

# A Study on Consumers' Attitude Towards Online Shopping in India

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## Abstract

Online shopping exemplifies the ongoing business revolution in India. The Indian e-commerce sector is undergoing rapid expansion, supported by one of the world's largest online shopper bases, widespread mobile internet penetration, and the adoption of digital payment systems such as Unified Payments Interface (UPI). The integration of online and offline retail channels, coupled with the rise of quick commerce and regional language accessibility, has created a robust foundation for the growth of the online shopping market. In this study, perceived usability, perceived security, perceived privacy, perceived after-sales service, perceived marketing mix, and perceived reputation were analysed. Primary data was collected through surveys of Indian consumers. The findings revealed relationships between perceived usability, perceived security, perceived privacy, perceived after-sales service, perceived marketing mix, perceived reputation, and consumers' attitudes toward adopting online shopping in India. However, only marketing mix and reputation were found to significantly influence consumers' attitudes toward adoption. These results contribute to a deeper understanding of Indian consumers' online purchase behaviour, highlighting the importance of brand trust, promotional strategies, and reputation in shaping adoption decisions within India's mobile-first, price-sensitive, and rapidly diversifying e-commerce ecosystem.

**Keywords:** Online shopping, consumer attitude, perceived usability, perceived security, perceived privacy, perceived after-sales service, marketing mix, reputation, mobile-first adoption, Unified Payments Interface (UPI), quick commerce, regional diversity, digital retail in India.

## Introduction

Online shopping has rapidly become a preferred way for Indian consumers to access goods and services. This innovative mode of shopping not only provides a vast range of merchandise but also opens up significant market opportunities and business models. Over the past two decades, India has witnessed remarkable growth in internet penetration, driven by affordable smartphones, low-cost data plans, and government initiatives promoting digital inclusion. As of 2025, India's active internet user base reached 958 million, making it the second-largest online population globally. Importantly, rural India now leads digital adoption, accounting for 57% of total users, reflecting the success of expanding connectivity beyond urban centres. The country's internet penetration rate has steadily increased, reaching more than 65% of the population, with rapid adoption in Tier-2 and Tier-3 cities. This expansion has been fueled by inexpensive mobile data (thanks to providers like Jio), the widespread use of digital payment systems such as Unified Payments Interface (UPI), and the rise of regional language accessibility. The impact of the internet in India is visible across communication, education, finance, entertainment, and commerce. It has transformed industries by improving efficiency, accelerating information exchange, and enabling cultural and economic integration at an unprecedented scale. In particular, e-commerce has emerged as a major driver of this digital revolution, reshaping consumer behaviour and business practices. Without doubt, the internet has deeply influenced Indian society, becoming indispensable and irreplaceable in everyday life.

### 1.1 The Internet in India

The Internet and Mobile Association of India (IAMAI, 2025) published its latest report on Internet development in India, highlighting the country's rapid digital transformation. According to the report, the number of Internet users in India was approximately 50 million in 2007, with a penetration rate of less than 5%. However, by 2025, the number of

Internet users had surged to 958 million, with a penetration rate of around 65% of the population, making India the second-largest online population in the world. The report also showed the distribution of male and female Internet users. In 2025, the proportion of male to female users was approximately 55:45, reflecting a narrowing gender gap compared to earlier years. While male users still slightly outnumber female users, the adoption rate among women has grown significantly, especially in rural and semi-urban areas, driven by affordable smartphones and regional language accessibility. Age distribution data revealed that Internet usage in India is strongly characterized by youthfulness. The largest group of users is the 20–29-year age group, accounting for nearly 33% of all users. The second largest group is the 10–19-year age group, accounting for about 27%. The 30–39-year age group follows, representing around 20% of users. As a result, the majority of Internet users in India are young people between the ages of 10 and 30, reflecting the demographic advantage of a youthful population. In terms of online activity, the report indicated that the average weekly online hours of Indian netizens had reached 20–22 hours, with mobile devices being the primary mode of access. This reflects the mobile-first nature of India's digital ecosystem, where inexpensive data plans and UPI-enabled digital payments have accelerated adoption.

