



## ONLINE SHOPPING: AN ANALYSIS OF THE CHANGES IN CONSUMER BEHAVIOUR AND ECONOMIC BENEFITS IN THIRUVANANTHAPURAM DISTRICTS

Dr. Dhanya M

### RESEARCH ARTICLE



#### Author Details:

Associate Professor of Economics,  
HHMSPB NSS College For Women,  
Neeramankara, Thiruvananthapuram,  
Kerala, India

#### Corresponding Author:

Dr. Dhanya M

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#### Abstract

Online shopping a form of electronic commerce allows the consumers to directly buy goods or services from a seller over the Internet using a web browser or a mobile app. This mode of shopping allows the consumers to buy the product or brand of their choice easily without physically approaching a shop. The present study has made an attempt to analyze the consumer behaviour towards online shopping through the analysis of the factors that influence consumers towards shopping online and the change occurred in their behaviour towards online shopping. The reason for it is that nowadays, the life style of the people is different. People feel uncomfortable and time consuming for going crowded markets. So, E-shopping is a boon as it saves lot of time. Online shopping is a process whereby consumers directly buy goods, services etc from a seller without an intermediary services over the internet. Shoppers can visit web stores from the comfort of their house and shop as by sitting in front of the computer. Online stores are usually available 24 hours a day and many consumers have internet access both at work and at home. So it is very convenient for them to shop online.

**Keywords:** *Online Shopping, Consumer Behaviour, E Commerce*

#### Introduction

Shopping has long been considered a recreational activity. Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Online shopping provides good examples of business revolution. Consumer behaviour on online shopping is different from physical market where he/she has access to see the products online shopping sites are fast replacing traditional or physical shops. Nowadays most of the people think about convenience and comforts in shopping rather than how much money they have spent. This is the main reason for the development of online shopping websites such as Amazon, Flip kart, E-Bay etc. The increase in the number of these sites on one hand has led to a fierce competition which means better and cheaper products for customers. The development of technology has been significantly given the implication towards consumer's behaviour in having the online purchase intention via mobile app that has been developed by the e-commerce company to serve better and deliver a better service to the consumers; especially when internet has connected people through their smart phones. Internet is changing the way consumers shop and buy goods and services. Many companies have started using the Internet with an aim of cutting marketing costs, and thereby reducing the price of their products and services in order to stay high in competitive markets. Most of the companies use the Internet to convey and communicate Information, to sell the product, to take feedback and also to conduct satisfaction surveys with customers. Customers use the Internet not only to buy the product online but also to compare prices of similar products, its features and after sale services facilities they will receive if they purchase the product from a particular store.

Online shopping is a rapidly growing e commerce area. Online stores are usually available 24 hours a day, and many consumers have internet access both at work and at home. An online shopping system permits a customer to submit online orders for items or services form a store that services both walk-in customers and online customers. The growth of online shopping is expected to the led by increased consumers-led purchases in durables and electronics, apparels and accessories, besides traditional products such as books and audio visuals. The birth and growth of Internet has been the biggest event of the century. Most corporations are using Internet to represent their products range and services so that it is accessible to the global market and to reach out to a larger range of their audience. Computers and the Internet have completely changed the way one handles day-to-day transactions; online shopping is one of them. The internet has brought about many changes in the purchasing habits of the people. In the comfort of one's home, office or anywhere across the globe one can log on and buy just about anything from apparel, books, music and diamond jewellery to digital cameras, mobile phones, Mp3 players, movie tickets, rail and air tickets. Ease, simplicity, convenience and security are the key factors turning the users to buy online.

The main objective of this web based application (online Shopping) is to make it interactive and its ease of use. It would make searching, Viewing and selection of a product easier. It contains a sophisticated search engine for the users to search for the products specific to their needs. The search engine provides an easy and convenient way to search for products where a user can search for a product interactively and the search engine would refine the products available based on the user's input. The user can then view the complete specification of each product. They can also view the product reviews and also write their own reviews. The application also provides a drag and drop feature so that a user can add a product to the shopping cart by dragging the item in to the shopping cart. The main emphasis lies in providing a user-friendly search engine for effectively showing he desired results and its drag and drop behaviour.

