



# “Consumer Buying Behavior Towards Online Shopping”

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## Abstract:

Internet marketing has gained remarkable popularity and significance across the globe in recent years. With the rapid growth of internet users in India, online shopping has emerged as one of the most preferred modes of purchasing goods and services. The present study examines the **current trends of internet marketing towards online shopping** among consumers in India. The main objective of the study is to understand consumer preferences, online buying behavior, payment choices, and the key factors influencing satisfaction in online shopping. The study is based on **empirical research design** using both primary and secondary data. Primary data were collected through a **structured questionnaire from 100 respondents**, while secondary data were gathered from books, journals, websites, and published reports. Percentage method, bar diagrams, and pie charts were used to analyze and interpret the data. The findings reveal that online shopping has gained widespread acceptance due to **convenience, time-saving, wider product choices, and attractive pricing**. **Amazon and Flipkart** emerged as the most preferred shopping platforms among respondents. **Cash on delivery and digital payment methods** were found to be the most commonly used payment options. The study concludes that internet marketing plays a **significant role in influencing consumer buying behavior** and shaping the growth of online shopping in India.

## Keywords:

Internet Marketing, Online Shopping, Consumer Buying Behavior, E-Commerce, Digital Marketing, Consumer Preferences, Online Payment Methods, Purchase Decision, Customer Satisfaction, Social Media Marketing



## **1. Introduction:**

In today's fast-paced world, online shopping has emerged as one of the most convenient and time-saving alternatives to traditional retail. Consumers who are too busy to visit physical stores can now purchase a wide variety of products and services from the comfort of their homes with just a few clicks. Over the past decade, there has been a dramatic shift in consumer buying habits, with a growing preference for online platforms over conventional brick-and-mortar stores (Rahman et al., 2018).

India has witnessed remarkable growth in internet penetration in recent years. By the year 2022, more than 932.22 million people in India were connected to the internet, and this number is expected to rise to over 1.5 billion by 2040 (Statista, 2022). India's internet market is projected to grow at one of the fastest rates globally, second only to China, with significant expansion anticipated in both urban and rural areas. As internet access has become increasingly affordable and widespread, it has gradually assumed the status of a basic necessity alongside food, clothing, and shelter.

The rapid advancement of communication technology has transformed the way people shop and conduct business. Organizations of all sizes are leveraging the power of the internet to reduce operational costs, eliminate intermediaries, and reach a wider customer base in the global marketplace. Consumer buying behavior in the context of online shopping is a broad and multidimensional phenomenon influenced by a variety of psychological, social, and economic factors (Radjou et al., 2012; Sheth et al., 1999). Trust and perceived advantages have been identified as the primary determinants of consumers' attitudes towards online purchasing (Mandal et al., 2022), and these characteristics appear to be the fundamental drivers of actual buying behavior (Debei et al., 2015; Hajli, 2014).

Since the beginning of the twenty-first century, trade and commerce have undergone significant transformation with the rise of multichannel retailing and the explosive growth of e-commerce worldwide (Johnson et al., 2001). The global e-commerce industry was valued at approximately \$2.29 trillion (John, 2018; Gupta and Mittal, 2020) and was forecast to grow to \$4 trillion by 2020, driven by double-digit sales growth across international markets (eMarketer, 2016; Mehta et al., 2022). Leading players in the online marketplace such as Amazon, Alibaba, eBay, Flipkart, and Myntra have played a pivotal role in shaping consumer expectations and redefining the shopping experience globally.

In the Indian context, the growth of internet marketing and e-commerce has opened new opportunities for businesses while simultaneously empowering consumers with greater choice, convenience, and competitive pricing. The present study aims to analyze the current trends of internet marketing towards online shopping and examine the key factors that influence consumer buying behavior in India.

## **2.Review of Literature:**

A literature review forms an essential foundation of any research study. After identifying the research problem, it is necessary to examine the existing body of knowledge related to the topic. Literature can be broadly classified into two categories — conceptual literature, which focuses on theories and ideas, and empirical literature, which examines findings from previous studies comparable to the current research problem. The present study draws upon a wide range of literature covering topics such as internet marketing, online purchasing behavior, consumer attitudes and perceptions, gender differences, and factors influencing buying decisions.

**Shanthi, R., & Desti, K. (2015)** conducted a study entitled "Consumers' Perception on Online Shopping" in which students from Madras University and Madras Christian College were surveyed using a structured questionnaire. The study aimed to understand consumer thoughts on internet shopping and the types of



products they preferred to purchase online. The findings revealed that e-commerce businesses can better serve their customers by adopting customized advertising strategies that attract new consumers and encourage immediate purchase decisions.

