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Consumer Perception towards Online Shopping Platforms in Bengaluru

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ABSTRACT:

Purpose: This study examines consumer perception towards online shopping platforms in Bengaluru, identifying the key factors influencing satisfaction, trust, and purchase intention among a diverse urban consumer base. It explores how convenience, pricing, delivery efficiency, service quality, and data security collectively shape perception and loyalty in India's most digitally advanced metropolitan market.

Design/Methodology/Approach: A descriptive, quantitative, cross-sectional research design was adopted. Primary data were collected from 205 respondents in Bengaluru through a structured 15-item questionnaire distributed via Google Forms and offline channels. Analytical techniques included descriptive statistics, cross-tabulation, Chi-Square tests, one-way ANOVA, Pearson's correlation, and Spearman's rank correlation, all evaluated at $\alpha = 0.05$ using Python's SciPy library.

Findings: Online shopping in Bengaluru is highly adopted, with 70.2% of consumers satisfied or very satisfied and 73.2% willing to recommend platforms to others. Amazon leads platform preference (35.6%), followed by Flipkart (26.3%). Competitive pricing and convenience are the primary drivers of platform choice. Discount influence is pervasive (59.1% highly influenced), yet discounts do not directly translate to higher satisfaction. Data privacy emerges as the most salient concern (52.2% highly concerned). Among five hypotheses tested, only H0₄ (age vs. shopping frequency) was rejected, confirming that younger consumers shop significantly more frequently than older groups.

Originality/Value: This study contributes city-specific empirical evidence on digital consumer behavior in Bengaluru's unique tech-driven ecosystem. By integrating multiple perception dimensions — convenience, trust, pricing, privacy, and service quality — into a unified analytical framework, it offers actionable insights for platform operators, policymakers, and academics interested in the future of urban e-commerce in India.

KEYWORDS: Consumer Perception; Online Shopping; E-commerce; Bengaluru; Purchase Intention; Customer Satisfaction; Trust; Data Privacy; Digital Retail; Generation Z

I. INTRODUCTION

The rapid growth of digital technology has fundamentally transformed India's retail landscape. Over the past decade, e-commerce has evolved from a supplementary purchasing channel into a dominant retail system, driven by affordable smartphones, digital payment infrastructure, and improved logistics. In this context, Bengaluru — India's 'Silicon Valley' — occupies a uniquely important position. Its large population of technology professionals, students, and digitally literate consumers, combined with high disposable incomes and a culture of innovation, makes it one of the most competitive and analytically rich markets for online shopping research.

Consumer perception in online retail is shaped by multiple interacting factors: website usability, price transparency, delivery efficiency, brand reputation, payment security, and post-purchase service. Positive perception builds loyalty and repeat purchase intent; negative experiences erode trust and trigger platform switching. Complicating this picture are emerging technology trends — AI-powered personalization, quick commerce, and mobile-first interfaces — that continuously reset consumer expectations in urban markets.



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Despite extensive research on online consumer behavior at national and global levels, city-specific studies focusing on Bengaluru's distinctive demographic composition and digital ecosystem remain scarce. Bengaluru's consumer base spans students, salaried professionals, entrepreneurs, and homemakers — each segment with divergent expectations around pricing, speed, and security. This study addresses that gap by providing a comprehensive empirical analysis of consumer perception across multiple service dimensions, offering insights directly relevant to platform operators competing in one of India's most demanding e-commerce markets.

II. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Research on online consumer behavior consistently identifies convenience, pricing, trust, and service quality as primary determinants of perception and purchase intention. Davis (2019), extending the Technology Acceptance Model (TAM), demonstrated that perceived usefulness and ease of use are fundamental drivers of platform adoption, with user-friendly interfaces directly improving satisfaction and repeat purchase behavior. This is reinforced by Malhotra (2018), who found that website aesthetics and navigation quality significantly influence browsing time and purchase conversion. Delivery reliability has been identified as a critical satisfaction driver. Kumar and Anitha (2020) demonstrated that timely delivery and proper packaging are major determinants of trust and platform loyalty, while Joshi (2023) highlighted that quick commerce models offering same-day delivery are fundamentally redefining consumer expectations in metropolitan markets. Trust and security represent equally central themes. Patel (2018) found that transaction safety and payment flexibility significantly influence adoption, while Chatterjee (2021) documented that unclear privacy policies reduce trust and deter purchase. Nair (2022) confirmed that flexible return policies reduce perceived risk and directly improve purchase intention.