Nowadays, online shopping has become an effective way of boosting an economy by increasing demand, expanding consumption and promoting employment. It has improved operations through greater use of electronic book-keeping and records management. India's online shopping percentages are rising every year. Improvement in logistics and greater confidences of consumers in the use of e-commerce platforms and satisfaction with services are some of the reasons that have fuelled this growth. With more than 450 million internet users, over 400 million smart phones and the arrival of global retailing giants, online shopping will most likely gain more momentum. The latest wave of effort on the part of e-commerce companies is to move beyond metros, reach their goods far and wide and access consumers in smaller towns.

Online shopping is preferred by a large number of customers due to the reason that they can shop 'anytime, anywhere, anything'. This they can do with utter convenience by comparing prices and producing features among available varieties and brands at online shopping sites. Convenience, cost, variety and time-all work in favour of online shoppers. Online banking services such as electronic bill payment, funds transfer and payroll management improve the efficiency of the business.

"E-Commerce is a great platform to develop and understand economic and social growth in Indian Economy". Because of globalization, liberalization, relaxation in imports and exports between nations, economies across the world will witness better knowledge and information technology growth. E-commerce plays a very important role in the overall economic development of the nation. While there were issues that needed to be sorted out in e-commerce, one could safely say that more Indians will buy online as the years roll by. This will gather greater momentum as India further urbanizes, digital systems further improve, more Indians join the internet and more consumers gather confidence to use digital platforms. Web shopping has become a compelling method for boosting an economy by expanding request, extending utilization and advancing business.

### **Objectives of the Study**

- To examine the factors that influence online shopping in Thiruvananthapuram District
- To understand the changes that occurred in the pattern of consumer behaviour in Kerala
- To analyze the economic benefits received by the consumers through online shopping in Kerala.

### **Data Source and Method**

The study focuses on the changes in consumer behaviour towards online shopping. Both primary and secondary data have been used for the study. The consumers from Thiruvananthapuram district are taken as the sample unit. Primary data will be collected from the 50 respondents of Thiruvananthapuram district with the help of a well structured Questionnaire. Statistical data was collected through random sampling method. Secondary data were collected from the published Sources such as Journals, articles and Internet.

### **Results and Discussion**

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser, Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. As of 2020, customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers, smart phones, and smart speakers.

Online shopping in India had a rather slow and disorderly journey, it has not picked up as much as it should have primarily since internet penetration itself was quite low and secondly, the customers were not aware about it as well. It is convenient, faster and sometimes also cheaper than the traditional buying. Now a day's buying train ticket, bus ticket, air ticket all of them have gone through online option as well. Rather than standing in a long queue and waiting for your turn to purchase a ticket, people are finding it simpler to log on to a website and buy it. In some instances, you may have to pay a premium for an online purchase, but it is still preferred because the convenience factor is much higher

Early stage of online shopping was a simple medium for shopping with fewer options. The users can just place an order and pay cash on delivery. But in the last few years, this field renovated to a high extent and hence fascinated many customers. Today, the online shopping has become a trend in India and the reasons behind this technique lie in the attractive online websites, user-friendly interface, bulky online stores with new fashion, easy payment methods, unrestricted quantity, quality etc. One can choose the items based on size, colour, price, etc. Despite being a developing country, India has shown a commendable increase in the e-commerce industry in the last couple of years, thereby hitting the market with a boom. Consumers are also diversifying their purchasing option from large scale e-commerce channels like Amazon or Flipkart to specific retail brand websites. Though the sector has witnessed tremendous growth and is expected to grow, many e-commerce ventures have faced tremendous pressure to ensure cash flows.

Today online shopping has become a booming industry in India. Today, marketers can promote their products and services using the Internet over a wide geographical area. These days“ companies collaborate with discounts and daily deals sites to earn profits upon rising trends of online shopping. Google has estimated that in India there are more than 100 million Internet users and among them half of the users access Internet for their purchases. India’s plan to rebuild and modernize the Indian Postal infrastructure will no doubt, boost the e-commerce sector. India’s current dynamics are like what existed in China like, growing broadband penetration, acceptance of online marketplaces, and lack of physical retail infrastructure in many places due to high really costs etc.

