

A Study on Consumers' Attitude and Buying Behaviour Towards Online Shopping in Chennai

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Abstract

The growing expansion of e-commerce has significantly transformed the retail sector, creating new opportunities while introducing challenges for businesses operating online. Understanding consumer behaviour within digital shopping environments is essential for formulating effective business strategies that align with changing customer expectations. This study analyzes the key factors affecting consumer behaviour towards online shopping in Chennai, based on insights from past literature and primary data. A structured questionnaire was administered to sixty respondents to examine demographics, preferred shopping platforms, motives behind online purchases, and overall perceptions of online shopping. The findings indicate that online shopping is highly favored among women, young adults, and students, with Flipkart identified as the most preferred platform. Convenience, ease of use, product availability, and competitive pricing emerged as the major determinants of online purchasing decisions. Respondents also emphasized the importance of secure delivery, accessibility to remote locations, and efficient customer support. Based on the results, the study presents recommendations for businesses to strengthen their online strategies through customized marketing approaches, platform optimization, and improved customer service practices. Aligning business operations with consumer expectations can enhance customer satisfaction and promote sustainable growth in the highly competitive online marketplace of Chennai.

Keywords: Consumers' Attitude, Buying Behaviour, Online Shopping, Digital Retail, Chennai.

INTRODUCTION

The rapid growth of technology and the widespread use of the Internet have transformed traditional shopping patterns, giving rise to online shopping as a popular and convenient alternative. In India, especially in metropolitan cities like Chennai, online shopping has gained significant momentum due to increased Internet penetration, smartphone usage, attractive discounts, and doorstep delivery. Consumers today prefer digital platforms such as Amazon, Flipkart, and Myntra for purchasing a wide range of products, including fashion, electronics, groceries, and household items. Understanding consumers' attitude and buying behaviour is crucial for online retailers to develop effective strategies and enhance customer satisfaction. Attitude refers to the consumers' positive or negative perception towards online shopping, while buying behaviour relates to the decision-making process involved in selecting, purchasing and evaluating products or services through online platforms. Various factors such as price, product

variety, ease of use, payment security, delivery speed, trust, and previous shopping experience influence consumers' behaviour. Chennai, being one of the major metropolitan and commercial hubs in Tamil Nadu, shows a steady rise in online shopping trends, particularly among students, working professionals, and homemakers. However, concerns related to product quality, returns policy, delivery delays and cyber security still affect consumer confidence. This study seeks to analyse the consumers' attitude towards online shopping and identify the key factors influencing their buying behaviour in Chennai. The research findings will help marketers understand the expectations of consumers and take necessary steps to improve their service quality, thereby strengthening customer loyalty and sustaining growth in the competitive digital marketplace.

REVIEW OF LITERATURE

1. Kotler (2016)

Explained that consumer behaviour is influenced by psychological, personal, social and economic factors. The study highlighted that digital convenience and product availability significantly drive online purchase decisions.

2. Sinha & Kim (2018)

Found that consumers prefer online shopping mainly due to time-saving, home delivery and product variety. However, issues related to product quality and delivery delays negatively affect buying behaviour.

3. Deepika & Karthik (2019)

In their study on urban consumers in India, they observed that young adults and working professionals show a positive attitude towards online shopping. Attractive discounts and easy return policies were major motivators.

4. Parvathy & Sujitha (2020)

Identified that trust and payment security are critical factors influencing consumer attitude. Lack of physical examination of products creates hesitation among consumers.

5. Rajalakshmi and Murugan (2021)

Conducted a study in Tamil Nadu and found that website design, user interface and customer reviews strongly influence purchase intention. Consumers rely heavily on online ratings before making decisions.

6. Mehta & Kiran (2022)

Revealed that post-COVID-19, online shopping witnessed a rapid increase due to fear of physical shopping and convenience of doorstep delivery. Mobile-friendly apps and fast replacement services enhanced buying behaviour.

7. Sharma & Singh (2023)

Reported that social media marketing and influencer promotions have a significant impact on consumer attitude towards online shopping. They suggested that companies should focus on personalized customer engagement

METHODOLOGY

A Sources of Data

- The primary data for this study was collected through questionnaires. The questionnaire was carefully prepared after thorough research to ensure that each question aligned with the study objectives.
- Secondary data was gathered from various websites related to the topic.

- Information from published journals, research articles, and reports was also referred to for supporting literature.
- The questionnaire included relevant, structured questions designed to collect accurate responses from online shoppers.
- Both primary and secondary data were systematically compiled for detailed analysis.

