

A Study on Key Drivers and Factors Affecting the Consumer Behavior Towards Online Shopping in Hadoti Region of Rajasthan

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ABSTRACT

This study investigates the key drivers influencing customer satisfaction with e-commerce websites in the Hadoti region, focusing on variables such as price, quality, return policy, and overall online buying experience. The research aims to assess the impact of these factors on customer satisfaction and to test the hypothesis that online buying experience positively affects satisfaction levels. Using data collected from 511 respondents, a multiple regression analysis was conducted to evaluate the relationship between the identified drivers and customer satisfaction. The study concludes that online buying experience significantly enhances customer satisfaction in the Hadoti region. The results underscore the importance of reliable customer support, transparent pricing, and value-driven promotional offers as key strategies for improving customer satisfaction and loyalty in e-commerce. The main aim of this article is to study the key drivers and factors affecting the online shopping in Hadoti region of Rajasthan.

Keywords: Key Drivers, Price, Quality, E-commerce Website, Return Policy, Customer Satisfaction, Online Buying Experience, Hadoti Region.

Introduction

Consumer behaviour is a complex and multidimensional concept that encompasses the processes individuals go through when selecting, purchasing, using, and evaluating goods and services to satisfy their needs and desires. In the context of South East Rajasthan—comprising regions such as Hadoti, Kota, Bundi, and Baran—consumer behaviour has undergone a significant transformation due to the rapid growth of digitalization, increased internet penetration, and the rise of e-commerce platforms. The shift from traditional shopping to online purchasing has not only redefined buying patterns but also introduced new determinants influencing customer decision-making.

The key drivers and factors affecting consumer behaviour in South East Rajasthan can be broadly categorized into economic, psychological, social, and technological dimensions. Factors such as price, product quality, convenience, trust, customer support, and return policies play a vital role in shaping consumers' online shopping experiences and satisfaction levels. Additionally, cultural values, income levels, and regional awareness influence how consumers perceive and engage with digital retail platforms.

With increasing competition among e-commerce websites, understanding these key drivers has become crucial for online retailers seeking to attract and retain customers in emerging markets like South East Rajasthan. The region presents a unique blend of urban and semi-urban consumers whose preferences are influenced by both traditional shopping habits and modern technological adoption.

Hence, exploring the factors that impact their purchasing decisions provides valuable insights into consumer psychology, helping businesses tailor their marketing strategies, enhance service quality, and improve customer satisfaction.

Review of Literature

The rapid rise of online shopping has revolutionized consumer behavior globally, reshaping traditional retail dynamics and influencing how consumers make purchasing decisions. Roy Setiawan et al. (2020) highlight that the emergence of e-commerce has compelled offline retailers to rethink their strategies, as consumers are increasingly drawn to the convenience, price transparency, and product variety offered by online platforms. However, the study also notes that while digital retail has grown significantly, offline stores still maintain experiential value through personalized service and physical engagement.

Early studies by Jarvenpaa & Todd (1996) and Zhou, Dai & Zhang (2007) established that consumers' acceptance of e-commerce is largely determined by perceived usefulness, trust, and ease of use, while concerns about privacy and security continue to act as barriers. These foundational factors remain central to understanding online consumer behavior today. In a comparative analysis, Akshmi B. and Hansa Lysander Manohar (2021) found that online shopping appeals to consumers due to its speed, accessibility, and lower transaction costs, yet the absence of physical interaction with products—such as touch and trial—limits its adoption among certain demographic groups. The authors suggest that companies should adopt hybrid or multichannel strategies to leverage the advantages of both online and offline formats. The COVID-19 pandemic further accelerated online shopping trends. Moon et al. (2021) revealed that during mobility restrictions, consumers increasingly relied on online channels for essential and non-essential goods. Factors such as trust, perceived product risk, and satisfaction with previous online experiences significantly influenced consumers' willingness to shop online. Similarly, Siddiqui and Mehrotra (2021) found that safety, convenience, and attractive discounts were key motivators for online purchases during the pandemic, especially among younger and more educated consumers. Patel (2021) observed that the pandemic not only deepened consumers' engagement with e-commerce but also drove business growth, positioning the internet as a cost-effective and efficient medium for retail. However, he noted that while the overall perception of online shopping is positive, shopping frequency remains relatively low, indicating scope for improvement in consumer engagement strategies. Research on online reviews by Chen et al. (2022) provides insights into digital consumer psychology, showing that customers pay more attention to negative comments than positive ones—especially female consumers—indicating the critical importance of trust management and reputation building in online environments. Further, Kumaran & Arthi Sri (2022) and Lakhani (2022) highlight that online platforms like Amazon and Flipkart dominate the Indian e-commerce market, attracting consumers with wide product ranges, competitive pricing, and convenient services. They also found that youth and female consumers show stronger preferences for online shopping, driven by technological familiarity and digital comfort. Recent studies such as Dhanya & Sasi Kumar (2023) confirm that online grocery shopping has become increasingly popular due to time-saving benefits and product variety, while Jyoti et al. (2023) emphasize that online retail has enhanced efficiency, affordability, and accessibility, contributing to the overall growth of e-commerce in India.