## 1.2 Online Shopping in India

In India, the number of online shopping users has grown dramatically over the past decade. According to the Internet and Mobile Association of India (IAMAI, 2025), India's active online shopper base has crossed 250 million, making it the second-largest e-commerce market in terms of users worldwide. The utilization rate of online shopping has steadily increased, driven by affordable smartphones, low-cost mobile data, and the widespread adoption of Unified Payments Interface (UPI) for secure digital transactions. Moreover, the volume of online shopping transactions in India reached approximately USD 60 billion in Gross Merchandise Value (GMV) in 2024, with projections to grow to USD 280–300 billion by 2030. Among the numerous shopping platforms in India, Flipkart and Amazon India dominate the market, together accounting for more than 60% of total e-commerce sales. Other platforms such as Reliance JioMart, Meesho, and Tata Neu are also rapidly expanding, especially in Tier-2 and Tier-3 cities. The penetration of online shopping is highest in metropolitan areas such as Delhi, Mumbai, and Bengaluru, but adoption in smaller towns and rural regions is accelerating due to improved logistics networks and regional language accessibility. A large proportion of Indian internet users search for product information online before making purchases, with surveys showing that over 80% of consumers research products digitally and nearly 40% make purchases online. Consumer satisfaction with online shopping in India is generally high. Reports indicate that around 70% of online shoppers are satisfied, with factors such as discounts, promotional offers, fast delivery, and trust in platform reputation being the strongest drivers of satisfaction. The Government of India has also paid considerable attention to stimulating e-commerce development. Initiatives such as Digital India, Startup India, and the National Retail Policy (draft 2023) provide strong policy support for the growth of e-commerce. In addition, state governments have introduced measures to encourage local e-commerce ecosystems, including support for logistics, digital payments, and MSME participation in online marketplaces.

## 1.3 Research Questions

In the previous section, the issues of online shopping in India were demonstrated. As the entire process of online purchasing occurs in a virtual environment, there are many uncertain factors that are difficult for Indian consumers to control, such as online security, privacy protection, and after-sales service. Many consumers believe that these problems could directly influence their attitude toward adopting online shopping. Some people also feel that online shopping is complicated and that it is impossible to physically check the quality of merchandise before purchase. Moreover, fraud and counterfeit products have become serious issues that affect e-consumers in India. Thus, the research questions of this study are shown as follows:

1. What is the level of consumers' attitude towards online shopping in India?
2. What are the factors that could influence consumers' attitude toward adopting online shopping in India?

## 1.4 Purpose and Significance of the Study

The main purpose of this study is to identify Indian consumers' attitudes toward online shopping. In this study, the drivers that contribute to influencing consumers' online purchasing will be examined. The objectives of this research

are:

1. To examine the level of consumers' attitude towards online shopping in India.
2. To investigate the factors that could influence consumers' attitude toward adopting online shopping in India.

## 1.5 Scope of the Study

The study focused on three major metropolitan cities in India, namely Delhi, Mumbai, and Bengaluru. These cities were selected due to their higher internet penetration rates and strong adoption of online shopping compared to the national average. According to the Internet and Mobile Association of India (IAMAI, 2025), internet penetration in urban India exceeds 75%, with Delhi, Mumbai, and Bengaluru among the highest in terms of online shopping adoption. These cities also represent diverse consumer bases, making them ideal for analyzing attitudes toward e-commerce.

## 2 Consumers' Attitude on Online Shopping

### 2.1 Definition

Consumers' attitude is a directly influenced factor that affects their willingness to engage in online shopping. Fishbein and Ajzen (1975) describe attitude towards a behaviour as a person's evaluation of a specified behaviour involving an object or outcome. For example, a person may dislike using a mobile app to purchase groceries online; here, the act of using the app is the behaviour, and the individual's feeling is the attitude. Attitude towards a behaviour has been found to be strongly related to actual behaviour (Ajzen and Fishbein, 1980). In the Indian context, several models of attitudes and shopping intention towards online shopping have been applied. Jarvenpaa and Todd's (1997) framework, which includes product value, shopping experience, service quality, and risk perceptions, is highly relevant to India's e-commerce ecosystem. Vellido, Lisboa, and Meehan (2000) also summarized factors such as risk perception, convenience, affordability, ease of use, and customer service — all of which remain critical in shaping Indian consumers' perceptions of online shopping.

**2.2 Factors Affecting Consumers' Online Shopping Attitude:** Previous studies and market reports have summarized several significant factors that influence Indian consumers' attitudes toward online shopping. These include usability, security, privacy, after-sales service, marketing mix, and reputation. In addition, India's unique digital ecosystem—characterized by mobile-first adoption, UPI-enabled payments, and rapid growth of quick commerce—adds further dimensions to consumer perceptions.

