

A Study On Consumer Behaviour Of Online Shopping (With Reference To Thanjavur District)

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Abstract: The rapid growth of e-commerce in India has significantly transformed consumer shopping behavior, particularly in semi-urban and rural districts like Thanjavur. This study aims to analyze the key factors influencing online shopping behavior among consumers in Thanjavur District. It explores various dimensions including consumer preferences, frequency of online purchases, product categories most often bought, levels of trust, and satisfaction with online platforms. The study examines the role of factors such as price sensitivity, convenience, product variety, internet literacy, and digital payment adoption in shaping consumer behavior. It also evaluates the impact of socioeconomic factors such as age, income, education, and occupation on online shopping patterns.

Keywords: Consumer Behaviour, Online Shopping, E-Commerce

I. INTRODUCTION

In recent years, the rise of digital technology has revolutionized the way consumers interact with markets, leading to a significant shift from traditional shopping to online platforms. The increasing penetration of the internet and smartphones, combined with improved logistics and digital payment systems, has made online shopping a preferred mode of purchase for many consumers across India. While metro cities have led the adoption of e-commerce, tier-2 and tier-3 regions, such as *Thanjavur District* in Tamil Nadu, are now witnessing rapid growth in online shopping activities. These regions present unique behavioral patterns influenced by factors such as digital literacy, accessibility, cultural norms, and income levels. Understanding consumer behavior in such areas is critical for e-commerce platforms aiming to expand their reach beyond urban centers. This study focuses on analyzing the behavior, preferences, and purchasing habits of online shoppers in Thanjavur District. It investigates how consumers perceive online shopping, what motivates them to shop online, what barriers they face, and how demographic variables like age, gender, occupation, and income affect their

choices. By exploring these aspects, the study aims to provide valuable insights for marketers, retailers, and policymakers to better understand and address the needs of emerging online consumers in semi-urban and rural India.

II. OBJECTIVES OF THE STUDY

- ✓ To examine the online shopping behavior of consumers in Thanjavur District.
- ✓ To identify the key factors influencing consumer decisions in online purchases.
- ✓ To analyze the impact of demographic variables (age, gender, income, education, etc.) on online shopping patterns.
- ✓ To assess the level of customer satisfaction and trust in various e-commerce platforms.
- ✓ To understand consumer preferences for product categories, payment modes, and delivery expectations.
- ✓ To provide suggestions for improving online shopping experiences in semi-urban and rural regions.

III. SCOPE OF THE STUDY

- ✓ Online shopping platforms such as Amazon, Flipkart, Myntra, etc.
- ✓ Consumer behavior in terms of product selection, frequency of purchase, and satisfaction.
- ✓ Key influencing factors such as pricing, convenience, advertisements, reviews, and delivery services.
- ✓ Barriers faced by consumers like lack of trust, poor digital literacy, and payment issues.

AREA OF THE STUDY

The research focuses on Thanjavur District in Tamil Nadu, India. It includes both urban and rural populations to get a holistic view of consumer behavior.

LIMITATIONS OF THE STUDY

- ✓ The study is confined to Thanjavur district and may not represent the behavior of consumers in other regions.
- ✓ Sample size is limited due to time and resource constraints.
- ✓ Respondents' opinions may vary depending on their recent online shopping experiences.
- ✓ Possible bias due to self-reported data.

IV. RESEARCH METHODOLOGY

RESEARCH DESIGN

This study adopts a *descriptive research design*, aiming to understand the behavior, preferences, and perceptions of consumers in Thanjavur district regarding online shopping. Descriptive research helps in describing the characteristics of the phenomenon under study and interpreting the data collected.

SAMPLING METHOD

A non-probability convenience sampling method was used to collect data from respondents due to ease of access and time constraints. The sample includes individuals who have experience with online shopping.

SAMPLE SIZE

A total of 150 respondents from various age groups, professions, income levels, and educational backgrounds were selected to represent the population of Thanjavur district.

DATA COLLECTION METHOD

Primary Data: Collected through a structured questionnaire, which includes both close-ended and multiple-choice questions. The questionnaire was distributed physically and digitally (e.g., via Google Forms).

Secondary Data: Sourced from journals, research papers, government reports, websites, and previous studies related to online shopping behavior.

Graph & Chart

Once a month	2-3 times a monthly	Weekly	Rarely
56%	36%	24%	34%

Source: Primary Data

Table 1: How often do you shop online?

Flipkart	Amazon	Meesho	Mynthra	Others
46%	34%	46%	9%	15%

Source: Primary Data

Table 2: Which platforms do you prefer for online shopping?

Electronics	Clothing and Accessories	Groceries	Books	Home Appliances
28%	48%	16%	22%	36%

Source: Primary Data

Table 3: What products do you buy online most often?

Price Discount	Variety of Products	Convenience	Free Delivery	Product Reviews
28%	48%	16%	22%	36%

Source: Primary Data

Table 4: What influences your decision to shop online?

This indicates that consumers prioritize options and product availability more than just cost savings or delivery benefits. Businesses aiming to attract online shoppers in Thanjavur should focus on offering a wide range of products and maintaining transparent, positive customer reviews.

Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
62%	34%	35%	10%	9%

Source: Primary Data

Table 5: Are you satisfied with your online shopping experience?



The data shows that 78% *strongly agree* and 12% *agree* on the need for measures to enhance the innovation ecosystem, indicating widespread recognition of its importance in Thanjavur's commerce and management. Only 6% *are neutral* and 4% *disagree*, suggesting minimal resistance or indifference. This emphasizes the urgency for

initiatives like skill development, improved digital infrastructure, and government support to foster innovation in the region.

V. CONCLUSION

The study reveals that online shopping is becoming increasingly popular in Thanjavur District, particularly among the younger, tech-savvy population. While most consumers express satisfaction with their experiences, there are still significant challenges related to product quality, returns, and delivery logistics that need attention. With targeted efforts by e-commerce platforms, local businesses, and government initiatives, online shopping in Thanjavur can further expand its reach, offering both convenience and economic opportunities to the region's consumers. The future of online retail in Thanjavur looks promising, provided that consumer trust is strengthened and local barriers are systematically addressed.

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