
FACTORS INFLUENCING ONLINE PURCHASE DECISIONS OF CONSUMERS: A PRIMARY DATA STUDY

Hritik Patel

Research Scholar, Commerce
Bundelkhand University, Jhansi
G-mail: sch.hritikpat52@bujhansi.ac.in
ORCID ID: 0009-0005-2770-1127

Abstract

Because e-commerce has grown so quickly, it is crucial to understand what influences people's decisions to make purchases online. The current study's goal is to determine the key factors influencing customers' decisions to make purchases online and to investigate how price, product quality, and discounts affect this behavior. The study makes use of primary data gathered from a sample of online shoppers using a standardized questionnaire with a five-point Likert scale.

The findings show that several factors influence consumers' decisions to shop online. These factors include convenience, the time-saving aspect of online shopping, the wide range of products available, the ease of comparing items, and customer reviews. Trust in online platforms is another key factor. The results indicate that customers' buying decisions are affected by price comparisons among different sites, competitive pricing, and clear pricing policies. When factors related to product quality are present, like brand preference, access to quality information, and detailed product descriptions, people are more likely to trust online purchases. Customers are further encouraged to shop online through discounts, special offers during festivals, cashback deals, and various marketing efforts.

The study demonstrates that judgments about internet purchases are heavily influenced by both functional and value-driven variables. The findings provide e-commerce platforms and marketers with valuable information to develop efficient pricing strategies, improve the caliber of product information, and build enticing promotional campaigns that increase customer happiness and engagement.

Keywords: Online Purchase Decision, Consumer Behaviour, Price, Product Quality, Discounts, E-commerce, Primary Data

Introduction:

The environment of international business transactions has significantly changed as a result of the quick development of information and communication technology. The emergence of e-commerce, which has changed conventional ways of purchasing and selling, is one significant result of this change. The practice of purchasing and selling products and services using electronic networks, primarily the internet, is known as e-commerce. Due to growing internet connectivity, smartphone

use, and the availability of digital payment alternatives, e-commerce has become a crucial component of today's retail landscape.

The results show that convenience, the time-saving aspect of online shopping, the wide range of products accessible, the simplicity of product comparison, and online customer reviews all have an impact on customers' decisions to make purchases online. Trust in internet platforms emerged as another significant characteristic. The findings also demonstrate how price comparison across platforms, competitive pricing, and price transparency affect consumers' purchasing decisions. People are more inclined to trust online transactions when factors related to product quality are present, such as brand preference, the availability of high-quality information, and thorough product descriptions. Additionally, discounts, festival specials, cashback incentives, and other promotional programs aggressively push customers to make purchases online.

