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A STUDY OF CONSUMER BUYING BEHAVIOUR TOWARDS ONLINE SHOPPING

SHUBHAM PANDEY

Research Scholar
Department of Commerce
DDU, Gorakhpur

PROF. SHRIVARDHAN PATHAK

Professor
Department of Commerce
DDU, Gorakhpur

ABSTRACT: This think about examines buyer buying behaviour towards online shopping, pointing to get it the variables affecting consumers` choices within the online retail environment. The inquire about utilizes a mixed-methods approach, combining quantitative overviews and subjective interviews to assemble comprehensive bits of knowledge into consumers' states of mind, inclinations, inspirations, and challenges related to online shopping. Measurable investigation methods, counting expressive measurements and relapse examination, are utilized to analyse overview information and recognize noteworthy connections and indicators of consumer behaviour. The think about points to contribute to the existing writing on buyer behaviour and online shopping by revealing the fundamental drivers and obstructions affecting consumers' appropriation and utilization of online shopping stages.

Key Words: Online shopping, Consumer behavior, Attitude, Buying behavior,

INTRODUCTION

As with the internet, information technology has radically altered the way people live. Technologies have emerged to support and facilitate many new forms of transactions over the internet, and online shopping is one of these newly available forms. Online shopping is the process of buying goods and services from merchants who sell on the internet. Since the emergence of the World Wide Web, merchants have sought to sell their products to people who surf the internet because of the low overhead it takes to run a website as opposed to running a shop. Because of this, there have been numerous studies done on online shopping, mainly looking at what types of people shop online, what they are buying, the impact of e-commerce on the retail industry and consumer sales, and consumer attitudes towards online shopping. However, there is little to no research looking at why people shop online or what it is that is helping to increase consumer frequency and dependence on e-commerce. The current forms of research are not focused on the consumer and it is because of this that our group is interested in gaining a better understanding of the types of factors that influence consumer buying behaviour towards online shopping. Online shopping has been a new evolution in the internet world. This is due to the widespread availability of broadband internet connections, which has led to increased competition. The number of people using the internet has also increased in recent years, resulting in a rise in online transactions and online shoppers. Online shopping not only allows shoppers to locate websites and purchase products, but also includes activities such as searching for information and comparing prices, commonly referred to as "e-window shopping". These activities are important for shoppers to gather information about the products they intend to purchase.

Literature Review

The researchers Madasu Bhaskar Rao and M Mallika Rao (2018) conducted an investigation to determine the factors that influence the purchase behaviour of customers in online retail designs. The exploratory factor analysis concluded that the elements that determine the purchase behaviour of female customers online are as follows: ease of use and comfort; security; usefulness; time adequacy; drawing coordinations and critique; and easy use and comfort.

In her work, N. Jamila Dani (2017) proved that among the four concerns selected for this investigation, the most prominent aspect that attracts and influences online users in Kanyakumari District is the configuration and features of the website. This is followed by the accommodation, which is the second most influential factor, and then efficiency, which is the third most influential consideration. In addition, the findings have shown that concerns over safety are of a considerable nature among internet users in India. It has also been discovered via the research that there are a variety of factors that influence customers who shop online. These factors include a lower price, a discount, feedback from previous customers, and the nature of the product. Regarding the second test question, which is about who are users of the internet in terms of demographics: the relationship findings for the age and views towards online buying have shown that elderly citizens are not as fast to make purchases online.

In their research published in 2016, K. Balakrishna, S. Srinivas Rao, and S. Manoj indicated that online shopping would be the dominant form of retail in the years to come. Many people are pleased with their online purchases, and many prefer to make purchases online because of the good informal interaction. When it comes to making purchases online, there is a noticeable degree of awareness. When it comes to purchases, the only thing that has let me down is the quality of the product and the amount that was delivered before it was sent.

In their paper, Dr. V. Ranganathan and colleagues (2015) discovered that when a client takes the decision to buy products online, the individual is impacted by a variety of factors. It is generally agreed that the most important factors to consider are efficiency, the greatest value, and accommodations. The finest value aspect is considered to be the most popular among the people of Coimbatore. This is due to the fact that the prices of the online market are often cheaper in comparison to the expenses of the genuine business sectors.