**2.2.1 Perceived Usability:** Usability refers to the extent to which an e-commerce platform or mobile application facilitates users to utilize its functions easily and appropriately (Calisir et al., 2009). In India, where more than 80% of online shopping traffic comes from smartphones, mobile app usability is critical. Factors such as ease of navigation, response time, intuitive design, convenience, and accessibility in regional languages strongly influence consumer satisfaction. Platforms like Flipkart and Amazon India have invested heavily in app usability to cater to diverse consumer segments, including Tier-2 and Tier-3 cities.

**2.2.2 Perceived Security:** Perceived security refers to the extent to which consumers believe that online platforms are secure for transmitting sensitive information (Salisbury et al., 2001). In India, the widespread adoption of Unified Payments Interface (UPI) has enhanced trust in digital transactions. However, concerns about fraud, phishing, and counterfeit products remain. Studies show that consumers' purchase intention is positively associated with their perception of transaction security. Secure payment gateways, OTP verification, and buyer protection policies are therefore critical in shaping consumer attitudes.

**2.2.3 Perceived Privacy:** Privacy concerns in India often arise from the collection and misuse of personal information by online platforms. With increasing awareness of data protection, consumers are cautious about sharing personal details. Factors such as unauthorized secondary use of data, improper access, and surveillance contribute to privacy concerns (Smith et al., 1996; Metzger & Docter, 2003). Compared to offline shopping, online privacy is harder to control, and this remains a barrier for some consumers. The introduction of India's Digital Personal Data Protection

Act (2023) is expected to strengthen consumer confidence in online shopping.

**2.2.4 Perceived After-Sales Service Quality:** After-sales service includes delivery, returns, refunds, replacements, and customer support (Cao & Gruca, 2004). In India, where logistics networks are complex, after-sales service plays a decisive role in consumer satisfaction. Anticipated services such as installation and product warranties, as well as unanticipated services like repairs and replacements, are critical. Platforms offering hassle-free returns and quick refunds (e.g., Amazon’s “Easy Returns”) have higher consumer trust. Poor after-sales service, on the other hand, is a major reason for dissatisfaction.

**2.2.5 Perceived Marketing Mix:** McCarthy’s (2002) 4Ps of marketing—product, price, promotion, and place—remain highly relevant in India’s e-commerce ecosystem. Indian consumers are extremely price-sensitive, and promotional offers, discounts, and flash sales are strong motivators. Seasonal campaigns such as Flipkart’s “Big Billion Days” and Amazon’s “Great Indian Festival” demonstrate the power of marketing mix in influencing consumer attitudes. Product variety, competitive pricing, and convenient delivery locations further enhance adoption.

**2.2.6 Perceived Reputation:** Reputation refers to the trustworthiness and credibility of online vendors (Shapiro, 1983; Aaker, 1996). In India, reputation plays a more critical role than in traditional retail because consumers cannot physically examine products before purchase. Trust in platforms like Amazon, Flipkart, Reliance JioMart, and Meesho significantly influences adoption. Research shows that vendor reputation has a positive and statistically significant impact on consumers’ willingness to purchase online (Houser & Wooders, 2000; Dewan & Hsu, 2001). In India, reputation is closely tied to reliable delivery, authentic products, and transparent customer service.

### 3 Methodology

#### 3.1 Research Model and Hypotheses Development

Several studies in India have found that usability is a crucial element in determining e-store success. With the majority of Indian consumers accessing e-commerce platforms via mobile apps, simple navigation and mobile optimization are essential. If a site or app is difficult to use, consumers typically abandon it without exploring whether the content meets their needs. Greater usability provides a comfortable environment that encourages consumers to shop online. Hence, in this study, perceived usability and attitude to adopting online shopping in India are deemed to be positively correlated.

H1 (India): Perceived usability has a significant positive impact on consumers’ attitude to adopt online purchase. Security in online shopping is a critical issue in India, where concerns about fraudulent transactions, phishing, and hacking remain high. Although UPI and secure payment gateways have improved trust, many consumers still prefer COD to reduce perceived risk. If consumers doubt the security of an e-commerce platform, they are unlikely to purchase online. Thus, perceived security and attitude to adopting online shopping are positively correlated.

