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A STUDY OF BUYER'S ATTITUDE TOWARDS ONLINE
SHOPPING IN TUMAKURU DISTRICT

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Keywords

Online Shopping,
Buyer Attitude,
Consumer Behaviour,
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Tumakuru District,
Digital Marketing

Abstract

The rapid growth of internet connectivity, smartphone usage, and digital payment systems has significantly transformed consumer purchasing behaviour in India, leading to increased adoption of online shopping across urban and semi-urban regions. The present study aims to examine the buyers' attitude towards online shopping in Tumakuru District, with a focus on understanding demographic characteristics, shopping behaviour, perceived advantages, and barriers influencing online purchase decisions. The study is based on primary data collected from 385 respondents selected through a random sampling method using a structured questionnaire.

A descriptive research design was employed, and the collected data were analysed using statistical tools such as percentages, mean scores, and tabular analysis. The findings reveal that a majority of respondents exhibit a positive attitude towards online shopping, primarily driven by factors such as convenience, time savings, wide product variety, and competitive pricing. Clothing and accessories emerged as the most preferred product category, followed by electronics. However, the study also identifies significant challenges, including security and privacy concerns, delivery delays, lack of trust in product quality, and complicated return procedures, which restrict



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	<p>frequent online shopping.</p> <p>The research concludes that while online shopping has gained substantial acceptance among young, educated, and employed consumers in Tumakuru District, addressing trust-related and service-quality issues is crucial for sustained growth. The study offers practical suggestions for e-commerce platforms, policymakers, and marketers to enhance consumer confidence and improve the overall online shopping experience.</p>
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1. INTRODUCTION

Online shopping has emerged as one of the most dynamic and fastest-growing segments of retail in India today. With rapid improvements in internet penetration, rising smartphone usage, and secure digital payment systems, the country has witnessed a dramatic shift in consumer behaviour from traditional in-store purchases to online platforms. As of 2024, India had around 270 million online shoppers, making it the second-largest e-retail market globally, surpassed only by China in terms of online shopper base. This expansion reflects the growing acceptance of digital retail across different parts of the country, including tier-2 and tier-3 cities, as well as smaller towns and semi-urban districts such as Tumakuru.

The Indian e-commerce market continues its upward trajectory, with projections showing an increase in online shoppers to over 300 million by 2030 and overall industry growth expected to average 18–22% annually over the coming years. Factors such as competitive pricing, wide product variety, and time-saving convenience have contributed significantly to this trend, while government support for digital infrastructure and a strong digital payments ecosystem have further accelerated engagement. In the context of Tumakuru District, a semi-urban region in Karnataka, online shopping is gradually gaining traction as consumers become more comfortable with digital channels and e-commerce platforms. Understanding buyers' attitudes toward online shopping is essential for retailers, policymakers, and local businesses to tailor services, address challenges, and enhance the online purchasing experience. This study explores the attitudes, perceptions, and behavioural patterns of consumers in Tumakuru with respect to online shopping, based on a survey of 385 respondents.

2. OBJECTIVES OF THE STUDY

- 1) To analyse demographic characteristics of online shoppers.
- 2) To examine the frequency, preferred categories, and patterns of online shopping.
- 3) To assess consumer attitudes toward online shopping.
- 4) To identify key factors influencing these attitudes.
- 5) To provide suggestions for improving online shopping experience and adoption.

3. REVIEW OF LITERATURE

Numerous studies globally and in India have examined consumer attitudes toward online shopping. Research consistently highlights convenience, product variety, cost effectiveness, and time savings



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as major drivers of online shopping adoption. Studies also emphasise trust issues, security concerns, delivery reliability, and return difficulties as barriers affecting consumers' attitudes and intentions. A study in Karnataka found that internet accessibility has increased online shopping interest, but security and product quality concerns remain obstacles for many buyers. Research from Ahmedabad City showed that product variety, convenience, and confidence in quality strongly shaped positive consumer perceptions. Other regional studies indicate that demographic factors such as age, gender, education, and income significantly influence buyers' attitudes toward online shopping. Overall, existing literature underscores the complexity of online buying behaviour and suggests that enhancing trust, secure payments, and user experience are key to improving attitudes toward e-commerce.

