

A Study on Consumer Perception Towards Online Purchases

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Abstract: Online shopping has become increasingly popular due to its convenience and accessibility. Consumers can access a vast range of products and services from the comfort of their homes, compare prices and products from different vendors, read reviews from other shoppers, and easily find deals and promotions. However, online shopping comes with its own set of risks and challenges, such as fraud and scams, privacy and security concerns, and issues with delivery and returns. To understand customer perceptions towards online shopping, researchers can study factors such as convenience, price, selection, and trust. By examining gender-based differences in online shopping behavior and preferences, researchers can inform marketing strategies and product offerings. This study aimed to understand customer perceptions towards online purchases, using a questionnaire filled out by 115 randomly sampled respondents.

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I. INTRODUCTION

The rise of online shopping in India is a significant development that has transformed the way people shop. With the increasing accessibility of technology and the availability of information online, consumers are increasingly inclined towards online shopping. Online shopping offers a wide variety of products, a massive market, and several business opportunities.

One of the main reasons for the growing popularity of online shopping in India is the convenience it offers. Consumers can easily make orders from the comfort of their homes, and products are delivered to their doorsteps. This convenience factor, coupled with the ability to browse and compare products online, has made online shopping an attractive option for many consumers.

Another factor driving the growth of online shopping in India is the availability of various offers and discounts. Online retailers often offer better deals and discounts than traditional brick-and-mortar stores. This has made online shopping a cost-effective option for many consumers.

The rapid development of the internet and the growing number of internet users in India have also contributed to the rise of online shopping. With better exposure to technology, consumers are becoming more comfortable with online shopping, and this trend is likely to continue in the future.

The increasing number of young and net-savvy people in India has contributed significantly to the rise of online shopping. As more and more people become comfortable

with technology and internet usage, they are increasingly inclined towards online shopping. In recent years, the growth of the mall culture in the country has made consumers more conscious about different options, leading them to search and ultimately purchase products online.

While online shopping was initially limited to hotel bookings, air, rail, or movie tickets, books, and gadgets, it has now expanded to include offline products like clothes and consumer durables. This has led to a significant increase in the number of online shoppers in the country.

However, privacy and security concerns remain a significant challenge for online shopping in India. Many people are still hesitant to buy products online due to fears of fraud or identity theft. This has resulted in many people using the internet for informational purposes rather than for purchasing products.

To overcome these concerns, online retailers in India are taking steps to ensure the security and privacy of their customers. They are implementing secure payment gateways, using SSL certificates to encrypt transactions, and providing secure login options to protect customers' personal information.

Overall, the rise of online shopping in India has been significant, with the increasing number of net-savvy consumers, the growth of the mall culture, and the availability of a wide variety of products online. While concerns about privacy and security remain, efforts are being made to address these challenges and make online shopping a more secure and trusted experience for consumers.

➤ *Consumer Attitude*

The COVID-19 pandemic has drastically shifted consumer attitudes towards online shopping, as many people have turned to this option to avoid physical stores and limit exposure to the virus. Online shopping has become more popular due to the convenience it offers, allowing consumers to shop from the comfort of their own homes and at any time. The availability of a wider range of products and services, often at competitive prices, has also contributed to this shift in attitude. However, the pandemic has also highlighted some challenges with online shopping, such as shipping delays and supply chain disruptions. This has led to frustration among consumers who may have had negative experiences with online retailers. Additionally, some consumers still prefer the experience of physically visiting a store and interacting with products before making a purchase.

The rise of mobile commerce has also played a significant role in shaping consumer attitudes towards online shopping. With the increasing use of smartphones and mobile apps, consumers are now able to shop on-the-go, making the shopping experience even more convenient. Retailers have responded by investing in mobile optimization and app development to create more user-friendly mobile shopping experiences.

Sustainability and ethical practices are also becoming increasingly important to consumers when it comes to their shopping habits. Consumers are looking for retailers that prioritize eco-friendly materials and sustainable practices, as well as fair labor standards and responsible sourcing. Retailers that fail to meet these expectations risk losing customers to competitors that do. Overall, while online shopping offers many benefits, retailers must address consumer concerns about security, quality, and ethical practices to maintain consumer trust and loyalty. As consumer attitudes continue to evolve, it is essential for retailers to stay up-to-date with the latest trends and adapt their strategies accordingly.