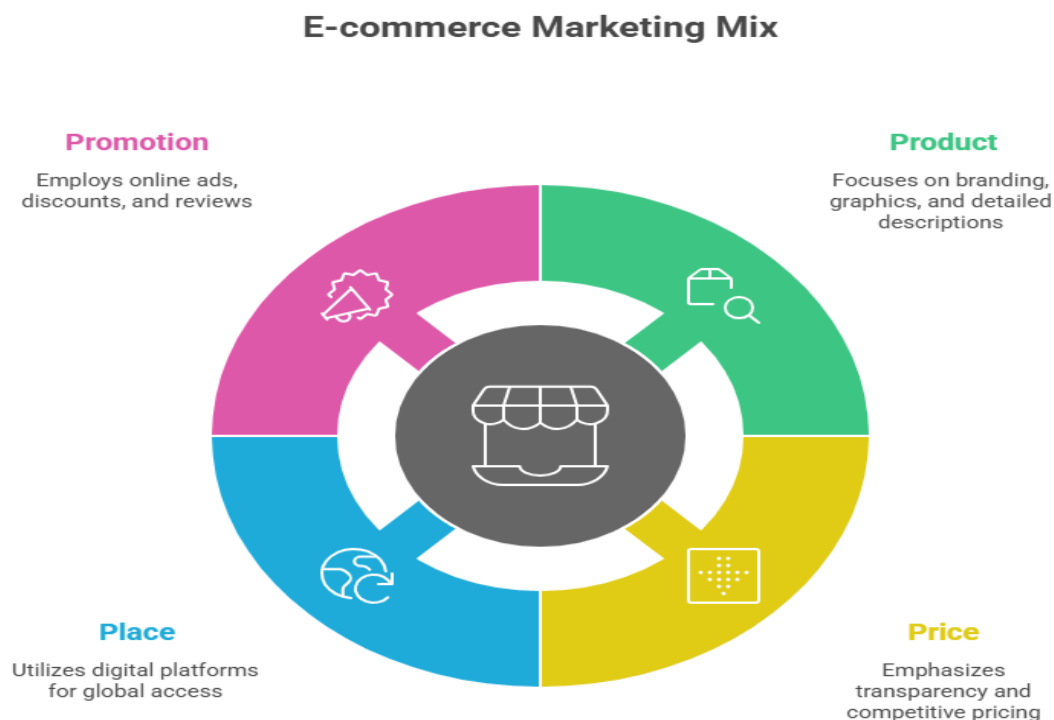


Fig.1 E-commerce Marketing Mix

Online consumer behavior is complicated and constantly evolving due to the impact of several psychological, social, and economic elements. Online buyer behavior is influenced by factors such as product specs, special offers, website design, user-friendliness, reliability, and security, in contrast to traditional purchasing. Marketers must have a thorough grasp of consumer behavior in the context of e-commerce in order to create strategies that effectively draw in, engage, and keep customers in a fiercely competitive digital market.

Factors Influencing Online Purchase Decisions

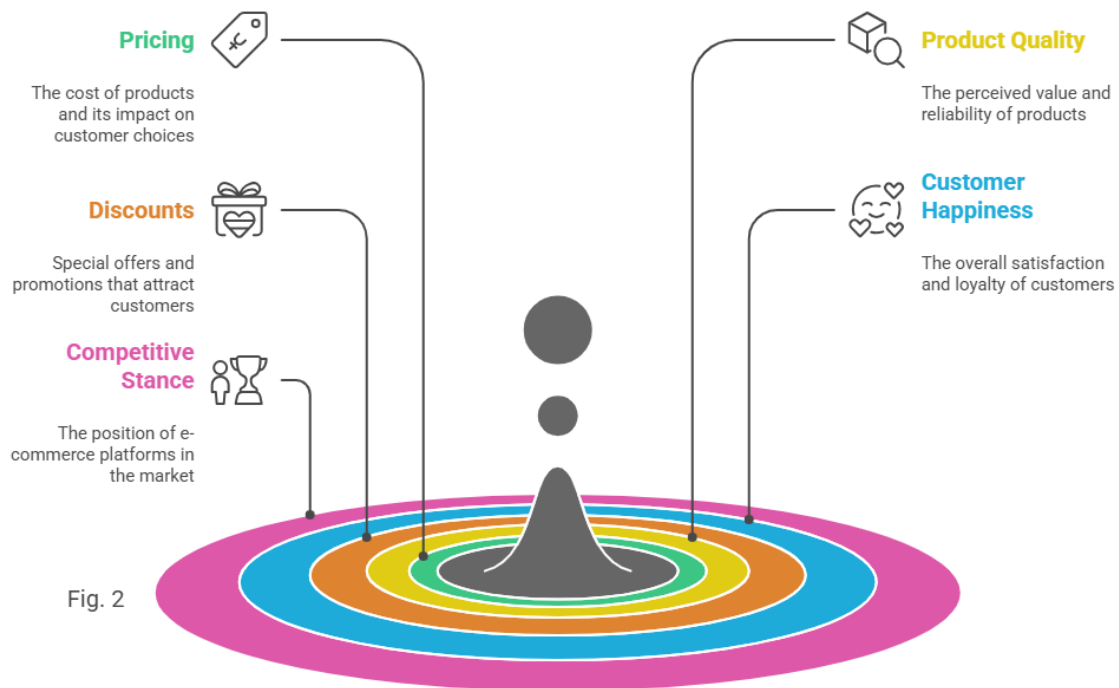


Fig. 2

The traditional marketing mix, known as the 4Ps—Product, Price, Place, and Promotion—remains important in e-commerce, even though its application has changed. In online marketplaces, branding, visuals, detailed descriptions, and high-quality information are valued aspects of the product. Price plays a key role because of high price transparency and the ease of comparing prices across different platforms. The term "place" in e-commerce refers to digital platforms that remove geographical limits and allow access to products from anywhere at any time. Marketing strategies include festival sales, online ads, discounts, cashback offers, and digital word-of-mouth through reviews and ratings. Together, these elements shape customers' decisions to shop online.

