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COMPREHENSIVE ANALYSIS OF ONLINE SHOPPING BEHAVIOUR: UNVEILING CUSTOMER PREFERENCES

Geethanjali N R.
Research Scholar, Department of Studies in Commerce, Davangere University

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ABSTRACT

This study examines the online shopping behaviour of consumers with reference to Chitradurga City by analysing the influence of demographic factors, website preferences, and product choices. Primary data were collected from 100 respondents using a structured questionnaire to understand their purchasing patterns and decision-making processes. The findings indicate that age, gender, and occupation significantly affect both the choice of e-commerce platforms and preferred product categories. Factors such as product variety, affordable pricing, customer reviews, timely delivery, and availability of customer service were identified as the major drivers of online purchase decisions. The study highlights noticeable variations in preferences across different consumer segments, emphasizing the importance of targeted marketing strategies. The results provide valuable insights for online retailers to improve customer satisfaction and strengthen their competitive position in the digital marketplace.

KEYWORDS: *Consumer Decision-Making, Website Preferences, Product Choices, demographic factors, E-commerce platforms.*

INTRODUCTION

The exponential growth of e-commerce has fundamentally transformed how consumers purchase goods and services. Understanding the different aspects of online shopping behaviour is crucial for businesses to thrive in this competitive environment. This research delves into the complex interplay of various factors influencing customer decision-making, providing actionable insights for targeted marketing and product offerings.

In the rapidly evolving digital landscape, online shopping has become a transformative force, reshaping the retail industry and fundamentally altering consumer habits. The convenience, accessibility, and vast array of choices offered by e-commerce platforms have led to a significant shift in how people shop. As businesses vie for a competitive edge in this dynamic market, understanding the intricate nuances of online shopping behaviour is paramount. This analysis delves into customer preferences, shedding light on the key factors that drive online purchase decisions, from price sensitivity and product variety to user experience and brand loyalty.

By examining these patterns and motivations, businesses can gain invaluable insights into the minds of their consumers. This knowledge not only helps in tailoring marketing strategies and enhancing the overall shopping experience but also fosters long-term customer loyalty and retention. In a marketplace where customer expectations are continually evolving, staying attuned to these preferences is essential for success. This comprehensive analysis aims to equip businesses with the critical insights needed to navigate the digital marketplace effectively, ensuring they can meet and exceed the demands of the modern shopper.

REVIEW OF LITERATURE

Ms. Dipti Jain, Ms. Sonia Goswami, and Ms. Shipra Bhutani endeavoured to think about Consumer Behaviour towards Online Shopping: An Empirical Study from Delhi. The study examines the factors influencing online shopping behaviour among consumers in Delhi. The research, which involved 160 participants, primarily young and educated individuals, utilized a structured questionnaire and factor analysis to identify key variables. The findings indicated that perceived risk is the most significant factor affecting online shopping behaviour, with concerns such as product quality, credit card misuse, and delivery issues being major deterrents.

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Dr. K. Komalavalli and Dr. S. Dhanalakshmi (2022) focused on working women buying behaviour during the purchase of their apparel in and around Chennai. The purpose of the study is to understand the preference of working women for digital shopping and to analyse the buying behaviour for apparel through online. The sample size of the study is 213 respondents of working women. The researcher collected samples using Convenience sampling method, examined the data using statistical tools and arrived opinion that Indian working women are well furnished with digital shopping due to their time constraints and more popular upgraded stylish dresses were present to them. Accessibility of communication network and procure of technical knowledge makes women experience more comfortable in online shopping.

N. Jemila Dani (2017) the study investigates consumer attitudes towards online shopping in Kanyakumari District, Tamil Nadu, amidst the technological advancements that have transformed retail practices. It explores various factors influencing online shopping behaviour, including website design, convenience, time-saving, and security, based on a sample of 100 respondents. The findings indicate that demographic aspects such as age and education significantly impact online shopping preferences, where older individuals and those with higher education levels show less inclination towards online purchasing.

