

Customers' Attitude Towards Online Shopping and its impact on Purchase Intention

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Abstract—In the digital age, online shopping has metamorphosed from a novelty into a ubiquitous aspect of daily life. From purchasing groceries to acquiring the latest gadgets, consumers have increasingly gravitated towards the convenience and variety offered by e-commerce platforms. However, the perception of online shopping among customers is multifaceted, influenced by a myriad of factors ranging from user experience to security concerns. The article delves into the perceptions of customers towards online shopping, exploring the drivers behind their attitudes and the challenges that persist. Despite the many advantages of online shopping, it is not without its challenges. Issues such as cyber security, privacy concerns, and the digital divide remain significant barriers to the widespread adoption of online shopping. Cyber security threats, including data breaches and fraud, pose risks to both consumers and businesses, while privacy concerns have led to increased scrutiny of how personal data is collected and used by online platforms. Additionally, the digital divide, which refers to the gap between those who have access to the internet and those who do not, limits the reach of online shopping in certain regions, particularly in developing countries.

Index Terms—Convenience, price sensitivity, reviews, ratings, online retailer, payment and trust.

I. INTRODUCTION

The aim of this research was to determine the difficulties faced by customers while making online purchases. A considerable percentage of participants have reported experiencing both positive and negative interactions with internet purchasing. Chetioui, Y., Lebdaoui, H., & Chetioui, H. (2021).

Clients have encountered several barriers in the domain of online purchasing. Undecided individuals about internet commerce may be affected via many methods, and it is the duty of merchants to identify their consumers' concerns and provide solutions to alleviate such anxieties. The effectiveness of an e-commerce platform depends on the quality, range, visual appeal, and selection of brands it provides. Daroch, B., Nagrath, G., & Gupta, A. (2021). To restore client trust, a corporation must first improve the level of product quality. By gaining a thorough understanding of the vendor, customers may improve their decision-making process and make more informed decisions. In addition, organizations may use marketing tactics such as creating a safe and user-friendly website that improves the convenience of Arora, N., & Aggarwal, A. (2018), product discovery and navigation for customers. Consumers have improved capacity to make educated purchase choices when they have extensive access to precise information about the product or service they are considering. Providing customers with additional visual aids, such as images, films, and three-dimensional models, Rahman, M. A., Islam, M. A., Esha, B. H., Sultana, N., & Chakravorty, S. (2018), may help improve their ability to make educated decisions. In addition, our organization provides a variety of uncomplicated payment methods, such as cash on delivery, along with tailored refund and exchange policies to cater to the unique requirements of our customers. In addition, we take great satisfaction in our very efficient shipping procedures, which guarantee exceptionally rapid delivery times. Nguyen, T. T. H., Nguyen, N., Nguyen, T. B. L., Phan, T. T. H., Bui, L. P., & Moon, H. C. (2019).

II. BACKGROUND OF THE STUDY

Online shopping, an integral aspect of e-commerce, has fundamentally transformed the manner in which customers acquire products and services. The transition to digital marketplaces has not only changed consumer behavior but also revolutionized the retail sector, fundamentally altering the dynamics of the global economy. HA, N. T., NGUYEN, T. L. H., Van PHAM, T., & NGUYEN, T. H. T. (2021), The origins of online shopping can be traced back to the latter part of the 20th century, when the internet emerged and technological progress enabled firms to directly connect with customers via digital platforms. Online shopping originated in the early 1990s when the World Wide Web became publicly available. Nayak, K. M., Bhatt, V., & Nagvadia, J. (2021), The year 1994 saw a momentous event in the development of e-commerce, as the first safe online transaction took place. This event provided the foundation for the emergence of dominant online retail companies like Amazon, Bhatti, A., & Rehman, S. U. (2019), which was formed in 1994, and eBay, which was established in 1995. These platforms took advantage of the expanding availability of the internet and the rising confidence of customers in conducting digital transactions. Over time, internet shopping has transitioned from a specialized market to a widely accepted retail choice, providing customers with a wide range of items and services that are easily accessible. The surge in online shopping may be attributed to several crucial aspects, such as technical progress, evolving customer tastes, and Wai, K., Dastane, D. O., Johari, Z., & Ismail, N. B. (2019), the broadening of internet infrastructure. The widespread use of smart phones and

mobile apps has significantly contributed to the growth of e-commerce, enabling customers to make purchases at any time and from any location. In addition, the advancement of secure payment gateways and enhancements in logistics and delivery systems have bolstered the simplicity and dependability of online buying, rendering it an appealing choice for customers. Abu-*AlSondos*, I. A., *Alkhwaldi*, A. F., *Salhab*, H. A., *Shehadeh*, M., & *Ali*, B. J. (2023).

