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Identification of the factors that influence online buying behaviour in consumers

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Abstract

Online shopping is basically a process of selling and buying goods and services over the internet. In recent years, it has witnessed rapid growth due to technological advancements and changing consumer lifestyles. As individuals increasingly face hectic schedules, online shopping has emerged as a convenient and time-saving alternative to traditional retail. It offers consumers a wide range of options, detailed product information, flexible payment methods, and home delivery services, making it an attractive mode of purchase. Consumers are primarily motivated to shop online because it saves time and travel costs, provides ease of payment, and offers access to a variety of products and services at their fingertips. The growing popularity of online shopping has heightened interest in understanding consumer behaviour in the digital marketplace. Therefore, the present study aims to identify the key factors influencing online buying behaviour among consumers. A descriptive research design was adopted, and data were collected from 100 respondents associated with The Maharaja Sayajirao University of Baroda, Vadodara, using a self-constructed questionnaire and convenience purposive sampling. The findings revealed that factors such as quality consciousness, security and privacy, website features, convenience, time-saving, attractiveness, and overall satisfaction significantly influence consumers' online purchasing behaviour.

Keywords: Online shopping, consumers, buying behaviour, factors

1. Introduction

Online shopping is basically a process of selling and buying goods and services on the World Wide Web (Forsythe and Shi, 2003) ^[1]. Online shopping is a form of e-commerce that permits consumers to directly purchase goods and services by using the internet. It also obtained a very important position in the 21st century as most of consumer are busy, loaded with hectic schedules. In such a situation, online shopping became the easiest and most suitable mode of shopping. More than 85% of the world's online population has ordered goods from the internet during the recent year and a wide variety are available at a single click. The life of a consumer is changing day by day with the development of modern technology (Sharma and Dwivedi, 2019) ^[7].

Consumers are individuals of various genders, ages, and religions who acquire goods and services for personal use. They play an important role in deciding whether to purchase an item from a particular store, and are influenced by marketing, offers, and advertisements. Consumer buying behaviour is key to achieving a company's main goals (Kushal and Pathak, 2018) ^[4]. It is shaped by many external and internal factors, but companies can also significantly influence the buyer decision-making process through their activities (Veronica, 2013) ^[10]. People consume goods for daily use and buy products based on personal needs, priorities, and buying power. These products can be consumable, durable, or special goods. Online shopping is growing rapidly because of its popularity, especially among

today's youth. Many young people depend on the internet and use it for almost everything. Most of them visit online sites frequently to review goods and compare products from different shopping websites. Online shopping provides potential buyers with information about price, delivery time, material, color, and quality of products and services. Consumers review feedback about goods and services before making a final selection. They are motivated to buy online because it is easy to pay, offers home delivery, saves travel costs, and saves time by reducing the need to visit multiple stores. It also decreases overhead expenses and offers a wide variety of products and services (Henneberry, 2018) ^[2]. The popularity of online shopping has increased consumer interest in this area. Therefore, this study was undertaken to examine the factors that influence consumers' online buying behaviour.

Jadhav and Khanna (2016) ^[3] explored the factors that shape the online buying habits of college students in their study "Factors Influencing Online Buying Behaviour of College Students: A Qualitative Analysis." Their goal was to gain insight into what drives students' decisions when purchasing products online. Using convenience sampling, they selected 25 students and conducted in-depth interviews, which were later analysed through qualitative content analysis. The study revealed that several aspects play a key role in online purchasing, such as availability of products, lower prices, promotional offers, ease of comparison, convenience, customer service, perceived usability, attitude, awareness of

time, trust, and the desire for variety. Lim *et al.* (2016) [5] examined the “Factors Influencing Online Shopping Behaviour: The Mediating Role of Purchase Intention” to understand how perceived usefulness and social norms affect shopping behaviour through the mediating effect of purchase intention. Their sample consisted of university students aged 18 to 34 from the University Malaysia Perlis. Out of 800 distributed questionnaires, 662 were deemed valid for analysis. Structural Equation Modelling (SEM) was used to test the hypotheses and assess the relationships among variables. The researchers found that purchase intention had a significant positive effect on online shopping behaviour. They recommended that future research include working professionals and additional factors to reduce potential sampling bias.