➤ *Advantages of Online Shopping*

Online shopping has revolutionized the way consumers purchase goods and services, offering a range of advantages over traditional brick-and-mortar shopping. One of the biggest advantages is convenience. With online shopping, consumers can browse and purchase items from the comfort of their own homes, saving time and effort. This is especially important for individuals who may have mobility or other physical limitations that make it difficult to travel to physical stores.

Another advantage of online shopping is the wider selection of products that are available. Online retailers can stock a larger inventory of products without the space constraints of physical stores. This means that consumers can easily find the specific product they are looking for, compare prices and features across different brands, and make informed purchasing decisions.

Online shopping also offers competitive pricing, as online retailers have lower overhead costs compared to

physical stores. This often translates into lower prices for consumers, allowing them to find better deals and discounts on their purchases.

Additionally, user reviews provide valuable insights into the quality and performance of products. Consumers can read about other customers' experiences with a product, helping them to make more informed purchasing decisions and avoid products with poor reviews.

Easy returns and exchanges are another advantage of online shopping, allowing consumers to try out products before committing to a purchase and return or exchange products if they are not satisfied.

Finally, online shopping promotes greater inclusivity and accessibility in the retail industry. It provides access to goods and services for individuals who may have difficulty traveling to physical stores, increasing accessibility and inclusivity.

Online shopping offers many advantages over traditional brick-and-mortar shopping, making it an increasingly popular choice for consumers. As e-commerce continues to grow, it is likely that online shopping will become an even more important part of the retail landscape.

➤ *Problems Faced During Online Purchases*

Online shopping has become increasingly popular in recent years, offering convenience and accessibility to consumers worldwide. However, despite the advantages of online shopping, consumers may face several problems that can lead to a negative shopping experience. One of the most significant problems faced by consumers is security concerns, such as the safety of their personal and financial information, and the risk of online scams and fraud. Online retailers must take steps to ensure the security of their websites, such as using secure payment gateways and encryption technologies, to alleviate these concerns.

Shipping and delivery issues are also a common problem faced by consumers when shopping online, with delays, lost or damaged packages leading to frustration and disappointment.

Online retailers must provide clear and accurate information on shipping times and delivery options to address these issues. They must also work to ensure that packages are delivered on time and in good condition.

Product quality and authenticity are other problems that consumers may encounter when shopping online, especially if they are unable to examine products before purchasing. Online retailers must provide clear and accurate product descriptions, images, and user reviews and ratings to help consumers make informed purchasing decisions. They must also ensure that products sold are of high quality and are authentic.

Difficulties with returns and refunds can also lead to a negative shopping experience, with unclear return policies or

a lack of transparency or responsiveness from the retailer being common issues. Online retailers must provide clear and accessible return policies and work to ensure that consumers are able to easily return or exchange products if they are not satisfied with them.

Technical issues can also be a problem for consumers when shopping online, leading to frustration and a negative shopping experience. Online retailers must ensure that their websites are user-friendly, optimized for performance across a range of devices and platforms, and have a reliable checkout process.

Consumers may miss the personal interaction and customer service they receive when shopping in a physical store. Online retailers can provide live chat or customer service support, as well as personalized product recommendations based on consumer preferences and purchase history, to address this issue.

While online shopping has many advantages, consumers may face several problems that can lead to a negative shopping experience. Online retailers must work to address these issues by ensuring the security of their websites, providing clear and accurate information on shipping and delivery, product quality, and returns and refunds, optimizing their website for performance, and providing personalized customer service to provide a seamless shopping experience for their customers.

➤ *Online Shopping Over Traditional Shopping*

The emergence of online shopping has revolutionized the retail industry and significantly impacted traditional brick-and-mortar stores. The increased competition has forced traditional retailers to adapt to changing consumer preferences and offer online shopping options to remain relevant and competitive.

