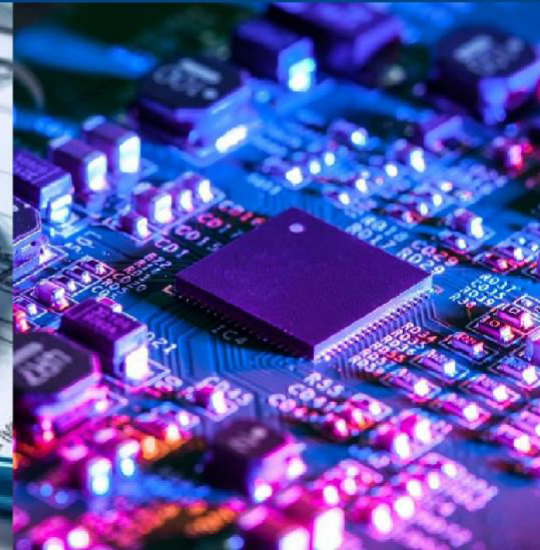
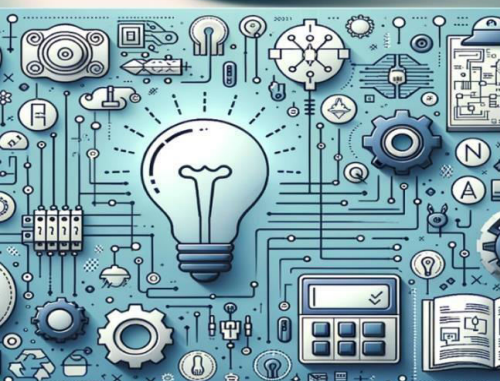


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# A Study on Factors Shaping Consumers' Attitude and Perception towards E-Shopping in Hyderabad City

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**ABSTRACT:** The rapid expansion of internet penetration across India has significantly accelerated the growth of online shopping, transforming it into one of the most dynamic segments of contemporary commerce. E-shopping has emerged as a technology-driven platform that reshapes traditional purchasing behavior by offering convenience, flexibility, and access to vast product information. The exponential rise of digital marketplaces has generated extensive scope for research aimed at understanding consumer engagement from both technological and behavioral perspectives. Consumer behavior is widely recognized as an applied discipline, as purchasing decisions are strongly shaped by psychological responses, perceptions, and anticipated outcomes. In the present competitive environment, firms increasingly rely on internet-based marketing channels to minimize operational and promotional costs, thereby reducing product prices and sustaining market competitiveness. The internet also serves as a medium for information dissemination, customer interaction, feedback collection, and satisfaction assessment. Consumers, on the other hand, utilize online platforms not only to purchase products but also to compare prices, evaluate features, and assess post-purchase services offered by different e-retailers. Against this background, the present study seeks to examine the dependent and independent variables that influence consumers' attitudes and perceptions toward e-shopping behavior in the Hyderabad region. The study adopts an empirical research design based on primary data to identify critical factors shaping online buying intentions and consumer trust in e-shopping platforms.

**KEYWORDS:** E-Shopping, Consumer Attitude, Consumer Perception, Factors, Hyderabad

## I. INTRODUCTION

The modern era is widely characterized as the age of information, where the internet has revolutionized nearly every sphere of human activity, including commerce, communication, education, healthcare, and social interaction. Technological advancements in digital infrastructure and graphical interface design have enabled firms to present visually enhanced and information-rich representations of their products and services through online platforms. As a result, consumers today can conveniently shop from any geographical location and at any time using internet-enabled devices. For firms aspiring to market their offerings online, establishing a digital storefront through a well-designed website has become a strategic necessity. However, merely creating an online presence does not guarantee success. Web-based enterprises must recognize and address the critical factors that influence consumers' attitudes, perceptions, and purchasing behavior in the online environment. These factors play a decisive role in shaping buying decisions and must be carefully considered to attract, satisfy, and retain online customers.

Although extensive research on online shopping behavior exists globally, the Indian context—particularly at the regional level—remains relatively underexplored due to the evolving nature of e-commerce adoption. Hyderabad, being a rapidly growing metropolitan city with a strong IT ecosystem and digitally aware population, presents a suitable setting for examining consumer attitudes toward e-shopping. A consumer's attitude toward online shopping reflects their psychological disposition toward purchasing via the internet (Dani, 2017). Similarly, Shwu-Ing (2003) emphasized that consumer attitude is a primary determinant influencing the potential growth of online shopping. Therefore, understanding consumer attitudes enables marketers to forecast online purchase behavior and assess the future expansion of electronic commerce. The present study focuses on identifying the factors that influence consumers' attitudes, perceptions, and buying intentions toward e-shopping in Hyderabad.



