

A STUDY ON THE ONLINE SHOPPING HABITS AMONG DIFFERENT AGE GROUPS

Dr Neetu Jain

Sr. Assistant Professor, The Bhopal School of Social Sciences, Bhopal

Deepmala Lakra

Student, The Bhopal School of Social Sciences, Bhopal

ABSTRACT

The study analyses online shopping patterns among different age groups in Bhopal, focusing on demographics, preferences, motivations, concerns, and cybersecurity awareness. It examines shopping frequency, product choices, preferred platforms, spending habits, and payment methods. The research explores the influence of social media, digital marketing, and advertisements on consumer behaviour. Additionally, it also assesses customer satisfaction, cybersecurity awareness, and challenges faced while shopping online. The findings aim to understand consumer behaviour of different age groups and provide insights for policymakers and marketers to enhance e-commerce strategies, improve customer experiences, and develop targeted marketing approaches.

Keywords:Online Shopping, Online Shopping Pattern, Consumer Behaviour, Shopping Preferences.

INTRODUCTION

In today's digital era the fast-flowing growth of E-Commerce has significantly increased the utilization of online shopping among different age groups and has transformed the way consumers shop. The accessibility and convenience offered by e-commerce platforms have led to major shift in the shopping habits of the consumers. The convenience, accessibility, and vast array of options available through online platforms have revolutionized the shopping experience, enabling consumers to purchase goods and services directly from sellers via internet with just a few clicks. The online shopping has nowadays entered in everyone's lifestyle be it of any age group. However, these online shopping habits and behaviours are not same across all age groups as each age demographics has their own unique shopping patterns which are influenced by various factors. This study aims to understand the varied online shopping behaviours across various age groups ranging from young to adults to old consumers. It seeks to decode and explore the differences and similarities in online shopping habits exhibit across different age demographics in the Bhopal region. Through delving into

the preferences, motivations and challenges faced by consumers in this area we aim to provide valuable insights regarding consumer behaviour. In essence, the online shopping has now become an integral part of the modern consumer tendencies which has revolutionized the way of traditional shopping. By interpreting the online shopping behaviours across age groups, this research seeks to contribute a deeper knowledge on consumer purchasing pattern in the digital age.

LITERATURE REVIEW

2014, Online Shopping Drivers & Barriers of older adults: Age and gender differences: This study aims to explore what influences older adults to shop online, as their internet use is growing rapidly. Using the UTAUT model and innovation resistance theory, the research finds that older adults, like younger ones, are motivated by performance and social influence. However, they face barriers like concerns about value, risk, and sticking to traditional habits, unlike younger consumers. Notably, there are no gender differences among older adults in these factors.

2019, Bhat Ahmad Suhail “*Exploring the Influence of Consumer Demographics on Online Purchase Benefits*”: This study seeks to understand how sociodemographic factors, such as gender and age, impact consumers' perceptions of online shopping. The result disclosed that gender no impact on the purchase benefit variables however, the significant difference was observed between ‘Below 20’ and ‘21–30’ years age groups about convenience and interactivity.

2020, Khadar Muddassir “*Understanding the Pattern of Online Consumer Buying Behaviour of Gen Z -An Empirical Study*”: This study seeks to investigate the online shopping habits and behavioural patterns of Generation Z. The result revealed that Gen Z tends to do thorough research before making decisions regarding online purchase. They primarily rely on Instagram as their go-to social media platform for discovering deals. Their online spending habits are independent of household income, and they are not swayed by celebrities.

2021, G.S. Jayagowri and R. Rajesh “*Online Shopping Behaviour and Habits – A Conceptual Study*.”: This study examines the complexities on online shopping behaviour and habits, highlighting the flexibility and convenience that e-commerce offers to consumers. The research emphasizes the significant influence of personal, psychological, and social factors on online shopping decisions, shaping various consumer behaviours such as complex buying, dissonance-reducing buying, habitual buying, and variety-seeking.

2023, Mishra Arun “*Understanding Consumer Behaviour in the Digital Age: A Study of Online Shopping Habits.*”: This research explores the evolving consumer behaviour in the digital age, focusing on online shopping habits. Findings of the study revealed that key drivers of online shopping decisions are convenience, product variety, price competitiveness, and trustworthiness, plus social influence, personalized recommendations, and customer reviews.