B SAMPLE SIZE

- There are a total of sixty respondents included in this study.
- The participants were selected based on their involvement in online shopping activities.
- A structured questionnaire was used to collect data from all sixty participants.
- The sample size was considered adequate to meet the objectives of the study.
- Responses were analysed to understand consumer attitude and buying behaviour.

DATA ANALYSIS AND INTERPRETATION

Data analysis refers to the systematic use of statistical and logical approaches to explain, present, and evaluate data. To obtain meaningful conclusions, data interpretation makes use of multiple analytical methods.”

Table 1 Gender Wise Classification of Respondents

Gender	No of respondents	Percentage (%)
Male	20	33
Female	40	66
Total	60	100

Interpretation

The gender-wise analysis clearly demonstrates that females constitute a larger proportion of respondents (66%), compared to males (33%), implying that online buying behaviour is more prevalent among women.

Table: 2 Age Wise Classification of Respondents

Age	No of respondents	Percentage
Below 20	4	6.7
20-30	29	81.7
30-40	5	8.3
Above 40	2	3.3
Total	60	100

Interpretation

The data reveals that 82% of participants are aged between 20 and 30 years, followed by 8% in the 30–40 category and 6.7% below 20 years, while only a minimal percentage represent those above 40. Thus, it can be inferred that the younger generation is more inclined towards online shopping."

Table: 3 Occupation Wise Classification of Respondents

Occupation	No of respondents	Percentage
Business	2	3.3

Profession	10	16.7
Employment	10	16.7
Student	38	63.3
Total	60	100

Interpretation

According to the data, only 3% of respondents are engaged in business activities. Those who are employed account for 17% of the total respondents. The remaining majority are students, indicating that students form the largest group of online shoppers. This suggests that younger individuals, particularly students, are more active in online shopping compared to working professionals or business

Table; 4 Income Wise Classification of respondents

Income	No of Respondents	Percentage
Below 10000	29	48.3
10000-2000	22	36.7
20000-30000	6	10
Above 3000	3	5
Total	60	100

Interpretation

According to the data, 48% of respondents earn less than \$10,000, while nearly 40% fall in the \$10,000–\$20,000 income range. Additionally, 10% earn between \$20,000 and \$30,000, and the remaining 28% earn above \$30,000. Since a significant proportion of respondents in the below \$10,000 category are students, it indicates that students constitute a major segment of the online shopping population, highlighting their strong inclination towards internet purchasing despite lower income levels.

Table: 5 Online Platform Wise Classification of Respondents

Online platform	No of respondents	Percentage
Flipkart	30	50
Amazon	16	26.7
Myntra	6	10
Meesho	8	13.3
Total	60	100

Interpretation

According to the survey results, 50% of respondents shop on Flipkart, making it the most preferred online shopping platform. Approximately 25% use Amazon, while 13% prefer Myntra, and the remaining respondents shop on Meesho. These findings indicate that Flipkart is the dominant platform among online shoppers surveyed, followed by Amazon.

Table: 6 Reasons for Online Purchase

Reasons	No of respondents	Percentage
Ease of process	26	43.3
Low price	31	51.7
Time saving	15	25

Wider products	19	31.7
Total	60	100

Interpretation

According to the table, 43% of respondents prefer online shopping due to its convenience, making it the most influential factor. Additionally, 32% favor it for the wider variety of products available in one place, while 25% choose it because it saves time. Mean while, 20% are motivated by lower prices. Overall, the results indicate that ease of use and product variety are the primary reasons for preferring online shopping, followed by time savings and cost benefits.

Table: 7 Level of Perception

Perception	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree	Mean
Safe delivery	10 (16.7%)	33 (55%)	17 (28.33)	0	0	3.88
Access to rural area	15 (25%)	32 (53.3%)	12 (20%)	1 (1.7)	0	4.07
Easy to a real shop	13 (21.7%)	34 (56.7%)	11 (18.33%)	2 (3.33%)	0	3.97
Quality of product	9 (15%)	31 (51.7%)	19 (31.7%)	1 (1.7%)	0	3.8

Interpretation

The above table presents customers’ perceptions regarding online shopping. The majority of respondents strongly support the accessibility of online shopping in rural areas, as reflected by a mean score above 4. Regarding safe delivery, 16.7% of respondents highly agree, resulting in a mean score of 3.88. Additionally, 56.7% of respondents agree that online shopping is easier compared to traditional shopping, with a mean score of 3.97.

