Consumer Buying Behaviour and Satisfaction Level towards Online Shopping: An Analysis across Demographic Profiles

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Abstract

With the quick development of e-commerce platforms, mobile phones, internet accessibility, digital payments, and home delivery services, online shopping has become a significant aspect of contemporary consumer life. The term consumer behaviour describes how customers look for, assess, choose, buy, and react to goods and services. Along with consumer behaviour, customer satisfaction has a significant role in shaping their overall online shopping experience. Product quality, cost, website usability, payment options, delivery services, return guidelines, and customer service can all have an impact on consumer satisfaction. Both primary data and secondary data were employed. Primary data was gathered from respondents through structured questionnaire and secondary data was collected from journals, websites, magazines, research articles and so on. Here, the researcher has chosen 90 respondents using convenient sampling technique and analysed by using Independent sample t-test, ANOVA and Chi-Square to evaluate the relationship between gender, educational qualification and consumer buying behaviour. The findings revealed that there is no significant difference between gender, educational qualification and consumer buying behaviour towards online shopping. This study also explained that the consumers were moderately satisfied with the online shopping. In order to improve customer satisfaction, more discounts, product more privacy and safety, accurate product information, flexible navigation, fast delivery, and so on needs to be adopted to improve customer expectation level.

Keywords: Consumer Buying Behaviour, Satisfaction Level, Online shopping, Independent sample t-test, ANOVA and Chi-Square.

Introduction

Online shopping (OS) has turn out to be a significant aspect of current buyer life, altering how people search for, evaluate, purchase, and receive goods and services. Because of the quick growth of e-commerce platforms, smart phones, internet accessibility, digital payment alternatives, and home delivery services, consumers may now easily and conveniently purchase the products in online. Customers can compare brands, products, pricing, ratings, and reviews before to making a purchase. As a result, the study of online consumer behaviour and satisfaction level has become much important. Customers' tastes, opinions, decisions, purchasing patterns, and responses were represented in their behaviour when they make purchases in online platform. Customer happiness plays an important role in determining the viability and profitability of online shopping platforms along with purchasing behaviour.

Customer satisfaction is impacted by a number of aspects of the online shopping experience, including product quality, price, website experience, payment methods, shipping performance, return policies, and customer service. If customers have a positive shopping experience, they can be more inclined to make additional purchases and recommend the platform to others. As a result, understanding consumer purchasing patterns and satisfaction levels provides crucial information about consumer expectations and experiences.

Therefore, by examining consumer purchasing patterns and satisfaction levels with relation to online shopping, the present study provides useful information about consumers' experiences in the growing digital marketplace.

Review of Literature

Product quality, pricing and offers, delivery services, payment security, and return policies show a vital role in influencing customer-satisfaction. Customers appreciated accurate product details, cashback-offers, transparent pricing, and efficient delivery tracking systems. At the same time, some respondents faced issues such as delayed deliveries, payment security concerns, refund delays, and improper package handling, which affected their satisfaction levels. **(Hrishikesh, R Tenginmath & Rajeshwari Tapashetti., 2026)**

The statement "I am satisfied with the return and refund process" secured 1st score and it is the key reason to get customer satisfied with the online shopping platform. **(Maria Sahaya Diran et al., 2026)**

Various elements, such as product quality, website aesthetics, pricing, convenience, and security, performs a main role in shaping online consumer behaviour. **(Sasireka., 2024)**

Online shopping has made popular due to time saving, ease of comparing different products, more equitable costs for online goods, user reviews, and access to a global market. Perceived advantages of online shopping are absolutely linked with online purchasing behaviour. The majority of consumers believe that shipping costs are excessively high, so businesses are advised to either lower shipping costs or offer free product delivery. The majority of consumers are unaware of the varied before and post services offered by these online retailers. **(Sudip Basu and Razi Anwar., 2022)**

When it comes to saving time, the majority of respondents choose online shopping, followed by anytime product purchases. The majority of respondents select cash on delivery as their method of payment. (**Dr. R. Selvaraj & Mrs. T. Sriramajeya., 2022)**