One of the most significant impacts of online shopping is the changing consumer behavior. More consumers are choosing to shop online rather than visiting physical stores, leading to a decline in foot traffic and sales for traditional retailers. This shift in consumer behavior has also led to reduced overhead costs for online retailers, allowing them to offer lower prices and more competitive deals, making it difficult for brick-and-mortar retailers to compete.

Furthermore, the shift towards online shopping has had an impact on employment in the retail industry, with traditional retailers seeing a decline in the number of employees needed as more sales are made online. However, online retailers may create new jobs in areas such as logistics and customer service.

Another significant impact of online shopping is store closures, particularly in smaller towns and cities where retail stores are often major employers and drivers of economic activity. This has had a significant impact on the communities where these stores are located.

The rise of online shopping has also led to a shift in the

retail landscape, with new online retailers and platforms emerging to compete with traditional brick-and-mortar stores. This has led to a greater diversity of options for consumers, but has also made it more challenging for traditional retailers to stand out and attract customers.

As the trend towards online shopping continues to grow, traditional retailers will need to adapt and innovate in order to remain competitive and relevant in the changing retail landscape. Those who successfully integrate their online and offline channels to offer a seamless shopping experience for customers are likely to thrive in the future.

➤ *Future of Online Shopping*

The future of online shopping is set to be even more advanced and convenient than it already is. As technology continues to evolve, online retailers will be able to provide consumers with more immersive and personalized shopping experiences. Augmented reality, artificial intelligence, and virtual reality are just some of the technologies that will play a significant role in the future of online shopping. These technologies can provide consumers with a more interactive shopping experience, allowing them to try on clothes virtually or visualize how furniture would look in their home before making a purchase.

Social media is also expected to become even more important in e-commerce. Retailers are already leveraging social media platforms like Instagram and Pinterest for product discovery, and this trend is expected to continue. Social media platforms will become more integrated with e-commerce, allowing consumers to make purchases directly from their favorite social media accounts.

Logistics will also continue to evolve, with retailers investing in faster delivery options and more eco-friendly shipping solutions. Same-day and one-hour delivery options are likely to become more common as retailers improve their supply chain and delivery infrastructure. More sustainable and eco-friendly shipping options, such as electric and hybrid delivery vehicles and reusable packaging, are also expected to become more prevalent.

Finally, mobile shopping is set to become even more important as consumers increasingly use their smartphones and other mobile devices to shop online. Retailers will need to optimize their mobile apps and websites for a seamless mobile shopping experience, including features such as easy checkout and personalized recommendations.

Overall, the future of online shopping looks bright, with technology and innovation driving continued growth and evolution in the e-commerce industry. As retailers continue to adapt and innovate, consumers can expect even more convenience and personalization in their online shopping experiences.

II. REVIEW LITERATURE

- N. Ramya & L. Karuppasamy studied on consumer perception towards online shopping through questionnaire

by 150 respondents. This study was an attempt to understand the perception of online shoppers and their buying behaviour. Most consumers, according to the report, have experience shopping online. Online purchasing, in the opinion of the consumer, is preferable to manual shopping. Yet they continue to hold the opinion that online shopping is expensive and that service and product deliveries are delayed.

- Z. Mohammad & A. Sheriff investigated on consumer perception towards E-Shopping in KSA through questionnaire from 128 respondents. The study's goals are to provide a thorough understanding of how customers perceive online shopping, the payment methods that were used, the risks associated, and the preferred devices that were used for online buying. It was found that the majority of respondents had engaged in online shopping, 73% of respondents thought it was simple to shop online, 44% of consumers used credit cards to make their purchases, and 40% of respondents preferred to make their online purchases using a laptop.
- Praveen & S. Jyoti explored about the factors affecting customer's perception towards online shopping. This report tries to investigate consumers' attitudes towards internet buying using a thorough literature review. The research found that security, followed by overall quality, privacy, website design, and payment risk, are the four aspects most commonly investigated by researchers out of the 14 we identified here that affect how consumers perceive online buying.
- Wu Baofu, Ch. Sai Ramnadh and Hye-jin Kim studied the consumer perception and satisfaction towards online shopping. The study focuses on factors that shoppers keep in mind while shopping online. According to this analysis, the five main characteristics that affect consumers' impressions of online shopping are information, perceived utility, ease of use, perceived enjoyment, and security/privacy.
- J. Sherin & M. Sijin investigated on consumer perception towards online shopping. The primary goal of this research was to examine how consumers view internet purchasing and to make gender distinctions in this perception. Based on data analysis, it was shown that most customers believed online shopping to be a superior option than manual shopping and that most customers were happy with their online buying experiences.
- M. Smita, J. Rashi & D. Shewta explored about consumer perception towards online shopping. The aim of the research paper was to examine how online purchases influences consumer's decision-making process in making purchase decisions. Through this research the author concluded that different age group has different perception with regards to online shopping and their buying behaviour.
- D. Bindia, N. Gitika & G. Ashutosh studied about factors limiting online shopping behaviour of consumers. This study intends to investigate how consumers behave when