The role of social influence and electronic word-of-mouth is well-established. Sharma (2021) showed that consumers rely heavily on online reviews and ratings, with positive reviews increasing credibility and purchase likelihood. Mehta (2019) documented the powerful impact of promotional pricing on impulse purchases, while Verma (2019) confirmed price sensitivity as a dominant determinant of platform preference among Indian consumers. Collectively, the literature supports an integrated framework linking convenience, pricing, trust, service quality, and security to consumer satisfaction and loyalty — the framework this study empirically tests in Bengaluru's urban context.

H1: There is no significant association between gender and the choice of preferred online shopping platform.

H2: There is no significant difference in overall satisfaction levels across different monthly income groups.

H3: There is no significant relationship between the influence of discounts/offers and overall satisfaction.

H4: There is no significant association between age group and frequency of online shopping.

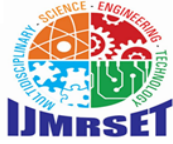
H5: There is no significant relationship between satisfaction with delivery speed and overall satisfaction.

III. METHODOLOGY AND MEASUREMENT

Data Collection and Sample

The study adopts a descriptive, quantitative, cross-sectional research design grounded in a positivist research philosophy. Primary data were collected through a structured 15-item questionnaire distributed to consumers in Bengaluru over four weeks via Google Forms (online) and printed copies (offline). The questionnaire covered demographics, online shopping frequency, platform preference, delivery satisfaction, trust in reviews, discount influence, data privacy concern, return process ease, monthly spending, overall satisfaction, and recommendation intent.

A total of 205 valid responses were obtained using non-probability convenience sampling, targeting individuals who had used an online shopping platform at least once in the previous six months. The sample spans four occupational segments — students (28.3%), salaried employees (38.5%), self-employed/business owners (17.6%), and homemakers (8.8%) — ensuring representation of Bengaluru's diverse consumer base. Gender distribution is near-equal (male 49.3%, female 44.4%). The dominant income bracket is ₹20,001–₹60,000 (56.6%), consistent with the city's middle-income e-commerce driving segment.



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Measurement of Constructs

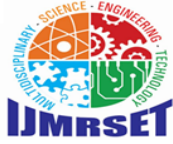
Behavioral and attitudinal constructs were measured using five-point Likert or ordinal response scales. Convenience and usability are captured through platform choice rationale (Q7) and ease of return (Q12). Pricing influence is measured through discount response (Q10). Trust is assessed via review reliance (Q9) and data privacy concern (Q11). Service quality is operationalized through delivery satisfaction (Q8). Overall satisfaction (Q14) and recommendation intent (Q15) serve as outcome measures. Inferential analysis employed Chi-Square tests for categorical associations, one-way ANOVA for group mean comparisons, and Pearson's/Spearman's correlation for bivariate relationships, all at $\alpha = 0.05$ using Python SciPy.

IV. RESULTS

Demographic Profile

Table 1: Demographic Profile of Respondents (N = 205)

Variable	Category	Frequency (n)	Percentage (%)
Age Group	18–25 years	84	41.0%
	26–33 years	54	26.3%
	34–41 years	33	16.1%
	42–49 years	26	12.7%
	50 years & above	8	3.9%
Gender	Male	101	49.3%
	Female	91	44.4%
	Non-binary / Other	13	6.3%
Occupation	Salaried Employee	79	38.5%
	Student	58	28.3%
	Self-employed / Business	36	17.6%
	Homemaker	18	8.8%
	Retired / Other	14	6.8%
Monthly Income	Below ₹20,000	42	20.5%
	₹20,001–₹40,000	60	29.3%
	₹40,001–₹60,000	56	27.3%
	₹60,001–₹80,000	28	13.7%
	Above ₹80,000	19	9.3%



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Behavioural and Perceptual Analysis

Table 2: Key Behavioural and Perceptual Findings (N = 205)