**Aldousari, A. A. (2016)** in his paper entitled "Determinants of Consumers' Attitudes Toward Online Shopping" examined the effect of the Technology Acceptance Model and the Theory of Reasoned Action on consumer attitudes towards internet shopping. The study highlighted that previous research had largely focused on the online shopping habits of consumers in developed countries, while relatively little attention had been paid to developing nations, indicating a significant research gap in this domain.

**Georgie N. A. (2021)** in his article entitled "The Influence of Selected Factors on Online Shopping Behaviour: A Study with Respect to Kottayam District" investigated the extent to which customer preferences influence business outcomes in the online retail sector. The study noted that online shopping, which uses the internet as a primary sales channel, faces unique challenges due to the diversity of opinions and preferences held by different categories of online shoppers.

**Adamczyk G. (2021)** in his article entitled "Compulsive and Compensative Buying Among Online Shoppers" explored online shopping addiction and its compensating counterpart using empirical data collected from consumers aged 15 and above. The sample was stratified based on usage or non-usage of e-commerce platforms. The findings highlighted that factors such as online shopping frequency, online expenditure relative to offline shopping, attitudes towards online shopping, and socioeconomic status all play a significant role in shaping consumer purchasing behavior.

A separate study conducted on consumers in Kanpur aimed to analyze consumer habits with regard to online purchasing. The study observed that due to the tremendous scalability of internet marketing, the potential for online sales is vast. The shift towards digital commerce has generated increased curiosity and interest in internet marketing among online retailers. The study concluded that consumers' attitudes and behaviors regarding online buying are influenced by several variables including age, gender, price, type of product, convenience, and level of satisfaction.

The above review of literature suggests that consumer buying behavior towards online shopping is a dynamic and multidimensional subject. While significant research has been conducted globally, there remains a need for studies focused specifically on Indian consumers and emerging markets. The present study attempts to address this gap by examining the current trends of internet marketing towards online shopping among consumers in India.

### **3.Objectives of the Study**

The present study has been undertaken with the following primary objectives:

- i.** To study the consumer habits and behavioral patterns while using internet shopping platforms in India.
- ii.** To determine the key factors that motivate consumers to make purchase decisions via online shopping.



## **4. Research Methodology**

### **4.1 Research Design**

The present study is based on an empirical research design. Both primary and secondary data have been used to fulfill the objectives of the study. The research aims to analyze consumer habits and identify the key factors influencing online shopping behavior among residents of Kanpur, Uttar Pradesh.

### **4.2 Population and Area of the Study**

The study was carried out in **Kanpur city, Uttar Pradesh, India**. Kanpur is one of the largest and most industrially developed cities in Uttar Pradesh with a significantly large and diverse consumer base, making it an ideal location for studying internet marketing trends and online shopping behavior.

### **4.3 Sample Unit and Sample Size**

The sample unit for this study consists of residents of **Kanpur city**. A total of **100 respondents** were selected as the sample size for the purpose of data collection and analysis.

### **4.4 Sampling Technique**

The **Convenience Sampling** method was adopted for this study. This technique was chosen as it allows the researcher to collect data quickly and efficiently from respondents who are readily available and willing to participate.

### **4.5 Data Collection Method**

**Primary Data:** The primary data for this study were collected directly from the respondents through a structured questionnaire. The questionnaire was distributed online and responses were collected over a period of two weeks. Out of the total responses received, only complete and valid responses were considered for final analysis.

**Secondary Data:** Secondary data were collected from various published sources including scholarly journals, research articles, books, websites, and case reports related to internet marketing and online shopping behavior. Secondary data were used to supplement the primary findings and provide a broader theoretical context to the study.

### **4.6 Research Instrument**

Primary data were gathered using an **online structured questionnaire** designed and distributed through **Google Forms**. Google Forms is a widely used online survey tool that enables researchers to design, distribute, and collect responses in a streamlined and efficient manner. The questionnaire was standardized to ensure consistency and reliability of responses across all participants.

### **4.7 Tools of Analysis**

The data collected in this study were analyzed using simple statistical tools. **Bar diagrams, pie charts, and the percentage method** were employed to present and interpret the findings in a clear and systematic manner.



