



# INVESTIGATING THE CONSUMER PERCEPTIONS AND PROBLEMS IN ONLINE SHOPPING THROUGH E- COMMERCE PLATFORM - A STUDY ON CONSUMER BEHAVIOUR AND PURCHASE INTENTIONS

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## ABSTRACT

The act of purchasing goods and services from online retailers is known as online shopping. Customers can browse online retailers while lounging in front of a computer in the comfort of their own residence. The purpose of the research study is to know the perceptions and problems in online shopping through E - commerce purchase. This research study has done with the help of 50 respondents, and the chi square and one-way Anova test have been done for the data analyses. From the analyses most of the respondents have purchased footwear, clothes, food items, electricals gadgets. Most of respondents are from rural residence where its difficult to get some product so they mostly prefer online shopping for their purchase. As of suggestions, its said that to retain young clients, firms must offer more reliable bargains that live up to their expectations, as the majority of Indian youth choose to shop online for convenience.

**Keywords:** Online Shopping, Perceptions, Purchase Intentions, E commerce, Customers.

## INTRODUCTION

Online shopping is the term used to describe the purchasing activity of customers at an online store or on a website used for online purchases. The phrase "online shopping" describes the choice made by a customer to shop online. For people who find online shopping easy to use, practical, and enjoyable, it is acceptable. Online shopping has grown significantly in recent years due to its unique advantages for both customers and merchants, including the ability to buy whenever one wants, the ability to reduce the need for in-store visits, the ability to cut down on travel expenses, the ability to expand one's market area, and the availability of a wide variety of products. . The phrase "online

shopping" describes the choice made by a customer to shop online. Online shopping is popular in both urban and rural locations. Thanks to the option to rapidly enter in the precise product that a customer is looking for, it is now even easier to find the most complex of all products. There is no need to worry about the region because logistics companies are also joining the bandwagon, so to speak, and helping to guarantee that their products are accessible in any place on the planet. In actuality, online shopping has a growing number of advantages over traditional buying, which is why many individuals choose it.

The newest trend in this rapidly evolving era is digitalisation. Every brick and mortar store is now trying to create an online presence in order to stay ahead of the competition. In addition to online purchasing, consumers use the internet to assess prices, product attributes, and post-purchase service alternatives. Online shopping, sometimes referred to as "e-shopping," is a kind of electronic commerce that enables consumers to purchase goods or services straight from a vendor through a web browser. Because it saves time and offers a wider selection than traditional retailers, customers choose to buy goods and services there.

## PROS OF ONLINE SHOPPING

E-commerce provides numerous real benefits from the buyer's point of view as well. For instance, less time is spent correcting invoice and order inconsistencies, buyers make better judgements, and there are more options to purchase alternative products. Additionally, customers can experience online purchasing around-the-clock. This is due to the fact that e-commerce is always open and never closes for even a single minute. Since consumers may buy any goods and services at any time and from any location, e-commerce has also increased geographic reach. Because customers can achieve their desires with a single mouse click and avoid leaving their homes or using any kind of transportation, internet buying is therefore more environmentally friendly than in-store purchasing.

## REVIEW OF LITERATURE

**Yidan Wang (2021)**, have said that, Online purchasing has more clear pricing and is simpler to use. Many businesses find it easy to share a portion of the online retail market. However, consumers with unique purchase requirements find it challenging to locate appropriate e-commerce platforms because of the extreme uniformity of online shopping platforms. Additionally, users' stickiness for various products varies among e-commerce sites. In order to determine whether the four platforms are effective at marketing to various consumer groups and to determine the factors that draw these four platforms to certain consumer groups, the author of this experiment intends to gather consumer input.

**Lie and Liu et al., (2020)**, have said that one of the primary ways that college students shop these days is online, thanks to the explosive growth of the global e-commerce sector. The researcher examined that, the primary elements that draw university students to e-commerce sites for their purchase and consumption, as well as the primary issues with these platforms. According to the researchers, the platform should improve quality control and new media distribution, and the government should improve e-commerce platform product quality oversight and consumer protection.