Dimension	Key Finding	Weighted Mean	Positive %
Online Shopping Frequency	Once a week most common (28.3%); Daily 11.7%	–	86.0% shop weekly or more
Platform Preference	Amazon (35.6%), Flipkart (26.3%), Myntra (17.6%)	–	–
Primary Reason for Choice	Competitive Pricing (28.3%), Wide Range (21.5%)	–	–
Delivery Satisfaction	Satisfied + Very Satisfied = 69.2%	3.77	69.2%
Trust in Online Reviews	Usually + Always Trust = 54.1%	3.50	54.1%
Discount Influence	Highly influenced + Buy only on sale = 59.1%	3.58	59.1%
Data Privacy Concern	Very concerned + Extremely concerned = 52.2%	3.66	52.2% concerned
Return & Refund Ease	Easy + Very Easy = 60.5%	3.58	60.5%
Monthly Online Spend	₹1,501–₹3,000 most common bracket (30.2%)	–	–
Overall Satisfaction	Satisfied + Very Satisfied = 70.2%	3.80	70.2%
Recommendation Intent	Probably Yes + Definitely Yes = 73.2%	–	73.2%

The descriptive findings paint a strongly positive portrait of Bengaluru's e-commerce ecosystem. The overall satisfaction weighted mean score of 3.80/5.0 and the recommendation intent of 73.2% confirm a well-functioning digital retail environment. Amazon's dominance reflects its investments in local supply chain, Prime membership, and broad product assortment. The pervasive discount influence (59.1%) aligns with behavioral economics research on price anchoring and mental accounting, where consumers derive disproportionate utility from perceived savings. Critically, data privacy concern emerges as the most strategically urgent finding, with 52.2% of respondents expressing high or extreme concern — a pattern accelerated by COVID-era digital adoption and India's evolving Digital Personal Data Protection Act, 2023.



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Hypothesis Testing Results

Table 3: Summary of Hypothesis Testing Results

Hypothesis	Test Applied	Statistic	p-value	Decision
H0 ₁ : Gender vs Platform Preference	Chi-Square	$\chi^2=8.67$, df=16	0.9263	Fail to Reject H0
H0 ₂ : Income vs Overall Satisfaction	One-Way ANOVA	F=0.68, df=4,200	0.6047	Fail to Reject H0
H0 ₃ : Discount Influence vs Satisfaction	Spearman's rho	$\rho=0.043$	0.5442	Fail to Reject H0
H0 ₄ : Age Group vs Shopping Frequency	Chi-Square	$\chi^2=27.90$, df=16	0.0325	Reject H0 ✓
H0 ₅ : Delivery Satisfaction vs Overall Sat.	Pearson's r	$r=-0.042$	0.5510	Fail to Reject H0

Significance level: $\alpha = 0.05$ | ✓ = Significant finding

Among the five hypotheses, only H0₄ was rejected at $\alpha = 0.05$, confirming that age significantly influences online shopping frequency — younger consumers (18–33 years) shopping daily or weekly at substantially higher rates than older groups. The four retained null hypotheses yield analytically meaningful insights: gender does not differentiate platform preference (H0₁), indicating gender-inclusive platform adoption in Bengaluru. Income does not significantly affect satisfaction (H0₂), suggesting that across income brackets, the e-commerce platforms deliver comparably consistent experiences. The absence of a direct discount–satisfaction relationship (H0₃) reveals a crucial strategic tension: price promotions drive traffic and volume but do not build the sustained satisfaction that enables long-term loyalty. Delivery satisfaction alone does not predict overall satisfaction (H0₅), reinforcing that holistic satisfaction is determined by the combined effect of multiple service dimensions rather than logistics performance in isolation.

Cross-Tabulation: Age Group vs. Shopping Frequency

Table 4: Age Group vs. Online Shopping Frequency — Row Percentages ($\chi^2=27.90$, $p=0.0325$)

Age Group	Daily	2–3×/Week	Once/Week	2–3×/Month	Rarely/Never
18–25 years	15.5%	31.0%	28.6%	15.5%	9.5%
26–33 years	14.8%	29.6%	29.6%	22.2%	3.7%
34–41 years	9.1%	18.2%	33.3%	24.2%	15.2%
42–49 years	7.7%	11.5%	26.9%	26.9%	26.9%
50 years & above	0.0%	12.5%	25.0%	25.0%	37.5%

Younger consumers (18–33) cluster in high-frequency categories; older groups (42+) shift toward infrequent or rare shopping.

