



## **A Study on Consumer Purchasing Decision in Online Shopping with regards to Chennai City Impact of Brand Experience over Brand Love in Online Shopping**

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### **Abstract**

Online purchasing has grown rapidly these days due to high usage of technology and internet facility that connects the people worldwide. Though it had gained more popularity more research needed to enhance the facility in online as it is in physical stores which induce the customers to buy more in online. In reality, pre-purchase behaviour involves being aware of the choices that consumers have made. The process that guides a customer from defining a need, producing possibilities, and selecting a specific brand is known as the purchase decision. The main aim of this study is to understand customer purchase decision making in online shopping platform in Chennai city. Structured questionnaire consist of two parts was used to collect the data from 100 respondents in Chennai city. Part I deals with the demographic profile of customers and Part II deals with customer perception as regards to online purchasing decisions. Simple percentage analysis was applied to find the demographic and consumers perception as regards to online shopping. Garrett ranking analysis had been applied to rank the factors that influence online purchase. Factor Analysis was used to find out the major factors that influence purchase decision making as regards to online shopping.

**Keywords:** Consumer Purchasing Behaviour, Customer Perception, Enhanced Online Features

### **Introduction**

The rapid advancement of digital technologies has significantly reshaped consumer behavior, especially in the domain of online shopping. With increased internet penetration, improved digital payment systems, and the proliferation of smartphones, online shopping has become an integral part of modern consumer life. Globally, consumers are shifting from traditional retail experiences to online platforms that offer convenience, wider choices, and time-saving benefits (Kumar & Dange, 2014). In India, the e-commerce market is experiencing exponential growth, with online retail becoming particularly popular in urban centers like Chennai. Chennai, being

one of the largest metropolitan cities in India, exhibits a diverse consumer base with varied income levels, educational backgrounds, and technological exposure. According to a report by IAMAI (Internet and Mobile Association of India, 2022), urban cities like Chennai are witnessing a steady increase in online shopping adoption due to factors like digital literacy, mobile connectivity, and exposure to online marketing. Consumers in Chennai are influenced by a range of factors when making online purchasing decisions – including product quality, price comparisons, delivery speed, customer reviews, ease of website/app navigation, and promotional offers (Rathore & Chaudhary, 2018). Additionally, the trust in online platforms and the perceived risk associated with digital transactions also play crucial roles in the decision-making process (Chaudhury & Jean, 2019). Social influence, peer reviews, brand reputation, and return/refund policies further shape consumer preferences. The cultural and socio-economic context of Chennai adds another dimension to understanding how local consumers interact with and respond to online shopping platforms. This study seeks to explore and analyze the key factors influencing consumer purchasing decisions in online shopping with specific reference to Chennai city. It aims to assess consumer attitudes, preferences, and behavior patterns in order to provide insights into how e-commerce platforms can tailor their services and strategies to better serve the Chennai market. The research holds significance for digital marketers, online retailers, and policy-makers aiming to enhance customer satisfaction, retention, and trust in the online shopping ecosystem.

### **Objectives of the Study**

1. To study the demographic profile of consumers in Chennai city.
2. To rank the factors that influence online purchasing behaviour.
3. To identify the factors influencing purchase decision making.
4. To study the impact of pre purchase consumer behaviour on consumer decision-making.

### **Review of Literature**

**Chaudhury & Jean (2019):** Chaudhury and Jean (2019) explore the relationship between trust, perceived risk, and online consumer purchasing behavior in India. The study finds that trust in the e-commerce platform, the payment gateway, and vendor reputation significantly influence consumer confidence. Consumers hesitant to share financial data online tend to avoid purchases unless platforms demonstrate strong security features and offer transparent return policies. These findings are relevant to urban cities like Chennai, where digital adoption is growing, but consumer skepticism about privacy and fraud remains.

**Kumar & Dange (2014):** Kumar and Dange (2014) investigated demographic influences on online purchasing behavior. Their study revealed that age, income, and educational background strongly correlate with online shopping frequency and product categories purchased. Younger, more educated consumers were more likely to buy electronics and apparel online, while older users remained cautious. These demographic trends help contextualize Chennai's consumer landscape, where digital-savvy youth constitute a significant portion of online buyers.