Rahman *et al.* (2018) [6] investigated consumer behaviour towards online shopping in Dhaka City, Bangladesh, through a study involving 160 respondents. Using a self-developed questionnaire, they aimed to understand how consumers engage with online shopping platforms. The findings showed that the main motivations for shopping online were time efficiency and access to a wide variety of products and services. Both male and female respondents demonstrated similar preferences—they appreciated the convenience of home delivery but disliked the inability to physically examine products. Respondents primarily gathered shopping information from websites and social media, often opting for cash-on-delivery as their payment method. Although online shopping was generally seen as beneficial, concerns about payment security persisted, leading to mixed satisfaction levels overall. In another study, Singh *et al.*, 2018 [9] analysed the “Effects of Online Shopping on Consumer Buying Behaviour” to identify the major factors influencing customer decisions during online purchases. The author surveyed 200 potential online shoppers using a self-designed questionnaire and examined 20 influencing variables. The research emphasised factors such as trust, technological innovation, and consumer expectations regarding specific shopping websites. Results indicated that benefits such as fast and secure transactions, ease of availability, and alignment with technological trends had a strong impact on consumers’ online buying behaviour. This paper aims to study the factors influencing the online buying behaviour of consumers. This study is limited to Vadodara city and consumers who have purchased products online for one year.

2. Methodology

The present study focused on identifying the factors that influence consumers’ online buying behaviour. A descriptive research design was thought to be most appropriate for achieving the study’s objectives. The research was conducted at The Maharaja Sayajirao University of Baroda, located in Vadodara, Gujarat. A total of 100 consumers from the university were selected as participants using the convenience sampling technique. Keeping in mind the objectives of the study, a self-constructed questionnaire was developed to facilitate data collection for the present study.

Description and construction of the tool

Section I (Demographic information): This Section

contains questions regarding demographic Information of the Respondent, like Name, Age, Gender, Education qualification of the respondent and family monthly income.

Section II (Factors Influencing Online Buying Behaviour of Consumer): This section includes questions related to the factors influencing online buying behaviour of consumers *viz*; Convenience, Website / Features, Time Saving, Security and Privacy, Satisfaction, Attractive, Quality and Consciousness.

3. Findings and Discussion

The data collected were analysed and presented below in two sections.

Section I Demographic Information: The majority of respondents (79%) were female, while 21% were male. The age of participants ranged from 20 to 27 years, with a mean age of 22.42 years. It was found that less than half (45%) of respondents were in the 21-22 year age group, more than one-third (35%) were aged 22-23 years, and less than one-fifth (18%) were aged 24-25 years. Moreover, most of the respondents (85%) belonged to nuclear families, whereas 15% were from joint families. Regarding educational attainment, 46% had completed graduation, 50% had completed postgraduate studies, and 4% had attained a PhD. Socioeconomic data indicated that 29% of respondents had a family monthly income between ₹41,000 and ₹60,000, 20% had an income between ₹21,000 and ₹40,000 or between ₹61,000 and ₹80,000, and 18% reported a family monthly income exceeding ₹80,000 (Fig 1).

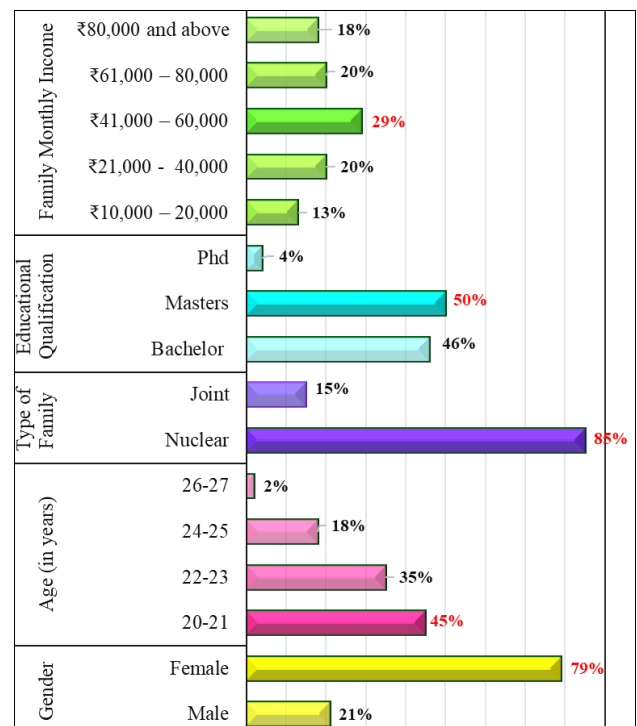


Fig 1: Distribution of Respondents according to their Demographic Information (n=100)

Section I: Factors Influencing the online buying behaviour of consumers: This section focuses on the various factors that influence consumers’ online purchasing

decisions. The data collected in this study were organised and analysed based on several key dimensions such as shopping platforms, types of commodities purchased, convenience, website features, time-saving aspects, security and privacy, satisfaction, attractiveness, product quality, quality consciousness, and modes of payment.