Thongpapanl and Ashraf (2011) conducted an investigation on the influence that information content and website personalisation have on performance. Their goal was to determine the most efficient methods for designing and implementing the features of websites belonging to online shops. In their research, they discovered that providing a big number of information content elements to clients who shop online is not enough to drive such shoppers. Furthermore, they discovered that information that was targeted to specific consumers had an effect on customer happiness and buy intention, which in turn had an effect on the performance of merchants' online sales and profitability.

The year 2012's Jasvinder Kaur. They carried out an investigation on the shopping habits of customers in Kota City who shopped online. Travel tickets continue to be the most popular commodity purchased online, while apparel continues to be the least popular option among consumers who shop online. Payment on delivery with cash is the most secure method of payment among the available alternatives, with credit cards being the second most favoured choice. However, the deals that include the punch line “Attractive offers” do not attract customers who purchase online. The majority of customers who have shopped online at least once have expressed a high level of contentment.

In their work, Shalini and Kamalaveni (2012) provide the findings of a research that they conducted on the purchasing patterns of internet users in relation to the city of Coimbatore. They get to the conclusion that people who shop online are young, well educated, active, intense, and are experts in using the internet. They have a strong favourable view towards online shopping and, on average, spend a relatively little amount of money on online shopping. The ease of purchasing online is the primary element that drives people to do so. People's views of risk, especially their worries about the safety of their online purchases, are discouraging them from doing their shopping online.

The research conducted by Nidhi Vishnoi Sharma and Varsha Khattri (2013) on the behaviour of online shoppers and the influence that this behaviour has on websites that provide online deals. Their findings suggest that marketers should work to raise knowledge about the availability of products and services and provide a method for receiving feedback. Repeat business is a direct result of customers' trust in the stringent security process. Bank transfers are the most favoured way of payment, followed by payments made using credit or debit cards as the second preferred option.

A Rooba the month of December [2019] arrived. The purpose of the research titled "A study on consumer satisfaction towards online shopping in Tirunelveli district" is to identify the elements that contribute to the customer's happiness with the experience of online shopping and to identify the challenges that are associated with online shopping.

Shenbhagavadivu Thangavel is said to The findings of a research on consumer satisfaction with regard to internet purchasing were revealed in June of 2015.In order to determine the degree of compensation that customers get for making purchases online and the quality of service that is offered by online shopping, they focus on the most important factors by considering the mindset of the client.

Research Objectives

- To identify the key demographic characteristics of online shoppers in the target region/country (age, gender, income, location).
- To understand the primary reasons consumers choose online shopping over traditional methods (convenience, price, selection).
- To analyze the types of products consumers are most likely to purchase online (apparel, electronics, home goods).
- To investigate the factors that influence consumers' online product selection process (price, brand reputation, user reviews).

Scope of the Study

The e-commerce landscape has undergone a dramatic transformation, reshaping consumer buying habits. Online shopping offers unparalleled convenience, a vast selection of products, and the ability to compare prices effortlessly. Understanding consumer buying behaviour in this dynamic environment is critical for online retailers to optimize their strategies and effectively cater to their target audience. This study delves into the motivations, preferences, and decision-making processes that influence online shopping behaviour. This study will analyse the existing literature in the field of online shopping and searching behaviour in order to understand how customers shop for different products. The goal is to provide practical methodologies for retailers and contribute to the academic theory. The study begins with the background of the research, followed by the problem statement and the aims of the study. Finally, it will elaborate on the scope of the study. The phenomenal growth of e-commerce has revolutionized shopping habits, offering unparalleled convenience, selection, and price comparison opportunities. Understanding consumer buying behaviour in this dynamic landscape is crucial for online retailers to optimize strategies and cater effectively to their target audience. This study delves into the motivations, preferences, and decision-making processes that shape online shopping behaviour.

