

See discussions, stats, and author profiles for this publication at: <https://www.researchgate.net/publication/389293901>

# From Clicks to Carts: Investigating the Online Shopping behaviour

Article in SSRN Electronic Journal · January 2025

DOI: 10.2139/ssrn.5114258

CITATIONS

0

READS

19

1 author:



Kajal Sharma

7 PUBLICATIONS 7 CITATIONS

SEE PROFILE

## **From Clicks to Carts: Investigating the Online Shopping behaviour**

**Ms. Kajal Sharma**

Research Scholar

Teerthanker Mahaveer Institute of Management and Technology

Teerthanker Mahaveer University

Moradabad, India

**Prof (Dr.) Chanchal Chawla**

Professor

Teerthanker Mahaveer Institute of Management and Technology

Teerthanker Mahaveer University

Moradabad, India

### **ABSTRACT:**

Internet marketing has become increasingly significant and well-liked globally. It is anticipated that the number of internet users will increase to over 1.5 billion by the end of 2040. It has emerged as one of the most effective marketing channels due to the many advantages it offers to both consumers and marketers. The purpose of the study is to analyze consumer internet buying behaviors and identify the driving forces behind consumer purchases made online. The empirical research design is used in this study. Over the course of two weeks, the study was conducted in Karnal, Haryana. A Google Form was utilized to gather fifty samples utilizing the convenience sampling technique. In this study, primary and secondary data were also employed. To analyze the data, a bar diagram, pie chart, and percentage technique were employed. The study's conclusions show that respondents shop online more often than offline, making an average of one purchase per month. Nearly all respondents primarily use online shopping to buy electronic devices, followed by clothing, and they feel comfortable and secure doing so. Additionally, it has been discovered that shopping online is less expensive than shopping offline, and the quality of the products is also higher. The study's conclusions show that a variety of consumer attributes, usage patterns, and variables, such as age, gender, price, satisfaction, frequency, type of product, amount spent, degree of satisfaction, and product quality, among others, have an impact on consumers' purchasing decisions when it comes to online shopping. Overall, the study finds that characteristics and consumer behaviors influence consumers' purchasing decisions when it comes to online shopping.

**KEYWORDS:** *empirical research, buying behavior, online shopping, offline shopping, etc.*

### **1. INTRODUCTION:**

Those who are too busy to visit stores these days can just shop online. Over the past ten years, there has been a significant change in the purchasing patterns of customers. Although many consumers still visit physical businesses, many prefer the convenience of internet shopping. Due to time constraints, many people these days are unable or unable to visit the mall, so the time savings provided by online shopping are priceless (Rahman et al., 2018). In India, there were more than 932.22 million internet users by 2022.

This figure was predicted to increase to over 1.5 billion by 2040, indicating substantial development potential for internet service providers in the country of South Asia. Indeed, this year, India's internet market is expected to develop at the fastest rate globally, second only to China's. The availability of the internet has grown quickly, and it is anticipated that more people will utilize it in both urban and rural locations (Statista, 2022). Internet access has become as important as "basic needs" like clothing, food, and housing. Advances in communication technologies have led to the widespread use of internet shopping and online purchase. Businesses of all sizes are looking to the Internet to find methods to minimize costs on their goods and services by eliminating the middleman—the marketing department—in order to compete in today's global marketplace. The purchasing habits of consumers are a diverse and multifaceted phenomenon (Radjou et al., 2012; Sheth et al., 1999). The two main factors influencing consumers' attitudes toward online shopping are perceived benefits and trust (Hoque et al., 2015; Mandal et al., 2022). These traits appear to be the underlying assumptions of consumers' real behavior in this situation (Debei et al., 2015 & Hajli 2014). With the introduction of multichannel and the explosive growth of online shopping around the world, trade and commerce have become increasingly specialized since the turn of the century (Johnson et al., 2001). The worldwide e-commerce industry was estimated to be worth \$2.29 trillion (John, 2018, Gupta and Mittal, 2015), and projections indicate that this figure will rise to \$4 trillion by 2020 due to double-digit global sales growth. Mehta et al. (2022) and eMarketer (2016). Some of the biggest names in the online marketplace are Amazon, Alibaba, eBay, Flipkart, Mintra, etc. We are examining consumer purchasing behavior with regard to internet shopping in this paper.

