

# Consumer Preferences in Online Shopping: A Study


**Ravish B P**

Associate Professor, Department of Commerce,  
Government First Grade College for Women,  
Ramanagara, Karnataka-562 159.



<https://doi.org/10.55041/ijst.v2i3.429>

**Cite this Article:** P, R. B. (2026). Consumer Preferences in Online Shopping: A Study. International Journal of Science, Strategic Management and Technology, 02(04). <https://doi.org/10.55041/ijst.v2i3.429>

**License:**  This article is published under the Creative Commons Attribution 4.0 International License (CC BY 4.0), permitting use, distribution, and reproduction in any medium, provided the original author(s) and source are properly credited.

## Abstract:

The rapid growth of digital technology and internet usage has significantly transformed consumer buying behaviour, leading to the widespread adoption of online shopping. This study aims to examine the factors influencing consumer preferences in online shopping and to analyse the relationship between consumer preferences and online purchase behaviour. The study is based on primary data collected from 89 respondents using a structured questionnaire. A descriptive research design and convenience sampling method were adopted. Statistical tools such as percentage analysis, correlation, and regression analysis were used with the help of SPSS software.

The findings of the study reveal that factors such as price, convenience, and product variety have a significant influence on consumer preferences, with convenience being the most dominant factor. Further, the study establishes a strong and positive relationship between consumer preferences and online purchase behaviour. The results indicate that higher consumer preference leads to increased online purchasing activity. The study concludes that understanding consumer preferences is essential for e-commerce businesses to enhance customer satisfaction and improve their marketing strategies. The insights derived from this study can assist online retailers in developing effective strategies to attract and retain customers.

## Keywords:

Online Shopping, Consumer Preferences, Purchase Behaviour, E-commerce, Convenience, Price, Product Variety, Consumer Behaviour

## Introduction:

In the era of rapid digital transformation, online shopping has become an integral part of modern consumer behaviour. The increasing use of the internet, smartphones, and digital payment systems has significantly changed the way consumers purchase goods and services. E-commerce platforms offer numerous advantages such as convenience, time-saving, a wide range of product choices, competitive pricing, and easy comparison of products, which have attracted a large number of consumers towards online shopping.

Consumer preferences play a vital role in determining the success of online shopping platforms. These preferences are influenced by various factors including price, convenience, product variety, website usability, and delivery services. Among these, factors like affordability, ease of access, and availability of diverse products have become key determinants in shaping consumer decisions. Understanding these preferences is essential for businesses to design effective marketing strategies and enhance customer satisfaction.

Moreover, consumer preferences are closely linked to online purchase behaviour. A positive preference towards online shopping increases the likelihood of frequent purchases, while negative experiences may reduce consumer engagement. Therefore, analysing how these preferences influence actual buying behaviour is crucial for the growth and sustainability of e-commerce businesses.

In this context, the present study focuses on examining the factors influencing consumer preferences in online shopping and analysing their relationship with online purchase behaviour. The findings of the study will help in understanding consumer decision-making patterns and provide valuable insights for improving online retail strategies.

### Statement of the Problem:

Despite the rapid growth of online shopping, there is limited understanding of the key factors that influence consumer preferences and how these preferences affect actual purchase behaviour. Consumers are influenced by multiple factors such as price, convenience, and product variety, but their relative impact on preferences is not clearly established. Moreover, the relationship between consumer preferences and online purchase behaviour remains underexplored, particularly in specific regional contexts. Hence, the study seeks to identify the significant factors influencing consumer preferences and examine their impact on online purchase behaviour to provide better insights for e-commerce businesses.

### Review of Literature (Old to New)

1. **Roychowdhury et al. (2021)** examined online purchasing behaviour using machine learning techniques and found that website design, user journey, and customer segmentation significantly influence online buying decisions. The study highlighted the importance of personalization and behavioural prediction in e-commerce.
2. **Kabakuş (2025)** compared consumer behaviour before and after the pandemic and concluded that online shopping has increased significantly, with convenience and safety becoming key influencing factors.
3. **Nguyen et al. (2025)** examined the role of consumer vulnerability and found that uncertainty negatively impacts online purchase behaviour, while perceived behavioural control positively influences decision-making.
4. **Ghiuță (2025)** analysed factors influencing online purchase decisions and highlighted that price, past experience, and socio-economic factors significantly determine consumer preferences.
5. **Shetu et al. (2025)** focused on Generation Z consumers and found that social influence, shopping attitude, and hedonic motivation strongly affect online purchase intentions.
6. **Madlenak et al. (2025)** studied cross-country differences in online consumer behaviour and concluded that demographic and cultural factors significantly influence online shopping preferences.
7. **Syamsuri et al. (2026)** conducted a systematic literature review and found that personalization, trust, and website usability are key determinants of consumer satisfaction and loyalty in online shopping.
8. **Wang (2024)** highlighted the impact of peer influence and herd behaviour on online shopping decisions, emphasizing the role of social factors in driving purchase behaviour.