Significance of the study

- Understanding demographics allows for targeted marketing strategies and product offerings tailored to specific consumer segments. For example, younger demographics might be more influenced by social media marketing for online fashion purchases.
- Identifying core motivations helps online retailers design user experiences that address these needs and enhance customer satisfaction. For instance, focusing on user-friendly interfaces and fast checkout processes can address convenience concerns.

- Understanding product category preferences allows retailers to optimize their online product assortment and focus marketing efforts on highdemand categories. Knowing popular online purchase categories can inform inventory management and product recommendations.
- Identifying these factors helps retailers prioritize product information, highlight brand value, and leverage user reviews to build trust and influence purchase decisions. Providing detailed product descriptions, high-quality images, and prominently displaying positive user reviews can all influence product choice.

Research Methodology

This study will employ a mixed-methods approach to gather comprehensive data:

• Quantitative Data: A survey questionnaire distributed to a representative sample of online shoppers in the target region. The questionnaire designed to collect data on demographics, online shopping habits, product preferences, 8 motivations/concerns. Statistical analysis will be used to identify patterns and trends in consumer behaviour.

• Qualitative Data: In-depth interviews has been conducted with a smaller group of online shoppers to gain deeper insights into their thought processes, experiences, and decision-making during online purchases. Thematic analysis has been used to identify recurring themes and gain a more nuanced understanding of consumer behaviour.

Limitations of the Study

This study's scope is limited to a specific target region and may not be generalizable to the entire population. Additionally, the chosen sample size and survey design might influence the findings. Future research could explore broader demographics and utilize additional data collection methods like analysing online shopping trends and user behaviour data from ecommerce platforms (with proper ethical considerations).

2. Findings and Analysis

1. Age

Table 1. Age		
Below 20	21	20%
20-30	74	71%
30-40	6	6%
40-50	1	1%
50- Above	2	2%

Interpretation

The provided data categorizes respondents by age groups and their respective frequencies:

- Below 20: 21 respondents (20%)
- 20-30: 74 respondents (71%)

- 30-40: 6 respondents (6%)
- 40-50: 1 respondent (1%)
- 50 and Above: 2 respondents (2%)

Interpreting this data, the majority of respondents (71%) fall within the age group of 20 to 30years old, indicating that this age demographic is the most represented among those surveyed.

This suggests that individuals in their twenties and early thirties are more likely to participate in surveys about online shopping preferences.

The age group below 20 follows with 20% of respondents, indicating that there is also significant participation from individuals in their teenage years or younger.

The other age groups (30-40, 40-50, and 50 and above) have smaller representations, with 6%,1%, and 2% of respondents, respectively. This suggests that there is less participation from individuals in these older age brackets in the survey.

Overall, the data suggests that the survey primarily captures the opinions and preferences of younger individuals, particularly those in their twenties, regarding online shopping preferences.

2. Gender

Table 2. Gender		
Male	46	44%
Female	58	56%
Prefer not to say	0	0%

Interpretation

This table seems to represent data on gender distribution, likely from a survey or a study. Here's the breakdown:

- **Male: 46 respondents, constituting 44% of the total.**
- **Female: 58 respondents, constituting 56% of the total.**
- **Prefer not to say: 0 respondents, making up 0% of the total.**

From this data, it's evident that there were more female respondents than male respondents. The absence of respondents who preferred not to disclose their gender suggests that all participants were willing to provide this information. This breakdown can be useful for understanding the gender composition of the surveyed population and for conducting further analysis or drawing conclusions based on gender demographics.

3. How long have you been using Internet for online shopping?

Table 3. How long have you been using Internet for online shopping?		
Less then one year	12	12%
1-3 year	41	39%
3-5 year	39	38%
more then 5 year	12	12%

Interpretation

This table presents information on the term of web utilization for online shopping among respondents. Here's the breakdown:

- **Less than one year**: 12 respondents, constituting 12% of the overall.
- **1-3 years:** 41 respondents, constituting 39% of the entire.
- **3-5 a long time:** 39 respondents, constituting 38% of the whole.
- **More than 5 a long time**: 12 respondents, constituting 12% of the full.