Overall, the literature consistently points out that convenience, trust, price competitiveness, variety, and accessibility are the key drivers of online shopping behavior. However, limitations such as the lack of physical product inspection, security concerns, and inconsistent delivery experiences remain challenges. The consensus among researchers suggests that the future of retail lies in strengthening the online shopping experience through trust-building measures, personalized services, and technological innovation, while integrating digital and physical channels to meet the diverse expectations of modern consumers.

Research Methodology

Research Gap

Although several studies have examined consumer behavior toward online shopping (e.g., Roy Setiawan et al., 2020; Akshmi & Manohar, 2021; Patel, 2021), most focus on national or urban contexts, with limited attention to regional and semi-urban areas like South-East Rajasthan. Existing literature highlights factors such as trust, convenience, price, and product variety, but there is a lack of empirical evidence on how these drivers influence consumers in regions with different socio-economic and cultural backgrounds.

Furthermore, few studies have quantitatively analyzed the combined impact of key factors—such as price, quality, offers, customer support, and return policies—on customer satisfaction in this region. Thus, this study addresses this gap by exploring the key drivers and factors affecting consumer behavior toward online shopping in South–East Rajasthan, providing region-specific insights to strengthen understanding of online retail dynamics in emerging markets.

Objective of the Study

- To study the Key Drivers and Factors Affecting the Consumer Behavior Towards Online Shopping in South –East Rajasthan

Data Collection

- Type of Research:** Descriptive Research
- Area of Research:** Hadoti Region of Rajasthan (Kota, Bundi, Baran, Jhalawar)
- Focus area:** Offline retail storers and online retail stores
- Type of respondents:** Customers of retail sector (no specific demographics)
- Population:** Customers of Hadoti region
- Sample Size:** 800 (200 from each 4 selected cities)

Data Analysis

Table 1: Ratingwhy Consumer Prefer online Shopping

Respondents	1	2	3	4	5
Most reliable	198	146	78	52	37
Easy convenient	28	204	188	54	37
Variety Availale	48	38	191	162	72
Reasonable Price	78	46	13	215	159
Multiple offers and deals	159	77	41	28	206
Total	511	511	511	511	511

