

An Empirical Study of The Factors Influencing Online Shopping Behavior of Consumers in North India

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Abstract

The digital revolution has reshaped consumer behavior in India, with online shopping growing rapidly due to increased internet access, smartphone use, and digital payments. North India—covering states like Delhi, Uttar Pradesh, Punjab, Haryana, and Uttarakhand—has become a key e-commerce market. This study examines factors influencing online buying behavior, including convenience, trust, discounts, digital literacy, delivery, and peer reviews. Demographic analysis shows younger, urban consumers are more inclined to shop online, while older, rural users remain cautious. The research underscores the importance of personalized marketing, secure payments, and user-friendly platforms, offering insights for businesses and contributing to digital marketing literature.

Keywords: Online Shopping Behavior, Indian Consumers, North India, E-commerce

1. INTRODUCTION

E-commerce sites have significantly changed the Indian retail scene. From conventional brick-and-mortar shopping to digital and online buying techniques, India has seen a remarkable change over the last ten years. The expanding ubiquity of the internet, the growing affordability and availability of smartphones, and the rising popularity of safe and convenient digital payment methods have all been major drivers of this change. Consequently, particularly among tech-savvy and younger generations, internet buying has developed into a favored way of buying. From the convenience of their homes, consumers can now access a great range of goods and services at reasonable costs, hence removing the need to go to physical shops. Online shopping platforms become even more appealing because of the simplicity of comparing costs, reading customer reviews, getting unique offers, and using home delivery services.

Comprising important states such Delhi, Uttar Pradesh, Punjab, Haryana, and Uttarakhand, North India has become a significant contributor to the expansion of the e-commerce industry. These areas not only have a big customer base but also show a rising awareness and adaptation to digital technology. While semi-urban and rural regions are also catching up because of rising internet access and digital literacy projects, urban centers in these states are driving the online shopping trend. The behavior of consumers in these areas, however, is shaped by a complicated interaction of several elements including psychological motivations such trust and brand loyalty, economic concerns such price sensitivity and income levels, and technological issues including internet speed, digital literacy, and platform usability.

Given this changing environment, it is crucial to look at the fundamental elements shaping customer behavior in relation to online buying. This article intends to provide an empirical examination of these factors, therefore providing insights on the shifting purchase habits of North Indian consumers. Understanding these elements will help companies, marketers, and legislators create more efficient plans to meet the different and changing demands of online customers in the area. Apart from adding to academic understanding in the field of consumer behavior and e-commerce, the research has practical value in influencing online shopping in India going forward.

1.1. Problem Statement

Though e-commerce in India is expanding quickly and internet access is spreading across, a range of complicated and region-specific variables still shape customers' online buying habits. Consumer interaction with online platforms in North India, especially in areas like Haryana, is increasing but still struggles with issues like lack of trust, worries about product quality, digital illiteracy, and insufficient knowledge of safe payment methods. Although metropolitan regions have fast adjusted to the digital market, semi-urban and rural customers show different degrees of adoption and involvement. In this regional setting, it is vital to know the factors that either support or impede online buying behavior. Thus, this research intends to empirically investigate the main elements influencing online buying behavior among Haryana consumers,

thus offering insights that might enable e-commerce companies and legislators create more focused plans to improve digital consumer involvement and happiness.

1.2. Need of the Study

Digital technology and e-commerce platforms' fast expansion has greatly changed customer buying behavior all throughout India. Though, this change has not been consistent across areas; consumer behavior in North Indian states such as Haryana shows particular patterns and difficulties. Consumers in Haryana are slowly moving toward online purchasing as access to the internet and cellphones grows, but their decisions and behaviors are molded by several elements including trust, convenience, cost, digital awareness, and promotional impacts.

This study aims to understand customer behavior in Haryana, a region with growing online marketplaces, by examining the factors influencing online shopping behavior. It will provide insights for e-commerce businesses, legislators, and marketers to improve marketing plans, customer service, and expand the digital retail ecosystem.

1.3. Objectives of the Study

- To identify the key factors that influence online shopping behavior among consumers in North India.
- To examine the role of demographics (age, gender, income, education) in online purchase decisions.
- To evaluate the impact of trust, product quality, convenience, and digital literacy on consumer choices.
- To suggest strategies for e-commerce platforms to enhance user experience and engagement.