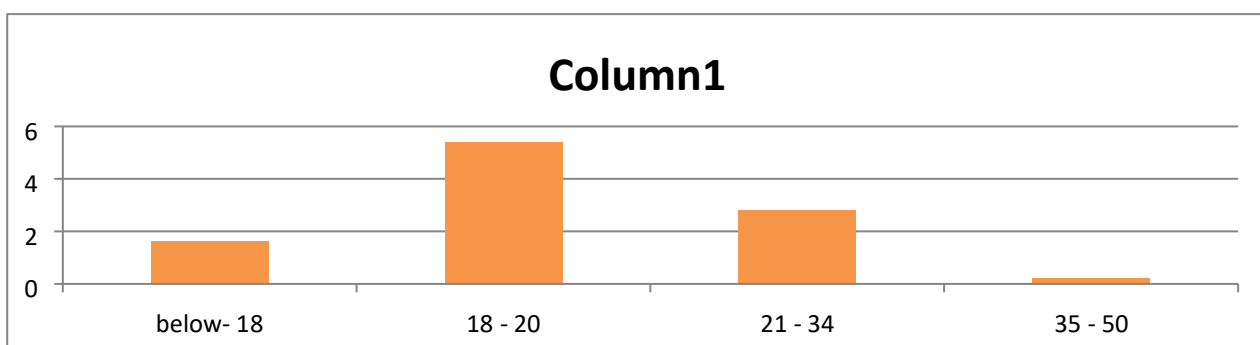
## **5. Data Analysis and Interpretation:**

The outcomes of the structured questionnaire and a summary of the data collected from 100 respondents of Kanpur city, Uttar Pradesh are presented and discussed in this section. Primary data were collected through Google Forms and analyzed using bar diagrams, pie charts, and the percentage method.

### **5.1 Demographic Profile**

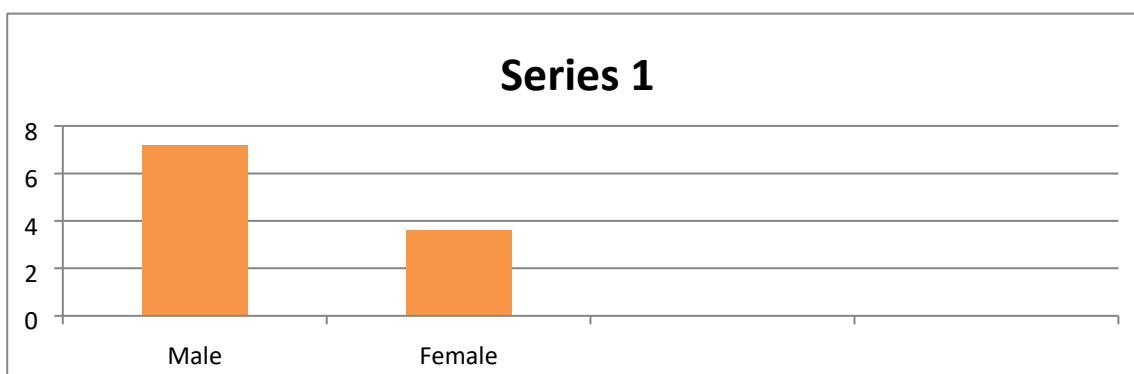
The demographic profile refers to the statistical characteristics of the study population. The demographic variables considered in this study include age, gender, educational qualification, annual family income, and profession.

#### **i. Age**



The analysis of age distribution reveals that the majority of respondents are young consumers. 54% of respondents fall in the age group of 18–20 years, 28% belong to the age group of 21–34 years, 16% are below 18 years of age, and only 2% fall in the age bracket of 35–50 years. No respondent was found in the age group of 50 years and above. This indicates that online shopping is predominantly popular among the youth.

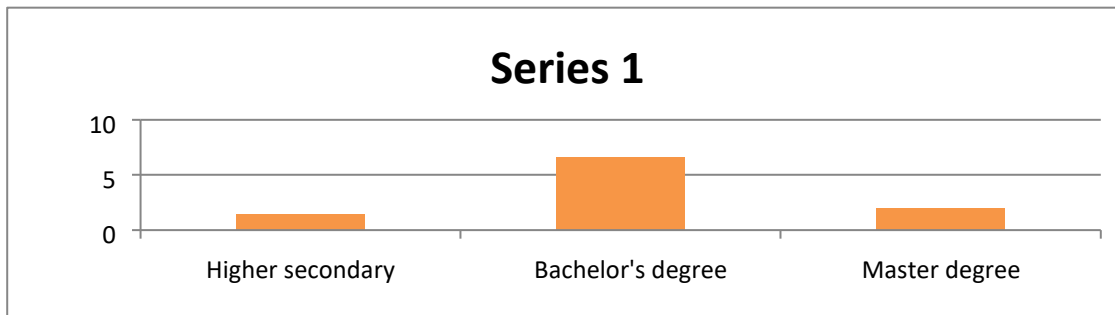
#### **ii. Gender**



The gender distribution of respondents shows that male consumers constitute a significantly larger proportion of online shoppers. 72% of the respondents were male while the remaining 28% were female. This suggests that male consumers are more actively engaged in online shopping compared to female consumers.