**Galhotra and Dewan (2020)**, have studied on online shopping trends in covid 19 pandemic. Digital platforms are thought of as the instruments for carrying out a vast array of operations. Instead of being process-driven, it primarily makes it possible for a data-driven world. Markets, media platforms, knowledge platforms, and other large sectors all use digital platforms. As of right now, four lockdown phases have been noted in India specifically, with differing patterns in online consumer behaviour. This research presents a comprehensive investigation of different types of goods and chattels that were sold on multiple digital platforms throughout the shutdown phases of the COVID-19 epidemic. A comparative analysis of the four shutdown periods that were seen in India, with the most prevalent items arranged by category, concludes the paper.

## OBJECTIVE OF THE STUDY

1. To know how demographic profile such as (age, income and occupation) affect customers attitude towards online buying.
2. To know the customers pros and cons on online buying through E-commerce platform.
3. To know the frequency on products bought in online shopping.

## RESEARCH METHODOLOGY

1. **Research site:** Participants were chosen from Chennai city. Because it is convenient for the researcher and has sufficient accessibility and coverage, this location was chosen.
2. **Sampling method:** Due to the inaccessibility of the list of online shoppers who make purchases online, this study was carried out using the convenience sample method. 50 people participated in this study. A questionnaire served as the primary tool for this investigation. The purpose of the questionnaire was to collect data on the sociodemographic background, attitude, and purchasing perspective of the respondents regarding online buying. Thus, the purpose of the questionnaire was to gauge respondents' familiarity with internet shopping.
3. **Data analysis tools:** In this research study I have used Chi square test and One- way Anova.

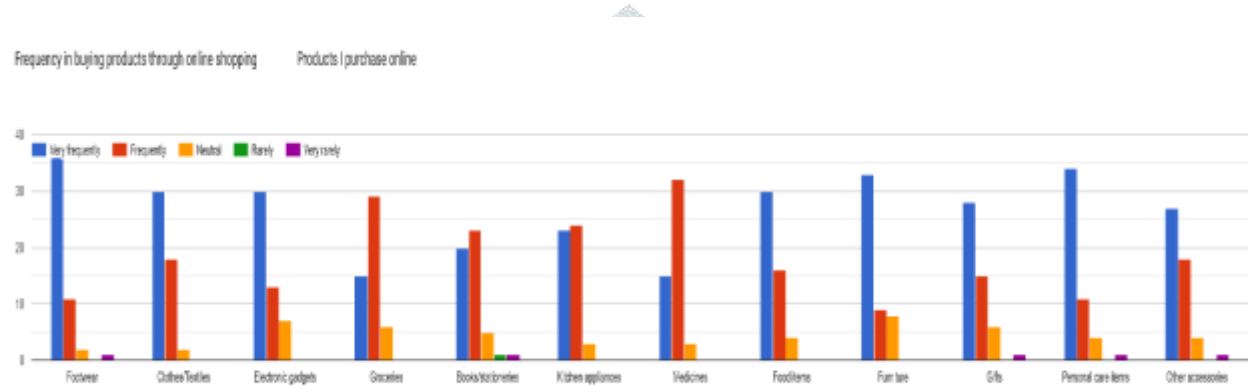
## DATA ANALYSIS

**TABLE 1: DEMOGRAPHIC PROFILE OF THE STUDY**

| DATA               | NO. OF RESPONDENTS | PERCENTAGE |
|--------------------|--------------------|------------|
| <b>AGE:</b>        |                    |            |
| 18 – 24 years      | 33                 | 66%        |
| 25 – 34 years      | 14                 | 28%        |
| 35 – 44 years      | 2                  | 4%         |
| 45 – 54 years      | 1                  | 2%         |
| TOTAL              | 50                 | 100%       |
| <b>GENDER:</b>     |                    |            |
| MALE               | 35                 | 70%        |
| FEMALE             | 15                 | 30%        |
| TOTAL              | 50                 | 100%       |
| <b>OCCUPATION:</b> |                    |            |
| STUDENT            | 30                 | 60%        |
| PRIVATE SECTOR     | 11                 | 22%        |
| PUBLIC SECTOR      | 4                  | 8%         |
| ENTREPRENEUR       | 3                  | 6%         |

|                        |    |      |
|------------------------|----|------|
| GOVERNMENT<br>EMPLOYEE | 2  | 4%   |
| RESIDENCE              |    |      |
| URBAN                  | 24 | 48%  |
| RURAL                  | 26 | 52%  |
| TOTAL                  | 50 | 100% |
| TOTAL                  | 50 | 100% |