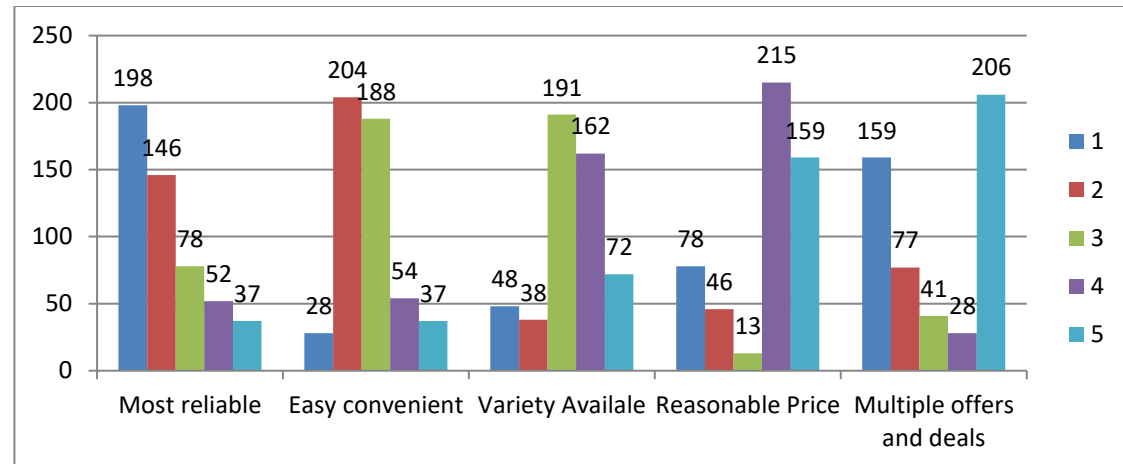


Figure 1: Ratingwhy consumer prefer online shopping

The ranking of reasons for online shopping among 511 respondents shows that reliability is considered the most important factor, with 198 respondents ranking it first and 146 ranking it second, indicating that trust in the website or seller is a primary motivator. Ease and convenience is also highly valued, ranked first by 28 respondents and second by 204 respondents, reflecting the importance of accessibility, time-saving, and the ability to shop from anywhere. Variety available holds moderate importance, ranked third by 191 respondents, while reasonable pricing is less influential, ranked fourth by 215 respondents. Multiple offers and deals are also considered, ranked first by 159 respondents but fifth by 206 respondents, suggesting that while promotions attract attention, they are not the dominant factor.

Overall, this indicates that online shoppers prioritize reliability and convenience over price incentives, highlighting the role of trust and accessibility in the decision to shop online.

Table 2: Frequency of consumer shopping

Respondents	Numbers	Percentage
Daily	36	7.05
Monthly	189	36.99
Quarterly	125	24.46
Annually	74	14.48
Once in a while whenever required	87	17.03
Total	511	100

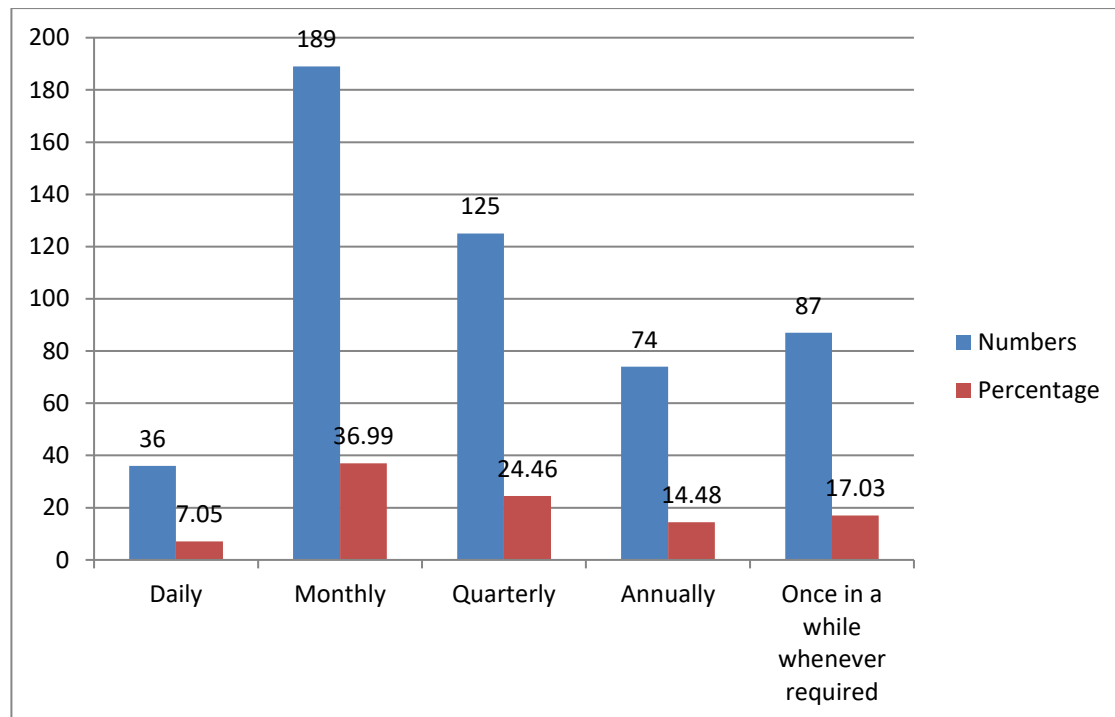


Figure 2: Frequency of consumer shopping

The data on the frequency of online shopping among 511 respondents indicates varied patterns of engagement. A small proportion, 36 respondents (7.05%), shop online daily, while the largest group, 189 respondents (36.99%), shop monthly, reflecting regular but not daily usage. 125 respondents (24.46%) shop quarterly, and 74 respondents (14.48%) make annual purchases. Additionally, 87 respondents (17.03%) shop online occasionally, whenever required. Overall, this suggests that while daily online shopping is limited, most consumers engage in online purchases on a monthly or quarterly basis, indicating a preference for planned or periodic online buying rather than habitual daily shopping.