Kerala ranked third in the Internet Readiness among large Indian state category. There is a tremendous growth opportunity for Kerala in ecommerce. The high internet and mobile penetration, preference towards consumerism, the high literacy rates and much higher technical adoption of people of Kerala all are favourable for ecommerce growth. However, it is important that the state authorities develop a conducive atmosphere for ecommerce and the regulations need to be simplified. It is also expected that as GST is introduced, consumer state like Kerala is going to get a big advantage from ecommerce. The state of Kerala is well ahead of other states in e-matters. Despite the phenomenal growth of e commerce in India, studies on ecommerce in India, especially in Kerala are minimal. The vast potential of conducting business over the Internet remains largely untapped these days. The study focuses on the changes in consumer behaviour towards online shopping.

Gender refers to the characteristics of women, men, girls and boys that are socially constructed. This include norms, behaviours and roles associated with being a women, men, girls and boys, as well as relationships with each other.

**Table 1: Gender**

GENDER	NO OF RESPONDENTS	PERCENTAGE
Male	16	32
Female	34	68
Total	50	100

Source: Sample Survey

It is understood from the above table that 68% of respondents were Female and 32% of Respondents were Male. The above data shows the number and percentage of respondents belong to different age Groups. 70% of respondents belong to the age group 20-30, 10% of respondents belong to age group 30-40.10% of respondents belong to age group below 20. 6% of respondents belong to age group 40-50, 4% of respondents belong to age group above 50.

The Occupation is a job or profession, it refers to the field or industry you are part of or the work you are interested in.

**Table 2: Occupation**

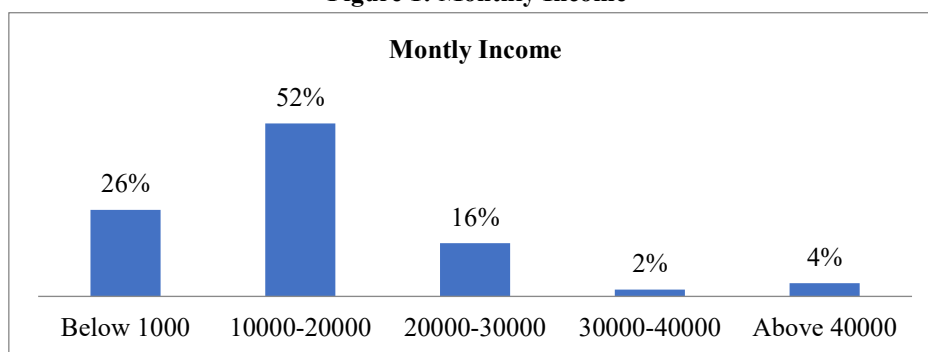
OCCUPATION	NO OF RESPONDENTS	PERCENTAGE
Students	23	46
Government Job	4	8
Private Employee	9	18
Business	10	20
Self Employed	1	2
Unemployed	3	6
Total	50	100%

Source: Sample Survey

The above table shows the occupation wise classification of the respondents it shows that, among 50 respondents whose responses are being analysed, 46% of respondents were students, 18% are private employees,10% of respondents were doing Business, 8% of them are government employees while another 6% of them were Unemployed and 2% of them were Self employed.

Income is money that an individual or business receives in exchange for providing labour, producing a good or service or investing capital. Individuals typically earn income through wages or salary.

**Figure 1: Monthly Income**



Source: Sample Survey

In the above figure shows the monthly income of respondents.52% of respondents belong to the income group 10000-20000, 26% belong to income group below 10000,16%of respondents belong to income group 20000-30000, 4% of respondents are above 40000 and 2% of respondents belong to the income group 30000-40000.

Shopping Preferences are related to someone likes or dislikes shopping methods. This generally affects purchasing decisions.