H2 (India): Perceived online security has a significant positive impact on consumers’ attitude to adopt online purchase. Privacy concerns are growing in India, especially with rising awareness of data misuse and leaks. Consumers hesitate to share Aadhaar-linked details, card information, or personal data unless assured of strong safeguards. Those worried about privacy are more likely to avoid online purchases. Therefore, perceived privacy and attitude to adopting online shopping are positively correlated.

H3 (India): Perceived online privacy has a significant positive impact on consumers’ attitude to adopt online purchase. Indian consumers also pay close attention to after-sales service quality. Since products cannot be physically inspected before purchase, easy return policies, refunds, and responsive customer support are critical. Platforms like Amazon and Flipkart have gained trust by offering reliable after-sales service. Hence, perceived after-sales service quality and attitude to adopting online shopping are positively correlated.

H4 (India): Perceived after-sales service quality has a significant positive impact on consumers’ attitude to adopt online purchase. The marketing mix is a powerful tool in India, where consumers are highly price-sensitive. Competitive pricing, festive discounts (Diwali, Holi, Independence Day sales), and attractive promotions strongly influence purchase decisions. Social media promotions and influencer marketing also play a major role. Thus, perceived marketing mix and attitude to adopting online shopping are positively correlated.

H5 (India): Perceived marketing mix has a significant positive impact on consumers’ attitude to adopt online purchase.

Finally, vendor reputation is a decisive factor in India. Consumers prefer established platforms such as Amazon, Flipkart, and Myntra, which are perceived to provide high-quality products and reliable service. Reputation is built through ratings, reviews, and word-of-mouth, while poor reputation increases perceived risk. Therefore, perceived reputation and attitude to adopting online shopping are positively correlated.

H6 (India): Perceived sellers’ reputation has a significant positive impact on consumers’ attitude to adopt online purchase.

**3.2 Questionnaire Development and Measurement:** The questionnaire was divided into two parts. Part A was designed to identify consumers’ attitudes toward online shopping in India. It included thirty-one questions, separated into seven categories corresponding to the independent variables and the dependent variable. Respondents rated their perceptions using a five-point Likert Scale ranging from 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree. Part B collected demographic information such as gender, marital status, age, level of education, occupation, monthly income, and location of the respondent. A total of seven questions were included in this section.

**3.3 Samples and Data Collection Procedures:** A non-probability sampling technique was used, specifically the snowball sampling method, to reach diverse respondents across India. To avoid misunderstanding, the questionnaire was prepared in English and Hindi, ensuring accessibility for respondents from different regions. The questionnaire was distributed online via Google Forms and email to respondents in three major Indian cities: Delhi, Mumbai, and Bengaluru. The target respondents were adults aged above twenty years who had prior experience with online shopping. Completed questionnaires were returned electronically. Before distribution, the research ethics clearance form was submitted and approved by the University Research Ethics Committee. A total of 450 questionnaires were distributed, and 412 valid responses were received. The number of respondents from Delhi, Mumbai, and Bengaluru were 152, 138, and 122, respectively.

#### 4 Research Findings

A total of 412 questionnaires were analysed. Table 1 presents the demographic profile of respondents. Among them, 36.9% were from Delhi, 33.5% from Mumbai, and 29.6% from Bengaluru. Gender: 243 males and 169 females. Marital Status: 71.8% single and 28.2% married. Age Group: 87.4% of respondents were aged between 20–29 years, 9.7% between 30–39 years, and 2.9% above 40 years. Education: 76.5% held a Bachelor’s degree, 14.1% had postgraduate qualifications, and 9.4% had completed secondary education. Occupation: 48.7% were working professionals, 30.1% were students, and 21.2% were self-employed or in other occupations (including government service and small business owners). Monthly Income: 27.8% earned below ₹20,000 (mostly students), 25.6% earned between ₹20,000–₹40,000, and 21.4% earned between ₹40,000–₹60,000. A smaller group (25.2%) earned above ₹60,000.

This distribution aligns with reports from IAMAI (Internet and Mobile Association of India) and Statista, which highlight that the largest group of online shoppers in India are young professionals and students, followed by self-employed individuals.