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### II. UNDERSTANDING CONSUMERS' ATTITUDES

Consumer attitude represents both an opportunity and a challenge for marketers. Ignoring or underestimating consumer attitudes toward a product or service—especially while formulating marketing strategies—often results in limited success. Conversely, marketers who effectively analyze and interpret consumer attitudes are better positioned to predict buying behavior and design effective promotional strategies. Successful marketers clearly distinguish between attitudes, beliefs, and behaviors, while strategically influencing all three dimensions to shape consumer decisions. In marketing terminology, attitude refers to a consumer's overall evaluation of a product or service developed over a period of time. Attitudes serve personal motives, guide decision-making processes, and significantly influence purchasing behavior. In the context of e-shopping, attitudes are shaped by factors such as perceived convenience, trust, security, privacy, website design, and information availability. A favorable attitude toward online shopping increases the likelihood of purchase intention, while negative perceptions act as barriers to adoption.

### III. REVIEW OF LITERATURE

Pavan & Singh (2025) examined how different age groups in Hyderabad differ in their online shopping behaviour. The study used a structured survey of 400 respondents and found that younger age groups (18–35) shop online more frequently than older groups, driven by convenience, variety, and price comparisons. The research highlighted generational differences in digital adoption and preference patterns, demonstrating that age is a key factor shaping consumers' attitudes and online purchase decisions in Hyderabad. The findings underline the need for e-retailers to tailor user experiences and marketing strategies to age-specific preferences (Pavan & Singh, 2025). Deepika & Metta (2024) investigated online buying behaviour of Indian consumers in Hyderabad, focusing on product variety, convenience, payment methods, and psychological factors. Their analysis showed high correlations between convenience, payment flexibility, psychological influences, and online shopping, indicating that ease of use and emotional responses significantly affect consumer attitudes toward e-shopping. The study emphasized that online retailers must prioritize seamless payment and user experience to positively shape consumer perception (Deepika & Metta, 2024). Ramesh (2025) provided a comprehensive overview of consumer behaviour in online shopping, highlighting trust, convenience, social influence, and psychological determinants. Although not Hyderabad-specific, the study's insights into trust and convenience align with regional findings, demonstrating that these factors consistently mold attitudes and preferences toward e-shopping across diverse populations (Ramesh, 2025). Sujatha & Sreeja (2025) focused on how e-commerce impacts consumer buying behaviour in Telangana's grocery segment, using Zepto as a case example. Results showed that convenience, delivery speed, price transparency, and interface usability significantly shaped consumer preferences and attitudes for online grocery purchases. These outcomes highlight how specific service quality elements influence e-shopping perceptions among urban consumers (Sujatha & Sreeja, 2025).

Singla & Meenu (2024) conducted a comparative study on the impact of e-commerce on consumer behaviour across online and traditional channels. Their findings showed that online shoppers value convenience, browsing ease, and satisfaction with purchase decisions, driving positive attitudes toward digital shopping. This underscores how online shopping formats shape consumer perceptions relative to traditional retail environments (Singla & Meenu, 2024). Chytra & Rajendran (2025) explored impediments to online shopping, such as trust issues, perceived convenience, reputation concerns, past experiences, and security fears. The research identified trust and security concerns as primary barriers influencing consumer perception negatively, suggesting that addressing these issues is essential for improving positive attitudes toward e-shopping platforms (Chytra & Rajendran, 2025). Devi (2024) investigated consumer behaviour toward e-commerce in India and found that trust and perceived risk significantly influence online purchasing decisions. This study supports the notion that consumer perception is shaped by risk assessments and trust in online platforms, which impacts attitudes toward continued e-shopping adoption (Devi, 2024). Mistry & Lakhani (2023) examined consumer attitudes and buying behaviour toward online shopping in Ahmedabad, revealing that convenience, product variety, trust in quality, and efficient return/refund processes contribute to favourable perceptions and preferences toward e-shopping — findings that resonate with patterns observed in Indian urban contexts like Hyderabad (Mistry & Lakhani, 2023). Bharathi & Karpagam (2024) focused on online shopping behaviour in a smaller Indian town, noting that convenience and internet accessibility drive adoption, even as traditional shopping remains relevant. This study's emphasis on accessibility and ease reinforces the broader understanding of factors shaping attitudes toward e-shopping (Bharathi & Karpagam, 2024). Dharshan & Reddy (2019) investigated online shopping behaviour in Hyderabad and identified key issues faced by consumers, including trust, age differences, and barriers to



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purchase decisions. The research provided early empirical insights into local consumer perceptions, noting that hassle-free navigation and understanding of online services shape attitudes toward e-shopping (Dharshan & Reddy, 2019).

### IV. RESEARCH OBJECTIVES

This research paper has following research objectives.

- To identify the key factors that influence consumers' intention to shop online in Hyderabad.
- To examine the impact of these key factors on consumers' online shopping behavior and intentions.