2. REVIEW OF LITERATURE

Debbarma and Debbarma (2018) empirically examined consumer attitude towards e-shopping in Northeast India. According to their findings, ease of use, price benefits, and product variety were the most important factors that directly affected consumer preference for online shopping. The research identified increasing trust in e-commerce among local consumers despite infrastructural limitations. Demographic variables such as age and level of education were shown to moderate these behaviors, implying that younger and better-educated consumers were more likely to shop online. The study provided regional findings that highlighted the need to adapt e-commerce strategies to cultural and infrastructural specifics.

SivaKumar and Gunasekaran (2017) analyzed the purchasing behavior of millennial consumers in online shopping through influential factors. They showed that convenience, trust, brand loyalty, and website design were key factors influencing the purchasing behavior of millennial consumers. They also confirmed that peer influence and social media exposure significantly influenced buying intention. The study highlighted the brand-awareness and digital-savviness of millennials and proposed that firms use targeted marketing and simple interfaces to maximize consumer involvement. The study significantly helped to identify the consumer trends of a younger population in the Indian online retail market.

Sinha and Kim (2012) probed the determinants of Indian consumers' purchase behavior online through rigorous empirical examination. Factors like perceived risk, payment protection, product quality, and user-friendliness were shown to be significant drivers in their study. Trust and customer service were also critical in driving consumer sentiment, particularly in a country where there was widespread suspicion of making transactions online. By incorporating behavioral and psychological aspects, the study gave a building block for understanding consumer behavior online in emerging economies such as India.

Tandon and Kiran (2019) conducted an empirical study to examine the drivers influencing customer satisfaction in India's online retail market. Their findings indicated that site functionality, on-time delivery, return policies, and customer service were significant drivers of satisfaction. They also emphasized post-purchase service and general customer experience in building brand loyalty. The research emphasized that although price is still an essential aspect, experiential factors had increasingly become a major determinant of customer retention. This study provided real-world implications for improving customer relationship management in the online market.

Bhatt (2019) conducted an empirical investigation into online shopping habits from a demographic point of view in the Indian context. Variables like age, income level, education, and gender significantly affected shopping preference and frequency, according to the research. More educated, youthful, and high-income individuals were more likely to participate in online buying. The study also mentioned variations in terms of regional behavior, whereby the urban customers showed higher adoption rates than the rural ones. Bhatt's study helped in understanding demographic segmentation and how it could lead to targeted and efficient marketing within the Indian e-commerce landscape.

3. RESEARCH METHODOLOGY

Aiming to investigate and analyze the elements shaping online buying behavior among customers, the research approach used for this study is both descriptive and analytical. The report particularly emphasizes the state of Haryana, which has seen significant increase in digital infrastructure and online consumer engagement in recent years. Using a stratified random selection approach to provide a fair representation across age groups, gender, economic levels, and urban-rural origins, the sample consists of 300 people from different districts of Haryana.

A systematic questionnaire with multiple-choice questions and comments scored on a five-point Likert scale from "Strongly Disagree" to "Strongly Agree" was designed to gather primary data. Key areas the questionnaire addressed were consumer digital awareness levels, confidence in online platforms, ease of use, price sensitivity, product quality, and customer service. To verify and confirm the results, secondary data was also collected from respected journals, e-commerce business reports, government publications, and internet databases in addition to primary data.

Different statistical methods were used to analyze the gathered data. This includes percentage analysis to grasp distribution patterns, mean score analysis to assess the average impression of respondents on various aspects, and regression analysis to find the strength and direction of correlations between variables influencing online purchasing behavior. In the framework of online shopping in Haryana, the combination of qualitative insights and quantitative methods enabled a thorough knowledge of customer behavior patterns.

4. DATA ANALYSIS

To derive meaningful insights into the factors influencing online shopping behavior among consumers in Haryana, the collected primary data was analyzed using descriptive statistical tools. The analysis focuses on key variables such as convenience, time-saving, security of online payment gateways, product authenticity, and the impact of discounts and promotional offers on consumer decisions. Responses from 300 participants were processed using percentage distribution and graphical representations to identify prevailing trends and consumer preferences. This section presents the findings through detailed tables and figures, enabling a deeper understanding of the elements shaping digital buying behavior across different demographics and regions within Haryana.

