

# A Study on Online Shopping Behaviour among IT Professionals in Chennai

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## Abstract

The rapid advancement of digital technology has transformed the internet into a powerful medium for the exchange of goods and services between buyers and sellers, creating a new dimension in commercial activities. The rapid growth of online shopping, supported by round-the-clock availability, convenience, and a wide range of product choices, has significantly influenced consumer purchasing patterns. Employees working in the Information Technology (IT) sector are among the major users of online shopping due to their higher internet exposure, technological awareness, and busy work schedules. In this context, the present study aims to analyze the online buying behavior of employees working in IT firms in Chennai city. The study adopted an empirical research design to understand the purchasing behavior and preferences of IT employees. Primary data were collected from 100 respondents using a structured questionnaire comprising both open-ended and closed-ended questions. The respondents were selected using a stratified disproportionate random sampling technique to ensure adequate representation. In addition, secondary data were collected from books, journals, magazines, theses, and relevant websites to support the study. For data analysis, various statistical tools were employed, including reliability test, descriptive statistics, Multivariate Analysis of Variance (MANOVA), correlation analysis, and the Friedman test. These tools helped in examining the relationship between demographic factors, preferences toward online shopping, and buying behavior of IT employees. The findings of the study reveal that the overall online buying behavior of IT employees in Chennai is positive. The results also indicate a significant association between employees' preferences toward online purchasing and their actual buying behavior. Factors such as convenience, time saving, product variety, and ease of payment play an important role in influencing online purchases. The study concludes that online shopping has become a preferred mode of purchase among IT employees. Based on the findings, suitable suggestions are offered to online retailers and policymakers to improve online shopping services and enhance customer satisfaction.

**Keywords:** Online Shopping Behavior, IT Employees, Chennai City

## 1. Introduction

In the contemporary globalized economy, the internet has become a crucial driver of transformation in international markets, significantly influencing the buying behavior of consumers in India. Rapid technological advancements, increased internet penetration, widespread smartphone usage, and improved digital infrastructure have collectively reshaped consumer purchasing patterns. By 2025, online platforms have evolved beyond being a mere alternative to traditional shopping and have become an integral part of everyday consumer life. The global e-commerce market has experienced substantial growth over the years and continues to expand steadily. By 2025, global e-commerce sales are estimated to exceed several trillion US dollars, driven by continuous growth in online transactions, digital payments, and cross-border trade. This growth spans various forms of e-commerce, including business-to-business (B2B) and business-to-consumer (B2C) models. Online retailers increasingly rely on advanced technologies such as artificial intelligence, big data analytics, and personalized marketing strategies to enhance customer experience and retention.

In India, the growth of e-commerce has been particularly remarkable. Government initiatives promoting digitalization, improvements in logistics networks, and increased consumer trust in online payment systems have accelerated the adoption of online shopping. By 2025, Indian consumers increasingly prefer online platforms due to their convenience, time-saving nature, and accessibility. Online shopping enables customers to purchase a wide range of goods and services at any time and from any location, eliminating geographical constraints.

Online retail platforms cater to diverse segments of society by offering products across multiple brands and price ranges. Features such as flexible payment options, including digital wallets, UPI, and equated monthly installment (EMI) facilities, exchange offers, easy return and refund policies, and reliable customer support have further strengthened consumer confidence. Continuous engagement through personalized recommendations, promotional notifications, and loyalty programs has enhanced the overall shopping experience. Another significant advantage of online shopping is the availability of detailed product information. Consumers can access reviews, ratings, comparison tools, and demonstration videos, which assist them in making informed purchase decisions. Such facilities provide a level of transparency and convenience that is often limited in traditional retail shopping. As a result, online shopping has been associated with higher levels of customer satisfaction and informed decision-making. Employees working in Information Technology (IT) firms form a technologically aware and economically stable consumer group. Their familiarity with digital tools, higher disposable income, and demanding work schedules make online shopping a preferred mode of purchase. Chennai city, being one of India's prominent IT hubs, hosts a large population of IT professionals, making it an ideal setting to study evolving online buying behavior.

Against this backdrop, the present study aims to analyze the online buying behavior of employees working in IT firms in Chennai city during the 2025 period. The study seeks to examine factors influencing their online purchase decisions, preferences, and satisfaction levels, thereby providing valuable insights for e-commerce companies, marketers, and researchers.