purchasing online and further investigates the many issues that may restrict this conduct. Discovering out the issue's customers have when purchasing at online retailers was the goal of the study. According to the study's findings, there are a total of six factors that prevent consumers from making purchases from online stores: distrust, insecurity, reputation, experience, and services offered. Traditional retail is also more convenient than online retail.

- B. Ravindra & P. Ajay investigated about customer awareness towards online shopping. The author's aim was to examine customer perception towards online purchases and their buying behaviour. The study concluded that most of the consumers prefer cash on delivery, door step delivery and also, recommend others to shop online.
- P. Moodley, M. Buthelezi & J. Cloete explored on consumer perception towards online shopping behaviour in South Africa. the study was inclined to study and understand the consumer buying behaviour and perception towards online purchases. The study revealed that the major motivation factors for consumer to shop online are prices and door step delivery. It also showed results that factors that incline customers perception towards online shopping were convenience, flexibility and ease of accessibility.
- P. Joshi investigated on customer perception towards online shopping of FMCG. The study tends to understand perception of online shopper towards FMCG products. The study showed that maximum percentage of youngster tend to purchase FMCG products through online mode. Also, the study found a significant relationship between digital marketing and consumer perception.

III. RESEARCH DESIGN

➤ Objective

- To study the impact of Customer Perception on Online Purchases
- To study the relationship between Consumer Attitude and online Purchases
- To study the relationship between Online Purchases and Consumer Satisfaction.
- To study the relationship between Online Purchases and demographics variables

➤ Scope of the Study

The study aims to investigate the factors that influence consumers' decision-making process when making purchases online, using a mixed-method research approach. A sample of 115 online shoppers in Pune city will be surveyed, exploring the impact of various factors on their online shopping behavior. The study will provide valuable insights for online retailers to develop effective strategies to attract and retain customers, and for policymakers to develop regulations that protect consumers' rights and interests. The findings of the study will contribute to the existing literature and enhance our understanding of consumer behavior towards online shopping, specifically in terms of website design, user

interface, payment security, delivery options, customer service, and product reviews.

➤ *Discription of the Study*

This study aims to address the issue of understanding customer preferences towards online shopping and the various factors that influence their decision-making process. While ecommerce has provided many benefits, such as convenience and accessibility, it has also presented potential risks and challenges that may impact customer behaviour. Thus, it is essential to understand the factors that affect customer preferences towards online shopping to develop effective strategies for online retailers to attract and retain customers and for policymakers to protect consumers' rights and interests. This research will examine various factors that impact customer trust in online retailers, their willingness to make purchases, and their likelihood of returning to the same retailer. By understanding customer preferences towards online shopping, this study can provide valuable insights to enhance the customer experience and ensure the security of online transactions.

➤ *Limitations of the Study-*

The study conducted had certain limitations that need to be considered while interpreting the results. The first limitation is that the study was restricted to the Pune region only, and therefore, the findings may not be generalized to other regions. Additionally, the study had time constraints, which may have affected the sample size and the depth of the analysis.

Another limitation is the possibility of wrong information provided by the respondents. Since the study relied on self-reported data, there is a possibility that respondents may have provided inaccurate information due to various reasons such as social desirability bias or lack of memory.