## **2. REVIEW OF LITERATURE:**

The next step after selecting a study topic is to review all of the literature on it. The choice to consult conceptual or empirical literature is left to the researcher. The conceptual literature concentrates on concepts and theories, whereas the empirical literature focuses on earlier studies that are comparable to the current study question. A comprehensive review of the relevant literature is required of the researcher. The current study draws from a broad variety of reviews of the literature on subjects such online shopping, customer attitude and perception, gender differences, consumer behavior, and so forth.

**Sharma, K., & Chawla, C. (2024)** discusses how technological advancements, including artificial intelligence (AI), augmented reality (AR/VR), and advanced algorithms, are revolutionizing the shopping experience by providing virtual try-ons and personalized recommendations. These developments are increasing the interactivity and immersion of the online buying experience. Furthermore, the literature review highlights how online and traditional consumer experiences vary and how these variations impact customer satisfaction and loyalty. Digital media engagement and emotional ties are becoming increasingly important in cultivating a loyal customer base..

**Vijay Bahadur Pal & Purnima Kumari, 2023**, The pupose of this article entitled Consumer Buying Behaviour towards Online Shopping: An Empirical Study on Patna City, Bihar, India,” is to examine Patna consumers' online shopping habits. web sales have a huge potential because of how scalable web marketing is. Online retailers are becoming more interested in internet marketing as a result of this change. Numerous factors, such as age, gender, price, product kind, convenience, degree of satisfaction, etc., have an impact on consumers' attitudes and behaviors toward online shopping.

**Adamczyk G., 2021**, Online shopping addiction and its compensating counterpart are examined in the current research, as stated in the article "Compulsive and compensative buying among online shoppers: An empirical study." An estimate of this kind of buying was made possible by empirical data gathered from a sample of customers aged 15 and up, which was stratified by the consumers' use or lack thereof of the e-commerce industry. Second, the results shed light on the ways in which factors including the frequency of online shopping, the amount spent online compared to offline shopping, attitudes toward online buying, and socioeconomic position all influence this type of purchase.

**Georgie N.A., 2021**, The extent to which consumer preferences influence a business's success was examined in the article "The influence of selected factors on online shopping behavior: a study with respect to Kottayam district". Online customers hold a variety of beliefs, which presents a similar problem for online purchasing, which leverages the internet as a sales channel.

**Aldousari, A. A., 2016**, The impacts of the Technology Acceptance Model and the Theory of Reasoned Actions on consumers' attitudes about online shopping were examined in the paper "Determinants of consumers' attitudes toward online shopping." Prior research has generally ignored the online buying patterns of developing nations in favor of concentrating on those of wealthier nations.

**Shanthi, R., & Desti, K., 2015**, In their paper titled "Consumers' perception on online shopping," one hundred students from Madras University and Madras Christian College were asked questions about their opinions of online shopping and the kinds of goods they prefer to buy from these websites. The survey was conducted using a Structure questionnaire. This is what the study discovered. E-commerce companies can provide their customers with better service by employing targeted advertising tactics that attract new customers and promote quick purchases.

### **3. OBJECTIVE OF THE STUDY**

These two goals are the primary ones for this study:

- i. To research the behaviors of customers who shop online.
- ii. To ascertain the elements that encourage customers to make purchases through internet retailers.

### **4. RESEARCH METHODOLOGY**

#### **4.1 Research Design**

##### **Population and Area of the study**

This study was carried out in Karnal city, Haryana.

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

This study uses a sample of 50 Karnal city residents as its sample unit.

##### **Sampling Technique**

In this study, the researchers used the Convenience sampling method.

### Method of Data Collection

**Primary Data:** All analyses were conducted using data provided by the sample itself, which is the basis for the majority of the study's conclusions. Over the course of two weeks, sixty-two people responded to the survey. Twelve out of the sixty-two responses lacked the necessary details; as a result, those responses were ignored.

**Secondary Data:** It is not practical to conduct surveys to find out how e-commerce affects consumers due to time and financial restrictions. Researchers use secondary sources, such as academic journals, studies, and case reports, to get around this.