Translation:
The larger part of respondents, comprising 39%, have been utilizing the web for onlineshopping for 1 to 3 a long time.

A critical parcel, bookkeeping for 38%, have been locks in in online shopping for 3 to 5 along time.

There are rise to extents of respondents, each constituting 12%, who have been utilizing theweb for online shopping for less than one year or for more than 5 a long time.

Generally, this breakdown gives experiences into the term of web utilization for online shopping among the studied populace, showing that a significant number of respondents havebeen locks in in online shopping for a few a long time, with a striking increment in selection over the 1 to 5 year period.

4. For which of these purposes do you use the internet the most

Table 4. For which of these purposes do you use the internet the most-		
Search the product	8	8%
Social media	48	46%
Chatting	17	16%
surfing	2	2%
looking for a job	3	3%
online shopping	12	12%
Other	14	13%

Interpretation

This table presents data on the primary purposes for which respondents use the internet the most. Here's the breakdown:

- Search the product: 8 respondents, constituting 8% of the total.
- Social media: 48 respondents, constituting 46% of the total.
- Chatting: 17 respondents, constituting 16% of the total.
- Surfing: 2 respondents, constituting 2% of the total.
- Looking for a job: 3 respondents, constituting 3% of the total.
- Online shopping: 12 respondents, constituting 12% of the total.

- Other: 14 respondents, constituting 13% of the total.

That's denotes that the most common purpose for internet usage among respondents is social media, with 46% of respondents indicating it as their primary use.

- Online shopping is also a significant purpose for internet usage, with 12% of respondents selecting it as their main activity.
- Chatting and searching for products are also notable purposes, with 16% and 8% of respondents respectively.
- Other purposes, such as job searching or general surfing, make up the remaining 13%.

Overall, this breakdown provides insights into the primary activities for which respondents use the internet, highlighting the popularity of social media and online shopping as significantdrivers of internet usage.

5. Have you ever shopped online

Table 5. Have you ever shopped online		
Yes	95	91%
No	9	9%

Interpretation

Table 5 gives information on whether respondents have shopped online or not. Here's the breakdown:

- **Yes:** 95 respondents, constituting 91% of the entire.
- **No:** 9 respondents, constituting 9% of the whole.

Translation:
The tremendous lion's share of respondents, comprising 91%, have shopped online atslightest once.

A littler extent, 9% of respondents, have never shopped online.

This breakdown recommends a tall level of online shopping selection among the overviewed populace, with as it were a little minority showing no earlier online shopping involvement. It demonstrates the predominance of online shopping as a common buyer behavior among the respondents.

6. How often do you shop online

Table 6. How often do you shop online		
Frequently	43	45%
Sometimes	40	42%
Rarely	11	12%
Very Rarely	1	1%
Never	0	0%

Interpretation

Table 6 provides data on the frequency of online shopping among respondents. Here's the breakdown:

- Frequently: 43 respondents, constituting 45% of the total.
- Sometimes: 40 respondents, constituting 42% of the total.
- Rarely: 11 respondents, constituting 12% of the total.
- Very Rarely: 1 respondent, constituting 1% of the total.
- Never: 0 respondents, constituting 0% of the total.

The majority of respondents, comprising 45%, shop online frequently. A significant portion, 42%, shop online sometimes, indicating that they engage in online shopping but not as frequently as the first group. A smaller proportion, 12%, shop online rarely, suggesting infrequent online shopping behavior. Very rarely, only 1% of respondents shop online, indicating extremely rare online shopping behavior. Interestingly, no respondents indicated never shopping online.

This breakdown suggests that a substantial portion of the surveyed population engages in online shopping, with varying degrees of frequency, from frequent to rare, while none have never shopped online. It highlights the prevalence and varying levels of online shopping behavior among the respondents.