Table 3: Source of information for consumers

Respondents	Numbers	Percentage
Friends and relatives	204	65.59
Newspaper advertisement	121	38.91
Radio and Television Ads	87	27.97
Hoarding and Pumptlets	99	31.83
Total	511	164.31

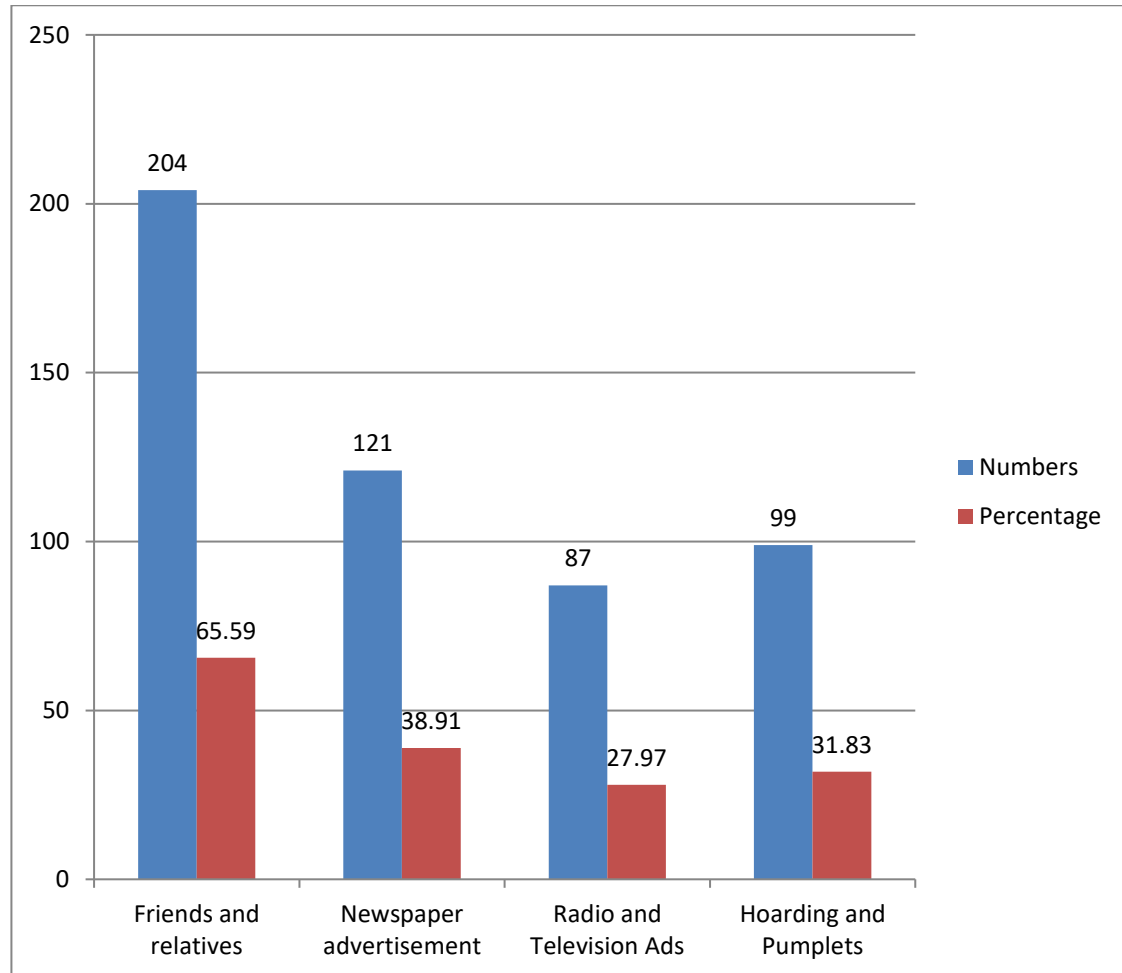


Figure 3: Source of information for consumers

The data in Table 3 illustrates the sources from which respondents obtain information for online shopping. Among 511 respondents, the majority, 204 individuals (65.59%), rely on friends and relatives, indicating that personal recommendations are the most trusted and influential source. Newspaper advertisements were cited by 121 respondents (38.91%), suggesting that traditional print media continues to impact consumer decisions. Hoardings and pamphlets influenced 99 respondents (31.83%), while radio and television ads were the least referred source, with 87 respondents (27.97%). The total percentage exceeds 100% (164.31%), showing that respondents often use multiple sources of information before making online purchases. Overall, the findings highlight that interpersonal communication is the primary source of guidance for online shoppers, while various forms of advertising also play a supporting role in shaping consumer choices.