### Research Instrument

A standardized questionnaire was used in an online survey to collect primary data. Responses were obtained via an online survey hosted on a specific website. The tool "Google Forms" enables anyone to create and share their own surveys in an efficient online format.

#### Tools of analysis

Pie charts and bar diagrams were used for statistical analysis in this survey investigation.

## 5.Data Analysis and Interpretation

In this context, the questionnaire's results are presented and analyzed along with an overview of the data gathered for each response. I surveyed 50 consumers in-person on their internet shopping experiences using Google Forms. Check out the responses below:

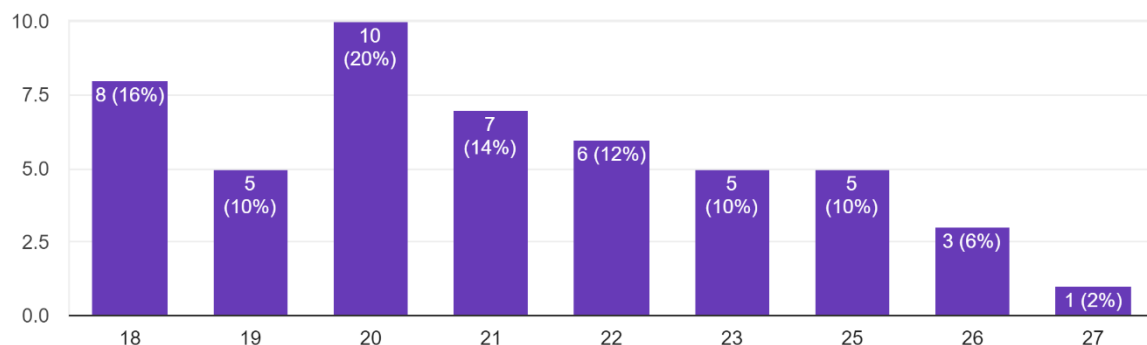
### 5.1 Demographic Profile

The traits of a population are what make up its demographic profile. Demographics are utilised in surveys, and they might include things like age, gender and annual family income.

#### AGE:

What is your age?

50 responses

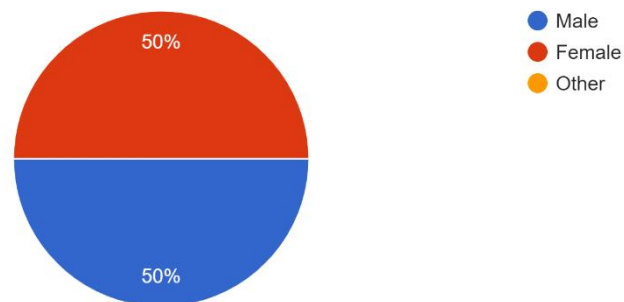


The figure shows that 46% (23) of the people lies between 18-20, 36% (18) of the people lies between 21-23 and 18% (9) people lies between 25-27.

## **GENDER:**

What is your gender?

50 responses

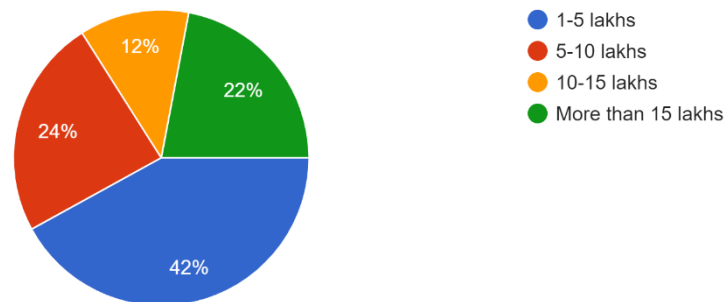


The figure makes it simple to see that men make up 50% (25) of the sample while women account for just 50% (25) of the respondents.

## **ANNUAL FAMILY INCOME:**

What is your annual family income?