To understand how customers respond to e-commerce platforms and marketing tactics, it is critical to comprehend the elements that drive online purchase decisions. In addition to examining how pricing, product quality, and discounts influence customers' purchasing habits, this study aims to uncover the primary elements that influence consumers' decisions to purchase online. The goal of the study is to provide marketers and e-commerce platforms with practical information that will boost their competitiveness in the online market and increase customer happiness.

Objectives

1. To identify the major factors influencing online purchase decisions of consumers.
2. To investigate how discounts, product quality, and pricing affect customers' online purchasing decisions.

Review of Literature:

Jain, Malviya, and Arya (2021) The text provided a thorough overview of Internet commerce. It highlighted its fast growth and big effect on global business operations. The research focused on how internet technologies can strengthen virtual value chains, broaden market reach, and improve information flow. The authors talked about important e-commerce supporters, benefits, and challenges, especially in India. According to the findings, convenience, greater product availability, and easy payment options greatly enhance customer loyalty. However, the survey also pointed out the infrastructure and operational challenges that e-commerce businesses encounter, particularly in developing countries.

Gupta (2014) The study looked at how e-commerce affects modern business operations and its importance in changing traditional market systems. It identified various e-commerce formats, like B2B, B2C, and C2C, that have broadened customer choices and market opportunities. The paper explained how the internet and online technology have lowered financial barriers and company size constraints. It also covered how affordable technologies and rising internet access are fueling e-commerce's fast growth in India. The results suggest that businesses can use e-commerce to boost their competitiveness and efficiency.

Ramya and Mohamed Ali (2016) The study examined the variables that affect customers' decision-making. It highlighted how these decisions are influenced by cultural, social, psychological, and individual factors. According to the study, customers' purchasing decisions are influenced by their social standing, family, peer groups, and personal characteristics. It emphasized how crucial it is to comprehend consumer behavior in order to develop successful marketing plans and messaging. In order to improve customer happiness and sales success, the authors recommended that marketers use a consumer-focused strategy. The study demonstrates the importance of behavioral aspects in comprehending modern consumer behavior.

Muruganantham and Bhakat (2013) The research provided a detailed look at impulsive buying behavior, focusing on its many aspects related to consumer decision-making. It was divided into several areas, including situational, psychological, and environmental factors that affect impulsive buying. The authors pointed out that impulsive purchases are shaped by changing lifestyles, rising incomes, and easier access to credit. The report also highlighted the growing significance of impulsive purchases in both online and offline retail settings, especially in developing countries. The findings indicate a clear need for further research on impulsive buying behavior as retail formats continue to evolve.

Qazzafi (2020) The study looked at the main variables that affect consumers' decisions to buy. Social, psychological, economic, and individual elements were shown to be the four primary drivers. The study demonstrated that a number of characteristics, including age, lifestyle, motivation, perception, and income, had a substantial influence on consumers' purchasing decisions. It concentrated on how these choices are influenced by social and economic contexts. The study provides a fundamental foundation for comprehending how customers make decisions in various product and market contexts.

Research Methodology:

This study examined the variables influencing consumers' choices to make online purchases using a descriptive research methodology. The primary data for the study was collected using a standardized questionnaire that was sent using Google Forms. The survey was completed by one hundred people from various cities. Since the majority of participants were researchers from different universities, the replies were trustworthy and well-informed. A five-point Likert scale, ranging from Strongly Disagree to Strongly Agree, was used to gauge responses to the questionnaire's three sections (Sections A, B, and C). I completely concur.

Findings of the Study:

Table 1: Section A – Online Purchase Decision Factors (n = 19)

Statement	SD	D	N	A	SA
Availability of wide variety of products	(15.8%)	(10.5%)	(0%)	(26.3%)	(47.4%)
Online shopping saves time	(10.5%)	(0%)	(31.6%)	(26.3%)	(31.6%)
Convenience is a major reason	(21.1%)	(36.8%)	(26.3%)	(15.8%)	—
Easy comparison of products	(15.8%)	(21.1%)	(42.1%)	(21.1%)	—
Online customer reviews influence decision	(36.8%)	(31.6%)	(26.3%)	(5.3%)	—
Trust in online platforms	(10.5%)	(47.4%)	(31.6%)	(10.5%)	—

