

Exploring the Influence of Demographics on Online Shopping Trends in Andhra Pradesh

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Abstract:

This study investigates age, gender, and educational background as demographic factors that influence online buying behavior throughout several cities in Andhra Pradesh. The collected data was analyzed using survey instruments and statistical techniques, particularly ANOVA, to determine the possible relationship between demographic factors and the disparities noticed in different types of buying across several e-commerce platforms. Among the primary findings, men prefer to and engage themselves more in online shopping, although the younger population shows a tendency to embrace the use of sites like as Amazon and Flipkart; despite all, cash on delivery remain the most favored mode of payment.

Keywords: Consumer behaviour, online shopping, platforms, e-commerce.

Introduction:

The growing use of internet services, combined with ongoing digitalization in all aspects of life, has changed the retail industry. Digital commerce has now emerged as a dominating retail force in global consumer markets. The e-commerce market in India has risen dramatically, owing to the ease, diversity, and low prices provided to shoppers. However, buying behavior in the online domain is not standardized and is significantly influenced by a variety of variables such as age, gender, education, and geographical region. Understanding how these elements influence shopping behavior is critical for business, as it has to alter its products and services and marketing strategies.

The current research focuses on shoppers online buying pattern across different cities of Andhra Pradesh, a region with a high rate of e-commerce adoption. This study attempts to provide insights into how organizations can better engage various consumer segments by investigating important demographic variables and their impact on platform usage, product choices, and payment methods. With platforms such as Amazon, Flipkart, and Myntra becoming household names, Online retailers must grasp the subtleties of shopper's behavior in order to remain competitive and meet the different needs of their customers. This study also aims to bridge the gap in knowing regional internet buying behaviors by providing an in-depth analysis of the Andhra Pradesh region.

The article explores demographic variables for online shopping behaviors using survey data and statistical analysis, and offers recommendations for online retail businesses to optimize their strategies.

Review of Literature:

Several studies have explored the relationship between demographic variables and online shopping behavior.

Pal, V.B., and Kumari, P. (2023) in their study identified that respondents' shops primarily online as compared to offline. The number of purchases made is once a month, and nearly all respondents rely on online shopping to buy mostly electronic gadgets, followed by clothes. They also feel comfortable and secure when making purchases online. Additionally, it has been discovered that online shopping is more affordable than physical shopping and that the product quality is also higher.

Rasool, Gupta, Slathia, and Mahajan (2017) have examined the correlation between customer attitude and their desire to engage in online shopping. They adopted the Extended Technology Acceptance Model (TAM) for this

purpose. The study demonstrates that elements like perceived credibility, perceived usefulness, perceived ease of use, and computer self-efficacy have a significant impact on customer attitude. Computer self-efficacy has a significant impact on perceived attitudes. Additionally, the researchers discovered a strong association between customer attitude and the intention to shop online among customers in Karnataka.

Christain, Sengunthar, Christain, and Verma (2018) studied the behavior of Indian online consumers to discover the elements they evaluate when buying products online. The researchers investigated the effect of demographic characteristics on the payment methods selected by Indian consumers. The investigation found that demographic characteristics (gender and occupation) have a 99% meaningful impact on the payment mode used by Indian consumers.

Arora and Aggarwal (2018) studied the association between women's online purchasing attitudes and intentions, as well as the elements that influence their views and intentions, including price, convenience, and product variety. According to the research, women in India rate variety of goods, convenience, and price as the top three perceived benefits of online shopping. All three factors have a positive impact on women's views toward online buying. The price element does not significantly influence the attitude of women shoppers in India because internet search engines now make product price information even more clear to consumers compared to traditional retail stores. This study adds to the existing body of knowledge by showing that online shopping attitudes are positively affected by the benefits of convenience, price, and product diversity for women in India.

T. Prabu Vengatesh and G. Archana.(2023). have studied the customer purchasing habits while dealing with internet merchants. Understanding the factors that affect customer purchasing decisions, such as price, product quality, brand reputation, and convenience, is the main aim of the research. consumers prioritise price and convenience when making purchases from online vendors. In addition, website design, brand reputation, and product quality all significantly influence how customers view online businesses.