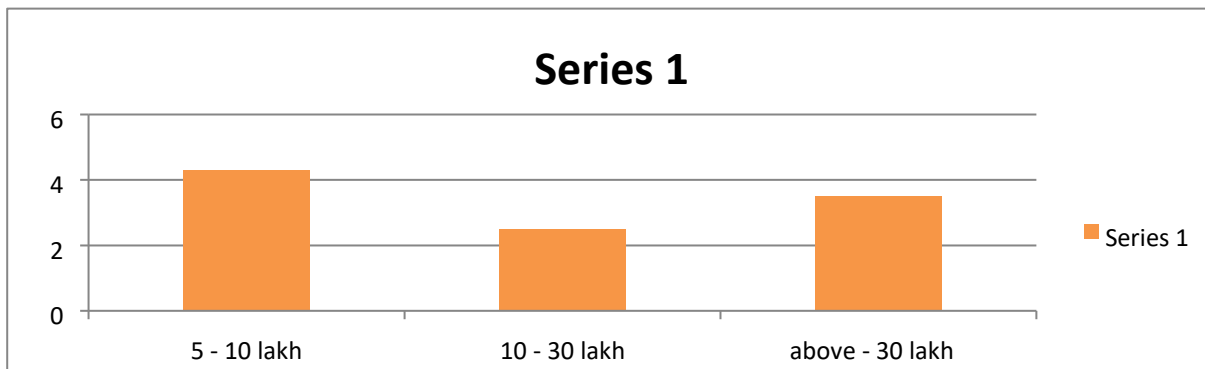


**iii. Educational Qualification**



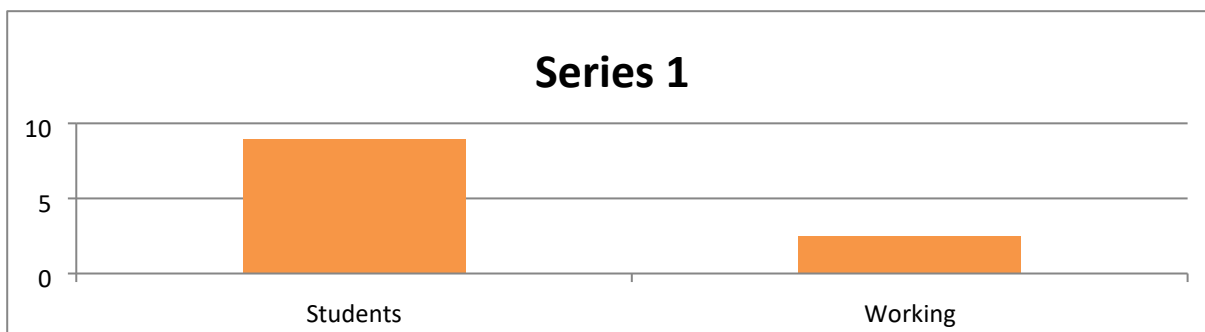
The educational profile of respondents shows that 66% hold a bachelor's degree, 20% have a master's degree, and 14% have completed higher secondary education. The findings indicate that educated consumers are more inclined towards online shopping.

**iv. Annual Family Income**



The income distribution of respondents reveals that 60% of respondents have an annual family income of more than 30 Lakhs, 32% fall in the income bracket of 10–30 Lakhs, and 8% have an annual income between 5–10 Lakhs. This suggests that higher income groups are more actively engaged in online shopping.

**v. Profession**

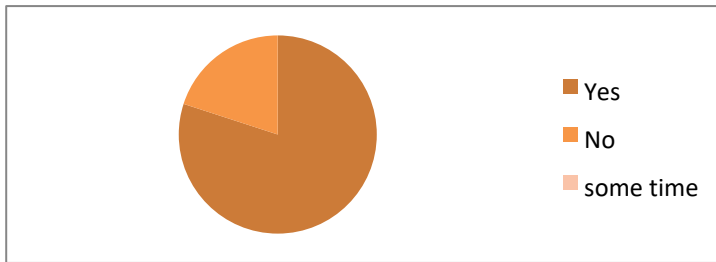


The occupational profile of respondents shows that 90% of the respondents are students while the remaining 10% are working professionals. This clearly indicates that students form the dominant consumer group in the online shopping segment.