SD = Strongly Disagree, D = Disagree, N = Neutral, A = Agree, SA = Strongly Agree

Fig. 3 (Table 1) Online Shopping Preferences

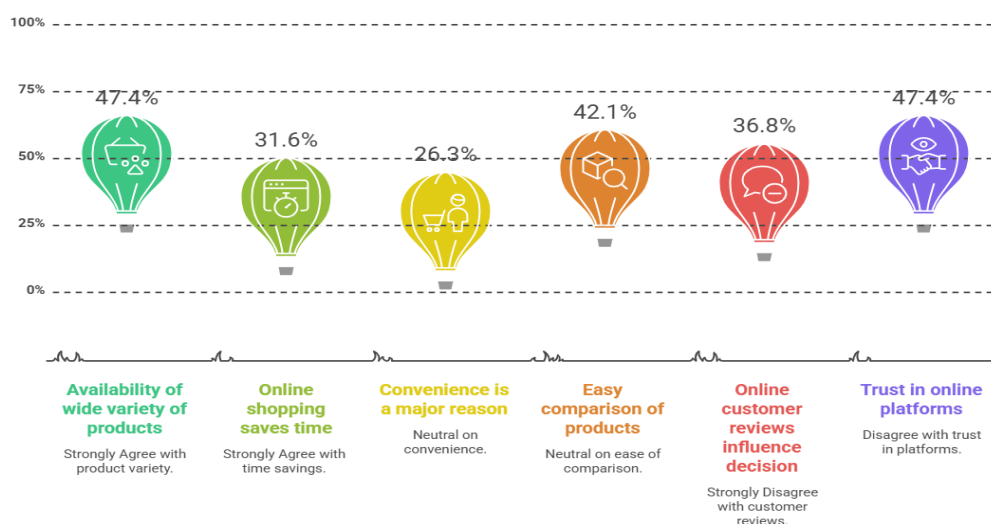


Table 2: Section B – Price, Product Quality and Discounts (n = 19)

Price Factors (Table 2.1)

Statement	SD	D	N	A	SA
Lower prices motivate online purchase	(10.5%)	(47.4%)	(31.6%)	(10.5%)	–
Compare prices across websites	(10.5%)	(26.3%)	(36.8%)	(26.3%)	–
Price transparency influences buying	(15.8%)	(36.8%)	(36.8%)	(10.5%)	–

Table 2.1 - As the table shows, customers' choices to buy online are greatly affected by price. A large number of respondents compare prices on various websites before making a purchase. This highlights the importance of being price-sensitive in online markets. Price transparency also affects buying behavior. Customers like platforms that offer clear and comparable pricing information. Overall, the results indicate that competitive and transparent pricing improves how customers engage with online shopping platforms.

Product Quality Factors (Table 2.2)

Statement	SD	D	N	A	SA
Product quality information affects decision	(21.1%)	(63.2%)	(15.8%)	–	–
Trust in branded products	(10.5%)	(26.3%)	(42.1%)	(21.1%)	–
Detailed product description increases confidence	(15.8%)	(42.1%)	(42.1%)	–	–

Table 2.2 - The study shows how customers' decisions to buy online are influenced by their awareness of product quality. The results indicate that consumers highly value branded items, as many respondents agreed with this aspect. Detailed product descriptions and information about quality help improve buyer confidence. However, some respondents remained neutral, indicating they take a careful approach before making a purchase. Overall, the findings emphasize the importance of clear, high-quality information and brand trust in shaping customers' decisions to shop online.

Discount & Promotion Factors (Table 2.3)

Statement	SD	D	N	A	SA
Discounts & offers encourage purchase	(10.5%)	(36.8%)	(47.4%)	(5.3%)	–
Festival sales influence decision	(36.8%)	(36.8%)	(10.5%)	(15.8%)	–
Cashback & coupons affect behaviour	(10.5%)	(15.8%)	(36.8%)	(31.6%)	(5.3%)

Table 2.3 - This text shows how marketing strategies and discounts affect consumers' online shopping decisions. Cashback and discount offers seem to have a stronger influence, as many respondents revealed that these incentives play a role in their choices. Reactions to general discounts and festival sales varied, with several respondents taking a neutral or cautious approach. Overall, the findings indicate that targeted promotional offers, especially cashback and coupons, are more effective at driving online sales than general discount schemes.