50 responses



The figure clearly shows that majority of the people have annual income between 1 and 5 lakhs i.e 42%(21) whereas 24% (12) of the people have incomes between 5 and 10 lakhs, 12%(6) of the people have incomes between 10 and 15 lakhs and 22% (11) have incomes more than 15 lakhs

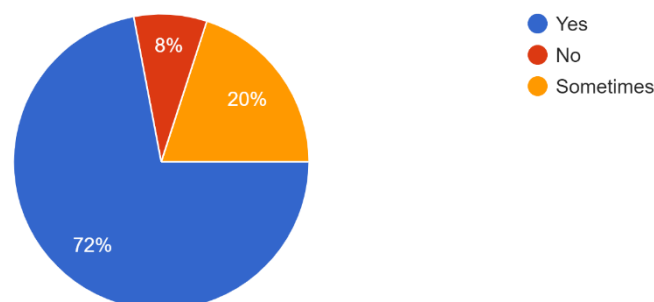
## 5.2 Usage Pattern of Online Shoppers

One can learn about a product's price, security, and other variables by looking at its usage history. Those elements that, in the respondent's opinion, stand out in the consumer's behavior during online purchases and influence the decision-making process.

### Number of Shoppers who shop online

Do you shop online?

50 responses

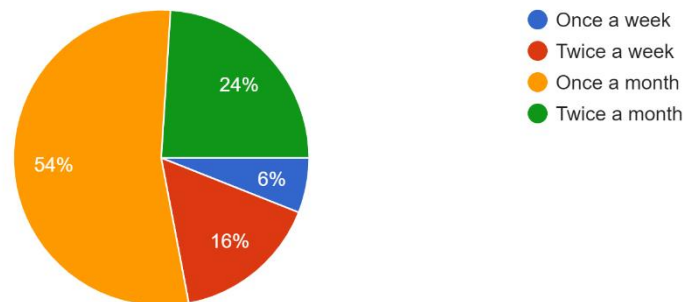


According to the data shown in the pie chart, 36 (72%) customers regularly engage in online shopping, and 10(20%) shop online only sometimes. While 4 (8%) people do not shop online.

## FREQUENCY:

How frequently you shop online?

50 responses

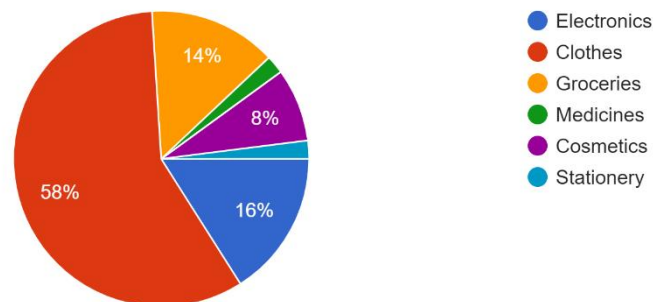


A total of 54% (27) of the respondents only shop online once every month, while 24%(12) shop twice per month, 6%(3) shop once per week, and the remaining 16%(8) shop twice per week, as seen in the pie chart above.

### TYPE OF PRODUCT:

What type of product you buy?

50 responses



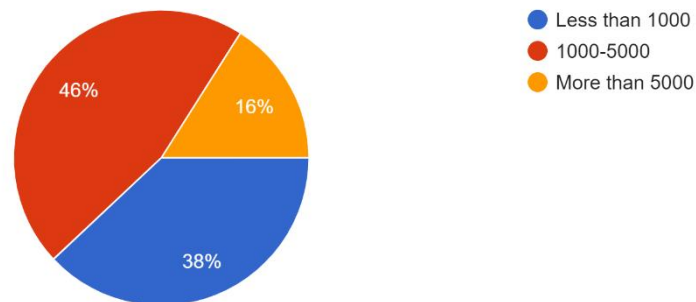
According to the pie chart, 29(58% )people spent money on clothing, 8(16%)on electronic gadgets, 7(14%) on groceries, 4(8%) on personal care items,1(2%) on medicines and 1(2%) on office supplies.

### MONEY SPENT:



How much you usually spend on online shopping?