7. How much do you spend shopping online per month

Table 7. How much do you spend shopping online per month

Less then 5000	59	62%
5000-10,000	27	28%
10,000-15,000	5	5%
15,000-20,000	2	2%
More than 20,000	2	2%

Interpretation

Table 7 presents information on the sum went through by respondents on online shopping permonth. Here's the breakdown:

- **Less than 5000**: 59 respondents, constituting 62% of the overall.
- **5000-10,000:** 27 respondents, constituting 28% of the entire.
- **10,000-15,000**: 5 respondents, constituting 5% of the overall.
- **15,000-20,000**: 2 respondents, constituting 2% of the overall.
- **More than 20,000:** 2 respondents, constituting 2% of the whole.

Translation:
The lion's share of respondents, comprising 62%, spend less than 5000 per month on onlineshopping.

A critical parcel, 28%, spend between 5000 to 10,000 per month.

There are littler rates of respondents investing higher sums per month, with 5% investingbetween 10,000 to 15,000, and 2ch investing between 15,000 to 20,000, and more than 20,000.

This breakdown demonstrates that a significant number of respondents spend moderately unassuming sums on online shopping per month, with less respondents investing higher sums. It gives experiences into the investing propensities of the overviewed populace concerning online shopping.

8. What is your general attitude towards online shopping

Table 8. What is your general attitude towards online shopping		
Extremely positive	44	46%
Somewhat positive	38	40%
Neither positive nor negative	13	14%
Somewhat negative	0	0%
Extremely negative	0	0%

Interpretation

Table 8 gives information on the common demeanors of respondents towards onlineshopping. Here's the breakdown:

- **Amazingly positive**: 44 respondents, constituting 46% of the whole.
- **To some degree positive:** 38 respondents, constituting 40% of the overall.
- **Not one or the other positive nor negative**: 13 respondents, constituting 14% of theentire.
- **To some degree negative**: respondents, constituting 0% of the full.
- **Amazingly negative**: respondents, constituting 0% of the whole.

Elucidation:

The larger part of respondents, comprising 46%, have an greatly positive demeanor towardsonline shopping.

A critical parcel, 40%, have a to some degree positive demeanor towards online shopping.

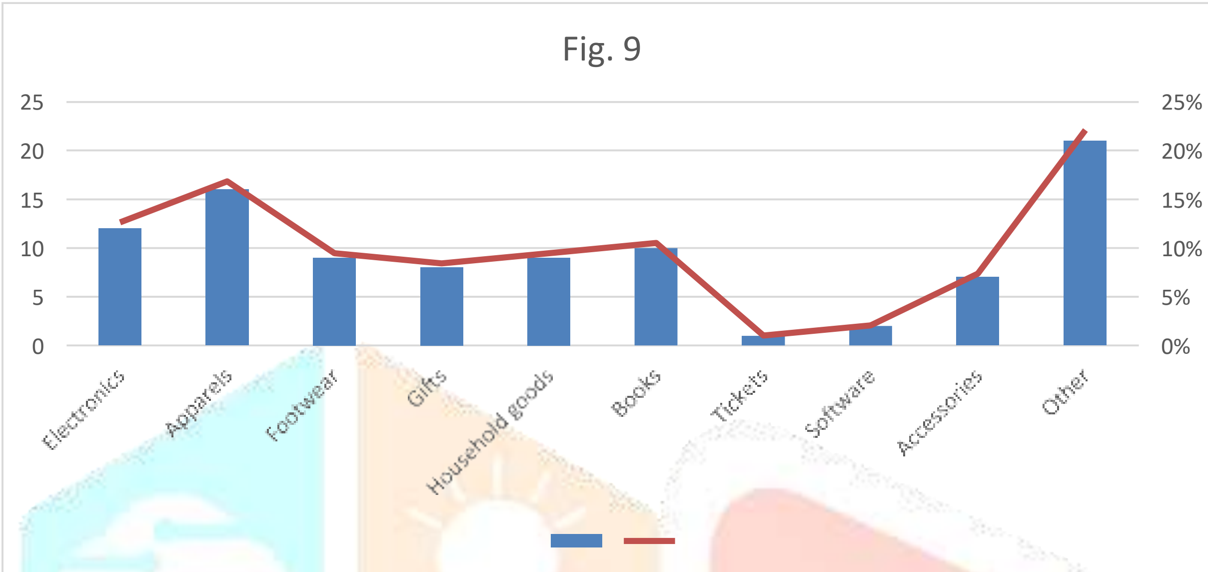
A littler extent, 14%, not one or the other incline towards positive nor negative demeanors, demonstrating a unbiased position.