V. FINDINGS AND RECOMMENDATIONS

The study identifies eight key findings that collectively characterize consumer perception of online shopping in Bengaluru. First, online shopping has become a routine lifestyle activity, with 86% of respondents shopping weekly or more frequently, driven primarily by convenience and pricing. Second, consumer perception is multi-dimensional — no single factor determines satisfaction; rather, convenience, pricing, trust, and service quality operate as an integrated



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system of influences. Third, price sensitivity is pervasive: 59.1% are highly influenced by discounts, yet statistical testing confirms that discounts alone do not drive satisfaction, indicating the need for value-beyond-price differentiation strategies.

Fourth, data privacy emerges as the most urgent strategic challenge, with 52.2% of respondents expressing high or extreme concern — particularly relevant given India's Digital Personal Data Protection Act, 2023. Fifth, trust in online reviews is moderate but meaningful (54.1% trust), making authentic review management a competitive necessity. Sixth, delivery satisfaction is high (WMS 3.77), but does not independently predict overall satisfaction, confirming that logistics is a necessary but not sufficient condition for positive perception. Seventh, overall satisfaction (WMS 3.80) and recommendation intent (73.2%) are strongly positive, indicating a mature and confident e-commerce ecosystem. Eighth, age is the only significant demographic differentiator of shopping behavior — gender, income, and education level do not significantly affect platform choice or satisfaction, confirming that Bengaluru's online shopping adoption has transcended demographic barriers with the exception of generational digital nativity.

For platform managers, these findings yield clear recommendations. Convenience optimization — through faster navigation, seamless checkout, and mobile-first design — should be a continuous investment priority, as it remains the primary driver of adoption. Platforms must transition from discount-dependency to value-driven differentiation through loyalty programs, exclusive assortments, and superior post-purchase service — building satisfaction that persists beyond promotional cycles. Proactive data privacy communication and visible cybersecurity certifications are essential to convert concerned consumers (the 52.2%) into confident buyers. Authentic review systems with verified purchase badges and AI-driven fake review detection will strengthen the social proof ecosystem. For policymakers, standardized e-commerce privacy guidelines and regulatory enforcement of sustainability in data handling will support consumer confidence industry-wide. Platforms should also invest in targeted programs for older consumers (42+ years), the only demographic segment showing significantly lower online shopping frequency.

VI. CONCLUSIONS AND IMPLICATIONS

This study concludes that consumer perception of online shopping in Bengaluru is predominantly positive — shaped by a confluence of convenience, competitive pricing, delivery reliability, and platform trust. The high overall satisfaction (WMS 3.80) and strong recommendation intent (73.2%) confirm a mature e-commerce ecosystem that effectively meets the expectations of Bengaluru's digitally sophisticated, predominantly young consumer base. However, data privacy concern (52.2% highly concerned) and discount dependency (59.1% highly influenced) represent structural challenges that platforms must address to sustain long-term growth.

Theoretically, the findings validate the Technology Acceptance Model's emphasis on usability and usefulness as adoption drivers, and the Expectation-Confirmation Theory's prediction that satisfaction emerges from the alignment between expected and actual service performance. Perceived Risk Theory is strongly supported by the data privacy concern findings — demonstrating that in maturing digital markets, risk perception migrates from transaction security to information governance. The Theory of Planned Behavior's subjective norms dimension is confirmed by the significant role of online reviews in purchase decision-making.

Practically, the study implies that competitive advantage in Bengaluru's e-commerce market will increasingly be determined not by pricing or product range alone, but by the quality of trust-building mechanisms, privacy protection frameworks, and post-purchase experience design. Platforms that invest in these dimensions — while leveraging AI-driven personalization, transparent data practices, and seamless mobile interfaces — are well-positioned to convert Bengaluru's highly engaged, recommendation-ready consumer base into durable brand advocates. The significant age-based behavioral divide also signals an important growth opportunity: targeted digital onboarding initiatives for consumers above 40 years could meaningfully expand the active online shopping population in one of India's most economically significant urban markets.



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