50 responses

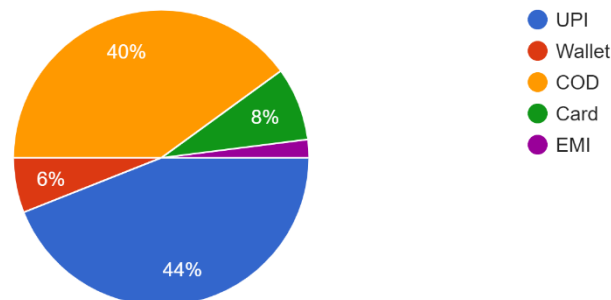


As we can see above, 38%(19) of consumers spend less than 1000 rupees, even though 46%(23) of them spend between 1000 and 5000 rupees. The remaining 16% (8) is applied to sums more than 5000 rupees.

### MODE OF PAYMENT:

Which type of payment method you prefer while doing online shopping?

50 responses



Based on the data shown above, we may deduce that 40%(20) of respondents pay with COD, 8%(4) with cards, 6%(3) with e-wallets, 44%(22) with UPI and 2%(1) with EMI.

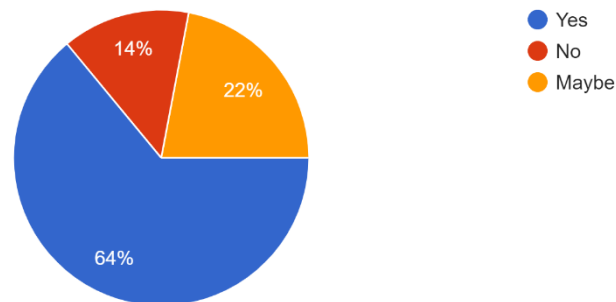
### 5.3 FACTOR

Buying products online can be motivated by a number of variables, including price, product quality, satisfaction level, and security.

### PRICE OF THE PRODUCT:

Do you think that online stores sell products on relatively lesser price than traditional stores?

50 responses

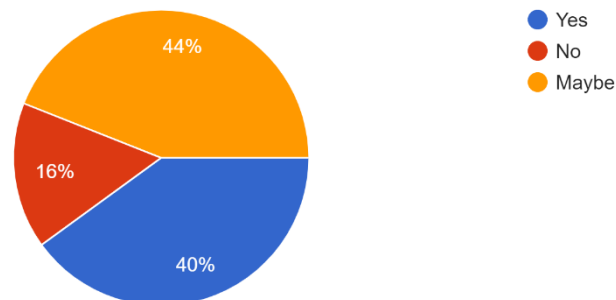


The pie chart above makes it evident that 64 percent of respondents (32 individuals) think that online retailers offer lower pricing than brick-and-mortar stores, whereas 22 percent (11 people) are unsure and 14 percent (7 people) strongly disagree.

### **PRODUCT QUALITY:**

Do you think online stores provide better quality and has better quality of goods than retail stores?

50 responses

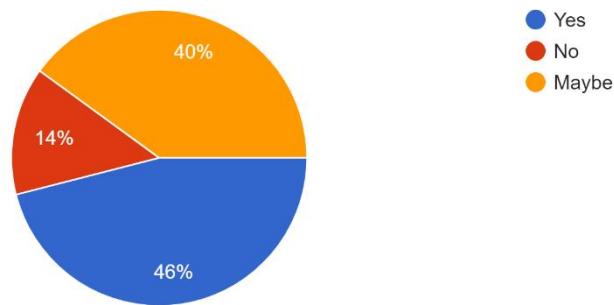


The pie chart reveals that while 40% (20 respondents) think that products sold online are of superior quality than those sold in physical retail establishments, 44% (22 respondents) are unsure, and 16% (8) are adamantly against it.

### **SECURITY:**

Do you feel that online shopping is secure?

50 responses

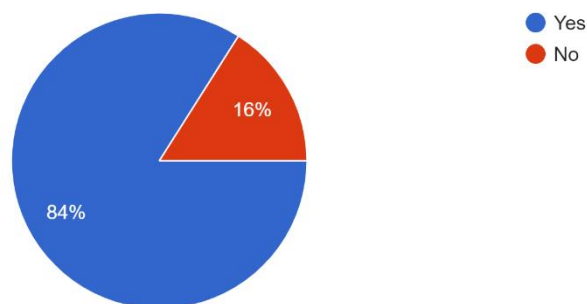


We can infer from the statistics displayed in the above pie chart that 46% of respondents (23 people) feel safe making purchases online, compared to 40% (20 people) who feel maybe safe and 14% (7 people) who don't feel comfortable making purchases online.