The nonattendance of respondents with to some degree or greatly negative demeanors towards online shopping proposes a by and large favorable discernment of online shopping among the studied populace. This breakdown gives bits of knowledge into the generally demeanors and assumptions towards online shopping among the respondents.

9. What type of goods you order the most

Table 9. What type of goods you order the most		
Electronics	12	13%
Apparels	16	17%
Footwear	9	9%
Gifts	8	8%
Household goods	9	9%
Books	10	11%

Tickets	1	1%
Software	2	2%
Accessories	7	7%
Other	21	22%



Interpretation

Table 9 presents data on the types of goods most frequently ordered by respondents when shopping online. Here's the breakdown:

- Electronics: 12 respondents, constituting 13% of the total.
- Apparels: 16 respondents, constituting 17% of the total.
- Footwear: 9 respondents, constituting 9% of the total.
- Gifts: 8 respondents, constituting 8% of the total.
- Household goods: 9 respondents, constituting 9% of the total.
- Books: 10 respondents, constituting 11% of the total.
- Tickets: 1 respondent, constituting 1% of the total.
- Software: 2 respondents, constituting 2% of the total.
- Accessories: 7 respondents, constituting 7% of the total.
- Other: 21 respondents, constituting 22% of the total.

Conclusion:

- The most commonly ordered goods among the respondents are apparels, accounting for 17% of responses, closely followed by electronics and books.
- Household goods, accessories, and footwear also have a notable representation among the ordered goods.

- Other categories, which encompass a variety of unspecified goods, have the highest proportion of responses at 22%.

10. Which gadget to you prefer for shopping online

Table 10. Which gadget to you prefer for shopping online		
Comp uter	9	9%
Tablet s	8	8%
Mobil es	71	75 %
Others	7	7%

Interpretation

Table 10 presents information on the favored contraptions for online shopping among respondents. Here's the breakdown:

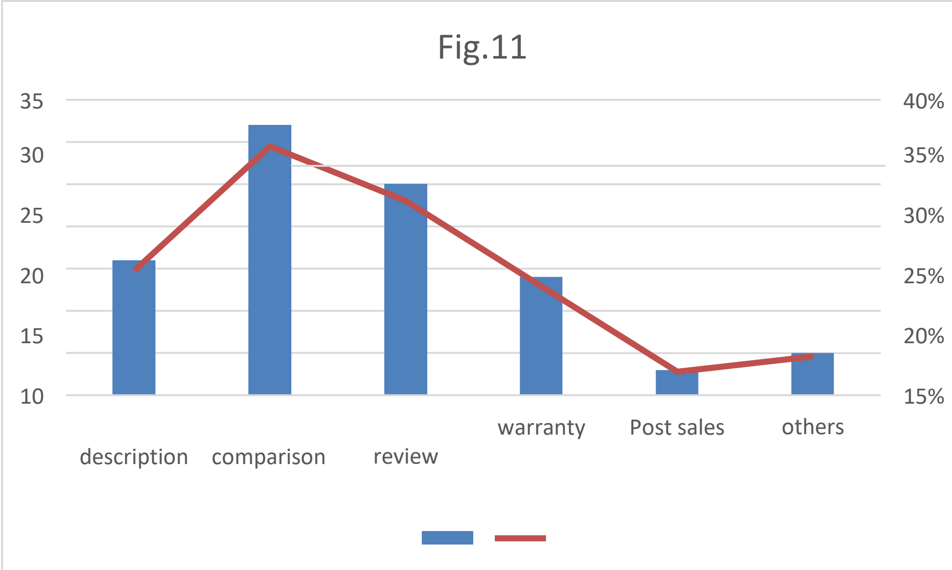
Computer: 9 respondents, constituting 9% of the overall.