In their study, **Holland and Mandry (2013)** undertook a study regarding "online search behavior" in the consumer marketplaces of the United States and the United Kingdom. The study featured a multinational panel consisting of around 1000 people who were actively interested in "online shopping" across fifteen nations globally. The integration of panel information along with ComScore tracking provided valuable insights. The study revealed six main elements that have an impact on online consideration sets, and these factors can potentially work together simultaneously. The findings emphasized that various factors, including the growing use of price-comparing web search engines, increased market concentration, consumers' reliance on predetermined consideration sets, strategic actions by suppliers, perceived consumer risk, and a high density of shopping establishments, play a significant role in the growth and expansion of online search and subsequent purchasing behavior.

Pascual-Miguel et al. (2015) investigated disparities in gender with respect to the electronic purchasing behavior of customers. The survey encompassed both digital and non-digital products. The study expanded upon the UTAUT2 model by incorporating two crucial online shopping factors, specifically trust and perceived risk. Information was gathered from a sample of 817 Spanish customers who make purchases online. The results of the study confirmed that the effects of effort expectancy and social influence on purchase intention were notably more pronounced among female online shoppers compared to male online shoppers. Moreover, the type of product also played a role in determining the connection between perceived risk and the online purchase of digital products. The significance of this influence was found to be substantially higher in women. Additionally, the study's findings also validated the existence of gender disparities in the perception of risk associated with purchasing electronic goods online. There was no notable disparity between genders in terms of purchasing non-digital products.

Victor, Thoppan, Nathan, and Maria (2018) have made a study on the factors which influence consumer behavior and their potential online purchasing decisions in a dynamic price environment. They applied an exploratory factor analysis method. The exploratory factor analysis revealed that several factors, including shopping experience, awareness of dynamic pricing, privacy concerns, buying strategy, fair price perceptions, reprisal intentions, and self-protection intentions, could significantly impact consumer behavior and their future purchasing decisions. The study emphasizes the importance of carefully determining the influence of dynamic pricing decisions on how customers respond. The findings of this research, although are specific to an Indian demographic, also carry significance for international participants in the E-commerce industry. Sellers are closely monitoring new developments in the field of e-commerce in fast expanding markets such as India and China. The Indian economy, primarily propelled by its youthful population, has emerged as a preferred market for multinational corporations like Amazon and Walmart. The Indian e-commerce market has reached a significant

size, with a few prominent domestic and international businesses actively expanding their presence in this area. Given the increased emphasis on digital India, the Indian marketplace becomes more appealing for additional international participants to enter. Given the rapid growth of the market, it is important to gain a better understanding of customer behavior and their response to dynamic pricing. This will help address their privacy concerns, enhance their perception of online pricing as transparent, and increase their awareness of the benefits of dynamic pricing for buyers as well as sellers.

Need for the Study:

In the recent past, rapid growth in e-commerce has transformed the retail scene for the consumers; however, very few would know about the actual factors that lead to online shopping behavior in regional cities. The aim of the present study is to fill this gap and help one understand how age, gender, and education level affect online shopping behavior. This would enable business operations to refine their marketing strategy, have more exposure to customers, and be responsive to the different needs of the consumer group being dealt with.

Objectives:

1. To know the awareness level of online shopping among the online shoppers.
2. To study factors that determines and influence shopper's attitude towards online shopping.
3. To study shoppers' preferences for payment methods across different e-commerce platforms.
4. To identify trends in product category preferences among online shoppers in Andhra Pradesh.
5. To provide strategic recommendations for online retailer's businesses based on demographic trends.

Methodology:

The research study employed a survey-based method, with data gathered from respondents in several Andhra Pradesh cities. A standardized questionnaire was developed to collect data regarding respondents' demographics, purchasing patterns, platform preferences, and payment methods. Data was statistically analyzed, including ANOVA, to discover the correlations between demographic factors and shopping behaviors. Tables were used to emphasize key data on gender, age, education, and buying behaviors across several platforms

Hypotheses Framed for the Study

- **H₀₁:** There is no significant relationship between demographic variables and online buying behaviour.
- **H₀₂:** There is no significant relation between online shopping behaviour variables and shoppers' buying patterns.
- **H₀₃:** Shopper's attitude towards online purchases may not influence buying process.
- **Educational Background and Shopping Habits:**