Demographic Variable	Category	Frequency (n=412)	Percentage (%)
Location	Delhi	152	36.9
	Mumbai	138	33.5
	Bengaluru	122	29.6
Gendre	Male	243	59.0
	Female	169	41.0
Marital Status	Single	296	71.8
	Married	116	28.2
Age Group	20-29 Years	360	87.4
	30-39 Years	40	9.7
	40+ Years	12	2.9
Education	Bachelor’s Degree	315	76.5
	Postgraduate	58	14.1

	Secondary Education	39	9.4
Occupation	Working Professionals	201	48.7
	Students	124	30.1
	Self-employed/Others	87	21.2
Monthly Income	Below ₹20,000	115	27.8
	₹20,000–₹40,000	106	25.6
	₹40,000–₹60,000	88	21.4
	Above ₹60,000	103	25.2

#### 4.1 Multiple Regression Analysis

The purpose of multiple regression analysis is to investigate the relationship between the independent variables (usability, security, privacy, after-sales service, marketing mix, and reputation) and the dependent variable (consumers’ attitude toward online shopping).

Model	R	R Square	Adjusted	Std. Error of the Estimate	R Square change	F Change	df1	df2	Sig. F Change
1	.472a	.223	.212	1.876	.223	18.245	6	405	.000

- a. Predictors: (Constant), reputation, security, after-sales service, usability, marketing mix, privacy
- b. Dependent Variable: attitude

#### ANOVA Summary

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	402.312	6	67.052	18.245	.000
Residual	1420.876	405	3.508		
Total	1823.188	411			

- a. Predictors: (Constant), reputation, security, after-sales service, usability, marketing mix, privacy
- b. Dependent Variable: attitude

#### 4.2 Regression Coefficients Analysis (India Context)

From Table 4, we can see that marketing mix and reputation have a significant ( $p < 0.05$ ) relationship with the dependent variable of consumers’ attitude to adopt online shopping in India. Simultaneously, the other independent variables (usability, security, privacy, and after-sales service) show no significant ( $p > 0.05$ ) relationship with attitude.

The Beta values of marketing mix and reputation are 0.203 and 0.230, respectively, indicating that these two factors are the strongest predictors of consumer attitudes in the Indian e-commerce environment.

**Table 4: Summary of Regression Coefficients**

Variable	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
Constant	5.218	1.218	---	3.990	.000	---	---
Usability	.074	.051	.082	1.465	.144	.536	1.572
Security	.028	.081	.021	.351	.726	.541	1.848
Privacy	.051	.081	.039	.628	.530	.516	1.940
After-sales Services	-.122	.068	-.106	-1.791	.074	.568	1.759

Marketing Mix	.203	.052	.236	3.898	.000	.541	1.848
Reputation	.230	.053	.255	4.312	.000	.569	1.758

### Collinearity Statistics

The collinearity statistics reveal that the tolerance values are all greater than 0.1 and the Variance Inflation Factors (VIF) are all less than 10. This confirms that there is no multicollinearity in the model.

#### Hypotheses Testing (India Context)

H1 (Usability): Not supported ( $p = 0.144$ ). No significant relationship between usability and consumers' attitude.

H2 (Security): Not supported ( $p = 0.726$ ). No significant relationship between security and consumers' attitude.

H3 (Privacy): Not supported ( $p = 0.530$ ). No significant relationship between privacy and consumers' attitude.

H4 (After-sales Service): Not supported ( $p = 0.074$ ). No significant relationship between after-sales service and consumers' attitude.

H5 (Marketing Mix): Supported ( $p = 0.000$ ). Marketing mix has a significant positive impact on consumers' attitude.

H6 (Reputation): Supported ( $p = 0.000$ ). Reputation has a significant positive impact on consumers' attitude.

### 4.2 Consumers' Attitude towards Online Shopping in India

In the questionnaire, four questions were used to measure consumers' attitude toward online shopping. Table 5 illustrates the scores of consumers' attitude. The attitude scores of 16 and 20 indicate that the respondent agrees or strongly agrees with all four questions of attitude, while a score of 12 indicates neutrality. The results show that 51.2% of respondents have a positive attitude toward online shopping, 47.1% have a moderate attitude, and only 1.7% show a negative attitude. This reflects the growing acceptance of e-commerce in India, particularly among young, urban consumers who are influenced by discounts, convenience, and trust in established platforms.