**Rathore & Chaudhary (2018):** Rathore and Chaudhary (2018) identify price sensitivity, convenience, product variety, and delivery service as the most influential factors in consumer decisions. The study emphasizes the importance of user-friendly websites and personalized marketing. For a metro city like Chennai, where traffic congestion and work-life imbalance are

common, the convenience of home delivery plays a significant role in consumer preference for online platforms.

**Verma & Yadav (2020):** This study focuses on consumer reviews and their impact on purchase decisions. Verma and Yadav (2020) found that positive peer reviews significantly boost trust and purchasing intention, particularly in categories like electronics and fashion. In cities like Chennai, where word-of-mouth and social validation are strong cultural elements, online reviews serve as a digital extension of peer influence.

**Jain & Agarwal (2016):** Jain and Agarwal's research examines the influence of website design and navigation. They conclude that visually appealing, fast-loading, and easy-to-navigate websites lead to higher user engagement and conversion rates. For Chennai's tech-aware but time-conscious consumers, poor site experience often results in cart abandonment, underlining the role of digital usability.

**Bansal et al. (2018):** Bansal and colleagues focused on the psychological factors such as impulsivity and shopping enjoyment. Their findings suggest that consumers often make unplanned purchases when browsing online platforms due to appealing visuals, flash sales, and instant discounts. In Chennai, where online festivals and discount events are actively promoted, this impulse buying behavior becomes prominent.

**Singh & Rana (2021):** Singh and Rana (2021) explore the role of mobile shopping apps in influencing consumer behavior. The study highlights how app-based platforms with push notifications and one-click checkouts lead to higher frequency of purchases. Given Chennai's high smartphone penetration, the app ecosystem plays a vital role in shaping daily consumer buying decisions.

**Internet and Mobile Association of India (IAMAI, 2022):** The IAMAI's 2022 report presents comprehensive data on digital adoption in Indian metros. It shows that Chennai ranks among the top five cities with the highest number of active online shoppers. This macro-level data supports the hypothesis that consumer purchasing patterns in Chennai are strongly tied to digital growth and platform accessibility.

**Sharma & Joshi (2019):** Sharma and Joshi delve into the environmental factors such as COVID-19 and its influence on online purchasing. They note a sharp spike in first-time online buyers, particularly in Tier-1 cities like Chennai. Hygiene concerns, contactless delivery, and work-from-home lifestyles all contributed to a shift in consumer attitudes toward e-commerce.

**Ramesh & Prasad (2017):** Focusing on Tamil Nadu, Ramesh and Prasad studied regional consumer psychology. They emphasized the role of language, cultural identity, and local product availability in influencing purchase decisions. The findings highlight that Chennai consumers tend to prefer e-commerce platforms that localize content in Tamil or offer region-specific deals.

## **Methodology**

This study is based on primary data collected from online consumers through a structured questionnaire. Convenience sampling technique was used, and data had been collected from 100 consumers in Chennai. The collected data was analyzed with the help of simple percentage analysis, Garret ranking, factor analysis and multiple regression analysis. The secondary data were collected from articles, journals, and websites.

**Table No: 1 Influencing Factors of Purchase in online platform**

Garrett ranking analysis had been applied to rank the factors that influence consumers purchase decision:

Factor	Mean value	Rank
Availability of more options makes the consumers to buy online	91.2	I
Assured quality and prompt delivery make the consumer to repurchase	90	II
Price of the products is moderate based on the quality	80.33	V
Varied payment option increase the online shopping	88.11	III
Time saving factor is major aspect in online shopping	85.60	IV
Return policy options increase online shopping.	74	VII
Availability of stock at various quantities encourages online shopping.	77.43	VI
Description of the product in online is same as in physical store.	60.89	X
Reviews and Ratings method help in buying best products from online.	70.57	VIII
Unpacking reviews of the customers with video help in online shopping.	66.72	IX

It was found that the most influencing factor for purchasing online was availability of more options and it was assigned I rank followed by other factors like quality and price.