Table – 1: Educational Background and Shopping Habits across Gender

Gender	10th	10+2	Undergraduate	Postgraduate/Professional
Male	0.17%	2.00%	40.24%	14.98%
Female		1.55%	27.97%	16.80%

Table 1 provides a detailed examination of the relationship between internet buying patterns and educational attainment, segmented by gender. Among male respondents, the majority (40.24%) are undergraduates, followed by postgraduates and professionals at 14.98%. Only a small percentage have completed their education up to the "10+2" level (2.00%), and an even smaller fraction have completed their education up to the "10th" level (0.17%). Conversely, among female respondents, undergraduates comprise the largest group (27.97%), followed by professionals and postgraduates (16.80%), with a minor representation from the "10+2" category (1.55%). Notably, there are no female responders from the "10th" level education category. This distribution suggests a trend towards higher educational attainment among participants, with a significant portion having pursued or completed undergraduate degrees and a notable proportion obtaining postgraduate or professional qualifications. The absence of female respondents from the "10th" level education category hints at a potential gender disparity in educational attainment, suggesting that women's educational status may generally surpass that of men in the sample.

The study effectively achieves its objective of exploring how demographic variables, including educational attainment, influence consumers' online buying habits in select Andhra Pradesh cities. The findings reveal substantial relationships, contradicting initial expectations that demographic factors would have little impact on internet shopping patterns. Gender disparities are evident, with a higher proportion of men engaging in online shopping compared to women. Age also emerges as a significant factor, with younger individuals demonstrating a preference for utilizing multiple platforms for shopping, while older age groups tend to utilize fewer platforms. Additionally, higher levels of education are associated with more active online purchasing behaviours, indicating a correlation between shopping habits and educational background.

These insights offer valuable guidance for digital marketplace strategies, emphasizing the importance for firms and marketers to consider demographic characteristics when targeting online consumers. The study's results refute the null hypothesis and confirm a strong correlation between demographic factors and online purchasing behaviour. Future research could delve deeper into the underlying reasons for these demographic trends, enabling the development of more tailored strategies for engaging with diverse customer segments in the online retail industry.

Table – 2: Payment Method Preferences Across Various Online Shopping Platforms

Payment Preference	Amazon	Flipkart	Myntra	Ajio	Tata	1MG	Nykaa	Pepperfry	Meesho	CRED
Credit Card /Debit Card	1.72%	1.82%	0.97%	1.09%	0.12%	0.35%	0.12%	0.76%	0.24%	
Net Banking	1.56%	1.56%	0.72%	0.36%	0.12%	0.00%	0.00%	0.72%	0.00%	
Cash on delivery	59.65%	65.22%	34.01%	31.97%	0.91%	4.72%	0.36%	33.82%	1.09%	
UPI	16.63%	14.93%	9.47%	9.34%	0.91%	2.42%	0.61%	7.92%	1.09%	

Table 2 presents a comparative analysis of payment method preferences across various online purchasing platforms, expressed as percentages. Cash on delivery emerges as the most preferred payment method among customers, with usage ranging from 31.97% to 65.22% across different platforms. This consistent preference establishes cash on delivery as the most popular option across all platforms examined.

Following cash on delivery, credit/debit card payments and net banking are utilized to varying degrees across platforms. Net banking tends to be less frequently used compared to credit/debit cards, which exhibit moderate usage levels. Interestingly, UPI stands out as a noteworthy payment method, despite being less common than credit/debit cards and cash on delivery. Its usage indicates a significant adoption rate among consumers, highlighting its growing prominence in the online payment landscape.

The research underscores the widespread preference for cash on delivery among consumers across diverse e-commerce platforms. This preference underscores the significant influence of convenience and security in shaping payment preferences among online shoppers.

Table – 3: Usage of Different Shopping Platforms by Age Groups

Age	Amazon	Flipkart	Myntra	Ajio	Tata	1MG	Nykaa	Pepperfry	Meesho	CRED
Under 20	28.96%	30.55%	16.79%	16.45%	1.08%	2.00%	0.15%	16.00%	0.62%	
21 – 30	26.81%	28.53%	14.47%	13.46%	0.23%	2.84%	0.34%	16.09%	0.46%	
31 - 40	25.64%	25.64%	15.14%	13.85%	1.28%	3.08%	1.03%	13.85%	2.31%	
41 - 50	15.79%	15.79%	10.53%	10.53%				15.79%	5.26%	

Table 3 outlines the preferred e-commerce platforms across different age groups, along with their respective usage percentages. Among users under 20, Flipkart and Amazon emerge as the top choices, accounting for 30.55% and 28.96% of usage, respectively. Meesho and Myntra follow closely, with usage percentages of 16.00% and 16.79%, respectively.