III. ONLINE SHOPPER BEHAVIOR: INFLUENCES OF ONLINE SHOPPING DECISION

The rise of internet purchasing has been significantly influenced by consumer behavior. The ease of online shopping, which allows people to compare prices, read reviews, and make purchases from the comfort of their own homes, *Kamalul Ariffin*, S., *Mohan*, T., & *Goh*, Y. N. (2018), has attracted a diverse group of customers. Furthermore, the capacity to reach a worldwide market has created fresh prospects for both customers and corporations. Consumers should expect a broader range of items available to them, often at costs that are comparable with other options. Online platforms provide companies *Klepek*, M., & *Bauerová*, R. (2020), the opportunity to expand their consumer base by overcoming geographical limitations and accessing foreign markets. The onset of the COVID-19 pandemic in late 2019 expedited the transition towards e-commerce. *Fared*, M. A., *Darmawan*, D., & *Khairi*, M. (2021), Amidst the implementation of lockdowns and social distancing measures, several customers resorted to online platforms to fulfill their purchasing requirements. *Singh*, K., & *Basu*, R. (2023), During this time, there was a notable increase in online commercial transactions, particularly in industries such as food, technology, and household products. Enterprises who successfully adjusted promptly to the digital transformation flourished, whilst those that fell behind had *Mofokeng*, T. E. (2023), difficulties in retaining their consumer base. The behavior of online shoppers is influenced by an intricate interplay of elements that impact their decision-making process in digital markets. *Mofokeng*, T. E. (2023), Comprehending these factors is essential for firms seeking to maximize their online presence and marketing efforts. The main determinants influencing online buying choices are convenience, price responsiveness, social impact, product accessibility, and platform trustworthiness *Al Maalouf*, N. J., *Sayegh*, E., *Makhoul*, W., & *Sarkis*, N. (2025).

IV. FACTORS INFLUENCING ONLINE SHOPPING BEHAVIOR

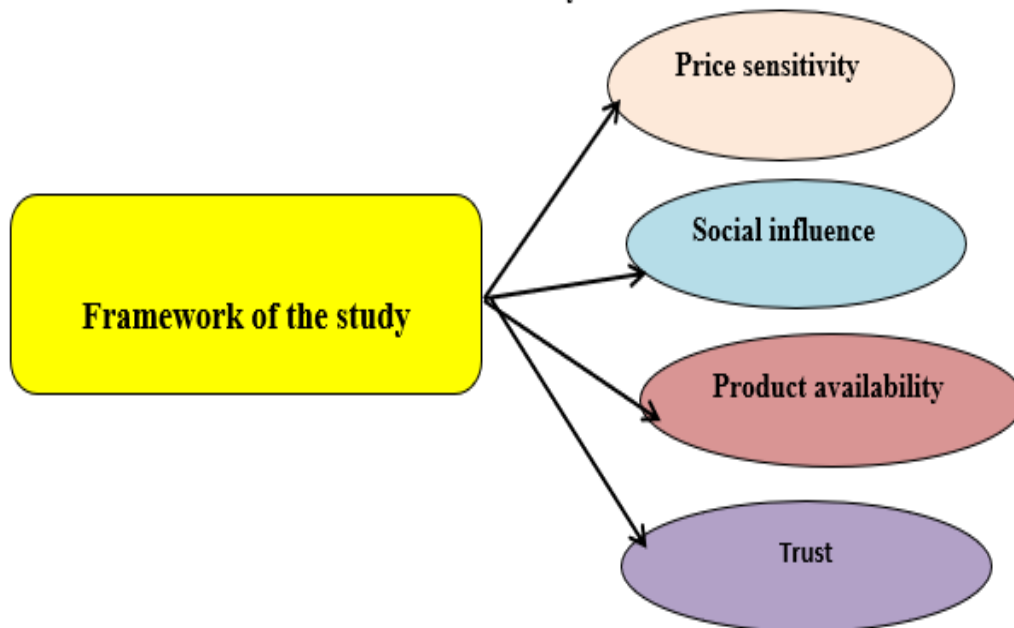
Convenience is a major driver of online shopping behavior. The ability to shop from anywhere at any time is a significant advantage for consumers, especially those with busy lifestyles. Online shopping eliminates the need to visit physical stores, saving time and effort. The ease of comparing products, prices, and reviews across different retailers also enhances the shopping experience, *Singh*, C., *Dash*, M. K., *Sahu*, R., & *Kumar*, A. (2024), making it easier for consumers to find the best deals and products that meet their needs.