Table: 8 Cost Factor Related to Online Shopping

Cost factor	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree	Mean
Reasonable cost	10 (16.67%)	36 (60%)	13 (21.7%)	1 (1.7%)	0	3.92
Availability of discount and offers	13 (21.7%)	38 (63.33%)	7 (11.7%)	2 (3.33%)	0	4.03
Cost of Delivery	9 (15%)	18 (30%)	17 (28.3%)	13 (21.7%)	3 (5%)	3.28
Affordable	12	34	12	2	0	3.93

price filters	(20%)	(56%)	(20%)	(3.3%)		
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Interpretation

The data highlights customers’ positive perception of cost-related factors in online shopping. With a mean score of 3.92 and 22% of respondents strongly agreeing, it is evident that most customers recognize the availability of discounts and offers. Additionally, one-third of the respondents agree regarding delivery costs, which is further supported by a mean score of 3.93. Nearly 60% of respondents agree that pricing filters enable them to find low-cost products easily. Overall, these results suggest that customers view the pricing strategies of online platforms positively, indicating a constructive approach towards cost benefits in online shopping.

Table: 9 Convenience Factor Related To Online Shopping

Conveniences Factor	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree	Mean
Ease in use of application	18 (30%)	35 (58%)	6 (10%)	1 (1.7%)	0	4.1
Doorstep delivery	18 (30%)	34 (56.7%)	7 (11.7%)	1 (1.7%)	0	4.15
easy and familiar payment method	17 (28.3%)	37 (61.7%)	6 (10%)	0 (0%)	0	4.18
Delivery on specified time	20 (33.33)	30 (50%)	9 (15%)	1 (1.7%)	0	4.15

Interpretation

The data highlights the significance of convenience in online shopping. A mean score of above 4 for known and easy payment options indicates that most respondents consider this factor important, showing that online platforms provide user-friendly and familiar payment methods. Additionally, with a mean score of 4.15, half of the participants agree that products are delivered within the promised time. More than half of the respondents also express satisfaction with the application’s usability and doorstep delivery services. Overall, the results indicate that the majority of the respondents strongly agree with the convenience offered by online shopping.

Table; 10 Choice Factor Related to Online Shopping

Choice Factor	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree	Mean
Large variety of products	19 (31.67%)	29 (48.33%)	12 (20%)	0	0	4.11
Expectation	9	32	18	1	0	3.82

of product feature	(15%)	(53.33%)	(30%)	(1.67%)		
Expectation of product feature	12 (20%)	37 (61.67%)	10 (16.67%)	1 (1.67%)	0	4

Interpretation

The table illustrates the preference factors of the respondents. Overall, most online shoppers are satisfied with the availability of the latest products offered by online platforms. The data indicates that more than half of the respondents agree with the need for up-to-date product availability, reflected by a mean score of 3.62, while only around 4% of respondents disagree. Furthermore, the findings confirm that online stores provide a wide variety of products, meeting diverse customer needs. This suggests that access to the latest and varied product offerings contributes positively to customer preference and satisfaction in online shopping.

Table :11 Customer Care Related to Online Shopping

Customer care	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree	Mean
Rapid response	7 (11.67%)	34 (56.7%)	18 (30%)	1 (1.7%)	0	3.78
Long processing procedure	6 (10%)	32 (53.33%)	16 (26.7%)	4 (6.67%)	2 (3.33%)	3.63
Data privacy	11 (18.31%)	28 (46.71%)	18 (30%)	3 (5%)	0	0
Customer supporting Staff	5 (8.33)	33 (55%)	18 (30%)	3 (5%)	1 (1.7%)	3.63

Interpretation:

The table presents respondents’ perceptions of customer care services provided by online platforms. The mean score recorded is above 3, indicating a generally positive response. Most customers agree that the online application offers quick solutions to their queries. Additionally, 57% of respondents agree that customer service representatives are readily available, which is also supported by a mean score above 3. Overall, the results suggest that respondents are satisfied with the customer support provided during online shopping.