In the age range of 21 to 30, Flipkart and Amazon continue to dominate, with 26.81% and 28.53% usage, respectively. Meesho and Nykaa also maintain a significant presence, at 16.09% and 2.84%, respectively. This pattern persists in the 31 to 40 bracket, where both Amazon and Flipkart command 25.64% of usage each, while Pepperfry and Tata 1MG capture 1.03% and 1.28% of users, respectively.

In the age category of 41 to 50, total usage is lower, with CRED leading at 5.26%, followed by Amazon, Flipkart, and Meesho, each with 15.79% usage. Despite slight variations in preferences across age groups, Amazon and Flipkart remain the dominant players across all categories. This underscores the importance for businesses to tailor their e-commerce experiences to cater to the diverse needs of different age groups, ensuring long-term engagement and broad appeal.

• **Regional Shopping Preferences:**

Regional trends, platform accessibility, and cultural variances can all have a big impact on shopping preferences. Customers may have access to a wide range of online purchasing platforms in some areas, from regional marketplaces to international e-commerce monsters.

The accessibility and availability of online shopping platforms is another important factor in determining regional preferences for retail. Customers may rely more on locally developed e-commerce platforms or choose to shop in brick-and-mortar businesses in locations with low internet connectivity or logistical difficulties.

Furthermore, the popularity of online shopping platforms might be influenced by regional trends and tastes. While established platforms may rule in some areas, emerging markets that cater to specialised hobbies or cultural items might succeed in others.

Table – 4: Frequency of Shopping on Different Platforms in the Last 6 Months

No. of times Purchased in last 6 months	Flipkart	Amazon	Myntra	Ajio	Tata 1MG	Nykaa	Pepperfry	Meesho	CRED
Never									
1-2 times	16.97%	16.56%	7.59%	6.58%	0.20%	0.61%		8.54%	0.40%
3-5 times	30.80%	28.65%	14.21%	14.76%	0.40%	1.00%	0.40%	17.86%	0.80%
6-10 times	31.65%	30.81%	17.07%	16.63%	1.40%	2.41%	0.80%	19.64%	1.00%
11-20 times	12.20%	10.63%	6.80%	6.45%	0.20%	1.00%		5.36%	0.20%
21 times or more	9.85%	9.64%	7.82%	6.45%	0.60%	3.22%	0.40%	6.46%	0.80%
Not sure	8.48%	8.48%	5.83%	5.19%		1.80%		4.70%	

Table 4 provides information on the frequency of purchases made during the last six months on various platforms, broken down into percentages. The majority of respondents reported having shopped 3 to 10 times during this time on all platforms. There are some noteworthy similarities between Flipkart, Amazon, Myntra, and Ajio, with the largest proportion of responses falling into the 6–10 times category. Meesho, Nykaa, and Tata 1MG also account for a sizeable percentage of responders who make purchases six to ten times apiece. In addition, significant percentages of respondents to Pepperfry, CRED, and Meesho report making purchases 3 to 5 times. On the other hand, a small percentage of participants indicated that they had not made any purchases on these platforms in the previous six months. This research clarifies the distribution of purchase frequency across respondents and provides insight into their shopping activity across various platforms.

The analysis of respondents' frequency of purchasing on several online platforms reveals trends of respondents' modest shopping activity over the previous six months. Well-known sites like Flipkart, Amazon, Myntra, and Ajio have drawn a lot of customers, and sites like Tata 1MG, Nykaa, and Meesho have also seen a lot of activity. This demonstrates how widely accepted internet purchasing is in today's consumer society. These results provide insightful information for companies trying to understand customer behaviour and adjust their tactics to increase engagement and boost revenue growth in the very competitive online market.

