative portion of the population for the study.
- **Sample Size:** A sample size of 300 respondents was selected for the study. A larger sample increases the accuracy and validity of research findings
- **Sample Method:** The convenience sampling method was used in the study. Under this method, respondents were selected based on availability and accessibility. This method was adopted due to time constraints, limited resources, and ease of data collection.

Table 1. Gender-wise Distribution of Respondents

Gender	Number of Responders	Percentage (%)
Male	168	56
Female	132	44
Total	300	100

Gender-wise Distribution of Respondents





The analysis shows that 56% of the respondents are male and 44% are female. Although male respondents slightly outnumber female respondents, the participation of females is also considerably high. This indicates that online shopping is widely accepted by both genders and is no longer limited to a specific group.

Table.2 Frequency of Online Shopping

Frequency of Online Shopping	Number of Responders	Percentage (%)
Frequently	126	42
Occasionally	114	38
Rarely	60	20
Total	300	100



It is observed that 42% of respondents shop online frequently, while 38% shop occasionally and 20% shop rarely. This shows that a significant portion of consumers regularly rely on online platforms for purchasing goods, indicating strong adoption of e-commerce.

Table.3 Preferred online Shopping Platform

Platforms	Number of Responders	Percentage (%)
Amazon	120	40
Flipkart	90	30
Myntra	54	18
Others	36	12
Total	300	100

The data shows that Amazon is the most preferred platform with 40% respondents, followed by Flipkart (30%), Myntra (18%), and other platforms (12%). This indicates that consumers prefer well-established and trusted platforms that offer better service quality, product variety, and customer support.

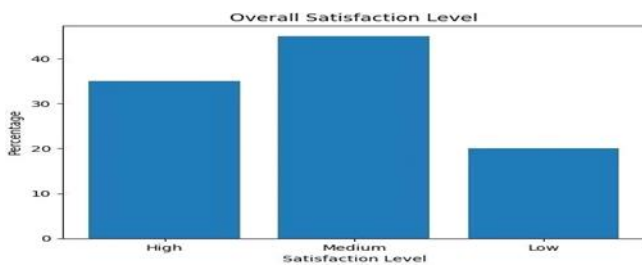
Table no. 4 Problems Faced in Online Shopping

Problems	Number of Responders	Percentage (%)
Late Delivery	195	65%
Poor Product Quality	162	54%
Product Different from Description	150	50%
Difficulty in Return/Refund	132	44%
Payment Security Issue	96	32%

Late delivery (65%) is the most common problem faced by respondents. Poor product quality (54%) and products different from description (50%) are also major issues. Difficulty in return/refund is reported by 44% of customers. Payment security issues affect 32% of respondents. Overall, delivery and quality-related problems are the main challenges in online shopping.

Table.5 Overall Satisfaction Level

Satisfaction Level	Number of Responders	Percentage (%)
High	105	35
Medium	135	45
Low	60	20
	300	100



The column chart indicates that 45% of respondents have a medium level of satisfaction, 35% have high satisfaction, and 20% have low satisfaction. This shows that while most consumers are reasonably satisfied with online shopping, there is scope for improvement in service quality.

Findings:

- Online shopping is popular among both genders, with 56% male and 44% female respondents.
- A large portion of consumers shop online frequently (42%), showing strong adoption of e-commerce.
- Amazon (40%) is the most preferred platform, followed by Flipkart (30%).
- Late delivery (65%) and poor product quality (54%) are the main problems faced by consumers.
- Most respondents are moderately to highly satisfied (80%), but there is still room for improving service quality.

Suggestions:

- Improve Delivery Services: E-commerce companies should strengthen their logistics network to reduce late deliveries and ensure timely shipment of products.
- Enhance Product Quality Control: Strict quality checks should be implemented to minimize complaints related to poor or damaged products.

- Accurate Product Description: Sellers should provide clear, detailed, and accurate product descriptions along with real images to avoid mismatch issues.
- Simplify Return and Refund Process: The return and refund procedure should be made faster and more transparent to increase customer trust.
- Strengthen Payment Security: Online platforms should adopt advanced security measures and promote secure payment gateways to reduce payment-related concerns.
- Improve Customer Support: 24/7 responsive customer service should be provided to quickly resolve consumer complaints.
- Build Customer Trust: Platforms should focus on transparent policies, genuine reviews, and consistent service quality to increase overall satisfaction.

Conclusion:

The study shows that online shopping is widely accepted across genders and age groups, with frequent usage indicating strong consumer reliance on e-commerce platforms. Well-known platforms like Amazon and Flipkart are preferred due to trust, variety, and service quality. Despite high satisfaction levels, issues such as late delivery, poor product quality, and return/refund difficulties persist. Addressing these challenges can further enhance customer experience and loyalty. Overall, consumers are satisfied with online shopping and are likely to continue using it in the future. Shopping and plan to continue using it. By improving security and service quality, e-commerce companies can further increase customer trust and loyalty.



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