Objectives of the study:

1. To examining how website preferences, product choices, age, gender, and occupation interact to influence consumer behaviour.
2. To identify the factors that influence the decision-making process while making an online purchase.

Scope and Limitations of the Study:

The study on Comprehensive Analysis of Online Shopping Behaviour: Unveiling Customer Preferences is specifically confined to Chitradurga City.

Methodology

This analysis relies on primary data collected through surveys from 100 individuals using a structured questionnaire, analysing their website preferences, product choices, age, gender, and occupation. Qualitative data from the sample is analysed to uncover trends and patterns, forming the basis for further interpretation and recommendations.

Website Preferences and Age

	Age group				
Websites	20-30	30-40	40-50	50 above	Total
Amazon	10	11	9	6	36
Flipcart	8	3	5	4	20
Meesho	12	8	6	4	30
Myntra	4	5	5	0	14
Total	34	27	25	14	100

A clear pattern emerges when examining website preferences across different age groups:

- **Amazon:** Maintains consistent appeal across all age groups, peaking among individuals between 30-40 years old (36 purchases). This reaffirms its established brand image and diverse product offerings resonating with a broad audience seeking convenience.
- **Flipkart:** Skews towards younger demographics (20-30 and 30-40), capturing 20 purchases from these groups combined. This aligns with its focus on affordability and trendy products aimed at a younger crowd.
- **Meesho:** Enjoys strong appeal among younger groups (20-30 and 30-40) with 22 purchases, but maintains a steady presence across other segments as well (30 purchases). Its affordability and wide product selection seem to attract users of various ages.
- **Myntra:** Primarily caters to younger demographics (20-30), with 14 purchases out of 27 falling within this age range. This aligns with its focus on fashion apparel, which typically holds greater interest among younger generations.

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Product Preferences and Age:

	Age group				
Products	20-30	30-40	40-50	50 above	Total
Fashion	20	9	6	5	40
Electronics	4	5	9	6	24
Home appliances	3	11	6	1	21
Mobile	7	2	4	2	15
Total	34	27	25	14	100

- **Fashion:** Dominates across all age groups, peaking among the youngest (20-30) with 20 purchases. This highlights the enduring popularity of online fashion shopping, especially among younger generations.
- **Electronics:** Shows a significant increase in preference with age, reaching its peak amongst the 40-50 age group (9 purchases). This could indicate a growing interest in upgrading gadgets and home electronics as individuals establish themselves financially.
- **Home Appliances:** Exhibits a similar trend to electronics, with increasing preference among older age groups (6 purchases amongst 50+). This potentially reflects changing needs and priorities as families grow and evolve.
- **Mobile:** Maintains a relatively consistent presence across all age groups (range of 7-9 purchases), reinforcing its indispensability as a communication and essential device.

Gender and Website Preferences:

	Website				
Gender	Amazon	Flipcart	Meesho	Myntra	Total
Male	22	8	5	6	41
Female	14	12	25	8	59
Total	36	20	30	14	100

- **Males:** Favor Amazon (22 purchases) potentially due to its wider product selection and established brand image.
- **Females:** Show a preference for Meesho (25 purchases), likely drawn to its affordability and fashion-oriented offerings.
- **Myntra:** Attracts a more balanced gender distribution (8 females, 6 males), suggesting its appeal for both men's and women's fashion.

Product Preferences and Gender:

	Products				
Gender	Fashion	Electronics	Home appliances	Mobile	Total
Male	14	15	5	7	41
Female	26	9	16	8	59
Total	40	24	21	15	100

- **Fashion:** Holds a significantly higher preference for females (26 purchases) compared to males (14 purchases), reflecting traditional gender roles and societal expectations.
- **Electronics:** Interestingly, males show a stronger preference (15 purchases) than females (9 purchases), suggesting a potential interest in gadgets, gaming, or technology-related hobbies.
- **Home Appliances:** Females exhibit a higher preference (16 purchases) compared to males (5 purchases), possibly reflecting their primary role in household management.
- **Mobile:** Preferences remain relatively balanced across genders (8 females, 7 males), highlighting the universality of mobile phone usage.

