

A Study on Consumer Buying Behavior Towards Online Shopping App in Kovilpatti Town

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Abstract: *In India, electronic commerce is becoming more popular. Consumers of online retailers are divided into many sectors, and their purchasing habits while purchasing products online range from one consumer to the next. As a result, the purpose of this research is to evaluate customer purchasing behaviour when it comes to internet shopping using application. The study's goals are to investigate consumer purchasing behaviour while purchasing items and services online, to investigate consumer perceptions of online shopping, and to determine the degree of satisfaction with online shopping in application. This research was done among India. The sample was chosen using the convenience sampling approach. The primary data was gathered using a questionnaire from 200 respondents. Percentage techniques, chi-square methods, and weighted average methods were used to analyse the acquired data. The study's most important result is that the vast majority of respondents prefer to pay by cash on delivery. Finally, this study found that if online marketers focus more on creating awareness, branding, and providing the services that consumers expect to receive according to their convenience, consumers' buying behaviour will likely change in the future, allowing online marketers to market their products and services more profitably..*

Keywords: customer satisfaction, online products, purchasingbehavior, consumer perception