1. Price sensitivity plays a crucial role in online shopping decisions. The transparency of online pricing allows consumers to easily compare prices across multiple platforms, leading to more

informed purchasing decisions. Many online shoppers are highly price-conscious, often seeking discounts, deals, or free shipping options. Additionally, the prevalence of price comparison websites and tools further empowers consumers to make cost-effective choices, increasing their likelihood of making a purchase.

2. Social influence is another significant factor in online shopping behavior. Online reviews, ratings, and recommendations from other consumers have a profound impact on purchasing decisions. Positive reviews can boost consumer confidence in a product, while negative feedback can deter potential buyers. Social media platforms also play a role in influencing online shopper behavior, as consumers often rely on the opinions and experiences of their peers when making purchasing decisions. Influencer marketing, where social media personalities endorse products, is another powerful tool that shapes consumer preferences.
3. Product availability and selection are critical considerations for online shoppers. The ability to access a wide range of products, including those that may not be available locally, is a key advantage of online shopping. Consumers are often drawn to online platforms that offer a diverse selection of products, especially if they can find unique or hard-to-find items. Moreover, the availability of detailed product information, including specifications, images, and user reviews, helps consumers make informed decisions.
4. Trust in the online platform is fundamental to the online shopping decision-making process. Consumers need to feel confident that their personal and payment information is secure and that the platform is reliable in terms of product quality, delivery, and customer service. Trust can be influenced by various factors, including the reputation of the online retailer, the presence of secure payment options, and the transparency of return and refund policies. A lack of trust can lead to cart abandonment or deter consumers from completing a purchase altogether.

Framework of the study



V. LITERATURE REVIEW

Recent studies highlight several critical aspects of this issue. For instance, trust remains a significant barrier to online shopping adoption, particularly in regions with low internet penetration and awareness. Yoon et al. (2022) found that perceived risk, including concerns about data privacy and transaction security heavily influences customers' willingness to shop online. This is especially true in developing markets where consumers may have limited experience with e-commerce platforms, leading to heightened anxiety about potential fraud or misuse of personal information. Furthermore, customer satisfaction is closely tied to the quality of the online shopping experience. Singh and Srivastava (2023) indicated that user-friendly website design, ease of navigation, and efficient customer service significantly affect customer perceptions. When these elements are lacking, consumers are more likely to abandon their shopping carts or leave negative reviews, which can damage the retailer's reputation and deter future business. This underscores the importance of creating a seamless and trustworthy online environment to meet customer expectations. Ahmad et al. (2021) emphasized the role of social influence in shaping customer perceptions. The study found that online reviews, ratings, and social media endorsements strongly impact consumers' perceptions of product quality and reliability. Positive feedback can enhance customer confidence, while negative reviews can have the opposite effect, leading to hesitancy in making purchases. This highlighted the need for retailers to actively manage their online reputation and address customer concerns promptly to maintain a positive perception. While the pandemic accelerated the adoption of e-commerce, it also brought new challenges, such as supply chain disruptions and delayed deliveries. Chen et al. (2022), these issues have led to increased customer frustration and negative perceptions of online shopping, particularly when expectations for timely delivery are not met. This has prompted retailers to rethink their logistics and customer service strategies to better align with consumer expectations in a post-pandemic world.

VI. STATEMENT OF THE PROBLEM

The rapid growth of online shopping has led to a significant shift in consumer behavior, but understanding customer perception toward online shopping remains a complex challenge. While online shopping offers numerous benefits, such as convenience, variety, and competitive pricing, customer perceptions are influenced by a range of factors, including trust, security, product quality, and the overall user experience. The problem lies in the disparity between the expectations of online shoppers and the actual experiences they encounter, which can lead to dissatisfaction, mistrust, and reluctance to engage in online transactions.

VII. OBJECTIVES AND METHODOLOGY

The article delves into the perceptions of customers towards online shopping, exploring the drivers behind their attitudes and the challenges that persist. Despite the many advantages of online

shopping, it is not without its challenges. Issues such as cyber security, privacy concerns, and the digital divide remain significant barriers to the widespread adoption of online shopping. The investigation employed a descriptive methodology with 100 sample respondents through convenient random sampling method.