CHART 1: FREQUENTLY BUYING PRODUCTS ON ONLINE SHOPPING



**INTREPRETATION:** From the above chart is clear that most of the customer purchase footwear, clothes, electrical gadgets, food items, furniture, personal accessories, and other accessories from online shopping through E -commerce platform. But most of the customers rarely buy groceries, book stationeries and kitchen appliances from online shopping.

TABLE 2: Which shopping do you prefer? \* what attracts you to do online shopping?

|                              | Value               | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square           | 24.490 <sup>a</sup> | 4  | .000                  |
| Likelihood Ratio             | 7.031               | 4  | .134                  |
| Linear-by-Linear Association | 3.848               | 1  | .050                  |
| N of Valid Cases             | 50                  |    |                       |

**INTREPRETATION:** The above table clearly states that there is an perfect relationship among which shopping do you prefer and what attracts customer to do online shopping, as the significance level is less than 0.05 which ad the P value of .000.

**TABLE 3: Which shopping do you prefer\* At what criteria you do online shopping, What should be your minimum customer rating to purchase in online?**

|                              | Value              | df | Asymp. Sig. (2-sided) |
|------------------------------|--------------------|----|-----------------------|
| Pearson Chi-Square           | 4.649 <sup>a</sup> | 2  | .098                  |
| Likelihood Ratio             | 3.525              | 2  | .172                  |
| Linear-by-Linear Association | .274               | 1  | .601                  |
| N of Valid Cases             | 50                 |    |                       |

**INTREPRETATION:** The above table clearly states that there is no relationship among which shopping do you prefer for purchase and what should be the customer minimum rating for purchase on online shopping, as the significance level is not less than 0.05 which has the P value of 0.098.

**TABLE 4: Residence \* Difficulties faced during online shopping by the customers**

| particulars                     |                | Sum of Squares | df | Mean Square | F      | Sig. |
|---------------------------------|----------------|----------------|----|-------------|--------|------|
| Quality issue                   | Between Groups | 2.442          | 1  | 2.442       | 3.393  | .072 |
|                                 | Within Groups  | 34.538         | 48 | .720        |        |      |
|                                 | Total          | 36.980         | 49 |             |        |      |
| Breach of personal information  | Between Groups | 10.413         | 1  | 10.413      | 20.752 | .000 |
|                                 | Within Groups  | 24.087         | 48 | .502        |        |      |
|                                 | Total          | 34.500         | 49 |             |        |      |
| Slow webpage response time      | Between Groups | 1.940          | 1  | 1.940       | 2.933  | .093 |
|                                 | Within Groups  | 31.740         | 48 | .661        |        |      |
|                                 | Total          | 33.680         | 49 |             |        |      |
| lack of required payment option | Between Groups | 5.708          | 1  | 5.708       | 7.803  | .007 |
|                                 | Within Groups  | 35.112         | 48 | .732        |        |      |
|                                 | Total          | 40.820         | 49 |             |        |      |
| Brand loyalty not possible      | Between Groups | 2.371          | 1  | 2.371       | 3.123  | .084 |
|                                 | Within Groups  | 36.449         | 48 | .759        |        |      |