Table 4: Consumer makes their decisions

Respondents	Numbers	Percentage
Reading the reviews and rating	52	10.18
Comparing the product with others for technical aspects	89	17.42
Brand image of the product	134	26.22
Offer and deals for best price and value to your money	236	46.18
Total	511	100

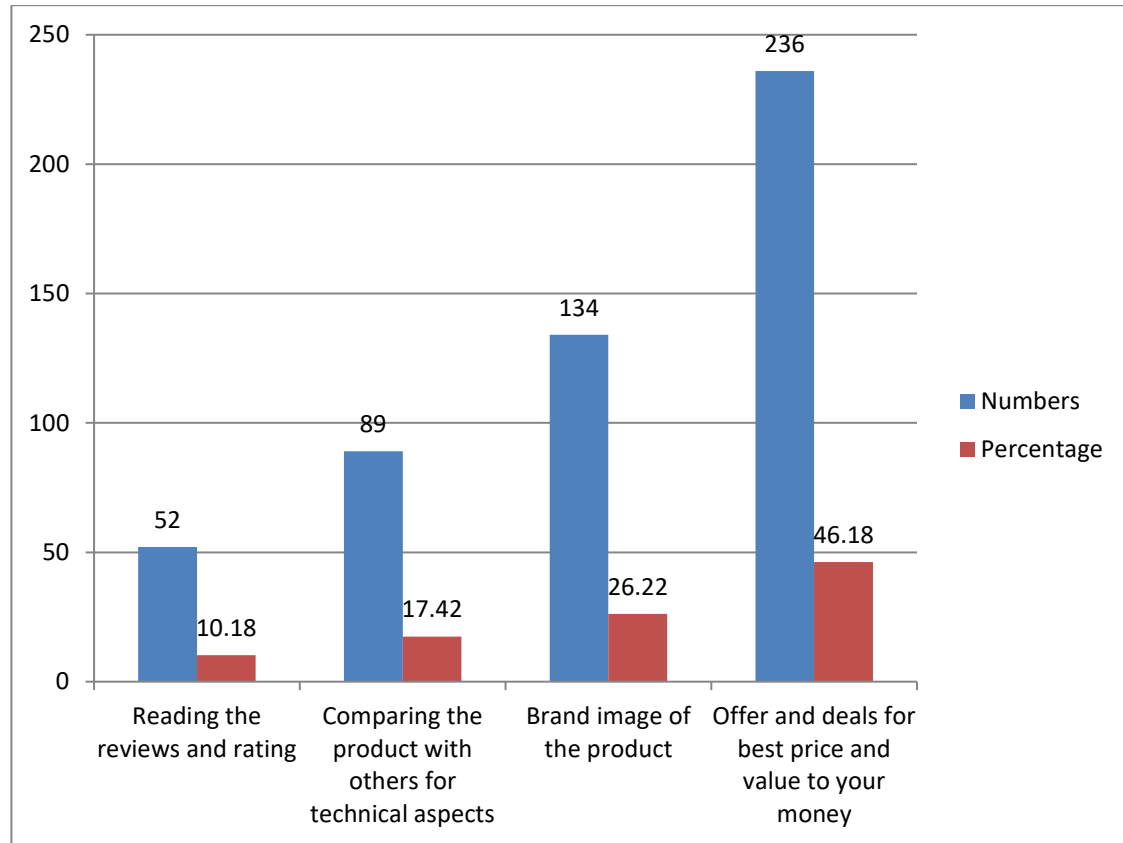


Figure 4: Consumer makes their decisions

The data in Table 4 highlights the factors that influence respondents' decisions when making online purchases. Out of 511 respondents, the largest proportion, 236 individuals (46.18%), consider offers and deals for the best price and value for money as the primary factor guiding their decision, indicating that cost-effectiveness is a key motivator in online shopping. Brand image influences 134 respondents (26.22%), showing that reputation and trust in a brand also play a significant role. Comparing the product with others for technical aspects is considered by 89 respondents (17.42%), reflecting the importance of product features and specifications. The least influential factor is reading reviews and ratings, chosen by 52 respondents (10.18%), suggesting that while online feedback is valued, it is not the primary determinant for most shoppers. Overall, the findings indicate that consumers prioritize price-related offers and brand reputation over technical comparisons or online reviews when making purchasing decisions.