Furthermore, the number of respondents in the study was limited, which may affect the accuracy of the findings. Since the study was conducted in only one region, the sample size was small, which may not represent the population's views accurately.

• *Other Limitations.*

- ✓ Inadequate control of confounding variables
- ✓ High risk of bias
- ✓ Inaccurate data collection methods
- ✓ Flawed measurement tools
- ✓ Lack of statistical power
- ✓ Limited scope or focus of study
- ✓ Ethical concerns or limitations on data access-

➤ *Database*

• *Primary Data-*

Primary data collection is an important aspect of research, as it allows researchers to collect specific, reliable, and accurate data that can be used to answer their research question. Primary data is useful in research as it allows

researchers to obtain data that is tailored to their specific research question. It also provides a more accurate and reliable source of data as it is collected directly from the source, rather than being inferred from secondary sources.

The Primary data for this study is collected through questionnaire from 284 respondents through random sampling method.

• *Secondary Data-*

Secondary data refers to data that has already been collected by someone else for a different purpose and is publicly available. This data can be obtained from a variety of sources, including government agencies, academic institutions, market research firms, and other organizations. Secondary data is useful in research as it allows researchers to access large amounts of data quickly and cost-effectively.

The Secondary data will be collected through various articles, journals, and research papers.

IV. METHODOLOGY

The following hypothesis that will be considered in the following study.

- Ho1- there is no significant relationship between customer perception and online purchases.
- Ho2- there is no significant relationship between demographic variables and online purchases.
- Ho3- there is no significant relationship between customer perception and demographic variables.

The survey will be filled by respondents through random sampling. The survey will be collected from the people residing in Pune city, Maharashtra under all age categories. The questionnaire that the respondents will have questions related to online shopping.

To interpret the data version 28 of SPSS will be used. In order to analyse the data methods like Regression analysis, Pearson correlation, mean and standard deviation will be used.

• *Respondents:*

The survey was filled by 115 with convenience sampling. The survey was collected from the people residing in Pune region.

V. ANALYSIS & INTERPRETATION

➤ *Statistical Analysis & Data Interpretation:*

Version 22 of Statistical Package for Social Sciences (SPSS) was used to conduct the Statistical Analysis and to examine and analyse the research variables, different methods were used for testing the hypothesis. To compute the reality, Cronbach, Alpha and Correlation were used. Mean & Standard deviation were used to analyse the central tendency. Linear regression and Pearson Correlation were used in analysing process.

The hypothesis for this research was tested with the help of bivariate correlation method.

➤ *Hypothesis Testing*

The aim was to find the correlation between Online Shopping, Consumer Attitude, Consumer Satisfaction & Online Shopping Problems. Pearson Correlation Method was

used to find the correlation between online shopping, consumer attitude, consumer satisfaction and online shopping problems.

➤ *Discriptive Statistics*

Table 1: Descriptive Statistics

Table 1 Descriptive Statistics

	Mean	Std. Deviation	N
Online Shopping	2.26	.464	114
Consumer Attitude	2.28	.486	
Consumer Satisfaction	2.09	.699	114
Online Shopping Problem	2.48	.743	114

Based on the data provided, we can compute the following descriptive statistics: The mean consumer satisfaction score is 2.09, with a standard deviation of 0.699. The mean online shopping score is 2.26, with a standard deviation of 0.464.

The mean online shopping problem score is 2.48, with a standard deviation of 0.743.

➤ *Regression Analysis*

Table 2 Regression for Consumer Attitude, Online shopping & Consumer Satisfaction

Table 2 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.642 ^a	.412	.407	.539	.412	78.446	1	112	.000
2	.658 ^b	.433	.423	.531	.022	4.216	1	111	.042

- Predictors: (Constant), Consumer Attitude
- Predictors: (Constant), Consumer Attitude, Online Shopping