The data found that half (50%) of the respondents purchase clothing through online shopping, slightly less than one-fifth (18%) of the respondents purchase accessories through online shopping. While 10% percent of the respondents purchase footwear online (Fig. 2). According to the information given in Fig. 3, the majority (73%) of the respondents used Amazon as an online retailer, 57% of respondents used Flipkart, and 45% of respondents used Mynta as online retailers.

The data on website features indicate that the design and functionality of online shopping platforms play a significant role in attracting consumers. More than half of the respondents (62%) reported that they are consistently influenced by the features of online shopping websites. Similarly, a majority (57%) stated that the wide variety of products available online always appeals to them. However, less than half (48%) of the respondents mentioned that they are primarily attracted by the websites' security and privacy features. In terms of payment, the data revealed that more than half (62%) of the respondents most often use Cash on Delivery Payment method when buying Online Products, and less than one third (29%) of the respondents most often use Debit Card Payment when buying Online Products. Whereas, 4% percent of the respondents used a Credit Card when buying Online Products.

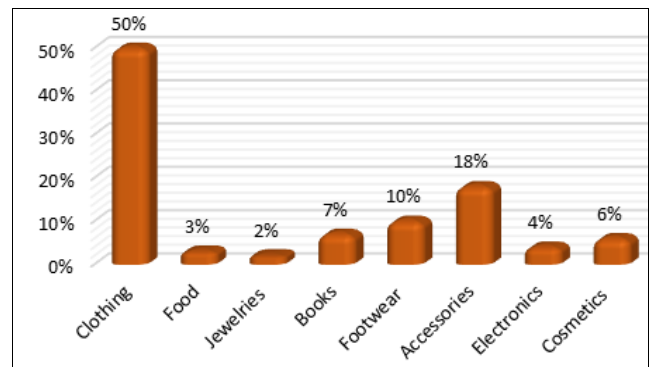


Fig 2: Distribution of Respondents according to Commodity Purchased through Online Shopping

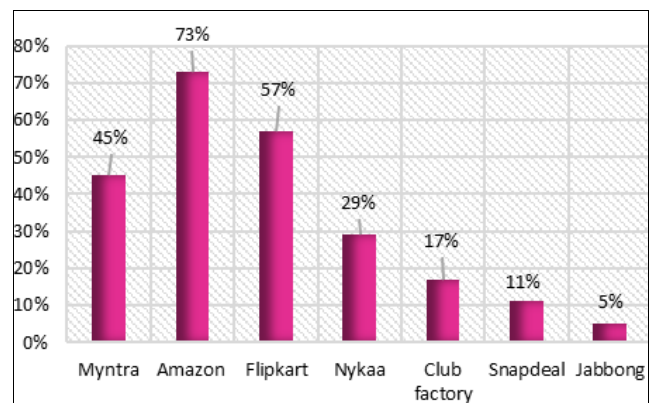


Fig 3: Distribution of Respondents according to their frequency of using online platform

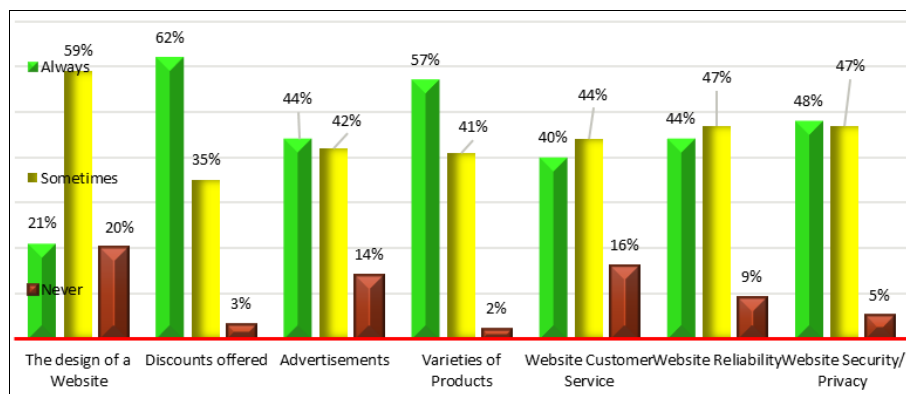


Fig 4: Distribution of the Respondents according to the Features of Online Shopping Websites that Attracts Consumers

The reasons for online buying were categorized as convenience, website/features, time saving, security and

privacy, satisfaction, quality and consciousness which was presented in table 1.