## 2. Problem Definition

Rapid advancements in information technology have significantly transformed the lifestyle and consumption patterns of people in modern society. The internet has become an indispensable tool for various activities such as communication, entertainment, information search, and online shopping. With the widespread adoption of smartphones, particularly smart mobile devices, consumers increasingly use them not only for communication but also for listening to music, playing games, accessing digital services, and purchasing goods through online retail platforms such as Amazon, Flipkart, Myntra, BigBasket, eBay, and other e-commerce portals. By 2025, online retailers have intensified competition by offering a wide range of products on their digital platforms along with attractive benefits such as competitive pricing, discounts, flexible payment options, easy return and refund policies, and doorstep delivery services. These strategies have encouraged consumers from various demographic segments to engage in online shopping. At the same time, the increasing workload, extended working hours, and demanding schedules faced by employees in Information Technology (IT) companies have limited their ability to engage in traditional in-store shopping. Consequently, IT employees increasingly prefer convenient and time-saving shopping alternatives, making online shopping a suitable and preferred choice.

However, despite the rapid growth of e-commerce, several challenges continue to affect consumer trust and buying intention. The entry of a large number of online retailers and sellers has created confusion among customers regarding the credibility and reliability of online platforms. Variations between product images displayed on websites and the actual products received, inconsistencies in quality, misleading product descriptions, and unreliable customer reviews have raised concerns among consumers. Such issues often result in dissatisfaction and reduce consumers' confidence in online purchasing.

Moreover, customer reviews and ratings, which play a crucial role in influencing purchase decisions, may sometimes be biased or manipulated, leading to uncertainty among buyers. Delivery delays, product damage, and after-sales service issues further contribute to negative perceptions of online shopping. These factors collectively influence the buying intention and overall satisfaction of customers, particularly among IT employees who rely heavily on online platforms due to time constraints.

In this context, it becomes essential to understand the key factors that influence online shopping preferences and purchase decisions of IT company employees. Chennai city, being a major IT hub in India, provides an appropriate setting to examine these issues in detail. Therefore, the present study has been undertaken to identify and analyze the components that influence the preference for online shopping among employees of IT companies in Chennai city during the 2025 period. The findings of the study are expected to provide valuable insights for online retailers to improve service quality, build customer trust, and enhance customer satisfaction.

## 3. Review of Literature

The rapid growth of information technology and digital infrastructure has significantly influenced consumer buying behavior across the globe. Online shopping has emerged as a dominant mode of purchase, prompting researchers to examine various factors influencing consumers' online buying behavior. Prior studies have highlighted the role of technological, psychological, and platform-related factors in shaping online purchase decisions.

Several studies have emphasized that convenience and time-saving are the primary drivers of online shopping adoption. According to Davis (2019), perceived ease of use and usefulness strongly influence consumers' intention to shop online. This finding is particularly relevant for working professionals, including IT employees, whose busy schedules limit their ability to engage in traditional shopping. Similarly, Kumar and Joseph (2020) observed that online shopping offers flexibility in terms of time and location, making it an attractive option for employees in the service and IT sectors.

Research has also focused on the importance of pricing strategies and promotional offers in online buying behavior. Studies by Sharma and Singh (2021) revealed that discounts, cashback offers, and competitive pricing significantly influence consumers' purchase decisions. Online retailers use dynamic pricing and promotional campaigns to attract and retain customers, which enhances perceived value and encourages repeat purchases. However, excessive promotional messages may also lead to confusion and reduced trust among consumers.

Trust has been identified as a critical factor affecting online shopping behavior. Gefen et al. (2018) highlighted that trust in e-commerce platforms, payment systems, and sellers plays a vital role in reducing perceived risk and increasing purchase intention. Issues such as data security, privacy concerns, and unreliable sellers negatively affect consumer confidence. In the Indian context, Rao and Prasad (2022) found that despite increased digital literacy, consumers remain cautious due to concerns regarding product authenticity and after-sales service.

Customer reviews and ratings have received considerable attention in existing literature. Studies indicate that online reviews significantly influence consumer decision-making by providing information about product quality and seller reliability. According to Chen and Xie (2020), positive reviews enhance trust and purchase intention, while negative or inconsistent reviews increase perceived risk. However, recent studies have raised concerns regarding the credibility of online reviews. Fake or manipulated reviews have been identified as a major challenge affecting consumer trust, particularly at the platform level.