Product Categories and Shopping Preferences:

• **Product Categories Preferences on Shopping Platforms:**

Customers frequently show preferences for product categories while purchasing online because of a range of considerations, such as availability, affordability, and quality. Businesses looking to customise their offers and improve the buying experience for their customers must comprehend these preferences across various platforms. Businesses can better meet the needs and preferences of their target audience and increase customer satisfaction and sales growth by customising their product offerings, promotions, and marketing strategies based on an understanding of the popular shopping platforms' preferences for different product categories.

Table – 5: Product Categories Purchased from Different Shopping Platforms

										Books, Cinema Tickets / Online Movies / Shows	Financial Services or Banking/Payment Bills	Food and Grocery
Shopping Platform	Apparel	Footwear	Jewellery / Accessories	Home & Furnishing	Electronic & Appliances	Health & Personal Care	Computer & Mobile	Books / Bus/Train/Flight Tickets				
Amazon	14.53%	32.53%	13.49%	14.75%	22.03%	7.85%	6.39%	25.20%	17.36%	24.60%	11.67%	17.92%
Flipkart	14.42%	33.44%	13.88%	14.65%	21.82%	7.61%	5.81%	27.10%	18.42%	26.54%	12.68%	18.92%
Myntra	13.25%	31.23%	12.87%	14.26%	20.70%	8.33%	7.03%	23.56%	16.60%	22.86%	11.06%	17.05%
Ajio	13.35%	28.10%	11.87%	12.73%	18.28%	6.68%	5.77%	21.05%	14.77%	20.74%	9.16%	15.47%
Tata IMG	8.40%	18.48%	5.04%	11.76%	20.16%	6.72%	13.44%	18.48%	16.32%	14.28%	12.48%	16.32%
Nykaa	10.60%	24.63%	13.85%	15.02%	18.38%	8.95%	7.29%	18.38%	17.29%	21.04%	13.65%	17.78%
Pepperfry	6.45%	11.29%	3.23%	6.45%	8.06%	3.23%	4.84%	11.29%	11.29%	11.29%	9.68%	11.29%
Meesho	13.90%	26.42%	17.17%	14.80%	16.99%	7.97%	4.49%	20.08%	13.82%	20.73%	11.71%	15.62%
CRED	9.35%	26.17%	9.35%	14.96%	24.43%	9.35%	3.74%	28.11%	22.43%	20.34%	17.48%	16.12%

Table 5 provides insights into the distribution of product categories from various shopping platforms, revealing consumer preferences. Flipkart emerges as a top choice for fashion enthusiasts, commanding notable shares in apparels (14.42%) and footwear (33.44%). Amazon dominates the Electronics & Appliances segment with a market share of 22.03%, closely trailed by Flipkart at 21.82%. Flipkart also leads in Health & Personal Care (7.61%), showcasing its diverse product range catering to personal wellness needs. CRED stands out in the Computer & Mobile category with a substantial share of 28.11%, indicating its expanding utility beyond traditional financial services. Additionally, Flipkart holds a strong position in entertainment, leading in Books, Cinema Tickets/Online Movies/Shows (26.54%). Meanwhile, CRED emerges as a preferred choice for Financial Services or Banking/Payment of Bills, capturing a significant share of 17.48%. This analysis highlights the dynamic product offerings and evolving consumer preferences across diverse shopping platforms. In conclusion, Table 5 offers significant insights into consumer preferences and product distribution across various

shopping platforms. Flipkart's dominance in fashion, health & personal care, and entertainment categories underscores its versatility and broad appeal. Amazon's leadership in electronics & appliances indicates its competitiveness, closely followed by Flipkart, indicating intense competition between the two platforms. Notable is CRED's exceptional performance in the computer & mobile category, signalling its expanding role beyond traditional financial services. These findings illuminate the dynamic nature of consumer behaviour and product offerings in the e-commerce landscape, offering valuable insights for businesses seeking to adapt their strategies to meet evolving consumer demands and maintain competitiveness.

Attitudes and Perceptions Towards Online Shopping:

- **Analysis of Online Buying Behaviour (ANOVA):**

Leveraging ANOVA to analyze online buying behaviour reveals the complex interplay among demographic factors and purchasing patterns. Age emerges as a significant influencer, as different age groups exhibit diverse preferences and behaviours in online shopping. For example, younger demographics may prefer trendy and lifestyle-oriented purchases, while older age brackets might prioritize practicality and value. Gender also plays a pivotal role, with men and women often displaying distinct shopping tendencies and risk perceptions. Family size can impact online buying behaviour, as larger families may prioritize bulk purchases or seek discounts, while smaller households may focus on tailored, individualized items. Additionally, education levels wield considerable influence, as higher educational attainment typically correlates with greater financial literacy and confidence in online transactions. Furthermore, occupation type and location can significantly shape online purchasing habits, with urban professionals potentially exhibiting different shopping behaviours compared to rural residents or individuals in various occupational sectors.