Hypothesis

- H_{o1}:** Online buying experience has no positive impact on customer satisfaction level of the Hadoti region.
- H_{a1}:** Online buying experience has positive impact on customer satisfaction level of the Hadoti region.

Table 5: Regression Statistics

Regression Statistics	
Multiple R	0.928328
R Square	0.861794
Adjusted R Square	0.860148
Standard Error	0.296668
Observations	511

Table 6: ANOVA

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	6	276.597	46.09949	523.7867	6.2E-213
Residual	504	44.35803	0.088012		
Total	510	320.955			

Table 7: First Hypothesis

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	-0.03	0.08	-0.36	0.72	-0.19	0.13	-0.19	0.13
Genuine Prices	0.17	0.05	3.28	0	0.07	0.27	0.07	0.27
Variety Available	0.06	0.03	1.81	0.07	0	0.12	0	0.12
Convenience	0.09	0.06	1.53	0.13	-0.03	0.2	-0.03	0.2
Customer Support	0.55	0.02	22.62	0	0.5	0.59	0.5	0.59
Delivery Time and Experience	0.03	0.03	1.19	0.24	-0.02	0.09	-0.02	0.09
Offers and Discounts	0.1	0.04	2.78	0.01	0.03	0.17	0.03	0.17

The results of the multiple regression analysis reveal a strong positive relationship between online buying experience and customer satisfaction, as indicated by a Multiple R of 0.928 and a high R^2 value of 0.862, meaning that approximately 86.2% of the variation in customer satisfaction can be explained by factors associated with the online buying experience. The ANOVA results further confirm the model's overall significance, with an F-value of 523.79 and a p-value (Significance F) of 6.2×10^{-213} , which is far below the 0.05 threshold, indicating that the regression model is statistically significant.

Among the independent variables, Customer Support ($p = 1.07E-78$), Genuine Prices ($p = 0.001093$), and Offers & Discounts ($p = 0.005561$) show statistically significant positive effects on customer satisfaction, while factors such as Variety Available, Convenience, and Delivery Time & Experience exhibit weaker or statistically insignificant effects. This suggests that customers in the Hadoti region place greater emphasis on trustworthy customer service, fair pricing, and attractive offers when evaluating their overall satisfaction with online shopping experiences.

Given these results, the null hypothesis (H_{01}) stating that online buying experience has no positive impact on customer satisfaction is rejected, and the alternative hypothesis (H_{a1}) is accepted. It can therefore be concluded that online buying experience has a significant and positive impact on customer satisfaction in the Hadoti region. The findings highlight the importance of strengthening customer support mechanisms, maintaining genuine pricing, and providing value-driven offers to enhance customer satisfaction and loyalty in the online retail sector.

Conclusion

The findings of this study clearly demonstrate that the online buying experience has a significant and positive impact on customer satisfaction in the Hadoti region. The high R^2 value (0.862) and statistically significant regression model ($F = 523.79$, $p < 0.001$) indicate that a substantial portion of customer satisfaction can be explained by key aspects of the online shopping experience.

Among the examined factors, Customer Support, Genuine Prices, and Offers & Discounts emerged as the most influential drivers of customer satisfaction. This suggests that customers in the Hadoti region value responsive and reliable assistance, fair and transparent pricing, and attractive promotional offers when evaluating their overall online shopping experience. Conversely, factors such as Variety Available, Convenience, and Delivery Time & Experience were found to have comparatively weaker or statistically insignificant effects on satisfaction.

Based on these results, the null hypothesis (H_{01}) is rejected, and the alternative hypothesis (H_{a1}) is accepted—confirming that online buying experience positively affects customer satisfaction. The study concludes that e-commerce platforms aiming to strengthen customer relationships and enhance satisfaction in the Hadoti region should prioritize effective customer support systems, maintaining genuine and competitive pricing, and offering value-based discounts. Strengthening these key areas can lead to greater customer loyalty, repeat purchases, and sustainable growth in the online retail sector.

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