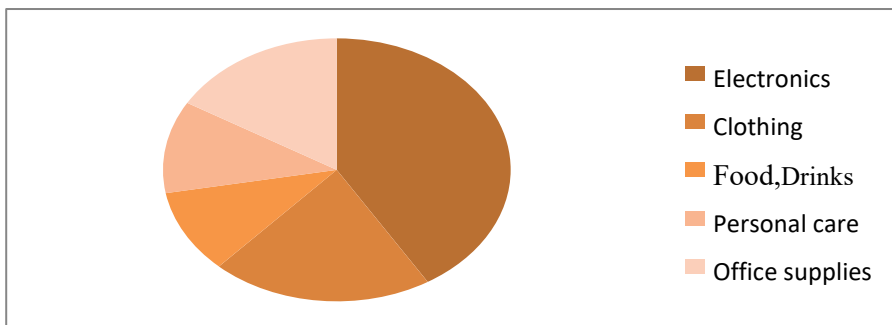
## 5.2 Usage Pattern of Online Shoppers

### i. Number of Shoppers Who Shop Online



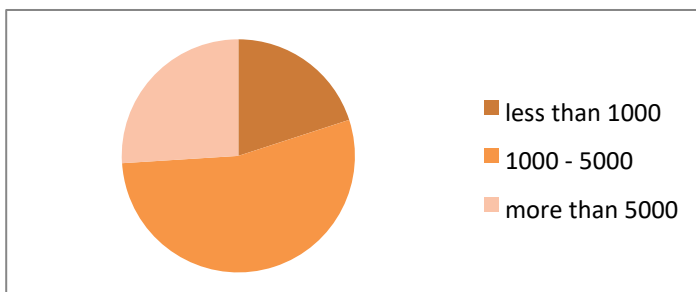
The data reveals that 80% of respondents regularly engage in online shopping while the remaining 20% shop online only occasionally. This highlights the growing acceptance and popularity of online shopping among consumers.

### ii. Type of Product Purchased



The analysis of product preferences shows that electronic gadgets are the most preferred category with 40% of respondents purchasing them online, followed by clothing at 20%, food and beverages at 12% each, personal care items at 10%, and office supplies at 6%. This indicates a clear preference for electronic products in online shopping.

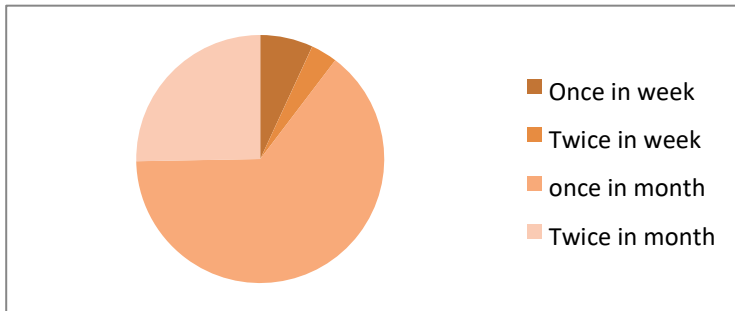
### iii. Money Spent



The data on money spent by respondents on online shopping reflects varying levels of expenditure across different income and age groups, with higher spending observed among those with greater income and higher frequency of online purchases.

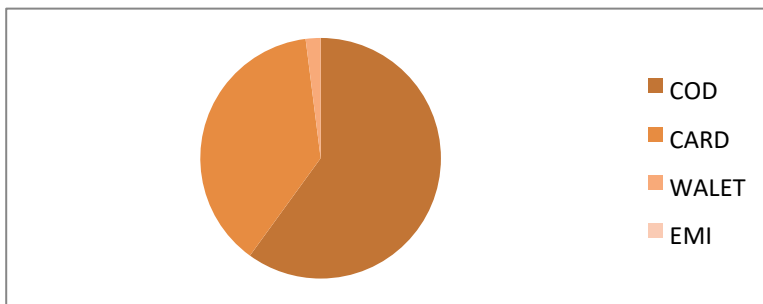


#### iv. Frequency of Online Shopping



The frequency analysis reveals that 56% of respondents shop online once a month, 22% shop twice a month, 16% shop once a week, and 6% shop twice a week. This indicates that monthly shopping is the most common pattern among online consumers in Kanpur.