Problem Statement of the Study

The way people look for, choose, and buy things has changed due to the explosive expansion of online shopping. However, depending on the customers' age, gender, monthly family income, occupation status, education, and other demographic traits, customers may have varying purchasing habits and satisfaction levels. While some consumers could buy things online on a daily basis, others might only do so on occasion. In a similar vein, their degree of satisfaction may differ based on their online shopping experiences. To identify buyer needs and improve their offers, online businesses needs to know these demographic differences. Therefore, the focus of the present research is to examine consumer purchase patterns and level of satisfaction with online shopping (OS) across a variety of demographic traits. The survey also aims to find out whether there were prominent variations in consumer satisfaction and purchasing patterns across various demographic groupings.

Objectives

- To know the socio-economic profile of the consumers.
- To analyse the gender difference and purchasing behaviour towards OS.
- To identify the difference between educational qualification and purchasing behaviour towards OS.
- To evaluate the satisfaction level of customers towards OS.
- To describe the findings of the study.

Hypothesis

H0: Gender of Consumers is not significantly differentiated with the buying behaviour of online shopping.
H0: Educational qualification is not differentiated with the buying behaviour of online shopping.
H0: Age is not associated with level of satisfaction of online shopping.

Research Methodology

Both primary and secondary data have been selected by the researcher. A systematic questionnaire was used to obtain primary data from the respondents, while books, journals, research articles, websites, and other sources were the primary sources of secondary data. For this study, the researcher has chosen 90 respondents using the convenient sampling technique. The data collected has been decoded and analysed using Independent sample t-test, ANOVA test and Chi-Square test to find the significant relationship among gender, educational qualification and consumer buying behaviour.

Analysis and Interpretation

Socio-Economic Profile of the respondents

The respondents' socio-economic profile includes information on customer gender, Age, Education, monthly family income, Family Type, and more. Respondents' Socio-Economic profile were detailed in the below table.

Table 1 – Socio-Economic Profile

S. No	Characteristics	Description	No of respondents	Percent
1.	Gender	Male	33	36.7
		Female	57	63.3
		Total	**90**	**100.0**
2.	Age	Below 25 years age group	19	21.1
		26-35 years age group	20	22.2
		36-45 years age group	20	22.2
		46-55 years age group	26	28.9
		Above 55 years age group	05	05.6
		Total	**90**	**100.0**
3.	Family Type	Joint Family	50	55.6
		Nuclear Family	40	44.4

		Total	**90**	**100.0**
4.	Size of the family	Below 3 members	20	22.2
		3 – 5 members	39	43.3
		Above 5 members	31	34.4
		Total	**90**	**100.0**
5.	Marital Status	Married	59	65.6
		Unmarried	31	34.4
		Total	**90**	**100.0**
6.	Monthly Family Income	Below Rs. 15,000	18	20.0
		Rs. 15,001 – Rs. 25,000	23	25.6
		Rs. 25,001 – Rs. 35,000	27	30.0
		Above Rs. 35,000	22	24.4
		Total	**90**	**100.0**
7.	Educational Qualification	Higher Secondary	26	28.9
		UG	28	31.1
		PG	36	40.0
		Total	**90**	**100.0**

Source: Primary data

Socio-economic profile represents that 63.3 percent of the respondents were female, 26 respondents were 46-55 years age group, 50 consumers belongs to Joint Family, 39 consumers have 3-5 members in their family, 65.6 percent of the respondents were married, 30 percent of the respondents are in the family monthly income of Rs. 25,001 – Rs. 35,000, 40 percent of the respondents have Post Graduate as their educational qualification.

Independent Sample T-Test

H0: Gender of Consumers is not significantly differentiated with the buying behaviour of online shopping

Table 2 - Independent Sample T-Test

Consumer Buying Behaviour	**Levene's Test for Equality of Variances**		**T-Test for Equality of Means**		
	F	**Sig.**	**t**	**df**	**Sig. (2-tailed)**
Equal variances assumed	0.002	0.964	-0.433	88	**0.666**
Equal variances not assumed			-0.428	64.573	0.670

Source: SPSS Output

When the Levene's test sig value is greater than 0.05, use equal variances assumed and when the Levene's test significance is lower than 0.05, use equal variances not assumed. In this table, the researcher has taken equal variance assumed because the sig value is 0.964 which is greater than 0.05, the calculated F value is 0.002, significant value is 0.666 which is greater than the acceptable value of 0.05. The researcher resolved that gender of consumers is not significantly differentiated with the buying behaviour of online shopping.

