

An Analytical Study on Consumer Perception towards Online Shopping in India

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Abstract: *The purpose of this study is to understand customer behavior in online shopping. The research includes responses from 100 participants, comprising both men and women, selected through convenient sampling. As the internet rapidly becomes a global phenomenon, it is transforming how people shop and purchase goods and services. Many businesses have adopted the internet to reduce their marketing expenses, which in turn lowers the prices of their goods and services. They also use it to sell their products, communicate with customers, obtain feedback, and survey customer satisfaction. Online shopping is one of the many ways consumers use the internet; they also use it to compare product features, prices, and after-sales services provided by different retailers. Specialists remain optimistic about the future of internet business. Consumer behavior in online shopping has become a focal point of research as e-commerce markets evolve. This study reviews literature on online consumer behavior, exploring theoretical frameworks, empirical studies, and regional perspectives. Key themes include factors influencing online purchase decisions, such as convenience, trust, and perceived risk, and the role of cultural differences in shaping consumer attitudes toward e-commerce. Comparative research highlights variations in online shopping behavior across different countries, providing insights into global e-commerce trends. The review emphasizes the importance of understanding the nuances of online consumer behavior for businesses navigating the complex landscape of e-commerce markets and identifies avenues for future research*

Keywords: Online shopping, Consumer behavior, Internet usage, E-commerce, Convenience sampling, Marketing expenses, Price reduction