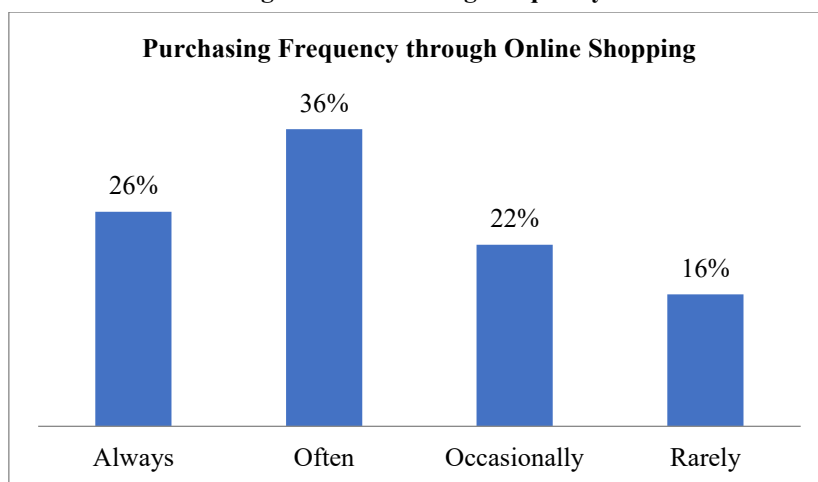
**Table 3: Online Shopping Preference**

Prefer Online Shopping	NO OF RESPONDENTS	PERCENTAGE
Yes	50	100
No	0	0
Total	50	100%

Source: Sample Survey

In the above table and pie chart show that 100% of respondents who were part of the survey prefer purchasing through online. The Percentage of respondent population who do not prefer online shopping is zero. In the table shows that 72% of respondents prefer online shopping rather than Offline shopping. Only 28% of respondents were Prefer Offline shopping.

**Figure 2: Purchasing Frequency**



Source: Sample Survey

It is understood from the table that among 50 respondents 36% of them prefer online shopping Often 26% of them prefer Online always, 22% of the respondents prefer online shopping Occasionally. The percentage of respondents who prefer online shopping rarely is 16%.

A product can be defined as an item that can be offered to the market which has the ability to satisfy the customer’s need or want and which is produced through some processes.

**Table 4: Product Purchased**

PRODUCT PURCHASED	NO OF RESPONDENTS	PERCENTAGE
Clothes	36	72
Jewels	0	0
Cosmetics and Skincare Products	8	16
Books	2	4
Groceries	0	0
Home Appliances	4	8
Pharmaceutical	0	0
Baby Products	0	0
Total	50	100%

Source: Sample Survey

The table shows that 72% of respondents mostly purchased clothes through online shopping, 16% of respondents purchase cosmetics and skincare products through online. 8% of respondents brought Home Appliances and 4% of respondents buy books from Online.

**Table 5: Factors Influencing Towards Online Shopping**

FACTORS	NO OF RESPONDENTS	PERCENTAGE
Wide Range of Products	9	18
Low price	14	28
Time saving	10	20
Convenience	2	4

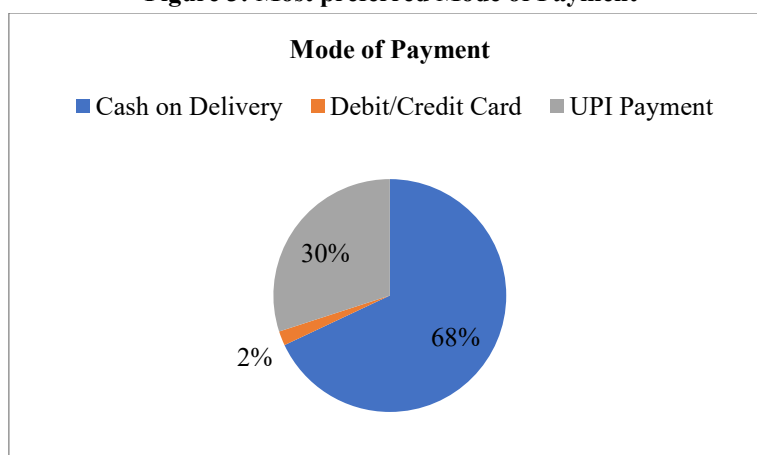
Door Step Delivery	4	8
Return and Refund	2	4
Discount Offers	6	12
Users Experience	3	6
Total	50	100%

Source: Sample Survey

In the above data shows that the most motivated factor for online shopping is low price, which 28% of respondents prefer to shop online at low price. Another factor which influence the online shopping is time saving, which 20% of respondents is influenced by time saving.18% of respondents gets wide range of products, 12 % of respondents are influenced by Discount Offers, 8% of respondent is influenced by door step Delivery, 6 % of respondents shop online based on Users Experience, 4% of respondents is influenced by Discount offers and another 4% of respondents influenced by Convenience