Service quality dimensions such as delivery efficiency, return policies, and customer support have also been widely studied. Parasuraman et al. (2019) emphasized that timely delivery, transparent return procedures, and effective grievance redressal mechanisms enhance customer satisfaction in online shopping. Conversely, delivery delays, damaged products, and poor after-sales service reduce satisfaction and discourage repeat purchases. These issues are more critical for IT employees who depend on online platforms due to time constraints.

Studies focusing on working professionals and IT employees highlight unique behavioral patterns. Mehta and Natarajan (2023) found that IT employees exhibit higher online shopping frequency due to technological familiarity and higher disposable income. However, they are also more sensitive to platform performance, information accuracy, and service reliability. This indicates the importance of meso-level factors such as platform design, seller management, and logistics efficiency in influencing their buying behavior.

Despite extensive research on online shopping behavior, limited studies have specifically examined the meso-level determinants influencing IT employees' online purchase decisions in metropolitan cities like Chennai. Most existing studies focus either on general consumers or individual-level factors, leaving a

research gap in understanding how platform-related and market-level factors affect online shopping preferences of IT professionals.

Therefore, the present study seeks to bridge this gap by examining the meso-level factors influencing online buying behavior of employees working in IT companies in Chennai city during 2025. By focusing on platform reliability, review credibility, service quality, and competitive strategies, the study aims to contribute to the existing body of knowledge and provide practical insights for e-commerce platforms and marketers.

## 4. Objectives of the Study

To study the socio-economic profile of employees working in Information Technology (IT) companies in Chennai city.

To analyze the online shopping patterns and frequency of purchases among IT employees in Chennai city.

To identify the key factors influencing the preference for online shopping among IT employees.

To examine the impact of platform-related factors such as pricing strategies, payment options, delivery services, and return policies on online buying behavior.

To assess the role of customer reviews, ratings, and product information in influencing online purchase decisions.

To analyze the level of trust and perceived risk associated with online shopping platforms among IT employees.

To examine the association between online shopping preference and buying behavior of IT employees.

To study the level of satisfaction of IT employees with respect to service quality and after-sales support provided by online retailers.

To suggest suitable measures to improve the effectiveness of online shopping services and enhance customer trust and satisfaction among IT employees.

## 5. Significance of the Study

The present study examines the online shopping preferences of employees working in Information Technology (IT) companies and provides valuable insights for online retailers and digital marketers. By analyzing the factors influencing online buying behavior of IT employees in Chennai city, the study assists online retailers in designing effective promotional strategies and improving platform-level services to enhance online purchase decisions.

The study identifies key determinants influencing online shopping behavior, including platform reliability, pricing strategies, payment flexibility, delivery efficiency, return and refund policies, and the credibility of customer reviews. Understanding these factors enables online retailers to better align their offerings with the expectations and preferences of IT employees, who represent a technologically aware and economically significant consumer segment.

Further, the study highlights the relationship between socio-economic characteristics of IT employees and their online buying behavior. By identifying significant differences across income levels, age groups, gender, and occupational status, the study helps online retailers segment the market more effectively and adopt differentiated marketing and service strategies. Such segmentation supports targeted promotions, personalized recommendations, and improved customer engagement.

The findings of the study are also significant from a managerial and operational perspective. Insights into service quality issues such as delivery delays, product mismatch, and after-sales service gaps enable e-commerce platforms to improve their operational efficiency and customer support systems. Strengthening these meso-level aspects can enhance customer trust, satisfaction, and long-term loyalty.

From an academic perspective, the study contributes to the existing literature on online buying behavior by focusing on meso-level determinants in the context of IT employees, a group that has received limited attention in earlier research. By examining platform-related and market-level factors during the 2025 period, the study adds contemporary relevance to consumer behavior research.

Overall, the study is expected to benefit online retailers, marketers, platform managers, and researchers by providing actionable insights to improve online shopping services, enhance customer satisfaction, and strengthen the sustainability of e-commerce platforms in a competitive digital environment.

## 6. Scope of the Study

The present study focuses on the online shopping preferences of employees working in Information Technology (IT) companies and offers meaningful insights to online retailers and digital marketers. By examining the factors that influence the online buying behavior of IT employees in Chennai city, the study helps online retailers frame suitable promotional strategies and enhance platform-related services to encourage online purchase decisions.