4. RESEARCH METHODOLOGY

The present study adopts a descriptive research design to examine buyers' attitudes towards online shopping in Tumakuru District. Sample Size determined by using the sample size formula for a 95% confidence level and 5% margin of error: The calculated sample size = 385.

$$n_0 = \frac{Z^2 pq}{e^2}$$

where $Z=1.96$, $p=0.5$, $e=0.05$.

Primary data were collected from 385 respondents using a structured questionnaire designed to capture demographic details, online shopping behaviour, perceived advantages, and barriers. The respondents were selected using random sampling technique to ensure fair representation of different age groups, genders, educational levels, and occupations within the district. Data were collected through both online surveys and direct field interactions to include digitally active as well as moderately active users. The collected data were coded, classified, and analysed using descriptive statistical tools such as percentages, mean scores, and tables with the help of MS Excel/SPSS. The methodology enabled systematic analysis of consumer attitudes and facilitated meaningful interpretation of findings for drawing conclusions and recommendations.

5. DEMOGRAPHIC PROFILE OF RESPONDENTS

The demographic analysis of the 385 respondents provides valuable insight into the profile of online shoppers in Tumakuru District.

Table 1: Demographic Characteristics:

Variable	Category	Frequency	Percentage (%)
Gender	Male	210	54.5
	Female	175	45.5
Age	18–25	120	31.2



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	26–35	145	37.7
	36–45	80	20.8
	46 and above	40	10.3
Education	High School	75	19.5
	Graduate	200	52.0
	Postgraduate	110	28.5
Occupation	Student	130	33.8
	Employed	180	46.8
	Business	40	10.4
	Others	35	9.0

Gender Composition: The study shows that male respondents (54.5%) slightly outnumber female respondents (45.5%). This indicates that online shopping is fairly popular among both genders, with a marginally higher participation of males. The narrowing gender gap suggests increasing digital adoption among women in the district.

Age Distribution: A majority of respondents fall within the 26–35 years age group (37.7%), followed by 18–25 years (31.2%). This highlights that young adults and early working professionals are the most active online shoppers. The relatively lower participation of respondents aged 46 years and above (10.3%) indicates that older age groups are less inclined toward online shopping, possibly due to lower digital familiarity.

Educational Qualification: The demographic profile reveals that graduates (52%) form the largest group of online shoppers, followed by postgraduates (28.5%). This indicates that higher educational attainment positively influences online shopping adoption, as educated consumers are more comfortable with technology, digital payments, and online platforms.

Occupational Status: Among the respondents, employed individuals (46.8%) constitute the highest proportion, followed by students (33.8%). This suggests that people with regular income and students with high internet exposure are more inclined toward online shopping. Businesspersons and others form a smaller share, reflecting moderate adoption among these groups.

6. ONLINE SHOPPING BEHAVIOUR

Table 2: Frequency of Online Shopping

Frequency	Number	Percentage (%)
Daily	30	7.8
Weekly	90	23.4
Monthly	150	39.0
Occasionally	115	29.8

The analysis of the frequency of online shopping among the 385 respondents reveals important insights into their purchasing behaviour. The majority of respondents, 39%, reported that they shop



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online monthly, indicating that online shopping is a regular but not very frequent activity for most consumers in Tumakuru District. This suggests that buyers primarily use online platforms for planned or need-based purchases rather than for daily shopping.

A significant proportion of respondents (29.8%) shop online occasionally, which implies that although they are aware of online shopping, their usage is limited and situational. Factors such as specific offers, seasonal sales, or product availability may influence their occasional participation.

About 23.4% of respondents engage in weekly online shopping, reflecting a segment of consumers who are more comfortable and confident with online platforms. This group likely perceives strong benefits such as convenience, time-saving, and competitive pricing.

Only a small percentage (7.8%) shop online daily, indicating that online shopping has not yet replaced traditional retail for everyday purchases in the district. This may be due to concerns related to delivery time, trust, or preference for physical inspection of goods.