Table 3 Coefficients

Table 3 Coefficients^a

Model		Unstandardized Coefficients		Standardize d Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Toleranc e	VIF
1	(Constant)	-.015	.243		-.061	.951	-.497	.467		
	Consumer Attitude	.923	.104		8.857	.000	.716	1.129		1.000
				.642					1.000	
2	(Constant)	-.335	.286		-1.172	.244	-.902	.232		
		.820	.114		7.180	.000	.594	1.047		1.237
	Consumer Attitude	.246	.120		2.053	.042	.009	.483		1.237
	Online Shopping			.163					.809	1.237

- Dependent Variable: Consumer Satisfaction

consumer satisfaction where adjusted R square was (.423)

The above table shows the analysis which revealed the relationship between Consumer attitude, online shopping and

VI. MODEL SUMMARY

Model R square, Adjusted R square Std; Error of Estimated of the value of R Square was found to be (.433). After analysing the same, it can be concluded that Consumer Attitude and Online Shopping was 42.3 percentage variation in regards with the dependent variable i.e.

Customer Satisfaction. The above table shows the multiple linear regression model summary and overall fit statistics for the dependent variable Customer satisfaction with the independent variables Consumer Attitude and Online Shopping. The above table depicts the analysis revealed the relationship between Consumer Satisfaction, Online

Shopping and Consumer Attitude where adjusted R square=.423 & R square=.433 which means consumer attitude explained approximately 43.3% variation with the dependent variable i.e. Consumer Satisfaction for the respondents. The table shown that Independent variable i.e. Consumer Attitude and Online Shopping, statistically Predicted the dependent variable Consumer Satisfaction ($P < .001$)

The Coefficient table revealed that Consumer Attitude and Online Shopping has a significant positive impact on Customer Satisfaction with the standardized coefficient of beta .163

➤ Pearson Correlation

Table 4 Correlation Between Online Shopping, Consumer Attitude and Consumer Satisfaction Correlations

		Online Shopping	Consumer Attitude	Consumer Satisfaction	Online Shopping Problem
Online Shopping	Pearson	1	.437**	.413**	.500**
	Correlation		.000	.000	.000
	Sig. (2tailed) N	114	114	114	114
Consumer Attitude	Pearson	.437**	1	.642**	.350**
	Correlation	.000		.000	.000
	Sig. (2tailed) N	114	114	114	114
Consumer Satisfaction	Pearson	.413**	.642**	1	.357**
	Correlation	.000	.000		.000
	Sig. (2tailed) N	114	114	114	114
Online Shopping Problem	Pearson	.500**	.350**	.357**	1
	Correlation	.000	.000	.000	
	Sig. (2tailed) N	114	114	114	114

** . Correlation is significant at the 0.01 level (2-tailed).

With the development of Internet, online shopping is developing rapidly all over the world as a new way for shopping. Therefore, it is important to identify the factors having influence on the customers' perception towards online shopping. The idea of purchasing without leaving your convenient place is attracting many consumers. Online shopping offers really good deals and brings optimum convenience to the consumers. Moreover, the use of Internet tools for price searching and comparison provides an additional advantage in consumers' final decision, as their desired products can be purchased at the lowest available price.

This research study determines whether a positive correlation exists between online shopping, consumer attitude, consumer satisfaction & online shopping problems.

There is a positive relationship between Online Shopping and Consumer Attitude where R square= .437. There is a positive relationship between Consumer Attitude and Consumer Satisfaction where R square=.642. There is a positive relationship between Consumer Satisfaction and Online Shopping Problems where R square=.357. There is a positive relationship between Online Shopping and Online Shopping Problem. Where R square= .500. There is a positive relationship between Online shopping and Consumer Satisfaction where R square= .413. There is a positive relationship between Consumer Attitude and Online Shopping Problem where R square= .350. The significant correlation coefficient is less than $p < 0.001$, indicating strong statistical relationship between the variables.

➤ One-Way Anova

One-Way ANOVA ("analysis of variance") compares the means of two or more independent groups in order to determine whether there is statistical evidence that the associated population means are significantly different.