2023, Gutierrez Diaz Manuel Jorge, Mavi Mohammadi Helia and Ranjbari Andisheh “*COVID-19 Impacts on Online and In-Store Shopping Behaviours: Why they Happened and Whether they Will Last Post Pandemic*”: This study focuses on use of online shopping after covid-19 emphasizing on why these changes happened and if they will continue as the pandemic eases. The results revealed that 25% of people increased their online shopping, while only 8% to 13% decreased in-store shopping, indicating that online shopping did not fully replace in-store shopping. It mainly replaced in-store purchases for groceries but complemented it for food and other items. Over 75% of new online shoppers’ plan to continue shopping online, while 63%–85% of those who reduced in-store shopping expect to return to their previous habits.

OBJECTIVES

- The primary objective of this research is to investigate the online shopping habits among different age groups, including individuals aged 18 to 50 years and above, across various gender and occupational categories.
- It aims to analyse purchasing patterns, factors influencing purchasing decisions, and the frequency of online shopping among the people of Bhopal.
- Furthermore, the study assesses cybersecurity awareness in online shopping and examines how demographic factors influence consumer behaviour, providing insights into preferences and trends.

RESEARCH METHODOLOGY

The research applies a primary data-based approach to study the online shopping habits among different age groups. To gather the data, we prepared an online questionnaire survey that contains the questions required for the information collection. The online survey created through google forms circulated randomly to a convenience sample of 150 participants across the age group of 18-24 years, 25-34 years, 35-44 years, 45-50 years and above. Data analysis

is conducted using descriptive statistics and visual representations, including graphs, charts, percentages, and tables, to identify trends, patterns, and similarities. This methodology enables a comprehensive understanding of online shopping habits across different age groups, offering valuable insights for retailer, marketers & consumers.

DATA COLLECTION & ANALYSIS

1. Demographic Factors

Table 1: Categorisation of participants based on demographics Factors.

Demographic Factors	No. of respondents	Percentage %
AGE:		
18-24 Years	60	40%
24-34 Years	30	20%
35-44 Years	26	17.3%
45-50 Years	24	16%
50 Years & above	10	6.7%
TOTAL	150	100%
GENDER:		
Male	96	64%
Female	54	36%
TOTAL	150	100%
OCCUPATION:		
Student	74	49.3%
Employed	58	38.7%

Self-Employed	11	7.3%
Retired	3	2%
Others (Homemaker)	4	2.7%
TOTAL	150	100%

Interpretation: Table 1 presents the demographic distribution of the study. Among 150 respondents, 60 are aged 18-24 yrs., 30 are 25-34 yrs., 26 are 35-44 yrs., 24 are 45-50 yrs., and 10 are 50+yrs. Gender-wise, 96 are male and 54 are female. Occupationally, 74 are students, 58 are employed, 11 are self-employed, 3 are retired, and 4 are homemakers.

2. Do you use online shopping

Fig 1: Showing percentages of users of online shopping

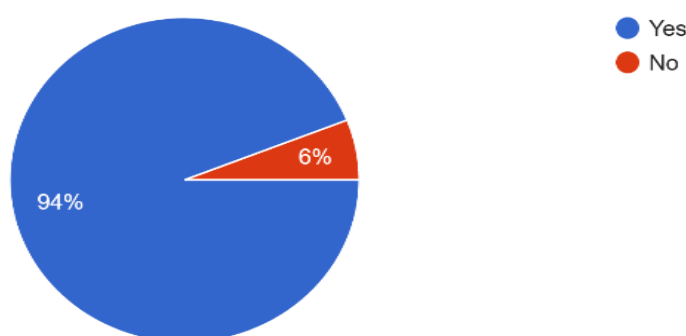


Table 2: Distribution of participants based on the usage of online shopping

Basis	18-24 years	25-34 years	35-44 years	45-50 years	50 years & above	Total Frequency	Percentage (%)
Yes	58	30	22	21	10	141	94%
No	2	—	4	3	—	9	6%

Interpretation: The pie chart indicates that 94% of respondents use online shopping, while 6% do not. Table 2 analyses usage across age groups: 58 (18-24 years), 30 (25-34 years), 22

(35-44 years), 21 (45-50 years), and 10 (50+) shop online. Non-users include 2 (18-24 years), 4 (35-44 years), and 3 (45-50 years).