A Mode of Payment is the way that consumers choose to pay for their purchases. Modes of payment may refer to transactions taking place in a physical location like a store or market stall or through online

**Figure 3: Most preferred Mode of Payment**

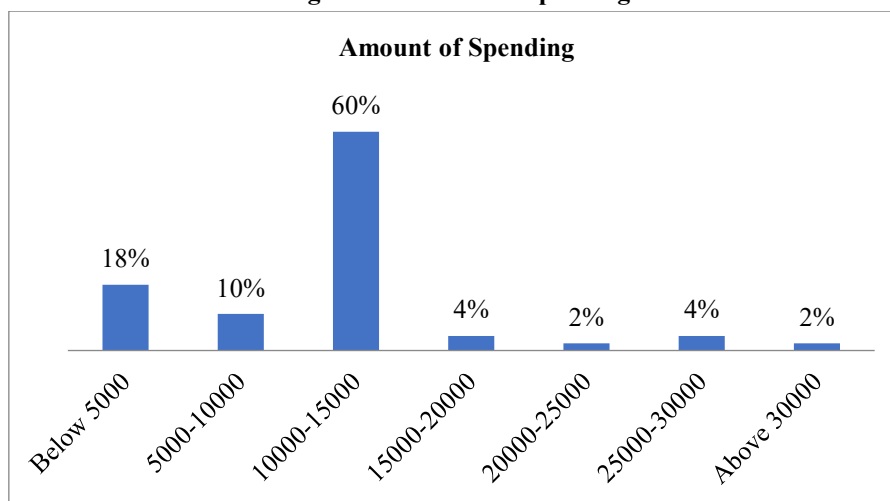


Source: Sample Survey

In the above table and pie chart shows that 68% of respondents preferred cash on delivery it is the most preferred mode of payment, while 30% of respondents choose UPI Payment, 1 % of respondents prefer Card for payment.

Money Spending is the money that you can spend on activities or the act of giving money for goods and Services.

**Figure 4: Amount of Spending**



Source: Sample Survey

In the above data shows that 60% of respondents spend amount ranging between Rs.10000-15000, 18% of respondents spend amount below Rs. 5000, 10% of respondents spend amount ranging between Rs.5000-10000, 4% of respondents spend amount ranging between Rs.15000-20000 and Rs. 25000-30000, 2% of respondents spend amount ranging between Rs.20000-25000and another 2% of respondents spend above 3000.

A problem is generally considered to be a task, a situation, or person which is difficult to deal with or control due to complexity and in transparency.

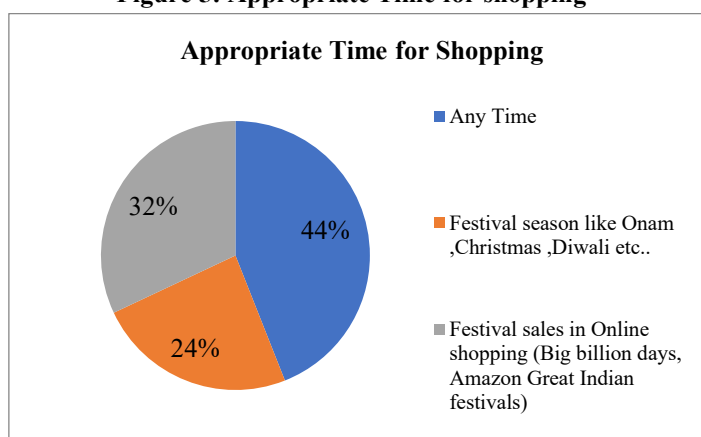
**Table 6: Problem Faced by Respondent**

PROBLEM FACED	NO OF RESPONDENTS	PERCENTAGE
Delay in Delivery	11	22
Low quality of Products	15	30
Damaged Products	6	12
All of the Above	8	16
No Problem Faced	10	20
Total	50	100%