This implies that the gender doesn't impact the purchasing behaviour of online shopping (OS). Male and female have same views in buying behaviour of online shopping.

ANOVA

H0: Educational qualification is not differentiated with the buying behaviour of online shopping.

Table 3 - One Way ANOVA

Consumer Buying Behaviour	Sum of Squares	DF	Mean Square	F	Sig.
Between Groups	24.337	2	12.169	0.657	**0.521**
Within Groups	1611.485	87	18.523		
Total	1635.822	89			

Source: SPSS Output

From the above table, calculated F value is 0.657 and significant value (P value) is 0.521 which is greater than the threshold value of 0.05, recommending that educational qualification is not differentiated with the buying behaviour of online shopping.

This reveals that the educational qualification doesn't impact the purchasing behaviour of online shopping (OS).

Chi-Square

H0: Age is not associated with level of satisfaction of online shopping.

Table 4 - Cross Tabulation

Age * Satisfaction Level	Satisfaction Level			Total
	Dissatisfied	Moderately Satisfied	Satisfied	
Below 25 years	8	8	3	19
26-35 years	5	11	4	20
36-45 years	1	8	11	20
46-55 years	5	14	7	26
Above 55 years	2	1	2	5
Total	21	**42**	27	**90**

Source: SPSS Output

From the table 4, out of 90 customers, 42 customers have moderate satisfaction level of online shopping (OS), 27 respondents were satisfied with online shopping platform and the remaining 21 respondents were dissatisfied in online shopping (OS).

Table 5 - Chi-Square

Consumer Behaviour	Value	DF	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.540[a]	8	**0.069**
Likelihood Ratio	14.967	8	0.060
Linear-by-Linear Association	2.864	1	0.091

N of Valid Cases	90		

Source: SPSS Output

Pearson Chi-Square Value of the above table is 14.540 at 5% significant level. Since, the P-Value (0.069) is greater than 0.05, H0 is accepted, suggesting that the age is not associated with level of satisfaction of online shopping.

Findings of the Study

- Socio-economic profile represents that 63.3 percent of the respondents were female, 26 respondents were 46-55 years age group, 50 consumers belongs to Joint Family, 39 consumers have 3-5 members in their family, 65.6 percent of the respondents were married, 30 percent of the respondents are in the family monthly income of Rs. 25,001 – Rs. 35,000, 40 percent of the respondents have Post Graduate as their educational qualification.
- The results of Independent sample t-test concluded that gender of consumers is not significantly differentiated with the buying behaviour of online shopping.
- It implies that both male and female have same views towards buying behaviour in online shopping.
- ANOVA test is also applied and revealed that the P value is 0.521 which is greater than the critical value of 0.05, recommending that educational qualification is not differentiated with the buying behaviour of online shopping.
- This reveals that the educational qualification doesn't impact the purchasing behaviour of online shopping (OS).
- 42 respondents were satisfied moderately with online shopping. Necessary safety and Privacy, easy navigation, and special discounts may be given to improve the customer satisfaction level.
- Chi-Square test result suggesting that the age is not associated with level of satisfaction of online shopping.

Conclusion

An important element of the online buying environment is consumer behaviour and satisfaction. The study contributes to our understanding of how people look for products, weigh their options, decide what to buy, and react to their online shopping experiences. Additionally, it gives understanding into how the customers are satisfied with several areas of online buying, such as product quality, price, website experience, payment, shipping, and customer support. The findings can give insightful information on the tastes, expectations, and buying habits of consumers. Online sellers can use these insights to identify areas that need upgrading and create plans that will rise customer happiness. Enhancing the entire online buying experience could promote recurring purchases, favorable recommendations, and continued use of online platforms.

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