VIII. ANALYSIS, FINDINGS AND RESULTS

The problem of customer perception towards online shopping is multifaceted, involving issues of trust, user experience, social influence, and the impact of external factors like the COVID-19 pandemic. Recent studies underscore the importance of addressing these challenges to enhance customer satisfaction and build long-term loyalty in the competitive online marketplace. As online shopping continues to evolve, understanding and responding to customer perceptions will be crucial for retailers seeking to succeed in this dynamic environment. Age is a significant factor influencing online shopping behavior, as different age groups exhibit distinct preferences, motivations, and challenges when engaging with digital retail platforms. Understanding these differences is crucial for businesses aiming to target specific demographics effectively.

Table 1 Perception according to the age

Demographic variables	Category	Frequency	Mean	Std Deviations	F	Sig
Gender	Male	198	14.25	4.12	2.457	0.117
	Female	148	13.67	4.34		
	Total	346	14.01	4.22		
Age	18-34	186	14.77	4.16	3.215	0.042*
	35-55					
	Above 55	56	11.14	4.01		
	Total	346	13.93	4.27		
Educational qualification	Undergraduate	96	12.83	4.27	4.127	0.007
	Post graduate	168	14.31	4.10		
	Doctorate	82	15.07	3.96		
	Total	346	14.12	4.27		
Occupation	Students	58	12.67	4.36	2.873	0.036
	Employee	172	14.64	3.97		
	Business	72	14.65	3.98		
	Retired/Others	44	12.94	4.42		
	Total	346	13.98	4.17		
Monthly Income	Below Rs25,000	82	12.86	4.37	3.561	0.015

	25,0001-50,000	128	13.71	4.18		
	50,0001-75,000	82	14.54	4.03		
	Above Rs 75,000	54	15.11	3.90		
	Total	346	14.01	4.15		

These age groups are typically digital natives, having grown up with technology and the internet as integral parts of their lives. They are highly comfortable navigating online platforms, using mobile apps, and engaging with social media. The F value from the ONE WAY ANOVA is 2.131 and p value is 0.048 (>0.05). It is concluded that the perception of the employees does not differ much according to their age. Younger Consumers (18-34 years): The millennial and Gen Z cohorts are the most active participants in online shopping. Their online shopping behavior is characterized by a strong preference for convenience, speed, and a seamless shopping experience. Younger consumers are also more likely to be influenced by social media, online reviews, and influencer marketing. They tend to prioritize brands that offer personalized experiences, quick delivery options, and a strong online presence. Additionally, they are more open to trying new technologies such as mobile payments, digital wallets, and augmented reality (AR) for product visualization. Middle-Aged Consumers (35-54 years): This demographic is also active in online shopping but tends to be more selective and purpose-driven in their purchases. Middle-aged consumers often have more purchasing power compared to younger age groups, which influences their shopping habits. They value reliability, quality, and detailed product information. This group is likely to research products thoroughly before making a purchase, relying on customer reviews, product comparisons, and brand reputation. While they are comfortable with technology, they may be less inclined to adopt new shopping trends or technologies as quickly as younger consumers. Security and privacy are major concerns for this group, and they are more likely to shop on well-established platforms with strong reputations. Older Consumers (55+ years): Older adults are increasingly engaging in online shopping, although their adoption rate has historically been slower than younger age groups. The gender of the respondents indicates that male with mean value of 14.25 and standard deviation of 4.12 reported higher mean score as compared to female respondents (Mean is 13.67 and standard deviation is 4.34). finally, F-value of 2.457 with significant value of 0.117 is greater than 0.05, concluded that there is no statistical significance among gender of the respondents.

Educational qualification, undergraduate qualification with Mean value of 12.83, standard deviation of 4.27, post Graduate with mean score of 14.31, and standard deviations of 4.10 and doctoral degree with means score of 15.07, and standard deviations of 3.96 the doctoral degree holders are showing little higher mean score. At the end f-value is 4.127 with significant value of 0.007 is less than 0.05, concludes that there is significant difference among the educational qualification.

Occupation is concerned Business category with mean value of 14.65 is slightly higher than other means scores with f- value of 2.873 and 0.036 is significant at 5% level, shows there is significant differences among the occupation of the respondents.

The monthly income above Rs.75,000 shows the mean score of 15.11 is slightly higher as compared with other category, with f- value of 3.561 and its significant value of 0.015 is less than the 0.05. shows there is significant difference among the earning categories.

The COVID-19 pandemic accelerated this trend, as many older consumers turned to online shopping out of necessity. However, this demographic tends to be more cautious and skeptical about online transactions, particularly concerning privacy and cyber security. They may also face challenges related to the usability of online platforms, as they might not be as familiar with digital interfaces. Simplicity and ease of use are critical factors in their online shopping experience. Older consumers often prefer straightforward websites with clear instructions and customer support readily available. They are less likely to be swayed by social media or digital advertising and more likely to value traditional customer service and the option to speak to a representative if needed.