#### vi. Mode of Payment

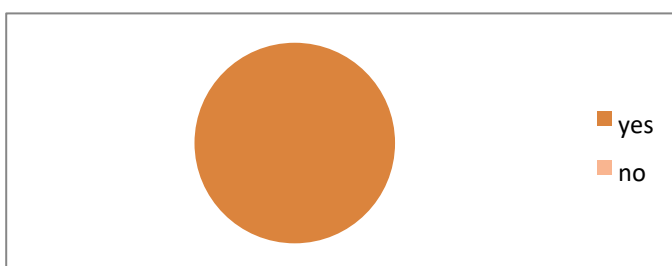


The payment preference analysis shows that Cash on Delivery remains the most preferred payment method with 60% of respondents using it, followed by card payments at 38%, e-wallets at 2%, and EMI at 0%. This reflects the continued dominance of COD as the preferred payment mode among Indian online shoppers.

### 5.3 Factors Influencing Online Shopping Behavior

Various factors motivate consumers to purchase products through online shopping platforms. These include satisfaction level, convenience, price, product quality, security, and longevity of products.

#### i. Satisfaction Level



The satisfaction analysis reveals that 100% of respondents expressed satisfaction with their online shopping experience. This strongly indicates that online shopping platforms are successfully meeting consumer expectations in terms of product quality, delivery, and overall service.



## **6. Findings:**

The following are the key findings of the present study based on the data collected from 100 respondents of Kanpur city, Uttar Pradesh:

**i.** The demographic profile of the study reveals that the majority of respondents (54%) belong to the age group of 18 to 20 years, indicating that online shopping is predominantly popular among the youth. Male respondents constituted 72% of the total sample while 70% of respondents were unmarried. Most of the respondents were college going students holding a bachelor's degree. The majority of respondents belonged to the annual family income group of more than 30 Lakhs.

**ii.** With regard to usage patterns, most respondents shop online once a month and primarily purchase electronic gadgets. The average amount spent on online shopping ranges between Rs. 1,000 to Rs. 5,000 per transaction. Cash on Delivery was found to be the most preferred mode of payment among the majority of respondents.

**iii.** The satisfaction analysis reveals that 100% of respondents expressed complete satisfaction with their online shopping experience. Respondents have been engaged in online shopping for more than three years, reflecting a well-established online shopping habit. Respondents reported feeling highly convenient while making online purchases. The majority of respondents believe that online shopping is more affordable than offline shopping, that product quality available online is better than retail stores, and that online shopping platforms are safe and secure for transactions.

## **7. Conclusion:**

The present study clearly demonstrates the massive and transformative impact that internet marketing has had on consumer buying behavior in India. The findings of this research confirm that online shopping has emerged as a highly convenient and cost-effective alternative to traditional retail, allowing consumers to purchase a wide variety of products without leaving the comfort of their homes.

E-commerce platforms have dominated the Indian retail landscape for several years and this trend is only expected to accelerate further, particularly in a country like India where internet access has become increasingly widespread and affordable. Leading e-commerce platforms such as Amazon and Flipkart continue to attract large numbers of consumers through attractive discounts, wide product variety, and seamless shopping experiences, encouraging a steady shift away from conventional brick-and-mortar stores.

The conclusions drawn from this research indicate that consumer buying behavior towards online shopping is influenced by a wide range of demographic, psychological, and behavioral factors including age, gender, price, convenience, satisfaction level, frequency of purchase, type of product, money spent, product quality, and security. The study conducted among 100 respondents of Kanpur city, Uttar Pradesh reveals that young, educated, and higher income consumers are the primary drivers of online shopping growth in India.

Overall the study concludes that internet marketing plays a significant and growing role in shaping consumer purchasing decisions and that the future of e-commerce in India remains extremely promising.



## **8. Limitations of the Study**

The present study was conducted with utmost sincerity and care, however the following limitations were encountered during the course of the research:

- i. The study was subject to time constraints which may have had an impact on the depth and comprehensiveness of the findings. A more extensive study over a longer period of time could have yielded more detailed and conclusive results.
- ii. The study was conducted exclusively in **Kanpur city, Uttar Pradesh**. Therefore the findings of this study may not be generalized to other cities or regions of India as consumer behavior and preferences may vary across different geographical locations.
- iii. The sample size of the study was limited to **100 respondents** only. A larger and more diverse sample size would have provided more accurate, reliable, and representative findings about consumer buying behavior towards online shopping.

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