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RESEARCH ARTICLE

E-SHOPPING BEHAVIOUR AND PERSUADING ASPECTS

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Abstract

Every day, more and more people are buying online since it allows them to shop whenever, wherever, and whatever they want. The goal of the current study is to identify the variables impacting consumers' online buying habits. It also looks at how technology knowledge mediates the relationship between online shopping behaviour and deciding factors. Data have been collected from 312 Kashmir university students who have online shopping experience, following convenience sampling technique. Structured survey questionnaire has been used to collect data and SPSS 20 have been used to analyse this collected data. The findings also show that internet shoppers' purchasing habits are influenced by a number of different factors. While product information is perhaps the most enticing and fulfilling aspect of online shopping, consumers are wary about sharing their personal information online due to concerns about internet security and privacy.

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Introduction:-

The development of internet technology has been shown to have a significant effect on international trade. As a result of the internet's creation of a new e-commerce environment and its ability to connect businesses globally, new markets are being built to increase profits and enhance social benefits (Katawetawarak & Wang, 2018). The internet's important tools for quickly delivering information to users and offering a wider variety of browsing options in the shortest amount of time have led to a surge in its usage. The internet is widely used today for a variety of things, including online shopping. One aspect of e-commerce is online shopping, which is described as using the internet and other networks to buy, sell, transport, or exchange goods or services, data, or both (Turban et al., 2017). Online shopping creates a new avenue for business known as business-to-consumer (B2C), in which individuals profit from the use of internet technology to buy and sell goods electronically in addition to acting as a conduit between businesses and customers (Kirthy & Jabez, 2018). People live in a digital world these days. Although exchanging information on the internet was once conceivable, these days it would be nearly difficult to live without it (Sekaran and Bougie, 2016). The World Wide Web connects everything, including social media, commerce, and business. Additionally, as people's lifestyles have evolved, so has the way they do things—from the conventional to the digital—online shopping is becoming more and more common. Online shopping, often known as buying and selling products over the internet, is the act of buying goods directly from a seller without the need for an intermediary (Kuster, Vila & Canales, 2016). Customers can choose from a range of items and services offered by

online retailers by comparing their offers with those of other middlemen and selecting the best bargain (Sivanesan, 2017). In 2008, Wang et al. conducted exploratory research on the elements that influence Chinese online shopping. According to the survey, there are four main variables that influence online shopping: providing safe payment and credit options; protecting online customers' privacy; consumer cognition; and the consumer's computer and internet experience. The primary barrier to online buying was the consumer's perception of risk, and the majority of the nation's internet users preferred to engage in online entertainment over online shopping.

Sinha and Kim (2012) looked into how Indian consumers perceived risk in an effort to determine what factors affected their attitude towards online buying. The only thing that appeared to be substantially influencing Indian customers' online purchases was the convenience risk. When it comes to gender differences, perceived risk is important for men but not for women, whereas innovativeness is important for men and attitude is significant for women. Concerns about social control, perceived behavioural control, and product delivery have been demonstrated to be important factors influencing attitudes towards online shopping. The primary influencing factors for online shopping were found to be availability, low price, promotions, comparison, convenience, customer service, perceived ease of use, attitude, time consciousness, trust, and variety seeking, according to Jadhav and Khanna's (2016) qualitative analysis of the factors influencing college students' online buying behaviour. According to Vaghela's (2017) research, perceived usefulness, vendor attributes, perceived ease of use, and website design are significant determinants of online buying behaviour in the city of Surat. Furthermore, it is discovered that there is no gender difference in the factors influencing online shopping, indicating that men and women place equal weight on these aspects, regardless of their economic bracket. Jukariya and Singhvi (2018) investigated the variables influencing Udaipur students' online purchasing habits.

The students were asked to answer questions about their demographic profile, which included questions on gender, age, education, income, occupation, marital status, and kind of family. They were then asked to rate their agreement with various statements regarding the elements that influence their online purchasing behaviour. The findings show that there is no denying the importance of personal protection and privacy in influencing consumers' decisions to make purchases online. Transaction security, multiple payment options, ease of use, and time savings come next. Bucko et al. (2018) carried out research to identify the variables that influence customers' propensity to buy products from an online retailer given the state of the Slovak market. The study's 232 respondents were chosen at random from among university students, and the information acquired was analysed using exploratory factor analysis. The study's conclusions demonstrated that seven elements—price, availability, social proof, scarcity, product details, conditions, and social media activity—are the most frequently occurring factors influencing consumers' online shopping decisions. Among these, respondents ranked the product's price as the most significant factor. A number of previous research have been carried out to determine the factors that encourage consumers to purchase online, but few have determined the factors that prevent them from doing so. The current study focuses on the variables that could make a buyer hesitate to make a purchase from an online merchant. Online merchants can utilise this information to create consumer-driven strategies, add value to their products and services, alter their methods of promoting and advertising their products, and improve customer services.