The study brings out the major factors affecting online shopping behavior, such as platform trustworthiness, pricing policies, payment convenience, delivery performance, return and refund mechanisms, and the reliability of customer reviews. A clear understanding of these factors enables online retailers to design their services in line with the expectations and preferences of IT employees, who constitute a technologically skilled and economically important consumer group.

In addition, the study explains the association between socio-economic characteristics of IT employees and their online buying behavior. By identifying significant variations based on income, age, gender, and occupational position, the study assists online retailers in segmenting the market effectively and adopting differentiated marketing and service approaches. This facilitates targeted promotional activities, personalized product recommendations, and stronger customer engagement.

The findings of the study are also valuable from a managerial and operational viewpoint. Insights related to service quality issues such as delayed delivery, product mismatch, and inefficiencies in after-sales service enable e-commerce platforms to improve their operational processes and customer support systems. Strengthening these meso-level factors contributes to increased customer trust, satisfaction, and long-term loyalty.

From an academic standpoint, the study adds to the existing body of knowledge on online buying behavior by emphasizing meso-level determinants in the context of IT employees, a segment that has been relatively underexplored in previous research. By analyzing platform-level and market-related factors during the 2025 period, the study enhances the contemporary relevance of consumer behavior literature.

Overall, the study is expected to benefit online retailers, digital marketers, platform administrators, and researchers by offering practical insights to improve online shopping services, increase customer satisfaction, and support the long-term sustainability of e-commerce platforms in a highly competitive digital marketplace.

## 7. Research Methodology

The present study aims to examine the online buying behavior of employees working in Information Technology (IT) firms in Chennai city. The study adopts an empirical research design to systematically collect and analyze data. Both primary and secondary data sources are utilized to achieve the research objectives.

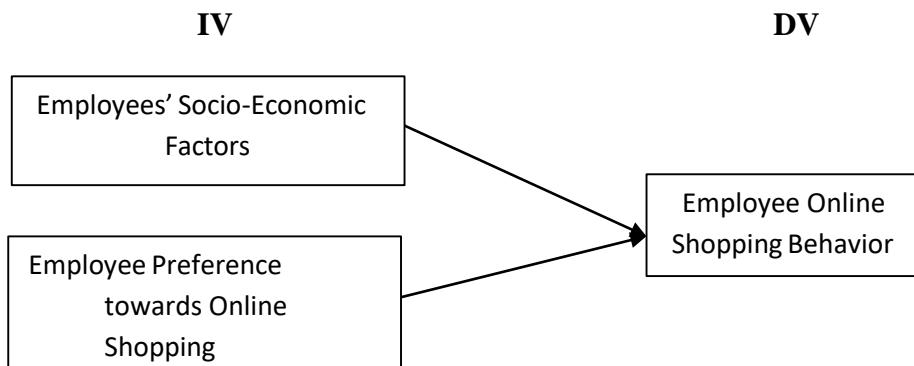
Primary data is gathered using a structured questionnaire consisting of both open-ended and close-ended questions, designed to capture respondents' online shopping preferences, behaviors, and influencing factors. Secondary data is obtained from books, journals, research articles, theses, magazines, and relevant online resources to support the study and provide a comprehensive understanding of the research problem.

The sample consists of 100 employees working in IT companies in Chennai, selected using a stratified disproportional random sampling technique to ensure representation across different socio-economic and occupational categories.

The collected data is analyzed using various statistical techniques. Reliability tests are conducted to ensure the consistency of the measurement instruments. Descriptive statistics are employed to summarize the demographic profile and online shopping patterns of the respondents. Further, advanced analyses such as Multivariate Analysis of Variance (MANOVA), correlation analysis, and Friedman tests are applied to examine relationships among variables and determine the significance of differences in online buying behavior across different groups.

This methodology enables a systematic and rigorous investigation of the factors influencing online shopping behavior of IT employees, providing reliable and actionable insights for both academic research and practical applications in e-commerce.

## 8. Conceptual Framework of the Study



**Figure1: conceptual frame work of the study**

## 9. Hypotheses of the Study

H11: There is a significant difference between employees' socio-economic factors and their preferences and behavior towards online shopping.