Table – 6: Influence of Age on OBB (ANOVA)

	Sum of Squares	df	Mean Square	F	P
Age	28.9	3	9.63	7.18	< .001
Residuals	857.9	640	1.34		

The ANOVA analysis in Table 6 emphasizes the impact of age on online buying behaviour (OBB). Notably, the "Age" factor shows a significant influence on OBB, indicated by a substantial F-value of 7.18 ($p < .001$). This statistical significance suggests that different age groups demonstrate varying levels of involvement or tendencies in online purchasing behaviour. Residual values represent the unexplained variability within the model. Overall, these findings underscore the importance of age demographics in predicting OBB, highlighting the need to consider age-related factors when analyzing online consumer behaviour patterns.

Table – 7: One-Way ANOVA (Welch's) – Gender

	F	df1	df2	p
OBB	11.81697	1	626	< .001
Attitude	2.36415	1	631	0.125
Security Trust	1.22016	1	629	0.27
PrefIntr	0.00121	1	630	0.972
CulSocFac	0.60072	1	621	0.439
SocIntLeis	4.28695	1	632	0.039
SatServ	1.24279	1	637	0.265
WebsiteFeaUsa	0.03773	1	621	0.846
ShoBehaPref	1.05115	1	623	0.306
InfRevRec	0.29272	1	629	0.589
OS	5.71645	1	642	0.017

The One-Way ANOVA (Welch's) test results for gender across various factors (Table 7) reveal notable disparities in means between different genders for certain factors, while others remain unaffected. Notably, factors such as online behaviour preferences (OBB), social interaction and leisure (SocIntLeis), and overall satisfaction (OS) exhibit p-values below 0.05, indicating significant differences in means among genders for these aspects.

Conversely, factors like attitude, security and trust, preference for interaction, cultural and social factors (CulSocFac), satisfaction with service (SatServ), website feature usage (WebsiteFeaUsa), shopping behaviour preferences (ShoBehaPref), and the influence of reviews and recommendations (InfRevRec) display p-values exceeding 0.05, suggesting no substantial differences in means between genders concerning these factors. These findings imply that gender may play a significant role in shaping certain facets of online behaviour and satisfaction while having minimal impact on others.

Findings:

1. Male respondents were found to engage more frequently in online shopping compared to females, with significant differences in platform usage. A majority of male respondents were undergraduates, while a larger proportion of female respondents held postgraduate qualifications.
2. Younger respondents (under 20 and 21-30 age groups) were the most active in using multiple shopping platforms, particularly Amazon and Flipkart. Older age groups showed a preference for fewer platforms.
3. Cash on delivery emerged as the most preferred payment method across all platforms, followed by credit/debit cards and UPI.
4. Amazon and Flipkart dominated the online shopping landscape, with strong engagement across all age groups. Myntra and Ajio were also popular, especially for fashion products.
5. Electronics and appliances were most frequently purchased on Amazon, while Flipkart was preferred for fashion and footwear.

Suggestions:

1. E-commerce platforms should focus on age-specific and gender-specific marketing strategies to better cater to different consumer groups. Younger consumers prefer convenience and trendy items, while older groups may be more inclined towards value-based purchases.
2. Given the strong preference for cash on delivery, platforms should ensure that this option remains readily available. However, efforts should also be made to promote digital payment methods by emphasizing their convenience and security.
3. Businesses should continuously improve user experience on their platforms to retain customers and attract new users, particularly in competitive categories like fashion and electronics.

Conclusion:

The study concludes that demographic factors such as age, gender, and education significantly influence online shopping behavior in Andhra Pradesh. E-commerce platforms like Amazon and Flipkart have successfully captured a wide audience, but there are distinct preferences across age and gender groups that can be leveraged for better engagement. Businesses should consider these insights to develop more effective marketing strategies and enhance customer satisfaction in the online retail environment.

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