3. How often do you shop online compared to shopping in physical stores

Fig.2: Showing frequency of users in online shopping as compared to offline shopping

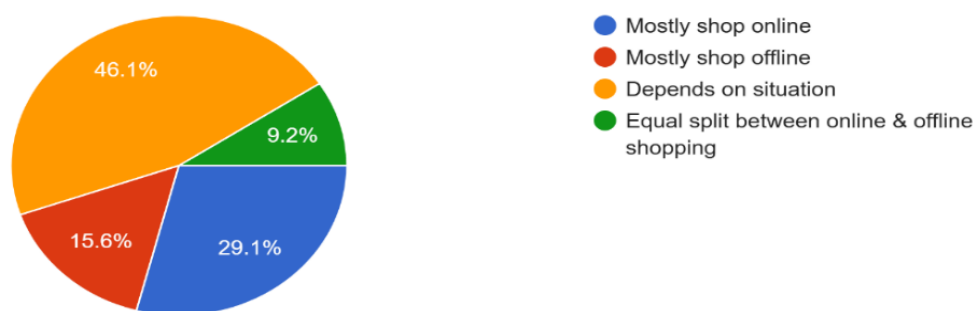


Table 3: Showing the distribution of users no. and percentages regarding fig.2

Basis	Total Respondents	Total Percentage %
Mostly shop online	41	29.1%
Mostly shop offline	22	15.6%
Depends on situation	65	46.1%
Equal split b/w two	13	9.2%
TOTAL	141	100%

Interpretation: This pie chart & table 3 represents the percentage & no. of respondents' shopping preference which reveals that 41(29.1%) respondents mostly shop online, 22 (15.6%) respondents mostly shop offline, 65 (46.1%) respondents shop accordingly depending on situation and lastly only 13(9.2%) have equal split between two.

Table 3.1: Distribution of respondents on using online or offline shopping based on age

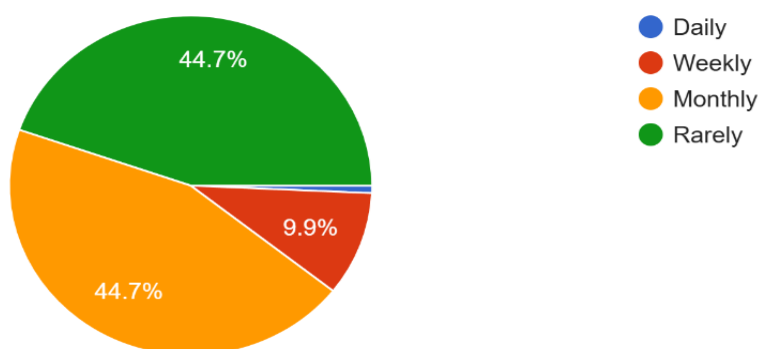
Basis	18-24 yrs.		25-34 yrs.		35-44 yrs.		45-50 yrs.		50 & above	
	No.	%	No.	%	No.	%	No.	%	No.	%

Mostly shop online	26	44.8%	7	23.3%	4	18.1%	3	14.2%	1	10%
Mostly shop offline	5	8.6%	3	10%	5	23%	5	23.8%	4	40%
Depends on situation	22	38%	14	46.7%	12	54.5%	13	62%	4	40%
Equal split between the two	5	8.6%	6	20%	1	4.4%	-	-	1	10%
TOTAL	58		30		22		21		10	
% = No. of respondents in specific age group/Total no. of respondents in specific age group*100										

Interpretation: Table 3.1 categorizes respondents' shopping preferences by age. Among 18-24-year-olds, 44.8% prefer online shopping, while 38% shop based on the situation. In the 25-34-years-old group, 46.7% shop situationally, and 23.3% prefer online. The 35–44-year-olds group primarily shops situationally (54.5%). Among 45-50-year-olds, 62% shop situationally, while 23.8% prefer offline. For those 50+, 40% shop offline or situationally. The trend shows a decline in online shopping preference with age.

4. Frequency of online shopping

Fig. 3: Represents the frequency of online shopping



Interpretation: This fig.3 represents the percentage of frequency of online shopping among the respondents under which only 0.7% of respondents daily shop online, 9.9% of respondents weekly shop online, 44.7% respondents shop online on monthly basis and remaining 44.7% rarely shop online.