Table 1: Factors influencing online buying behaviour of consumers

Sr.no	Statements	Agree		Neutral		Disagree		Wt. Mean
		(n=100)%	(n=100)%	(n=100)%	(n=100)%			
Convenience								
1	Getting Time on delivery	64	64	32	32	4	4	2.6
2	Detail information is available while shopping online.	59	59	37	37	4	4	2.55
3	Buy products anytime while shopping online.	45	45	47	47	4	4	2.33
4	Easy to choose and compare products while shopping online.	58	58	36	36	6	6	2.52
5	Easy to deal with online transaction.	49	49	48	48	3	3	2.46
6	Shopping through internet saves time.	61	61	34	34	5	5	2.56
7	Orders through online are very quick in nature.	53	53	42	42	5	5	2.48
8	prefer to buy things online every time which do get offers.	34	34	54	54	11	11	2.21
9	Online sites compare various brands in very minimum time	57	57	39	39	4	4	2.53

10	Online sites get latest trends of fashion products	61	61	30	30	9	9	2.52
11	Getting variety of products which are sometimes not found in local stores	68	68	28	28	4	4	2.64
12	Experience with online shopping is very satisfactory.	42	42	50	50	7	7	2.33
13	Internet Shopping is more convenient.	47	47	50	50	3	3	2.44
Website / Features								
1	The website design searching the products easily.	57	57	41	41	2	2	2.55
2	Purchase from a website that provides safety and ease of navigation and order.	56	56	44	44	0	0	2.56
3	Website layout helps in searching and selecting the right product	49	49	50	50	1	1	2.48
4	familiarity with the website before making actual purchase reduce the risk of shopping online.	53	53	45	45	2	2	2.51
5	Providing adequate information	70	70	26	26	4	4	2.66
6	websites gives fast delivery.	61	61	33	33	6	6	2.55
7	Helps to find products faster.	65	65	34	34	1	1	2.64
Time Saving								
1	Takes less time to deliver products.	41	41	46	46	13	13	2.28
2	Online shopping doesn't involve the physical presence of going into the market.	65	65	29	29	6	6	2.59
3	Less time in evaluating and selecting of product	51	51	44	44	5	5	2.46
4	Well-organised shopping sites	51	51	48	48	1	1	2.5
Security and Privacy								
1	Feel safe and secure while shopping online.	43	43	50	50	7	7	2.36
2	Shopping online from a trustworthy website.	72	72	23	23	4	4	2.66
3	Return policy gives me security.	60	60	34	34	6	6	2.54
4	Online shopping is a risk at times since much of personal information is disclosed.	33	33	54	54	13	13	2.2
5	Puts privacy at risk during online shopping transactions.	35	35	52	52	13	13	2.22
6	worried about online shopping transactions, my personal information would be shared with other companies without my authorisation	40	40	42	42	18	18	2.22
Satisfaction								
1	Online shopping is a very easy way to shop	78	78	14	14	8	8	2.7
2	Enhance shopping satisfaction	53	53	23	23	24	24	2.29
3	No need to deal with salespeople	72	72	10	10	16	16	2.52
4	Find products that are not available in the stores.	64	64	17	17	19	19	2.45
Attractive								
1	Promotional offers always attracts for shopping	56	56	24	24	20	20	2.36
2	Provides various schemes and offers on purchases.	71	71	10	10	19	19	2.52
3	Shopping sites are attractive and clear.	65	65	17	17	18	18	2.47
4	Improving shopping experience.	56	56	18	18	26	26	2.3
5	Online shopping is more flexible.	55	55	26	26	19	19	2.36
6	Save lot of money by online shopping.	68	68	16	16	16	16	2.52
7	purchasing online due to heavy discounts on branded products.	39	39	33	33	28	28	2.11
Quality and Consciousness								
1	Getting best quality products.	73	73	13	13	14	14	2.59
2	Reviews helps to select the product at economical prices.	75	75	19	19	6	6	2.69
Total Wt. Mean								2.14

Regarding convenience, the results revealed that a majority of respondents perceive online shopping as an efficient and time-saving alternative to traditional retail. Approximately 68% agreed that online platforms provide a greater variety of products, many of which are unavailable in local stores. In addition, 64% reported that products are generally delivered on time, while 61% indicated that shopping online helps them save considerable time. These results are consistent with the observations of Rahman *et al.* (2018)^[6], who found that consumers in Dhaka preferred online shopping mainly for its convenience and time efficiency. The ability to access a wide range of products from the comfort of one's home and receive prompt delivery strengthens consumers' trust and encourages repeat purchasing behaviour. When examining website features, it was found that website design, structure, and ease of use significantly affect purchase decisions. Around 70% of respondents preferred websites that provide clear and detailed product information, while 65% appreciated platforms that make product searches quick and efficient. Similarly, 56% of respondents valued websites that are

secure, easy to navigate, and provide a smooth ordering process. These findings align with Jadhav and Khanna (2016)^[3], who emphasised that website convenience, customer service, and perceived ease of use strongly influence college students' online buying choices. Well-organised websites that offer transparency and simplicity create a sense of reliability and professionalism, which directly impacts consumer confidence.