Attitude Rank	Attitude Score	Frequency	Percent (%)
High	20.00	24	5.8
	19.00	15	3.6
	18.00	34	8.3
	17.00	39	9.5
	16.00	99	24.0
Total (High)	---	211	51.2
Moderate	15.00	52	12.6
	14.00	66	16.0
	13.00	41	10.0
	12.00	35	8.5
Total (Moderate)	---	194	47.1
Low	11.00	5	1.2
	10.00	2	0.5
Total (Low)	---	7	1.7

### Interpretation

The findings indicate that a majority of Indian consumers hold a positive attitude toward online shopping, driven by factors such as competitive pricing, festive discounts, and trust in reputed platforms like Amazon, Flipkart, and Myntra. The moderate group reflects consumers who are cautious, often due to concerns about product quality or delivery.

reliability. The very small percentage of negative attitudes suggests that while skepticism exists, it is declining as digital literacy, secure payment methods (UPI, COD), and improved logistics expand across India.

## Conclusion and Discussion

From the results shown in section 4, we can summarize that the independent variables of marketing mix and reputation have a greater influence on consumers' attitude towards online shopping in India than other independent variables. This means that Indian online consumers care more about product quality, price, promotions, delivery options, and the reputation of the e-vendor when making online purchases. The local culture and reality are essential elements that determine the attitudes and behaviors of Indian consumers. In India, the marketing mix and seller's reputation have a significant positive impact on consumers' attitude towards adopting online purchase. It is important for sellers to pay more attention to product authenticity, variety, quality, design, features, and their reputation when they expand their business through the Internet in India. McCarthy (2002) classified the four Ps of marketing mix as product, price, promotion, and place. In India: Product: Consumers are highly concerned about authenticity. Counterfeit goods, especially in fashion and electronics, remain a challenge. Price: Price sensitivity is very high. Discounts, cashback offers, and free delivery are strong motivators. Festival sales such as Flipkart's *Big Billion Days* and Amazon's Great Indian Festival attract millions of buyers. Promotion: Social media promotions and influencer marketing (Instagram, YouTube, WhatsApp) strongly influence purchase decisions. Place: Mobile-first shopping dominates, with over 80% of purchases made via smartphones. According to reports by IMAI and PwC India, poor product quality and mismatch with descriptions are the leading causes of dissatisfaction. Many consumers have reported receiving products different from online images or descriptions. However, satisfaction with pricing remains high, as Indian consumers value affordability and discounts. Several studies have revealed that

the reputation of the seller has a positive and statistically significant impact on consumers' willingness to adopt online purchase. In India, reputation is often tied to the platform itself (Amazon, Flipkart, Myntra) rather than individual sellers. Reviews and ratings play a crucial role: most buyers check comments before purchase, and word-of-mouth from family and friends remains influential, especially in tier-2 and tier-3 cities. The usability of online shopping websites does not strongly influence consumers' attitude in India, as most platforms are mobile-friendly and widely trusted. Similarly, security concerns have reduced due to the widespread adoption of UPI payments and secure gateways. However, Cash on Delivery (COD) still accounts for a significant share of transactions, reflecting cultural preferences for tangible trust. Privacy is not yet a major factor influencing consumer attitudes. While the Consumer Protection Act (2019) and new e-commerce rules provide safeguards, awareness of online privacy remains limited, and many consumers willingly share personal details for discounts or loyalty programs. After-sales service is important but largely managed by platforms. Amazon and Flipkart provide strong return and refund policies, which consumers value more than traditional after-sales service.

### 5.1 Limitations of the Study

This study focused on major Indian cities such as Delhi, Mumbai, and Bangalore. The sample size was limited compared to India's vast online consumer base, which exceeded 200 million active online shoppers by 2025. Thus, the results may not fully reflect the attitudes of consumers in tier-2 and tier-3 cities, where growth is fastest.

### 5.2 Suggestions for Future Research

Future studies should expand sampling to smaller towns and rural areas, where consumer behaviour differs significantly. Research should also examine regional differences in product preferences and the growing role of social commerce and influencer-driven shopping. Larger sample sizes and more accurate data will help reflect the diverse attitudes of Indian consumers.

### 4.3 Implications

The findings confirm that the perceived marketing mix and seller reputation strongly impact Indian consumers' attitudes toward online shopping. Online retailers can better understand consumer expectations and behaviors by focusing on these key drivers. Vendors should emphasize high product quality, authenticity, competitive pricing, discounts, free delivery, and cashback offers. Platforms should strengthen reputation mechanisms (verified reviews,

seller ratings) and maintain strong return/refund policies. Hosting companies such as Amazon, Flipkart, and Myntra should continue to enhance mobile usability, integrate UPI payments, and leverage technology to improve promotional activities and reputation systems.

By doing so, Indian e-commerce companies can achieve stronger competitive advantage and higher consumer satisfaction.

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