Table 1: Convenience and Timesaving in Your Decision to Shop Online

Statement	Number	Percent
Strongly agree	110	36.7
Agree	100	33.3
Neutral	25	8.3
disagree	40	13.3
Strongly disagree	25	8.3
Total	300	100.0

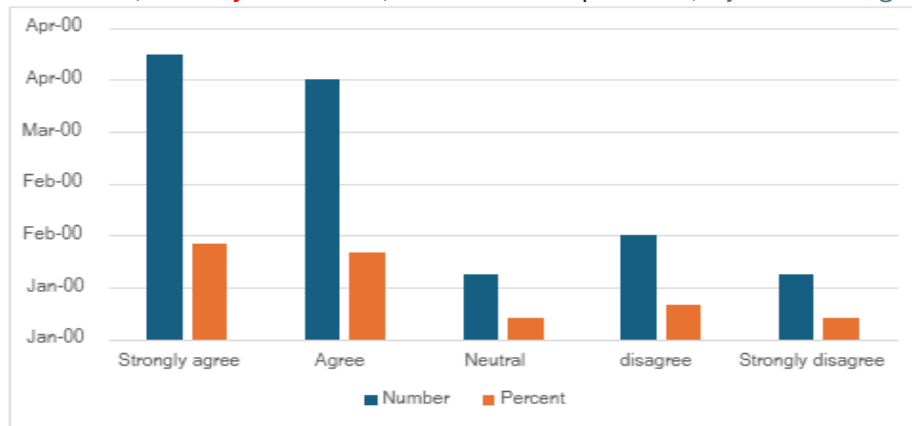


Figure 1 Convenience and Timesaving in Your Decision to Shop Online

The chart on Convenience and Time-Saving in Your Decision to Shop Online emphasizes the important influence these elements have on online buying behavior. Indicating that simplicity and efficiency are very important, most respondents, 36.7% (110), strongly agree that convenience and time-saving are crucial elements affecting their choice to purchase online. Of the remaining 33.3% (100 respondents), many share this view, so underlining the relevance of these elements for the majority of customers. Of the 25 people surveyed, 8.3% were neutral, indicating that a tiny fraction of the sample did not see convenience and time-saving as significant factors affecting their purchasing behavior. Conversely, 13.3% (40 respondents) reject, indicating that some customers do not give these elements top priority, and 8.3% (25 respondents) strongly disagree, demonstrating a preference for conventional buying practices or other influencing elements. While a smaller percentage of consumers stays unconcerned or has contrary opinions, about 70% of respondents recognize the importance of convenience and time-saving in their online shopping choices.

Table 2: The Security of Online Payment Gateways and Product Authenticity When Shopping Online

Statement	Number	Percent
Strongly agree	100	33.3
Agree	89	29.7
Neutral	74	24.7
disagree	27	9.0
Strongly disagree	10	3.3
Total	300	100.0

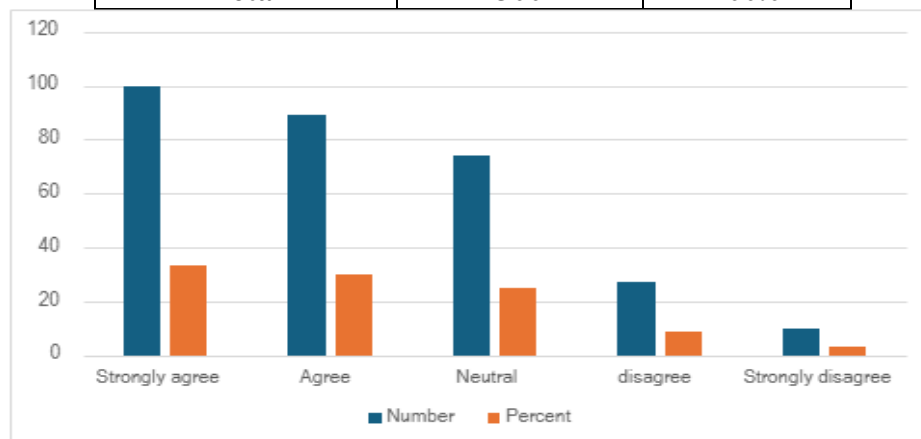


Figure 2: The Security of Online Payment Gateways and Product Authenticity When Shopping Online