Table 3: Preferred Product Categories Online

Category	Frequency	Percentage (%)
Electronics	120	31.2
Clothing & Accessories	160	41.5
Groceries	50	13.0
Books	20	5.2
Others	35	9.1

The analysis of preferred product categories purchased online by respondents in Tumakuru District reveals clear consumer preferences. The largest proportion of respondents (41.5%) prefer purchasing clothing and accessories online. This indicates that consumers are highly attracted to the wide variety of styles, brands, size options, and frequent discounts offered by online platforms in this category.

The second most preferred category is electronics (31.2%), suggesting that consumers trust online platforms for purchasing gadgets and electronic items due to competitive pricing, detailed product descriptions, customer reviews, and easy comparison of features.

Groceries account for 13% of online purchases, indicating a growing but still limited acceptance of online grocery shopping. Factors such as freshness concerns, immediate availability, and delivery reliability may influence lower adoption in this segment.

A smaller percentage of respondents (5.2%) purchase books online, which may be attributed to increased digital alternatives such as e-books and local availability of educational materials. The 'others' category (9.1%) includes items such as household goods, cosmetics, and personal care products, reflecting diversification in online buying behaviour but at a moderate level.

7. ANALYSIS OF ATTITUDE OF BUYERS

7.1 Perceived Advantages: Respondents rated advantages on a 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree).



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Table 4: Mean Scores of Perceived Advantages

Statement	Mean Score	Interpretation
Convenience of Time	4.32	Positive
Wide Variety	4.10	Positive
Competitive Pricing	3.95	Positive
Saves Travel Time	4.25	Positive
Easy Comparison	3.90	Positive

Table 4 presents the mean scores of respondents' perceptions regarding the advantages of online shopping in Tumakuru District, measured on a five-point Likert scale. The results indicate a strongly positive attitude toward the benefits of online shopping.

The highest mean score is observed for "Convenience of Time" (4.32), indicating that respondents strongly agree that online shopping saves time and allows them to shop at their convenience without visiting physical stores. This highlights convenience as the most influential factor shaping positive attitudes toward online shopping.

The next highest mean score is for "Saves Travel Time" (4.25), reinforcing the idea that online shopping reduces the need for travel, which is especially beneficial in terms of cost savings and avoiding traffic or long queues. This factor is particularly relevant in semi-urban districts like Tumakuru.

"Wide Variety of Products" (4.10) also received a high mean score, suggesting that respondents value the extensive range of products and brands available online compared to traditional retail stores.

The mean score for "Competitive Pricing" (3.95) indicates that respondents generally agree that online platforms offer better prices, discounts, and promotional deals, though this factor is slightly less influential than convenience-related benefits.

"Easy Comparison of Products" (3.90), while still positive, received the lowest mean score among the advantages. This suggests that although consumers appreciate comparison features, they may still face challenges such as information overload or difficulty in assessing product quality online.

The highest scores relate to convenience and time savings, consistent with literature emphasizing these drivers.

7.2 Perceived Barriers

Table 5: Mean Scores of Barriers

Barrier	Mean Score	Concern Level	Barrier
Security & Privacy	4.05	High	Security & Privacy
Delivery Delays	3.80	Moderate	Delivery Delays
Quality Uncertainty	3.65	Moderate	Quality Uncertainty
Complicated Returns	3.50	Moderate	Complicated Returns
Payment Issues	3.20	Low	Payment Issues



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Table 5 shows the mean scores of various barriers perceived by respondents while engaging in online shopping in Tumakuru District. The analysis highlights the key challenges that negatively influence buyers' attitudes toward online shopping.

The highest mean score is recorded for "Security and Privacy Concerns" (4.05), indicating a high level of concern among respondents regarding online payment safety, misuse of personal information, and data security. This suggests that lack of trust in digital transactions remains the most significant barrier to online shopping adoption.

The barrier "Delivery Delays" (3.80) has the second-highest mean score, reflecting moderate concern. Respondents are dissatisfied with delayed deliveries, which affects their confidence and willingness to shop online frequently, especially for time-sensitive purchases.

"Lack of Trust in Product Quality" (3.65) also emerged as a notable barrier. Since consumers cannot physically inspect products before purchase, uncertainty about quality, authenticity, and condition discourages some buyers from shopping online.