|                                      |                       |               |           |               |               |             |
|--------------------------------------|-----------------------|---------------|-----------|---------------|---------------|-------------|
| <b>Duplicate products</b>            | <b>Total</b>          | <b>38.820</b> | <b>49</b> |               |               |             |
|                                      | <b>Between Groups</b> | <b>15.171</b> | <b>1</b>  | <b>15.171</b> | <b>24.316</b> | <b>.000</b> |
|                                      | <b>Within Groups</b>  | <b>29.949</b> | <b>48</b> | <b>.624</b>   |               |             |
| <b>Damaged products</b>              | <b>Total</b>          | <b>45.120</b> | <b>49</b> |               |               |             |
|                                      | <b>Between Groups</b> | <b>2.770</b>  | <b>1</b>  | <b>2.770</b>  | <b>3.853</b>  | <b>.055</b> |
|                                      | <b>Within Groups</b>  | <b>34.510</b> | <b>48</b> | <b>.719</b>   |               |             |
| <b>Lack of products I asked for</b>  | <b>Total</b>          | <b>37.280</b> | <b>49</b> |               |               |             |
|                                      | <b>Between Groups</b> | <b>10.268</b> | <b>1</b>  | <b>10.268</b> | <b>15.841</b> | <b>.000</b> |
|                                      | <b>Within Groups</b>  | <b>31.112</b> | <b>48</b> | <b>.648</b>   |               |             |
| <b>Product not as advertised</b>     | <b>Total</b>          | <b>41.380</b> | <b>49</b> |               |               |             |
|                                      | <b>Between Groups</b> | <b>3.241</b>  | <b>1</b>  | <b>3.241</b>  | <b>4.473</b>  | <b>.040</b> |
|                                      | <b>Within Groups</b>  | <b>34.779</b> | <b>48</b> | <b>.725</b>   |               |             |
| <b>Have no idea about the seller</b> | <b>Total</b>          | <b>38.020</b> | <b>49</b> |               |               |             |
|                                      | <b>Between Groups</b> | <b>6.318</b>  | <b>1</b>  | <b>6.318</b>  | <b>8.675</b>  | <b>.005</b> |
|                                      | <b>Within Groups</b>  | <b>34.962</b> | <b>48</b> | <b>.728</b>   |               |             |
|                                      | <b>Total</b>          | <b>41.280</b> | <b>49</b> |               |               |             |

**INTREPRETATION:** The above one-way Anova table, clearly states that Breach of personal information, lack of required payment option, duplicate products, lack of products asked for, have no idea about the seller have significance level less than 0.05 and have perfect relationship between residence and difficulties faced during the online shopping.

## FINDINGS

From the respondents, the majority of online shoppers are between the ages of 18 and 25. Among respondents, 70% are female and 30% are male. All of the respondents are literate, and 64% have completed their undergraduate degrees. Additionally, 60% of those surveyed were students, indicating that the majority of young people had engaged in online purchasing.

Given that the significance threshold is less than 0.05 and the P value is .000, the following table unequivocally shows that there is a perfect relationship between which shopping do you prefer and what attracts customer to do online shopping

Given that the significance level is not less than 0.05 and the P value is 0.098, the preceding table unequivocally indicates that there is no association between the type of online shopping you prefer and the minimum rating that customers should give a product.

## RECOMMENDATIONS

Here are some recommendations for e-retailers looking to enhance their online business platform in order to boost customer happiness and reduce issues that customers have when they shop online.

- The end users should be able to easily navigate the online buying portal.
- E-retailers should use technical advancements in their shopping portals to offer their clients high-quality services.
- The portal should think about taking the necessary steps to address the logistics issue since customers may encounter delivery problems as a result of logistic complaints.
- By offering security advice for credit cards, net banking, and other payment gateways, e-retailers may inform consumers about e-commerce portals.
- Since most young people in India choose to shop online due to convenience, businesses must provide more dependable deals that meet their expectations in order to keep the young customers.

## CONCLUSION

Online purchasing has becoming more and more popular due to its convenience. Consumers who purchase online display distinct purchasing habits from those who shop in physical stores. Online purchasing has several benefits and is very convenient. Online purchasing is more appealing to the service class. Factors that influence online purchasing behaviour include customer ages, online payment security, online privacy, comfort, pricing choices, accessibility, time savings, trust, and more. To enable the majority of people to use digital payment methods when they shop, free training on how to use a debit card, credit card, and interbank money transfers should be provided to buyers.

The way people purchase goods and services has changed as a result of the Internet. In order to compete in fiercely competitive marketplaces, many companies use the Internet to reduce marketing expenses and, consequently, lower the price of their goods and services.

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