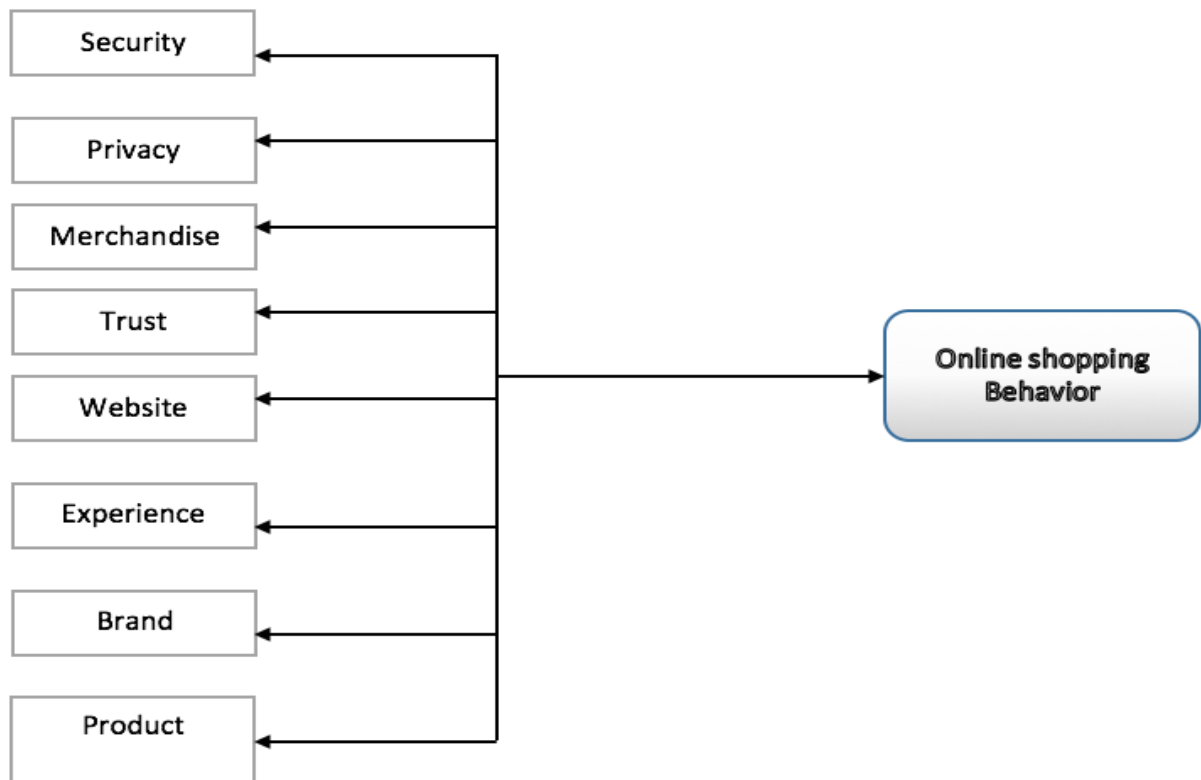
Methodology:-

Research objectives and Hypothesis:-

Ob1: To find out effect of different factors on shopping behaviour among online buyers.

H1: There is no effect on any factor on shopping behaviour among online buyer.

Figure 1: Diagrammatic Representation

**Details of Research Design:-**

The present study will investigate customer behavior towards online shopping in Jammu and Kashmir. To make this study more trustworthy researcher develop a validated survey instrument in the form of Questionnaire (Appendix-1) using 5 point Likert Scale. Convenience sampling technique were used to collect data from 321 students of Kashmir university. The collected primary data from 321 respondents is processed and tested with appropriate statistical tools and techniques through latest version of Statistical Package for the Social Sciences (SPSS). Multiple regression model was applied to find out the dependency effect online shopping behavior towards different factors in Kashmir.

Instrument used for Primary Data Collection:-

This research was carried out based on the primary data gathered through the data collection instrument. The data collection instrument used for this work is a questionnaire. The data collection instrument was employed to collect the primary data and relevant information from the university students. The data collection instrument was designed and tested as a part of this research and proved reliable. Research data collection instrument is presented in Appendix-1.

Pilot Study:-

To obtain the preliminary assessment of validity of the research data collection instrument questionnaire, a pilot study was conducted. The results of the pilot study confirmed the internal reliability of the data collection instrument deployed and hence, the same data collection instrument was used in the identified sampling areas to collect the primary data needed for the present research.

Survey Instrument Reliability:-

The data collection instrument was tested with appropriate reliability analysis through the computed value of Cronbach's Alpha and the Alpha figure for all the research variables taken up in the data collection instrument is found to be above the figure of 0.6 (Nunnally, 1978). The specific, details of Alpha figure for each of the research variable constituting the present research is shown in the Table-1.