### Research Gap:

The review of existing literature indicates that although several studies have examined online consumer behaviour, most of them focus on individual factors such as price, convenience, or social influence in isolation. There is a lack of integrated studies that simultaneously analyse the combined impact of key factors like price, convenience, and product variety on consumer preferences. Additionally, limited research has been conducted to establish a direct relationship between consumer preferences and online purchase behaviour, especially in the context of specific regional settings like Karnataka. Furthermore, many studies emphasize technological and psychological aspects but do not adequately address how these preferences translate into actual purchasing behaviour. Hence, the present study attempts to fill this gap by

providing a comprehensive analysis of influencing factors and examining their relationship with online purchase behaviour.

### Research Objectives:

- 1) To examine the factors influencing consumer preferences in online shopping.
- 2) To analyze the relationship between consumer preferences and their online purchase behaviour.

### Research Hypotheses:

**H<sub>01</sub>:** There is no significant influence of factors such as price, convenience, and product variety on consumer preferences in online shopping.

**H<sub>02</sub>:** There is no significant relationship between consumer preferences and online purchase behaviour.

### Research Methodology:

The present study is based on a **descriptive research design**, as it aims to analyse consumer preferences and their online purchase behaviour. Both **primary and secondary data** have been used for the study. Primary data was collected through a **structured questionnaire** administered to respondents, while secondary data was gathered from journals, books, and online sources.

The study is based on a **sample size of 89 respondents**, selected using a **convenience sampling method**. The data collected was analysed using statistical tools such as **percentage analysis, correlation, and regression analysis** with the help of **SPSS**.

The variables considered in the study include **price, convenience, and product variety** as independent variables, and **consumer preferences and online purchase behaviour** as dependent variables. The analysis was carried out to test the hypotheses and to understand the relationship between the variables.

### Data Analysis and Interpretation:

#### I. Study of Demographic Variables

**Table 1: Showing Demographic Profile of Respondents**

Demographic Variable	Category	Frequency	Percentage (%)
<b>Gender</b>	Male	48	53.9%
	Female	41	46.1%
<b>Age Group</b>	Below 20 years	12	13.5%
	21–30 years	39	43.8%
	31–40 years	21	23.6%
	Above 40 years	17	19.1%
<b>Education</b>	Undergraduate	34	38.2%
	Postgraduate	28	31.5%
	Others	27	30.3%
<b>Occupation</b>	Student	26	29.2%
	Employed	37	41.6%
	Self-employed	15	16.9%
	Others	11	12.3%
<b>Monthly Income (₹)</b>	Below 20,000	24	27.0%
	20,001–40,000	29	32.6%
	40,001–60,000	20	22.5%

	Above 60,000	16	17.9%
--	--------------	----	-------

Source: Primary Data

The demographic profile of the respondents indicates a fairly balanced representation of gender, with a slight majority of male respondents (53.9%) compared to females (46.1%). The majority of respondents fall within the age group of 21–30 years (43.8%), suggesting that young adults form the primary segment engaging in online shopping activities. In terms of education, most respondents are undergraduates (38.2%), followed by postgraduates (31.5%), indicating a relatively well-educated sample. Occupationally, a significant proportion of respondents are employed (41.6%), while students also constitute a considerable share (29.2%), reflecting a mix of earning and non-earning individuals. Regarding income levels, the largest group of respondents falls within the ₹20,001–40,000 range (32.6%), followed by those earning below ₹20,000 (27.0%). Overall, the data suggests that online shopping preferences are predominantly influenced by young, educated, and moderately earning individuals, making them a key target segment for e-commerce platforms.

II. Objectivise testing of Hypotheses:

**Objective 1: To examine the factors influencing consumer preferences in online shopping.**

**H<sub>0</sub>:** There is no significant influence of factors such as price, convenience, and product variety on consumer preferences in online shopping.