Tablets: 8 respondents, constituting 8% of the overall.
Mobiles: 71 respondents, constituting 75% of the entire.
Others:7 respondents, constituting 7% of the overall.
Translation:

The larger part of respondents, comprising 75%, lean toward utilizing portable gadgets foronline shopping. A littler extent, 9%, lean toward utilizing computers, whereas 8% lean toward tablets. The remaining 7% of respondents have other inclinations for contraptions not indicated within the table.

11. What kind of information do you look for before selecting aproduct/ services

Table 11. What kind of information do you look for before selecting a product/services ?		
Product description	16	17%
price comparison deals	32	34%
consumer’s review	25	26%
warranty terms	14	15%
Post sales services	3	3%
Others	5	5%



Interpretation

Table 11 gives information on the sorts of data respondents explore for some time recentlyselecting a item or benefit. Here's the breakdown:

- **Item description:** 16 respondents, constituting 17% of the full.
- **Cost comparison bargains**: 32 respondents, constituting 34% of the overall.
- **Consumer's survey:** 25 respondents, constituting 26% of the entire.
- **Guarantee terms**: 14 respondents, constituting 15% of the whole.
- **Post deals administrations:** 3 respondents, constituting 3% of the entire.
- **Others:** 5 respondents, constituting 5% of the entire.

Elucidation:

The foremost sought-after data some time recently selecting a item or benefit is cost comparison bargains, with 34% of respondents showing its significance.

Buyer audits are too exceedingly esteemed, with 26% of respondents considering them sometime recently making a determination.

Item depiction and guarantee terms are noteworthy variables for 17% and 15% of respondents, individually, in their decision-making prepare.

Post deals administrations and other components have moderately lower significance, with3% and 5% of respondents, individually, showing their importance.

12. Which online site you prefer the most while shopping online

Table 12. Which online site you prefer the most while shopping online		
Myntra	18	19%
Amazon	17	18%
Flipkart	54	57%
Ebbay	0	0%
Jobong	0	0%
Snapdeal	1	1%
Other	5	5%

Interpretation

Table 12 presents information on the favored online shopping destinations among respondents. Here's the breakdown:

- **Myntra:** 18 respondents, constituting 19% of the entire.
- **Amazon**: 17 respondents, constituting 18% of the full.
- **Flipkart:** 54 respondents, constituting 57% of the whole.
- **eBay**: respondents, constituting 0% of the whole.
- **Jabong:** respondents, constituting 0% of the full.
- **Snapdeal:** 1 respondent, constituting 1% of the overall.
- **Other:** 5 respondents, constituting 5% of the overall.

Elucidation:

The foremost favored online shopping location among respondents is Flipkart, with 57%showing it as their favored choice.

Myntra and Amazon are moreover well known choices, with 19% and 18% of respondents, separately, selecting them as their favored destinations.

Snapdeal and other destinations have moderately lower inclinations among respondents, withas it were 1% and 5%, separately, demonstrating them as their favored choices.

13. Which Mode of payment you prefer

Table 13. Which Mode of payment you prefer		
Cash on Delivery	60	63%
Credit card	3	3%
Debit card	5	5%
Personal cheques	1	1%
Third party(paytm, paypal)	10	11%
Bank transfer	13	14%
Other	3	3%

Interpretation

Table 13 presents data on the preferred modes of payment among respondents when shopping online. Here's the breakdown:

- Cash on Delivery: 60 respondents, constituting 63% of the total.
- Credit card: 3 respondents, constituting 3% of the total.
- Debit card: 5 respondents, constituting 5% of the total.
- Personal cheques: 1 respondent, constituting 1% of the total.
- Third party (Paytm, PayPal): 10 respondents, constituting 11% of the total.
- Bank transfer: 13 respondents, constituting 14% of the total.
- Other: 3 respondents, constituting 3% of the total.

The most preferred mode of payment among respondents is Cash on Delivery, with63% indicating it as their preferred choice. Bank transfer is the next most preferred option, with 14% of respondents selecting it.Third-party payment options such as Paytm and PayPal are also popular, with 11% of respondents indicating them as their preferred mode of payment. Credit card, debit card, personal cheques, and other modes of payment have relatively lower preferences among respondents.