In terms of time-saving, 65% of respondents reported that online shopping allows them to make purchases without being physically present in stores. More than half (51%) felt that well-structured online sites reduce overall shopping time, and a similar proportion stated that evaluating and selecting products online takes less time compared to offline shopping. These results mirror the findings of Lim *et al.* (2015)^[5], who noted that perceived usefulness—often linked to time efficiency—positively affects purchase intention and, in turn, online shopping behaviour. This suggests that modern consumers highly value speed and convenience in their purchasing experience.

With respect to security and privacy, 72% of respondents

preferred to buy from trustworthy websites, while 60% noted that clear return policies enhance their sense of safety. However, only 43% stated that they feel fully secure when shopping online, indicating that concerns about data privacy and payment safety still persist. Similar concerns were reported by Rahman *et al.* (2018) ^[6], who found that despite the popularity of online shopping, many consumers remain cautious about online payment systems. These findings emphasise the need for e-commerce platforms to strengthen data protection mechanisms and communicate security measures more transparently. In relation to consumer satisfaction, 72% of respondents reported that the absence of sales personnel during online purchases made their experience more comfortable. Another 64% indicated that they could find products unavailable in physical stores, and 78% stated that online shopping enhances overall satisfaction. Singh (2018) ^[9] similarly observed that online shopping offers customers benefits such as fast, secure purchases and access to innovative technologies, which collectively improve satisfaction levels. Consumers appreciate the autonomy and flexibility that digital shopping provides, reinforcing positive attitudes toward e-commerce. The findings related to attractiveness revealed that 71% of respondents were drawn to online platforms offering various discounts and promotional schemes. Around 68% believed that online shopping helps them save money, while 65% found shopping sites visually appealing and user-friendly. These results underscore the role of marketing aesthetics and price-based promotions in attracting and retaining consumers. As noted by Jadhav and Khanna (2016) ^[3], factors such as promotions and variety seeking are powerful motivators for online purchases.

Finally, regarding quality and consciousness, 75% of respondents stated that online reviews help them select appropriate products at economical prices, and 73% believed that online platforms generally offer products of good quality. This reflects a growing reliance on peer feedback and digital word-of-mouth, which act as substitutes for direct product experience. The findings are in agreement with Singh (2018) ^[9], who observed that trust, product quality, and consumer expectations have a significant impact on buying behaviour.

Overall, the results indicate that consumers' online buying behaviour is shaped by a combination of convenience, time efficiency, trust, product variety, website usability, and promotional appeal. These findings reinforce existing literature and suggest that online retailers must focus on building user-friendly, transparent, and secure platforms to sustain consumer loyalty and trust.

Conclusion

The present study examined the factors influencing consumers' online buying behaviour, with a particular focus on convenience, website features, time-saving, security and privacy, satisfaction, attractiveness, and quality consciousness. The findings reveal that convenience, ease of navigation, and product variety remain the primary motivators for consumers to engage in online shopping. Most respondents viewed online shopping as a practical and efficient alternative to traditional purchasing, especially because it saves time and provides access to a wider selection of products. Furthermore, aspects such as website design, detailed product information, and flexible payment and return policies significantly enhance the shopping

experience and overall satisfaction.

However, despite the growing trust in online platforms, concerns about security and privacy persist among a segment of consumers. The study also highlighted that promotional offers, product reviews, and peer feedback have become influential elements that shape consumer perceptions and drive purchase decisions. Overall, the results indicate that consumers' online buying behaviour is not determined by a single factor but rather by the combined influence of convenience, perceived trustworthiness, user experience, and value for money. These insights contribute to a deeper understanding of how digital retail environments influence consumer decision-making, particularly among younger and tech-savvy populations.

While this study provides valuable findings, it is not without limitations. The research was confined to a sample of 100 respondents from The Maharaja Sayajirao University of Baroda, which may not fully represent the broader consumer population. Future studies could employ a larger and more diverse sample, including respondents from different age groups, income levels, and geographic locations, to capture a wider range of consumer behaviours. Further research could also explore the psychological and emotional factors influencing online shopping, such as impulse buying tendencies, perceived risk, or brand loyalty. Additionally, longitudinal studies could examine how consumer attitudes evolve over time as technology, marketing strategies, and payment methods continue to advance.

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