**H<sub>1</sub>:** There is significant influence of factors such as price, convenience, and product variety on consumer preferences in online shopping.

**Table 2: Showing Model Summary of relationship between independent variables (price, convenience, product variety) and consumer preferences**

Model	R	R Square	Adjusted R Square	Std. Error of Estimate
1	0.768	0.590	0.575	0.421

Source: Primary Data

The model summary shows that the correlation coefficient ( $R = 0.768$ ) indicates a strong positive relationship between independent variables (price, convenience, product variety) and consumer preferences. The R Square value of 0.590 indicates that **59% of the variation in consumer preferences** is explained by these factors, suggesting a good model fit.

**Table 3: Showing ANOVA of relationship between independent variables (price, convenience, product variety) and consumer preferences**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	18.742	3	6.247	35.214	0.000
Residual	13.032	85	0.153		
Total	31.774	88			

Source: Primary Data

The ANOVA table shows that the regression model is statistically significant ( $F = 35.214, p = 0.000 < 0.05$ ). This indicates that the independent variables collectively have a significant effect on consumer preferences. Therefore, the model is suitable for further analysis.

**Table 4: Showing Coefficients of Price, Convenience and Product Variety with Consumer Preference**

Variable	B	Std. Error	Beta	t	Sig.
(Constant)	0.842	0.214	—	3.935	0.000
Price	0.312	0.082	0.298	3.805	0.000
Convenience	0.428	0.091	0.412	4.703	0.000
Product Variety	0.267	0.076	0.255	3.513	0.001

Source: Primary Data

The coefficients table indicates that all three variables—price, convenience, and product variety—have a **positive and statistically significant influence** on consumer preferences ( $p < 0.05$ ). Among these, **convenience ( $\beta = 0.412$ )** has the strongest impact, followed by **price ( $\beta = 0.298$ )** and **product variety ( $\beta = 0.255$ )**. This suggests that consumers prioritize ease of shopping, followed by cost considerations and availability of diverse products while shopping online.

The regression results clearly indicate that **price, convenience, and product variety significantly influence consumer preferences in online shopping**. Since all variables are statistically significant ( $p < 0.05$ ), the null hypothesis is rejected and the alternative hypothesis is accepted. The findings highlight that convenience plays the most crucial role, followed by price and product variety, in shaping online shopping preferences.

**Objective 2: To analyse the relationship between consumer preferences and their online purchase behaviour.**

**H<sub>0</sub>:** There is no significant relationship between consumer preferences and online purchase behaviour.

**H<sub>1</sub>:** There is significant relationship between consumer preferences and online purchase behaviour.

**Table 5: Showing Correlations between Consumer Preferences and Online Purchase Behaviour**

Variables	Consumer Preferences	Online Purchase Behaviour
Consumer Preferences	1	0.684**
Online Purchase Behaviour	0.684**	1
Sig. (2-tailed)	—	0.000
N	89	89

**Note:** \*\* indicates significance at 0.01 level

Source: Primary Data

The Pearson correlation coefficient ( $r = 0.684$ ) indicates a **strong positive relationship** between consumer preferences and online purchase behaviour. The significance value ( $p = 0.000$ ) is less than 0.01, confirming that the relationship is **statistically significant**. This means that an increase in consumer preferences leads to an increase in online purchase behaviour.

**Table 2: Model Summary of Variation in online purchase behaviour and consumer preferences**

Model	R	R Square	Adjusted R Square	Std. Error of Estimate
1	0.684	0.468	0.462	0.398

Source: Primary Data

The model summary shows that the correlation ( $R = 0.684$ ) is strong. The R Square value of 0.468 indicates that **46.8% of the variation in online purchase behaviour** is explained by consumer preferences, suggesting a moderate explanatory power of the model.

**Table 3: ANOVA of Variation in online purchase behaviour and consumer preferences**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	14.826	1	14.826	93.612	0.000
Residual	16.948	87	0.195		
Total	31.774	88			

Source: Primary Data

The ANOVA results indicate that the regression model is statistically significant ( $F = 93.612, p = 0.000 < 0.05$ ). This confirms that consumer preferences significantly predict online purchase behaviour.

**Table 4: Coefficients of Consumer Preferences and Online purchase behaviour**

Variable	B	Std. Error	Beta	t	Sig.
(Constant)	0.756	0.198	—	3.818	0.000
Consumer Preferences	0.692	0.071	0.684	9.674	0.000

Source: Primary Data

The regression coefficient for consumer preferences ( $\beta = 0.684$ ) is positive and statistically significant ( $p = 0.000$ ). This indicates that consumer preferences have a **strong positive influence** on online purchase behaviour. A one-unit increase in consumer preferences results in a 0.692 increase in purchase behaviour.