H12: There is a significant association between employee preferences for online buying and their online shopping behavior.

H13: There is a significant variation in the mean rank of factors that influences employee to prefer online shopping.

## 10. Data Analysis and interpretation

### a. Cronbach's AlphaReliability Test

In order to find out the internal consistency of data, Cronbach's AlphaReliability Test is applied.

**Table 10.1** cronbach's alphareliability test

Sl. No.	Scale	No. of Items	Cronbach's Alpha ( $\alpha$ )
1.	Employee Preference towards Online Shopping	10	0.925
2.	Online Shopping Behavior of Employees	10	0.910

[Source: Primary Data]

From the above table, it is inferred that the Cronbach's Alpha value for the two variables are above 90% which means that the items in the variables are closely related to each other and have excellent internal consistency within them in a group.

### b. Descriptive Statistics

In order to measure the level of employee preference and their online shopping behavior, descriptive statistics is applied.

**Table 10.2 descriptive statistics**

Sl. No.	Scale	Mean	Standard Deviation
1.	Employee Preference towards Online Shopping	3.70	0.903
2.	Online Shopping Behavior of Employees	3.65	0.924

[Source: Primary Data]

It is inferred from the above table that the mean value for the two factors are below 4.00, which means the employee preference towards online shopping (3.70) and their online shopping behavior (3.65) are good. Hence, it is concluded that there are few factors which resist the employee of IT companies to prefer online shopping.

### c. Multivariate Analysis Of Variance (MANOVA)

In order to identify the significant difference between employees' socio-economic factors and their preferences and behavior towards online shopping, MANOVA is applied.

H01: There is no significant difference between employees' socio-economic factors and their preferences and behavior towards online shopping.

H11: There is a significant difference between employees' socio-economic factors and their preferences and behavior towards online shopping.

**Table 10.3 employees' socio-economic factors and online shopping behavior**

Socio-Economic Factors	Variables	F	P value
Gender	Employee Preference towards Online Shopping	7.145	0.001**
	Online Shopping Behavior of Employees	6.128	0.001**
Age	Employee Preference towards Online Shopping	10.311	0.006**
	Online Shopping Behavior of Employees	11.140	0.008**
Educational Qualification	Employee Preference towards Online Shopping	11.641	0.007**
	Online Shopping Behavior of Employees	12.701	0.006**
Monthly Income	Employee Preference towards Online Shopping	14.842	0.004**
	Online Shopping Behavior of Employees	13.673	0.003**
Marital Status	Employee Preference towards Online Shopping	4.330	0.001**
	Online Shopping Behavior of Employees	5.492	0.001**

[Source: Primary Data]

Since P value is less than 0.01, the alternate hypothesis is accepted at one percent level of significance. Hence, it is concluded that there is a significant difference among employees' socio-economic factors and their preferences and behavior towards online shopping.

#### **d. Correlation**

In order to find the significant relationship between employee preferences for online shopping and their online shopping behavior, correlation is used.

H02: There is no significant relationship between employee preferences for online shopping and their online shopping behavior.

H12: There is a significant relationship between employee preferences for online shopping and their online shopping behavior.

**Table 10.4** relationship between employee preferences for online shopping and their online shopping behavior

Variables	Employee Preference towards Online Shopping	Online Shopping Behavior of Employees
<b>Employee Preference towards Online Shopping</b>	1	0.958**
<b>Online Shopping Behavior of Employees</b>	0.958**	1

[Source: Primary data] Note: \*\* Denotes correlation is significant at one percent level.

Since the P value is less than 0.01, the null hypothesis is rejected at one percent level of significance. Hence, it is concluded that there is a significant positive relationship between employee preferences for online shopping and their online shopping behavior (0.958). This implies as the level of preferences of employee towards online shopping increases, their level of buying behavior also increases.

#### **e. Friedman Test**

In order to find out the major factors that influences employee to prefer online shopping, Friedman test is applied.

H03: There is no significant difference in the mean rank of factors that influences employee to prefer online shopping.

H13: There is a significant difference in the mean rank of factors that influences employee to prefer online shopping.