Table; 12 Problems Faced by Customers

Particulars	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree	Mean
Delivery of products	9 (15%)	45 (75%)	6 (10%)	0	0	4.05

Delivery charges	2 (3.3%)	25 (41.7%)	24 (40%)	9 (15%)	0	3.33
Background of consumer	2 (3.33%)	29 (48.3%)	21 (35%)	7 (11.7%)	1 (1.7%)	3.4

Interpretation:

Delivery costs, customer history, and product availability in your area are all displayed in this table. The availability of goods delivery to your area is something that the majority of responders support. There is a 75% agreement rate on product availability in your area, as shown by the data, which is greater than 3. There is a clear negative impact on online purchasing due to the fact that 25 respondents agree with the statement that there is a difference in delivery charges

FINDINGS AND SUGGESTIONS

Findings of the Study

- A higher proportion of women engage in online shopping compared to men, with 66% of the respondents being female.
- The majority of online shoppers are young adults, with 82% falling in the 20–30 age group, indicating a strong preference for online shopping among younger generations in Chennai.
- Students constitute the largest segment of online shoppers, followed by individuals working in the business sector and those who are employed.
- A significant share of respondents earns below \$10,000, suggesting that a large portion of online shoppers are likely students or early-stage professionals.
- Flipkart is the most preferred online shopping platform, followed by Amazon, Meesho, and Myntra.
- Convenience-related factors such as ease of use, time-saving, availability of a wide range of products, and low pricing are major reasons influencing the preference for online shopping.
- Respondents appreciate the accessibility of online services even in semi-urban and rural-connected areas around Chennai, reliable and safe delivery, and ease of shopping compared to physical stores.
- Discounts, offers, reasonable delivery charges, and pricing filters are essential components guiding purchasing decisions.
- Familiar and easy payment options, timely delivery, and doorstep service are viewed as significant convenience factors.
- Respondents are satisfied with the availability of the latest products and the variety offered by online platforms.
- Quick customer service response and the availability of support staff are positively acknowledged.
- While product availability and delivery accessibility are favorably perceived, varying delivery charges across regions remain a concern for some users.

Suggestions

- Online platforms should enhance targeted marketing strategies towards young consumers and students, who form the majority of online shoppers in Chennai.
- Since a large proportion of shoppers are women, customized schemes, seasonal offers, and women-focused promotions may be beneficial.
- Improving delivery services in suburban areas of Chennai and ensuring fair and transparent delivery charges can enhance customer satisfaction.

- Online retailers should continue expanding product variety and updating inventory regularly to cater to customer expectations.
- Strengthening customer service support, especially during peak hours and offering multilingual assistance, can further improve user experience.
- Considering a high percentage of low-income and student buyers, flexible payment options such as EMI or budget-based filters can be introduced.
- Enhancing security in online payment systems and clearly communicating refund/return policies may build greater trust.
- Regular feedback mechanisms and AI-based assistance or chatbots can be implemented to provide faster resolutions to queries.
- Encouraging eco-friendly packaging and sustainable delivery practices could attract environmentally conscious consumers.
- Providing exclusive local offers for Chennai users, especially during festival seasons like Pongal and Deepavali, may help increase customer retention.

Conclusion

The study provides valuable insights into the online shopping behaviour of consumers, particularly in the context of Chennai. The findings reveal that female consumers are more actively engaged in online shopping than males, indicating a shift towards greater digital participation among women. Furthermore, the majority of online shoppers belong to the younger age group of 20–30 years, with a significant proportion being students, highlighting the growing influence of youth in shaping e-commerce trends. Flipkart emerged as the most preferred online shopping platform, followed by popular alternatives such as Amazon, Meesho and Myntra. The preference for these platforms is largely influenced by ease of use, time-saving features, wide product availability and competitive prices. In addition, convenience-related aspects such as easy and secure payment options, doorstep delivery and timely product arrival were appreciated by the respondents. Cost-related elements also played a significant role in influencing online purchases. Respondents expressed satisfaction with the availability of discounts and special offers, as well as the presence of pricing filters that help identify low-cost options. However, some concerns were raised regarding variations in delivery charges, which could negatively impact the overall shopping experience for certain customers. The study also highlights that consumers have a positive perception of customer service, especially regarding quick responses and the availability of support representatives. Additionally, product accessibility across different locations, including suburban and semi-rural areas, was considered favourable, indicating the expanding reach of e-commerce platforms. Overall, the study concludes that online shopping is widely accepted and preferred by young and tech-savvy consumers, particularly students and women. While the current platforms perform well in terms of convenience, product range and customer support, there is still scope for improvement in areas such as delivery cost transparency, enhanced user engagement and personalized marketing strategies. With continuous technological innovation, increasing internet penetration and improved customer-focused strategies, the future of online shopping appears highly promising. E-commerce platforms that prioritize affordability, convenience, customer service and efficient delivery systems are likely to achieve stronger consumer loyalty and sustained growth in the coming years.

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