The mean score for "Complicated Return and Refund Process" (3.50) indicates moderate dissatisfaction. Respondents perceive return procedures as time-consuming and inconvenient, which reduces their overall satisfaction with online shopping.

The lowest mean score is for "Payment Issues" (3.20), suggesting that although payment problems exist, they are comparatively less significant due to the availability of multiple payment options such as cash on delivery, UPI, and digital wallets.

8. FINDINGS

Based on the analysis of data collected from 385 respondents in Tumakuru District, the following detailed findings have been derived:

1) Demographic Influence on Online Shopping

The study reveals that online shopping is more prevalent among male respondents (54.5%) compared to females, though female participation is also substantial. The majority of online shoppers belong to the 26–35 years age group, indicating that young adults and early working professionals are the most active users of online shopping platforms. Higher educational attainment, particularly graduates and postgraduates, is associated with greater acceptance and usage of online shopping, suggesting that education plays a crucial role in shaping positive attitudes toward e-commerce.

2) Online Shopping Frequency

Most respondents shop online on a monthly basis, indicating moderate but consistent usage of online platforms. A considerable proportion shop occasionally, suggesting awareness but cautious usage. Weekly shoppers represent a growing segment of confident users, while daily shoppers remain limited, implying that online shopping has not yet become a substitute for traditional retail for everyday needs.

3) Preferred Product Categories



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The findings show that clothing and accessories are the most preferred product category, followed by electronics. This indicates that consumers are more comfortable purchasing non-perishable and lifestyle products online. Categories such as groceries and books have lower preference, reflecting concerns over product quality, freshness, and immediacy.

4) Perceived Advantages of Online Shopping

Respondents strongly agree that convenience, time-saving, and ease of access are the major advantages of online shopping. High mean scores for convenience and reduced travel time demonstrate that these factors significantly influence positive attitudes. Availability of a wide range of products and the ability to compare prices also enhance consumer satisfaction, though to a slightly lesser extent.

5) Perceived Barriers and Challenges

Despite positive attitudes, several barriers were identified. Security and privacy concerns emerged as the most significant challenge, indicating fear of online fraud and misuse of personal information. Delivery delays and lack of trust in product quality were also major concerns. Complicated return and refund processes further reduce consumer confidence, especially among occasional shoppers.

6) Trust and Risk Perception

The study highlights that trust plays a critical role in shaping online shopping behaviour. Consumers with higher trust in platforms and payment systems tend to shop more frequently. Perceived risk, particularly regarding payments and product authenticity, discourages repeat purchases among certain segments.

7) Overall Attitude Towards Online Shopping

Overall, buyers in Tumakuru District exhibit a positive attitude towards online shopping, driven mainly by convenience and variety. However, this positive attitude is moderated by concerns related to security, delivery reliability, and after-sales service.

8) Scope for Growth

The findings indicate significant scope for expanding online shopping adoption in Tumakuru District. Improved infrastructure, enhanced trust mechanisms, better customer service, and awareness initiatives can encourage higher frequency of online purchases and attract hesitant consumers. These findings provide a comprehensive understanding of buyers' attitudes toward online shopping and serve as a strong basis for formulating practical suggestions and policy implications.

9. SUGGESTIONS

1) Enhanced Security:

E-retailers should adopt secure payment gateways and display security certificates to build trust.

2) Improved Delivery:

Collaborate with reliable logistics partners and offer real-time tracking.

3) Simplify Returns:

Clear and simple return/refund policies will reduce perceived risk.



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4) Consumer Awareness Programs:

Workshops and campaigns to educate rural and semi-urban buyers on safe online shopping.

5) Localized Marketing:

Customize marketing strategies to address specific demographic needs in Tumakuru.

10. CONCLUSION

Consumers in Tumakuru District show a predominantly positive attitude toward online shopping, motivated by convenience, product variety, and time savings. However, barriers like security worries and delivery challenges constrain full adoption. Addressing these concerns through improved trust mechanisms and service quality can strengthen buyers' attitudes and e-commerce engagement.

11. AUTHOR(S) CONTRIBUTION

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12. CONFLICTS OF INTEREST

The authors declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

13. PLAGIARISM POLICY

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