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Occupational Trends in Online Shopping:
Website Preferences:

	Occupation				
Website	Student	Business	Profession	Homemaker	Total
Amazon	9	10	7	10	36
Flipcart	7	4	5	4	20
Meesho	14	6	5	5	30
Myntra	4	3	2	5	14
Total	34	23	19	24	100

- **Professionals:** Favor Amazon (10 purchases) for its convenience and efficiency, aligning with their fast-paced lifestyles and potential need for diverse business-related products.
- **Students:** Lean towards Meesho (14 purchases) for its affordability and wider product variety, catering to their budget constraints and diverse needs.
- **Homemakers:** Divide their preferences between Amazon (10 purchases) and Meesho (5 purchases), suggesting a balance between convenience and value while managing household needs.
- **Business owners:** Exhibit more varied platform preferences (range of 4-10 purchases), reflecting the diverse requirements and product categories relevant to their businesses.

Product Preferences

	Occupation				
Products	Student	Business	Profession	Homemaker	Total
Fashion	15	8	9	7	40
Electronics	8	5	4	7	24
Home appliances	2	5	5	9	21
Mobile	9	4	1	1	15
Total	34	23	19	24	100

- **Fashion:** While students show the strongest preference (15 purchases), profession (9 purchases) and business (8 purchases) also prioritize fashion items. This suggests fashion appeals across various age groups and occupations, with potential differences in styles and needs.
- **Electronics:** Professionals (5 purchases) and students (8 purchases) exhibit the highest preference, indicating a demand for technology and communication tools for work, study, and entertainment.
- **Home Appliances:** Homemakers (9 purchases) prioritize essential items, while professionals (5 purchases) might acquire them for home offices or specific needs. This highlights the influence.

Decision-Making Factors
Classification of respondents on the basis of factors that influence the decision-making process while making an online purchase.

Sl. No	Particulars	SA	A	N	DA	SDA	Total	Mean	Standard Deviation
1	Variety of Products and related information	40	45	15	0	0	100	4.25	3.78
2	Reasonable and affordable price	48	32	20	0	0	100	4.28	3.83
3	Information related to Product reviews and customer feedback	50	45	5	0	0	100	4.45	3.96
4	Timely delivery of items as agreed upon	60	40	0	0	0	100	4.6	4.10
5	Availability of 24×7 customer service	68	32	0	0	0	100	4.68	4.18

Decision-Making Factors

- **Product Variety & Information: 85% of respondents (40% Agree + 45% Strongly Agree) value product variety and detailed information**, emphasizing the importance of offering a curated selection with comprehensive descriptions, specifications, and user reviews.
- **Price: 80% of respondents prioritize affordability (48% Agree + 32% Strongly Agree)**. Exploring price sensitivity across different demographics and product categories can inform dynamic pricing strategies and targeted promotions.
- **Reviews & Customer Feedback: 95% of respondents (50% Agree + 45% Strongly Agree) consider reviews and feedback crucial**, highlighting the power of social proof. Encouraging customer reviews, responding to feedback promptly, and showcasing positive testimonials can be highly impactful.
- **Delivery & Customer Service: 100% of respondents consider timely delivery and reliable customer service essential factors (60% Agree + 40% Strongly Agree)**. Investing in efficient logistics and responsive customer support can significantly improve customer satisfaction.

Discussion and Interpretations

- The analysis reveals a complex interplay of demographics, occupations, and product preferences influencing online shopping behaviour.
- Each demographic and occupational group exhibits unique website preferences and product choices, demonstrating the need for targeted marketing and product offerings.
- Age plays a role in product preferences, with electronics and home appliances gaining interest as individuals age.
- Gender perception are partially reflected in product preferences, but males also show interest in electronics.
- Occupation significantly influences website preferences and product choices, highlighting the need for specialized strategies.

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