Table 3: Section C – Online Buying Behaviour (Outcome Variable)

Statement	Yes	No
Frequently purchase online	(78.9%)	(21.1%)
Prefer online over offline shopping	(63.2%)	(36.8%)
Satisfied with overall online shopping experience	(78.9%)	(21.1%)

Table 3 - The majority of customers surveyed are active online shoppers, prefer online to offline buying, and are generally happy with their online shopping experiences, according to the table. This demonstrates how important e-commerce is becoming to customer behavior.

Conclusion:

Consumers today view internet shopping as an important and preferred way to make purchases. This stems from factors like product variety, ease of use, and time-saving benefits. Customers' choices are also affected by price, product quality, and marketing strategies such as promotions and discounts. Positive online experiences, including access to reliable information and reviews, boost trust in digital platforms. Overall, the findings indicate that online shopping not only meets changing consumer needs and expectations but also highlights the increasing role of e-commerce in shaping modern consumer behavior.

Reference:

1. Gupta, A. (2014). *E-commerce: Role of e-commerce in today's business*. **International Journal of Computing and Corporate Research**, 4(1). ISSN 2249-054X.
2. Jain, V., Malviya, B., & Arya, S. (2021). *An overview of electronic commerce (e-commerce)*. **Journal of Contemporary Issues in Business and Government**, 27(3), 670–676. <https://doi.org/10.47750/cibg.2021.27.03.090>
3. Patel, H., & Singh, S. N. (2025). Financial Literacy Among Rural Borrowers and Its Influence on NPAs: A Study from Jhansi Division.
4. Ramya, N., & Mohamed Ali, S. A. (2016). *Factors affecting consumer buying behavior*. **International Journal of Applied Research**, 2(10), 76–80.

5. Muruganantham, G., & Bhakat, R. S. (2013). *A review of impulse buying behavior. International Journal of Marketing Studies*, 5(3), 149–160.
<https://doi.org/10.5539/ijms.v5n3p149>
6. Qazzafi, S. (2020). *Factor affecting consumer buying behavior: A conceptual study. International Journal for Scientific Research & Development*, 8(2), 1205–1208. ISSN 2321-0613.
7. Patel, H., Yadav, M. S., & Singh, S. N. (2026). *Career preferences among graduates in Jhansi, Uttar Pradesh. International Journal of Applied Research*, 12(1), 101–105.
<https://doi.org/10.22271/allresearch.2026.v12.i1b.13296>
8. Baumgartner, H., & Steenkamp, J. B. E. (1996). Exploratory consumer buying behavior: Conceptualization and measurement. *International journal of Research in marketing*, 13(2), 121-137.
9. Rook, D. W., & Fisher, R. J. (1995). Normative influences on impulsive buying behavior. *Journal of consumer research*, 22(3), 305-313.
10. Baubonienė, Ž., & Gulevičiūtė, G. (2015). E-commerce factors influencing consumers 'online shopping decision. *Social technologies*, 5(1), 62-73.
11. Kidane, T. T., & Sharma, R. R. K. (2016, March). Factors affecting consumers' purchasing decision through ECommerce. In *Proceedings of the 2016 international conference on industrial engineering and operations management Kuala Lumpur, Malaysia* (Vol. 8, No. 10, pp. 159-165).
12. Skaržauskienė, A., Baubonienė, Ž., & Gulevičiūtė, G. (2018, June). Factors influencing consumers online shopping decision: Present and future evidence from Lithuania. In *ECSM 2018 5th European Conference on Social Media* (p. 301). Academic Conferences and publishing limited.
13. Khanna, R., & Awal, G. (2019, March). Consumer online purchasing decision and its influencing factors in Uttarakhand: An exploratory study of selected districts of Garhwal Division. In *International Conference on Advances in Engineering Science Management & Technology (ICAESMT)-2019, Uttaranchal University, Dehradun, India*.
14. Khanna, R., Awal, G., Sharma, B., & Raj, R. (2020). A FIVE FACTOR APPROACH TO ONLINE PURCHASE DECISION: A STUDY WITH REFERENCE TO GARHWAL DIVISION OF UTTARAKHAND. *International Journal of Management*, 11(08).