IX. REGRESSION ANALYSIS

Table no :2 Model summary

R	R ²	Adjusted R ²	F-value	Sig	Sample size (N)
0.780	0.610	0.604	135.782	0.000	346

The above regression wights shows that strong relationship among the independent and dependent variables, with an R value of 0.780.the R² value of 0.610 indicates that 61.10% of the differences in the dependent variable is projected by the predictors. The adjusted R² value of 0.604 assures that the model has high explanatory power even after the adjusting with the predictors. However, the F-value is 135.782 with significant at 1% level, 0.000. demonstrates that the regressing model is statistically significant and shows good fit.

Table no 3: Multiple Regression Analysis

Statement	B	Std. Erro	Beta	t-value	Sing
Constant	1.283	0.321	-	3.998	0.000
Price	0.247	0.053	0.236	4.592	0.000
Social	0.317	0.058	0.297	5.373	0.000
Product	0.284	0.063	0.264	4.524	0.000
Trust	0.352	0.057	0.341	6.175	0.000

The above regression weights result indicates that all the four independent variable such as price, social , products and Trust have positive and significant fit that influence the dependent variable satisfaction. The significant values for all the variables are less than 0.001. among the variables Trust has beta value of 0.341, t-value of 6.175 exerts the strong influence, this followed by Sosial issues with beta value of 0.297, and t=5.373, and product has beta value of 0.264, t=4.524 and price has beta value of 0.236 and t=4.592. these positive beta value suggests that an increase these factos

leads to corresponding increase in the dependent variable satisfaction. Hence it is concluded that all the proposed relationships are statistically significant and supported by the regression analysis.

Table no 4: combined Regression Results

Independent variable	Beta	t-value	Sing	Result
Price	0.236	4.592	0.000	Significant
Social	0.297	5.373	0.000	Significant
Product	0.264	4.523	0.000	Significant
Trust	0.340	6.175	0.000	Significant

The above table shows the details of regression results that the variables such as price, social. Products, and Trust have a positively significant and influenced on the dependent variable satisfaction. As all p-values are less than 0.001 with beta value of 0.340, 0.297, 0.264 and 0.236 viz., price social, products and trust show that all the four variables are significantly contributing to explain the variations in the dependent variables.

X. DISCUSSION

The types of products purchased online also vary by age. Younger consumers are more likely to buy fashion, electronics, and entertainment products, while middle-aged shoppers often focus on home goods, health products, and family-related purchases. Older consumers are inclined to purchase health-related items, pharmaceuticals, and groceries online. Businesses must tailor their marketing strategies to cater to the specific needs and preferences of different age groups. For younger consumers, leveraging social media, influencer partnerships, and mobile-friendly websites is crucial. For middle-aged shoppers, detailed product information, competitive pricing, and strong brand reputation are key. When targeting older consumers, companies should focus on building trust, offering easy-to-navigate websites, and providing robust customer support.

The findings of the regression model shows that price, social, Products and Trust are Signiant determinates of the dependent variables. Among all these variables trust emerged as the most influential predictor, highlighting the importance of building customer confidence and reliability. The overall result suggests that importance of constructing customer confidence and reliability and strengthening of the factors can positively increase the desired outcome and supports for the theoretical farmwork.

XI. CONCLUSION

The perception of customers towards online shopping is a tapestry woven with threads of convenience, variety, and technological advancements, interlaced with concerns about security and authenticity. As the digital marketplace continues to evolve, understanding and addressing

these perceptions is paramount for e-commerce platforms aiming to foster trust and loyalty. By prioritizing customer-centric approaches and leveraging technological innovations, the future of online shopping promises to be even more integrated and indispensable in our daily lives. Online shopping has fundamentally changed the retail landscape, offering convenience, variety, and global access to consumers. Its continued growth is likely as technology advances and consumer preferences evolve. However, addressing challenges such as cyber security, privacy, and the digital divide will be crucial to ensuring that the benefits of online shopping are accessible to all. Online shopper behavior is influenced by a combination of convenience, price sensitivity, social influence, product availability, and trust. These factors shape the way consumers interact with online platforms and ultimately determine their purchasing decisions. Businesses that understand and address these influences are better positioned to attract and retain customers in the competitive online marketplace. significantly impacts online shopping behavior, with different generations exhibiting unique patterns and preferences. By understanding these differences, businesses can better meet the needs of their target audiences, optimize their online shopping platforms, and develop effective marketing strategies that resonate with each age group.

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