### V. RESEARCH HYPOTHESES

The null hypotheses that will be tested in this research paper are given below.

- H1: The goodwill of indirect and direct online sellers significantly influences the trust of e-consumers.
- H2: Concerns regarding information security significantly affect e-consumers' trust.
- H3: Privacy concerns about personal information significantly influence the trust of online buyers.
- H4: Awareness and knowledge of privacy policies significantly affect the trust of e-consumers.
- H5: Awareness and understanding of security policies significantly influence e-consumers' trust.
- H6: General awareness regarding information privacy significantly impacts concerns related to privacy.
- H7: E-consumers' trust and attitude significantly influence their intention to purchase online.

### VI. RESEARCH METHODOLOGY

This study aims to investigate the attitudes and perceptions of consumers toward online shopping in Hyderabad. The research adopts a descriptive and survey-based approach, as the focus is on identifying the primary factors influencing consumers' online buying behavior. A quantitative methodology was employed due to its efficiency in analyzing relationships between variables compared to qualitative approaches. Primary data were collected using structured, closed-ended questionnaires. The target population included both users and non-users of online shopping services in Hyderabad. Convenience sampling was applied due to time and resource constraints. A total of 600 questionnaires were distributed, out of which 455 completed responses were considered for analysis. The questionnaire was designed based on existing literature on e-shopping, with additional self-structured statements to cover the diversity of research objectives. Responses were recorded using a 5-point Likert scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral/Not Applicable, 4 = Agree, 5 = Strongly Agree). The reliability of the questionnaire was tested using Cronbach's alpha, yielding a coefficient greater than 0.7, indicating good internal consistency. Hypotheses were analyzed using Karl Pearson's correlation coefficient to measure the degree of relationship between variables. Additionally, multiple regression analysis was performed to determine the relative significance of various independent variables in explaining the dependent variable, i.e., consumers' intention to shop online.

### VII. RESULTS AND DISCUSSION

results are obtained. The data analysis and interpretation is given in the following section. The following table presents the results of the Pearson Correlation test conducted to examine the relationship between various factors and e-consumers' trust in online shopping. Seven hypotheses (H1 to H7) were tested to determine whether factors such as the goodwill of online sellers, information security concerns, privacy concerns, awareness of privacy policies, and other relevant variables significantly influence consumer trust. The correlation coefficient ( $r$ ) indicates the strength and direction of the relationship, while the significance value ( $p$ ) determines whether the relationship is statistically significant at the 0.01 level ( $p < 0.01$ ) or 0.05 level ( $p < 0.05$ ).

**Table 1: Status of the Hypotheses Tested**

Framed Hypothesis	Pearson Correlation Test	Significant Value	Output
H1	.427**	0	Accepted



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H2	0.088	0.093	Rejected
H3	0.073	0.156	Rejected
H4	.312**	0	Accepted
H5	.603**	0	Accepted
H6	.589**	0	Accepted
H7	.702**	0	Accepted

(Source: Author's Own Calculations)

From the above table, it is observed that hypotheses H1, H4, H5, H6, and H7 are supported, indicating that seller goodwill, awareness of policies, clear refund policies, responsiveness, and previous experiences significantly contribute to building trust among online consumers. Conversely, information security and privacy concerns (H2 and H3) do not show a significant impact in this study.

### Multiple Linear Regression Analysis

Multiple linear regression was employed to assess the simultaneous influence of independent variables on the dependent variable, Faith, extending beyond bivariate correlations. This approach reveals the unique contribution of each predictor while controlling for others, offering deeper insights into factors building e-consumer trust.

**Table 2: Regression 1 – Predictors of Faith**

Predictor	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.559	0.337		1.826	0.091
Indirect & Direct Sellers' Goodwill	0.396	0.078	0.397	5.773	0.00
Information & Security Policy Awareness	0.336	0.068	0.297	5.835	0.00
Privacy of Information & Faith Issues	0.201	0.098	0.197	2.772	0.008
<b>Model Summary</b>					
<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error</b>	<b>F Value</b>	<b>Sig.</b>
0.576	0.328	0.298	0.683	44.101	0

(Source: Author's Own Calculations)

The model explains 32.8% of variance in Faith ( $R^2 = 0.328$ ), with a moderate correlation ( $R = 0.576$ ). All predictors are significant ( $p < 0.01$ ), with sellers' goodwill ( $\beta = 0.397$ ) as the strongest, followed by security policy awareness ( $\beta = 0.297$ ) and privacy issues ( $\beta = 0.197$ ). The high F-value confirms overall significance. Independent variables collectively predict Faith moderately well, accounting for about one-third of its variance. Sellers' goodwill and security policy awareness are the primary drivers, emphasizing credibility and transparency in building trust. Privacy concerns add a smaller but significant contribution.