Table 5 One -Way Anova

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Gender	Between Groups	7.144	16	.447	1.304	.211
	Within Groups	33.215	97	.342		
	Total	40.360	113			
Age	Between Groups	16.188	16	1.012	1.490	.119
	Within Groups	65.883	97	.679		
	Total	82.070	113			
Education	Between Groups	23.319	16	1.457	.949	.517
	Within Groups	148.962	97	1.536		
	Total	172.281	113			
Occupation	Between Groups	1.402	16	.088	.678	.809
	Within Groups	12.536	97	.129		
	Total	13.939	113			
MaritalStatus	Between Groups	40.341	16	2.521	.738	.749
	Within Groups	331.448	97	3.417		
	Total	371.789	113			

- Dependent variable: Consumer Attitude
- Independent variable: Age, Gender, Education, Occupation, Marital status

- *Gender*

From the ANOVA table it is clear that $F(16, 97) = 1.304$, $p > 0.05$ so the null hypothesis is accepted which means there exists a non-significant difference between the means and groups.

- *Age*

From the ANOVA table it is clear that $F(16, 97) = 1.490$, $p > 0.05$ so the null hypothesis is accepted which means there exists a non-significant difference between the means and groups.

- *Education*

From the ANOVA table it is clear that $F(16, 97) = .949$, $p > 0.05$ so the null hypothesis is accepted which means there exists a non-significant difference between the means and groups.

- *Occupation*

From the ANOVA table it is clear that $F(16, 97) = .678$, $p > 0.05$ so the null hypothesis is accepted which means there exists a non-significant difference between the means and groups.

- *Marital Status*

From the ANOVA table it is clear that $F(16, 97) = .738$, $p > 0.05$ so the null hypothesis is accepted which means there exists a non-significant difference between the means and groups.

➤ *Findings*

- In regression analysis, Coefficient was assessed to ascertain the influence of Consumer Attitude on Customer Satisfaction. The results revealed that Consumer Attitude has a significant and positive impact on Consumer Satisfaction.
- In regression analysis, Coefficient was assessed by adding another predictor to ascertain the influence of Consumer Attitude and Online Shopping on Consumer Satisfaction. The results revealed that Consumer Attitude and Online shopping has significant and Positive on Consumer Satisfaction
- In correlation between the variables it was founded that there exists a positive correlation between all the variables (online shopping, consumer attitude, consumer satisfaction and online shopping problem)
- In ANOVA, the null hypothesis is accepted in every case which means there exists a non-significant difference between the means and groups of the dependent variable (consumer attitude) and independent variables (Age, Gender, Education, Occupation, Marital status).

VII. CONCLUSION

Online shopping has revolutionized the retail industry in India, offering consumers convenience and accessibility. As internet usage increases, it is essential to understand the factors that influence customer perceptions towards online shopping. A recent study found that Indian consumers have a positive attitude towards online shopping due to the convenience and variety of options available. They were satisfied with their online shopping experience and intended to shop more frequently in the future, indicating that e-commerce will be a significant trend in the future. Understanding these factors can help businesses create effective marketing strategies that attract and retain customers.

Personalized marketing strategies can enhance the customer experience, leading to customer loyalty and increased sales. As the popularity of online shopping continues to grow in India, businesses must adapt to meet the changing needs of customers and provide a seamless and enjoyable shopping experience. The study concluded that Indian consumers had a positive attitude towards online shopping, and e-commerce would be the new trend in the future.

As the popularity of online shopping continues to grow, businesses must understand the factors that influence customer perceptions towards online shopping. This understanding can help them create a seamless and enjoyable shopping experience for their customers, leading to customer loyalty and increased sales. E-marketers can use this knowledge to create personalized marketing strategies that attract and retain customers, leading to a successful ecommerce business.

RECOMMENDATION

Online shopping has transformed the way consumers shop, but it can sometimes be a hassle due to various issues such as website crashes, slow page load times, complicated checkout processes, and delivery issues. To provide a hassle-free shopping experience, online stores should focus on creating a user-friendly website that is easy to navigate and use. They should also create a simple and streamlined checkout process, provide clear and detailed product information, ensure efficient delivery and returns processes, offer secure payment options, and provide responsive customer service. Personalizing the shopping experience can also enhance customer satisfaction and loyalty. By providing a seamless and stress-free shopping experience, online stores can increase customer satisfaction and loyalty, resulting in increased sales.

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