**Table 10.5** factors influencing employee to prefer online shopping

Factors	Mean Rank	Chi-square value	P value
Wide Range of Products	1.82	584.215	0.007**
Clear and In-Depth Product Description	11.43		
Convenient Shopping	6.80		
Affordable and Fair Price	2.76		
Effective Advertisement	5.64		
Offers and Discounts	3.42		
EMI Facility	4.74		
Return Policy	7.15		
Replacement Policy	8.34		
Immediate Solution for Queries	10.91		
Reviews and Product Comparison	9.46		
Timely and Safe Delivery	12.61		

[Source: Primary data]

Since P value is less than 0.010, the null hypothesis is rejected at one percent level of significance. Hence, it is concluded that there is a significant difference among the factors that influences employee to prefer online shopping. Based on mean rank, the most significant factor that influences the employees to prefer online shopping is Wide of Products (1.82), followed by Affordable and Fair Price (2.76), Offers and Discounts(3.42), EMI Facility (4.74), Effective Advertisement (5.64), Convenient Shopping (6.80), Return Policy(7.15), Replacement Policy (8.34), Reviews and Product Comparison (9.46), Immediate Solution for Queries (10.91), Clear and In-Depth Product Description (11.43) and Timely and Safe Delivery (12.61)

## 11. Findings

The descriptive statistics indicate that employees generally have a positive attitude toward online shopping and demonstrate favorable online shopping behavior. The MANOVA results reveal a significant difference between employees' socio-economic factors and their preferences and behavior toward online shopping. Correlation analysis further confirms a significant positive relationship between employees' online shopping preferences and their actual shopping behavior. According to the Friedman test, the primary factor influencing employees to prefer online shopping is the "Wide Range of Products," followed by Affordable and Fair Prices, Offers and Discounts, EMI Facilities, Effective Advertising, Convenient Shopping, Return Policy, Replacement Policy, and other related factors.

## 12. Suggestions

The advent of new technology has significantly transformed the traditional approach to online shopping. Online shopping enhances retailers' sales and financial growth by developing websites that offer a wide range of products and services to meet the evolving needs of society. The study indicates that employees generally have a positive preference toward online shopping and exhibit favorable online shopping

behavior. Therefore, it is recommended that online retailers tailor their services to align with the expectations and preferences of consumers. The study also highlights a significant positive relationship between employees' online shopping preferences and their actual shopping behavior. Consequently, e-marketers are advised to design their marketing strategies and online services to better engage customers and strengthen their consumer base.

## 13. Conclusion

This study focused on examining the online buying behavior of employees working in IT firms in Chennai city. The research findings reveal that employees demonstrate a generally positive attitude toward online shopping, and there is a significant and favorable relationship between their preferences for online shopping and their actual online shopping behaviour. This indicates that employees who prefer online shopping are more likely to engage in frequent and informed online purchases. Furthermore, the study highlights that employees' socio-economic factors, such as income, education, and occupation, have a significant impact on their online shopping preferences and behavior. This suggests that demographic and socio-economic characteristics influence the choice of online shopping platforms, the types of products purchased, and the frequency of online transactions. The Friedman test results also identified "Wide Range of Products" as the most influential factor driving employees toward online shopping, followed by affordable and fair prices, attractive offers and discounts, EMI facilities, effective advertisements, convenient shopping, and flexible return and replacement policies. These factors collectively shape the overall online shopping experience and satisfaction levels of consumers. Based on the findings, it can be concluded that online retailers need to strategically strengthen their advertising, promotional campaigns, and service strategies to match the expectations and preferences of employees. Enhancing website functionality, providing detailed product information, offering competitive pricing, and ensuring easy return and replacement procedures can help create a positive perception of online shopping among consumers. Additionally, encouraging customer feedback and reviews can serve as a valuable tool for improving services and products, while simultaneously boosting consumer confidence in online purchases. Overall, the study underscores the growing importance of online shopping as a preferred mode of purchase for employees in the IT sector. By understanding the behavioral patterns and preferences of employees, online retailers can design tailored marketing strategies and customer-centric services that not only attract but also retain loyal consumers. Implementing these recommendations can enhance consumer satisfaction, encourage repeat purchases, and strengthen the overall online shopping ecosystem in urban markets like Chennai.

## 14. Limitations of the Study

This study is confined to examining the online buying behavior of employees working in IT firms located in Chennai city.

The research is based on a sample of only 100 employees, which may limit the generalizability of the findings.

The study does not take into account other factors that may influence employee buying behavior, such as psychological, cultural, or social factors.

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