Source: Sample survey

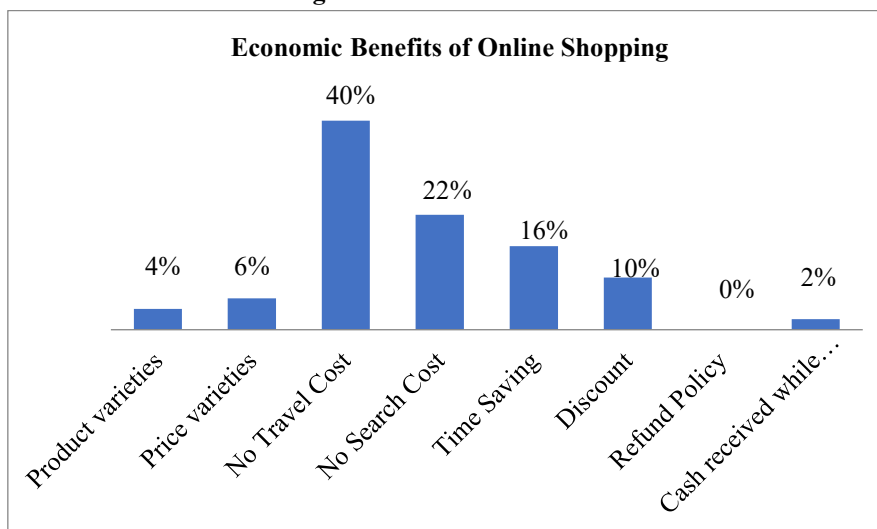
From the table we can derive that low Quality of product is the problem faced by 30% of respondents, while 22% of respondents identify delay in delivery as another issues, 12% of respondents go with damaged products.16% of the respondents feel that all the problems are faced by them. 22% of respondents admits that they haven't faced any problem.

**Figure 5: Appropriate Time for shopping**



The above graph shows the different periods in which the respondents feel as an appropriate time to go for online shopping. 44% of respondents are response that anytime is preferable for shopping, while 32% choose the festival sales in Online shopping platforms like Great Indian sale in Amazon, Big Billion days in Flip kart etc. and while 24% preferred to purchase through online on festival seasons like Onam, Christmas, and Diwali etc.

**Figure 6: Economic Benefits**



Source: Sample Survey

It is understood from the above figure 40% of the total respondents responded that they prefer online shopping as it provides the Economic benefits of No Travel Cost .22% of them support the view that the availability of No search cost are also economically benefited them. And 16% of them said that time saving is another economic benefits they receive while purchasing online, as it provides them the opportunity to spend their time in certain productive activities, Discount facilities available in online mode of shopping is considered as an Economic benefits by 10%. 6% of respondents get economic benefits from price varieties and 4% of them get economic benefits from product varieties, 2% of respondents get cash back received while preferring card payments.

Figure 7: Satisfaction Level



Source: Sample Survey

It is understood from the graph that 30% of respondents are highly satisfied from purchasing through online as the products they received and 50% of respondents are satisfied while purchasing online. But 18% of respondents' opinion about their satisfaction level in online shopping is neutral as the buying of the product. Only 2% of respondents are dissatisfied with online shopping.

It is clear from the study that online shopping is having very bright future in India. With the use of internet, consumers can shop anywhere, anything and at any time with ease and safe payment options. Consumers are able to compare between the products as well as online stores. Essentially, the idea of online shopping helps the consumers to find a convenient way of shopping. Consumers are able to save the time and money with required product information. The change in consume

### Conclusion

Online shopping is becoming more popular day by day with the increase in the wage of World Wide Web known as www. Understanding customer's need for online selling has become challenge for marketers. Understanding the consumer's attitudes towards online shopping, making improvement in the factors that influence consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive edge over others. In conclusion, having access to online shopping has high revolutionized and influenced over society as whole. The use of technology has opened new doors and opportunities that enable for a more convenient lifestyle today variety, quick service and reduced prices were the significant ways in which online shopping influenced people from all over the world. However, this concept on online shopping led to possibilities of fraud and private conflicts unfortunately, it has shown that it is possible for criminals to manipulate the system and access personal information luckily, today with the latest features of technology, measures are being taken in order to shop hackers and criminals from inappropriately accessing private databases. Through privacy and securely policies website design is doing their best to put an end to this unethical practice. By doing so solely will continue to depend upon online shopping, which will allow it to remain a tremendous success in future.

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