Table:1 Reliability Analysis

S No.	Dimension	Items	Cronbach Value
1	Security	3	0.877
2	Privacy	3	0.945
3	Merchandise	3	0.698
4	Trust	4	0.770
5	Website	3	0.822
6	Experience	4	0.887
7	Brand	3	0.799
8	Product Information	4	0.901

Results and Discussion:-**Table:2 Results**

Model		Unstandardized Coefficients		Standardized Coefficients	t	F	Adjusted R Square
		B	Std. Error	Beta			
1	(Constant)	0.835	0.013	-	0.498	24.412*	0.961
	Security	0.352	0.022	0.512	0.012*		
	Privacy	0.756	0.035	0.564	1.112*		
	Merchandise	0.274	0.071	0.432	1.231*		
	Trust	0.227	0.006	0.231	2.001*		
	Website	0.628	0.072	0.003	4.521*		
	Experience	0.117	0.082	0.324	2.567*		
	Brand	0.825	0.064	0.564	2.331*		
	Product Information	0.256	0.022	0.621	7.558*		

Dependent Variable: Online shopping**Source: Primary Data, *Sig. 5% level**

The quantifiable methods used for the present work contain the major obvious subtleties of the investigation factors. Further, Multiple Regression models were verified through SPSS 20 software as fragment of investigation. In view of the exploration models accepted and the comparing statistical expedients, hypothesis defined in this work are tried and furnished with relating results. From the results of table-2, it can be inferred that the F value of 24.412 is found to be significant at 5 percent level and hence, the hypothesis-1 is rejected. These results suggest that shopping behavior depends on different factors among online buyers. Further, the adjusted R square value of 0.961 from the Table-2 indicates that 96 percent shopping behavior is significantly dependent on various features among online buyers. Also the 't' values of 0.012, 1.112, 1.231, 2.001, 4.521, 2.567, 2.331 and 7.558 corresponding to Security, Privacy, Merchandise, Trust, Website, Experience, Brand and Product Information are found to be having significant effects on the model conceived. More specifically, product information is found to be having significant superior effect on shopping behavior with highest 't' value of 7.558. This confirms the positive effect of product information on shopping behavior among online buyers, which indicates that producing digital messaging can be more affordable and effective and the information given about the products and services on the internet is sufficient to make purchase. Similarly, the positive effect of website is also found to be having significant effect on online shopping behavior with next higher 't' value of 4.521.

This confirms that the possibility of reaching a larger audience through a business website. Business can quickly recoup their investment because their audience can immediately act on messaging. Businesses may target particular audiences with customized communications via online marketing. Even if company is local, there's a chance organization could be able to reach a larger audience by offering their goods or services to residents of the next town, the country, or even other countries. The 't' value of 2.567 acquired for the experience factor altogether causes extensive impact on the online shopping behaviour in an association. This affirms experiences that are context-driven and dependent on how users engage with your digital touchpoints and are tailored to each individual based on their location, past purchases, behaviours, and other variables. Storing and maintaining data in any format efficiently in order to provide customers with rich, interactive experiences. The 't' value of 2.331 gotten for the brand factor altogether causes impressive impact on the shopping behaviour among online users. This confirms that Customers are more inclined to select a brand's product over all others when they are familiar with its color, theme, logo, etc.

Also, when a consumer starts to identify and purchase a good or service, effective branding will keep them coming back for more. Further, the positive effect of trust is also found to be having significant effect on online shopping behavior with next higher 't' value of 2.001. This confirms that the faith a customer has in a business is known as customer trust. It demonstrates faith in a business's ability to keep its word and act in the best interests of the client. Also, merchandise is also found to be having significant effect on online shopping behavior with next higher 't' value of 1.231. This confirms that because it's so convenient and easy, everyone adores shopping online. Further, customer may compare product prices across different online buying sites when they shop online. The 't' value of 2.331 gotten for the privacy factor altogether causes impressive impact on the shopping behaviour among online users. This confirms that when you are online, your activity is not monitored and your personal information is secured. Not without your express permission, anyhow. and security factor is also found to be having significant effect on online shopping behavior with least 't' value of 0.012. This confirms that it protects people and organizations from cyberattacks and the loss or theft of sensitive data, cyber security is crucial.

Conclusion:-

Despite all of the difficulties encountered while doing the research, the results provide a fantastic picture of the diligence and effort you put into completing the study. In order to gather data from a sample of randomly chosen correspondents, the subject research was indicated with a few specific limitations. These limitations primarily related to issues and problems with questionnaire distribution and collection, as well as issues with access to certain employees due to unavailability and security concerns. Online retailers can use a variety of tactics to convince people who are hesitant to shop online. In order to convert non-online or infrequent online shoppers into regular consumers, retailers must identify the negative aspects of their business and address them. The purpose of the study was to identify the issues customers had when making purchases online. The findings indicated that the majority of respondents had both favourable and unfavourable experiences with online purchasing. The results further reveals that shopping behaviour depends on group of factors among online buyers. Product information is likely the most motivating and satisfying factor for online shopping while privacy and online security is the concern for customers and hesitate to share their personal information during online buying transactions.

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