The table on The Security of Online Payment Gateways and Product Authenticity When Shopping Online shows notable findings on consumer worries about the safety of online transactions and the authenticity of items. Emphasizing the need of confidence in digital platforms, 33.3% (100 respondents) firmly believe that the security of payment gateways and the legitimacy of items are vital elements in their choice to purchase online. Of the remaining

29.7% (89 respondents), many support this claim, so supporting the notion that most people value security and authenticity when making online purchases. Conversely, 24.7% (74 respondents) stay neutral, indicating they neither strongly agree nor disagree with these issues, maybe reflecting apathy or ignorance. While 3.3% (10 respondents) strongly disagree, suggesting a very tiny percentage who are not concerned with payment security and product authenticity, 9.0% (27 respondents) disagree, suggesting that some customers may not consider these elements vital when buying online. Sixty-three percent of those polled feel that security and product authenticity are vital components of online purchasing, thereby suggesting that trust is a major influence on customer behavior. Of the 12.3% of customers that fall into this category, some either disagree or strongly disagree, indicating different degrees of confidence or worry in online platforms.

Table 3 Discounts and Promotions Influence Your Decision to Purchase a Product Online

Statement	Number	Percent
Strongly agree	120	40.0
Agree	100	33.3
Neutral	22	7.3
disagree	48	16.0
Strongly disagree	10	3.3
Total	300	100.0

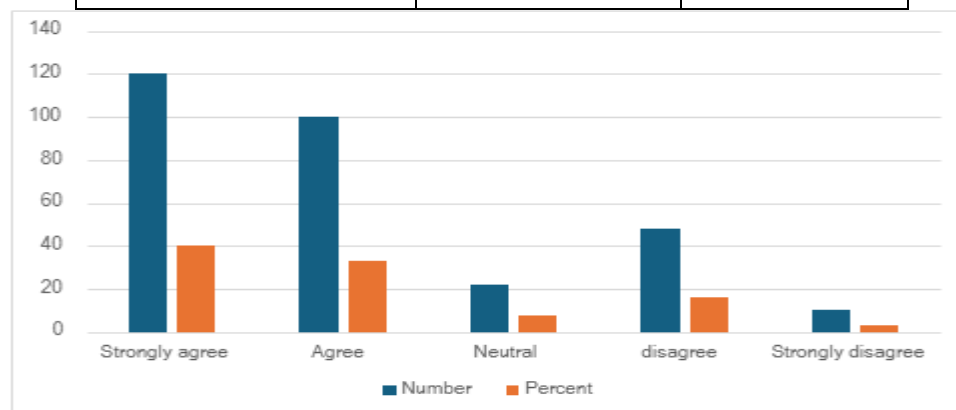


Figure 3 Discounts and Promotions Influence Your Decision to Purchase a Product Online

The table on Discounts and Promotions Influence Your Decision to Purchase a Product Online shows that many people think promotional offers and discounts are really essential when they buy things online. Of the 120 people, 40% firmly believe that their buying behavior is greatly influenced by discounts and promotions, suggesting a high desire for cost-saving options. Another 33.3% (100 respondents) concur, which, when coupled with the strongly agree replies, reveals that 73.3% of respondents are influenced by these incentives. On the other hand, 7.3% (22 respondents) stay neutral, indicating that for some people, discounts and promotions are not very important in their decision-making process. On the other hand, 16.0% (48 respondents) said no, suggesting that some customers may not find these promotional offers strong enough to affect their buying decisions. A mere 3.3% (10 respondents) strongly disagree, suggesting a minority that do not consider discounts or promotions to be important in their purchasing choices. The findings show that most consumers—73.3%—are affected by discounts and promotions; a smaller fraction, 19.3%, does not see these elements as crucial to their online buying experience.

5. CONCLUSION

This paper explores the evolving online shopping behavior in North India, highlighting key factors such as convenience, trust in platforms, promotional offers, and digital access. Convenience and time-saving emerge as primary motivators, while concerns about payment security and product authenticity persist. Digital literacy significantly influences purchase frequency, with rural areas gradually adopting online shopping due to improved internet and

smartphone access. The study emphasizes the need for tailored strategies to serve diverse consumer groups, especially by enhancing trust, digital literacy, and personalized experiences. Adapting to these factors is essential for sustained e-commerce growth and customer satisfaction in the region.

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