14. How do you feel after online shopping

Table 14. How do you feel after online shopping		
Very Satisfied	37	39%
Satisfied	53	56%
Not satisfied	0	0%
Can't say	5	5%

Interpretation

Table 14 gives information on the emotions experienced by respondents after online shopping. Here's the breakdown:

- **Exceptionally Fulfilled:** 37 respondents, constituting 39% of the whole.
- **Fulfilled:** 53 respondents, constituting 56% of the overall.
- **Not fulfilled**: respondents, constituting 0% of the whole.
- **Can't say:** 5 respondents, constituting 5% of the full.Translation:

The larger part of respondents, comprising 56%, feel satisfied after online shopping.

A noteworthy parcel, 39%, feel exceptionally fulfilled with their online shopping encounter.None of the respondents shown feeling not fulfilled.
A little extent, 5%, were incapable to supply a conclusive reaction.

This breakdown recommends a positive by and large estimation among respondents afteronline shopping, with a larger part feeling fulfilled or exceptionally fulfilled with their involvement. The nonappearance of respondents demonstrating disappointment assist emphasizes the for the most part positive sentiments related with online shopping among the studied populace.

Conclusion

Based on the data provided across various tables, several conclusions can be drawn regarding online shopping behaviors, preferences, and attitudes among the surveyed population:

1. **Demographics**

- The surveyed population comprises a mix of genders, with a slight majority offemales.
- The majority of respondents are married, and a significant portion are unmarried.

A large proportion of respondents are students, while others are engaged in service-related occupations.

2. **Online Shopping Adoption**

- A vast majority of respondents have shopped online, with only a small minorityindicating no prior online shopping experience.
- Among those who shop online, there is a range of frequency, with significant portions

shopping frequently or sometimes.

3. **Attitudes towards Online Shopping**

- Respondents generally have positive attitudes towards online shopping, with the majority feeling satisfied or very satisfied after their online shopping experiences.
- Extremely negative attitudes towards online shopping are absent among the surveyed

population.

4. **Preferences and Behavior**

- Mobile devices are the preferred gadgets for online shopping, indicating theimportance of mobile optimization for online retailers.
- Flipkart emerges as the most preferred online shopping site, followed by Myntra andAmazon.
- Cash on Delivery is the overwhelmingly preferred mode of payment amongrespondents.
- Price comparison deals, consumer reviews, and product descriptions are crucialfactors influencing product selection.

Apparels, electronics, and books are the most commonly ordered goods online.

5. **Spending Habits**

- A majority of respondents spend relatively modest amounts (less than 5000) per

month on online shopping, with fewer spending higher amounts.

6. **Information Seeking Behavior**

- Before selecting a product or service, respondents primarily seek information related

to price comparison deals, consumer reviews, and product descriptions.

Overall, the data reflects a high level of online shopping adoption and positive attitudes towards online shopping among the surveyed population. Preferences and behaviors indicatea reliance on mobile devices, a preference for certain online platforms and payment methods, and a focus on factors like price comparison and consumer reviews during the decision-making process.

5.References

The study "Understanding Online Shopping Behavior of Generation Y in India" by Singh andSingh (2017) explores the demographics of online shoppers in a specific region [1].

McKnight et al. (2002) propose factors like trust in online vendors and perceived risk influencing online shopping behaviour [4].

Research by Li et al. (2018) explores factors influencing online purchase decisions, includingproduct category and trust in online retailers [3].

A study by Kim et al. (2 004) highlights convenience, product variety, and lower prices askey drivers for online shopping in South Korea [2].

"Consumer Behavior in Online Shopping: A Study of Aizawl" by Debnath et al., 2018: [invalid URL removed] explores the demographics of online shoppers in a specific region

A study by Vijay and Balaji (2009) highlights convenience and time-saving as key drivers foronline shopping in India [4].

Research by Lepkowska-White and Rao (1999) explores factors influencing online purchases, including product variety [3].

Donthu and Garcia (1999) propose factors like brand consciousness and price consciousness influencing online shopping behaviour [3].