### **Factors Influencing Pre – Purchase Behaviour of Consumers in Online Shopping**

Factor analysis had been applied to identify consumer behaviour as regards to online purchase behaviour. Cronbach's Alpha value was 0.973, KMO measure of sampling adequacy was 0.865 and Bartlett's test showed a significance level of 0.000. Therefore, factor analysis could be applied to 25 variables measuring consumer behaviour as regards online purchase behaviour. It was observed that all measures of sampling adequacy (MSA) being more than 0.5, all the 25 variables could be subjected to Factor Analysis. The total variance explained was 69.826.

**Table No: 2 Factors Influencing Consumer purchase decision making as regards to Online Shopping:**

Factor	Variable	Loadings
Online Devoir	Consumers prefer online shopping rather than in person shopping.	.592
	Online platform provides same quantity & quality as in physical stores	.586

	There is emotional bonding with certain online platform	.537
	Time saving	.635
	Media influences customers to buy online	.771
Online Credence	There is more loyalty for certain shopping platform	.652
	Customers recommend the online shopping to friends and relatives	.719
	Celebrity endorsement induces customers to buy online	.743
	Consumers buy online based on the features and benefits of products available	.737
	Consumers prefer online for availability of multiple products at single platform	.745
Online Equity	Online shopping became the social status in the economy	.689
	The branded products from well known platform represent the identity of the customer	.665
	Availability of different brands makes consumer to purchase online	.716
	Creativity and social message influences online consumption	.704
	Internet facility influences consumer to purchase online	.702
Online Satisfaction	Customer loyalty increases when online purchase meets the overall satisfaction	.613
	Customer are happy with the brands that they buy from online shopping	.556
	Online platform meet the customer needs	.516
	Availability of all products at all time satisfy the customer needs	.543
	Vast and varied choice of products satisfies the customers.	.812
Online Convenience	Absence of time constraint influence customer to buy online	.705
	Different payment mode attracts the customer to buy online	.656
	Comparison of product features and pricing influence online purchase	.645
	Prompt delivery urges customers to buy online	.714
	Convenience and good value for money attract the consumers to buy online	.624

The first factor was named as “Brand Commitment” and it included five variables namely commitment, quality, emotional bonding, sweet memories, advertisement and it explained 25.060% of the variance. The second factor was named “brand faith” which included five

variables namely carvings, the recommendation to others, celebrity endorsement, health benefits, the nutritional value of cakes and it explained 15.326% of the variance. The third factor was named as “Brand Equity” that included five variables namely pleasure of consumption, availability, freshness, creativity in cakes increases the equity of cake brands and it explained 14.032% of the variance. The fourth factor was named “brand satisfaction” that had four variables namely pleasure of consumption, the satisfaction of hunger, different varieties of flavours and it explained 11.429% of the variance. The fifth factor was named “brand convenience” which had five variables namely different shapes, prompt delivery, the smell of cakes, taste equals money and it explained 10.664% of the variance.

### **SUGGESTIONS**

1. Provide Detailed Product Information.
2. Use Authentic Reviews and Ratings.
3. Show High-Quality Images & Videos.
4. Enable Live Chat Support.
5. Enable Live Chat Support.

### **SCOPE FOR FURTHER RESEARCH**

This study focuses on decision-making before the purchase, further research can explore **post-purchase satisfaction, return behavior, and brand loyalty**.

With rising digital influence, future studies could examine how **Instagram influencers, YouTube reviewers, and peer recommendations** shape consumer confidence and purchasing patterns in Chennai.

Research can explore whether Chennai consumers are willing to pay more for sustainable products online.

### **CONCLUSION**

Demographic insights also suggest that young adults (ages 18–35) are the most active online buyers, especially for fashion, electronics, and lifestyle products. Moreover, the study finds that trust and security play a critical role in finalizing purchases. Websites that offer secure payment gateways, verified product information, and customer service responsiveness build higher consumer confidence. The study concludes that while online shopping is well-adopted in Chennai, continuous improvements in user experience, security, personalization, and after-sales service are essential for fostering long-term loyalty. As digital commerce continues to evolve, it is crucial for online platforms to adapt to changing consumer expectations and emerging behavioural patterns. Demographic insights also suggest that young adults (ages 18–35) are the most active online buyers, especially for fashion, electronics, and lifestyle products.

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