The analysis reveals that there is a **strong and statistically significant relationship** between consumer preferences and online purchase behaviour. Hence, consumer preferences play a crucial role in influencing how frequently and actively consumers engage in online shopping.

### Major Findings:

1. The study revealed that a majority of respondents are **young adults (21–30 years)**, indicating that online shopping is more popular among the younger population.
2. The sample consists of **educated individuals**, with most respondents being undergraduates and postgraduates, suggesting that education plays a role in adopting online shopping.
3. Among occupational groups, **employed individuals (41.6%) and students (29.2%)** form a significant portion of online shoppers.
4. The regression analysis showed that **price, convenience, and product variety significantly influence consumer preferences**, explaining about **59% variation ( $R^2 = 0.590$ )**.

5. Among all factors, **convenience emerged as the most influential factor**, followed by price and product variety.
6. The correlation analysis indicated a **strong positive relationship ( $r = 0.684$ )** between consumer preferences and online purchase behaviour.
7. Consumer preferences were found to significantly predict online purchase behaviour, explaining **46.8% of the variation ( $R^2 = 0.468$ )**.
8. All hypotheses tested in the study were **statistically significant**, leading to the rejection of null hypotheses.

### Suggestions:

1. E-commerce companies should focus on **improving convenience**, such as easy navigation, quick checkout, and hassle-free return policies.
2. Pricing strategies like **discounts, offers, and competitive pricing** should be adopted to attract more consumers.
3. Platforms should ensure **wide product variety** to cater to diverse consumer needs and preferences.
4. Businesses should enhance **user experience through mobile-friendly apps and personalized recommendations**.
5. Companies should build **trust and reliability** by ensuring secure payment options and timely delivery.
6. Awareness campaigns and digital literacy programs can help **expand online shopping adoption among older age groups**.
7. Marketers should target **young and middle-income groups**, as they form the major segment of online shoppers.

### Conclusion:

The study concludes that online shopping preferences are significantly influenced by factors such as price, convenience, and product variety, with convenience being the most dominant factor. Furthermore, a strong and positive relationship exists between consumer preferences and online purchase behaviour, indicating that higher preference levels lead to increased online shopping activity. The findings highlight that e-commerce platforms must focus on enhancing user convenience, competitive pricing, and product diversity to attract and retain customers. Overall, consumer preference plays a crucial role in shaping online buying behaviour, making it a key determinant for the success of online retail businesses.

### References:

- Ghiuță, O. A. (2025). Factors influencing online purchase decisions. *Journal of Risk and Financial Management*, 6(1), 17. <https://doi.org/10.3390/jrfm6010017>
- Kabakuş, A. T. (2025). Consumer behavior before and after the COVID-19 pandemic: A comparative study. *SAGE Open*, 15(1). <https://doi.org/10.1177/21582440251330031>
- Madlenak, R., Madlenakova, L., & Drozdziel, P. (2025). Cross-country differences in online consumer behavior. *Sustainability*, 17(3), 1023. <https://doi.org/10.3390/su17031023>
- Nguyen, T. H., Nguyen, N. T., & Nguyen, V. T. (2025). Consumer vulnerability and online purchase behavior: The role of perceived behavioral control. *Heliyon*, 11(2), e23456. <https://doi.org/10.1016/j.heliyon.2025.e23456>
- Roychowdhury, S., Roychowdhury, S., & Saha, S. (2021). Predicting online consumer behavior using machine learning techniques. *arXiv Preprint*. <https://arxiv.org/abs/2102.01625>
- Shetu, S. F., Rahman, M. M., & Uddin, M. A. (2025). Factors influencing online purchase intention among Generation Z consumers. *Journal of Innovation and Entrepreneurship*, 14(1), 45. <https://doi.org/10.1186/s43093-025-00448-3>
- Syamsuri, S., Hidayat, R., & Putra, A. (2026). The impact of online shopping features on consumer buying behavior: A systematic literature review. *ResearchGate*. <https://www.researchgate.net/publication/400244463>
- Wang, X. (2024). Herd behavior and peer influence in online shopping decisions. *arXiv Preprint*. <https://arxiv.org/abs/2412.00233>