## **SATISFACTION LEVEL OF ONLINE SHOPPERS:**

Are you satisfied with online shopping?

50 responses



The above pie chart shows that 42 (84%) of respondents find internet purchasing to be satisfactory while 8(16%) people are not satisfied with online shopping.

## **6. FINDINGS**

The findings of this study are as follow:

- i. The study's demographic profile reveals that 46% of respondents were in the 18- to 20-year-old age range, and 50% of the respondents were male and 50% were female. Majority of respondents come from families earning between 1 and 5 lakhs annually.
- ii. Most of the respondent's shop once in a month and they mainly shop clothing items. They usually spend in the range of 1,000 to 5,000 rupees on online shopping and most of them make payment through UPI.
- iii. Most of the respondents think that online shopping is cheaper than offline shopping. Product quality is better than the retail store and they also feel that online shopping is secure.

## **7. CONCLUSION:**

The significant impact that online shopping has had on the consumer sector is seen in this study. Customers can take advantage of the various conveniences offered by the internet without ever having to step outside of their homes. E-commerce websites have dominated the market for the past nine years, and this trend is only anticipated to continue in nations like India, where inexpensive and ubiquitous internet connection is available. Customers are encouraged to shop more on major e-commerce sites like Amazon and Flipkart than at traditional stores because of their tempting discounts. Findings from this study show that a variety of features, usage patterns, and variables, such as age, gender, price, satisfaction, frequency, and kind of purchase, affect consumers' purchasing decisions when it comes to online shopping.

## **8. LIMITATIONS OF THE STUDY:**

- i. The first restriction is that the study's findings have been altered by a time constraint.
- ii. The study was carried out in the Indian state of Haryana, in the city of Karnal.
- iii. There were just 50 respondents to the poll, which is insufficient to get any firm findings.

## **REFERENCES:**

- Sharma, K., & Chawla, C. (2024). The impact of mobile shopping and sustainability on consumer purchasing behavior in the digital age. *International Development Planning Review*, 23(01), 2262-2269.
- Sharma, K., & Chawla, C. (2024). Shift in Customers Buying Behaviour towards Online Shopping. *Journal of Informatics Education and Research*, 4(1), 242-248.
- Adamczyk, G. (2021). Compulsive and compensative buying among online shoppers: An empirical study. *Plos one*, 16(6), e0252563.
- Aldousari, A. A., Delafrooz, N., Ab Yajid, M. S., & Ahmed, Z. U. (2016). Determinants of consumers' attitudes toward online shopping. *Journal of Transnational Management*, 21(4), 183-199.

- Georgie, N. A. (2021). 'The influence of selected factors on online shopping behaviour': a study with respect to Kottayam district. *International Journal of Business and Globalisation*, 29(3), 376-384.
- Shanthi, R., & Desti, K. (2015). Consumers' perception on online shopping. *Journal of Marketing and Consumer Research*, 13, 14-21.
- Hajli, M. N. (2014). A study of the impact of social media on consumers. *International Journal of Market Research*, 56(January), 387–404. <https://doi.org/10.2501/IJMR-2014-025>
- Haque, A., Anwar, N., Yasmin, F., Sarwar, A., Ibrahim, Z., & Momen, A. (2015). Purchase Intention of Foreign Products: A Study on Bangladeshi Consumer Perspective. *SAGE Open*, 5(2).
- John, S. (2018). E-commerce Trends + Facts 2018. Retrieved May 14, 2018, from <https://endertech.com/blog/e-commerce-trends-facts>
- Johnson, M. D., Gustafsson, A., Andreassen, T. W., Lervik, L., & Cha, J. (2001). The Evolution and Future of National Customer Satisfaction Index Models. Retrieved from <http://scholarship.sha.cornell.edu/articles>
- Mandal, A., Saxena, A., & Mittal, P. (2022). Financial literacy and digital product use for financial inclusion: A GETU model to develop financial literacy. In 2022 8th International Conference on Advanced Computing and Communication Systems (ICACCS) (pp. 1614–1619). IEEE.