**Table – 3: Regression 2 - Predictors of Perception to Buy Online**

Predictor	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.588	0.181		4.701	0.00



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Faith	0.213	0.042	0.201	5.214	0.00
Attitude	0.804	0.049	0.804	18.307	0.00
<b>Model Summary</b>					
<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error</b>	<b>F Value</b>	<b>Sig.</b>
0.861	0.832	0.812	0.473	513.62	0.00

(Source: Author's Own Calculations)

This model shows strong predictive power ( $R = 0.861$ ,  $R^2 = 0.832$ ), explaining 83.2% of variance in online purchase perception. Attitude dominates ( $\beta = 0.804$ ), far outweighing Faith ( $\beta = 0.201$ ); both are highly significant. Faith and Attitude together strongly predict perception to buy online, explaining over 80% of variance—a marked improvement over the first model. Attitude is the overwhelming influencer, with a one-SD increase yielding an 0.804-SD rise in purchase perception, versus 0.201 for Faith. This highlights Attitude's pivotal role in translating trust into purchase intent. Overall, the analyses reveal a mediated path: goodwill and policy awareness foster Faith, which alongside dominant Attitude drives e-purchase perceptions. Marketers should prioritize enhancing seller reputation, security communication, and positive attitudes to boost consumer confidence and online buying behavior.

### VIII. FINDINGS OF THE RESEARCH PAPER

After analyzing the data collected, this research paper found the following.

- Consumers' faith in online shopping heavily relies on the reputation and goodwill of indirect and direct sellers, emerging as the strongest predictor ( $\beta = 0.397$ ) in building trust.
- Awareness of information security policies significantly enhances faith ( $\beta = 0.297$ ), while privacy concerns also contribute positively though to a lesser extent ( $\beta = 0.197$ ).
- Online purchase perception is strongly influenced by both faith and attitude, with the model explaining 83.2% of variance ( $R^2 = 0.832$ ); attitude dominates as the primary driver ( $\beta = 0.804$ ) compared to faith ( $\beta = 0.201$ ).
- High goodwill for e-firms stems from offering varied product qualities, discounts, easy payment options, flexible return policies, and prompt delivery services.
- Online firms sustain customer loyalty by delivering excellent after-sales services and strictly adhering to privacy and security commitments.

### IX. RECOMMENDATIONS OF THE STUDY

This paper makes the following recommendations based on the research findings.

- E-firms should prioritize building and promoting seller goodwill through consistent reliability, positive reviews, and reputable branding to foster consumer faith.
- Enhance consumer education on security and privacy policies via clear communication, tutorials, and transparent disclosures to boost trust and awareness.
- Focus marketing strategies on cultivating positive consumer attitudes toward online shopping, as it has the strongest impact on purchase perception.
- Offer diverse product options, attractive discounts, convenient payment methods, lenient returns, and fast delivery to elevate goodwill and encourage repeat purchases.
- Invest in robust after-sales support and unbreakable adherence to privacy/security policies to retain customers and differentiate in a competitive market.
- Conduct ongoing market research on e-shopping behavior, particularly in regions like Hyderabad, to tailor strategies and address evolving consumer reactions.
- Strengthen electronic transaction security measures and provide explicit assurances to consumers, as deficiencies here could hinder e-buying growth.



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### X. CONCLUSION

In conclusion, this study unequivocally demonstrates that faith and attitude emerge as the most influential and compelling variables shaping consumers' perception toward online purchasing, with attitude exerting a profoundly dominant effect, as evidenced by its high standardized beta coefficient and the model's exceptional explanatory power accounting for over 83% of variance. These core factors are closely supported by critical concerns related to security policies, privacy protection, and the goodwill of both indirect and direct sellers, which collectively form the foundation of e-consumer trust in dynamic digital marketplaces. The findings highlight a clear mediated pathway where seller reputation, transparent security awareness, and privacy assurances significantly bolster faith, which in turn, alongside overwhelmingly positive attitudes, drives stronger intentions to engage in e-purchasing behaviors. For e-commerce firms operating in competitive environments like the Hyderabad region, it is imperative to gain a profound understanding of these consumer dynamics through continuous, in-depth market-oriented research, enabling both direct and indirect sellers to optimize the use of e-buying technologies and tailor strategies that resonate with evolving shopper reactions. Moreover, substantial efforts must be directed toward fortifying electronic transaction security, providing unequivocal assurances of safety, and rigorously upholding privacy commitments, as any shortcomings in these areas could severely impede the growth and sustainability of online shopping. Without robust consumer confidence in the safety and reliability of digital transactions, e-commerce platforms risk stagnation amid rapidly changing market demands. Looking ahead, future research should devote particular attention to deepening explorations of security-related challenges and their nuanced impacts on consumer e-buying patterns, thereby paving the way for more resilient and innovative strategies in the ever-evolving landscape of online retail.

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