Table 4: Showing distribution of frequency of online shopping among different age demographics with percentages

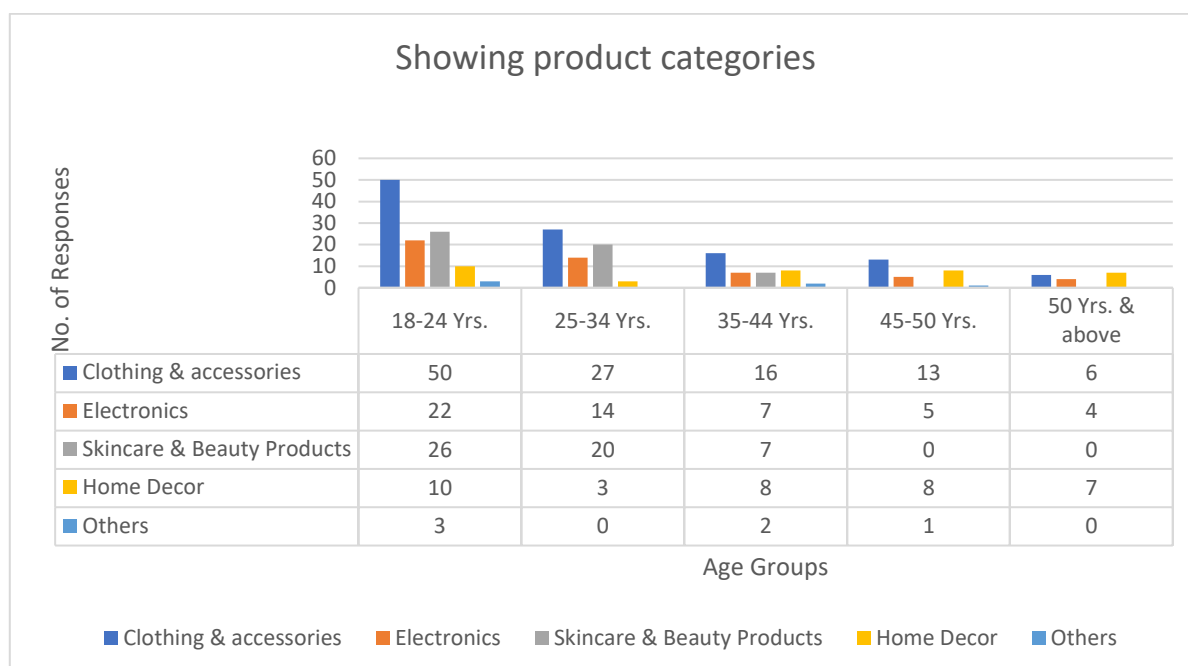
Frequency	18-24 yrs.		25-34 yrs.		35-44 yrs.		45-50 yrs.		50 & above	
	No.	%	No.	%	No.	%	No.	%	No.	%
Daily	-	-	-	-	1	4.5%	-	-	-	-
Weekly	9	16%	-	-	2	9.09%	1	4.7%	1	10%
Monthly	36	62%	15	50%	6	27.2%	3	14.2%	4	40%
Rarely	13	22%	15	50%	13	59.0%	17	80.9%	5	50%
TOTAL	58	100%	30	100%	22	100%	21	100%	10	100%
Percentage % = No. of respondents in specific age group/Total no. of respondents in specific age group*100										

Interpretation: Table 3 categorizes respondents by shopping frequency. The 18-24 age group shops online most frequently, with 62% shopping monthly and 22% rarely. The 25-34 group is evenly split between monthly (50%) and rare (50%) shopping. Older groups (35-44, 45-50, and 50+) shop online less frequently, with 59%, 81%, and 50% rarely shopping online.

5. **What type of products do you usually purchase online?**

Table 5: Showing % of product preferences among different age

Product categories	18-24 yrs.	25-34 yrs.	35-44 yrs.	45-50 yrs.	50+ yrs.
Clothing & Accessories	45%	42.1%	40%	48.1%	35.2%
Electronics	19.8%	21.8%	17.5%	18.5%	23.5%
Skincare & Beauty items	23.4%	31.2%	17.5%	-	-
Home Decor	9%	4.6%	20%	29.6%	41.1%
Others	2.7%	-	5%	-	-

Fig.4: Representing preferred products among various age groups

Interpretation:Figure 4 categorizes preferred products across age groups, showing clothing as the top choice for all. Preferences include 18-24 years (45%), 25-34 (42.1%), 35-44 years (40%), 45-50 years (48.1%), and 50+ years (35.2%). Younger groups (18-34 years) favour skincare/beauty products (23.4% & 31.2%), while older groups (35+ years) prefer home décor (20%, 29.6%, and 41.1%).

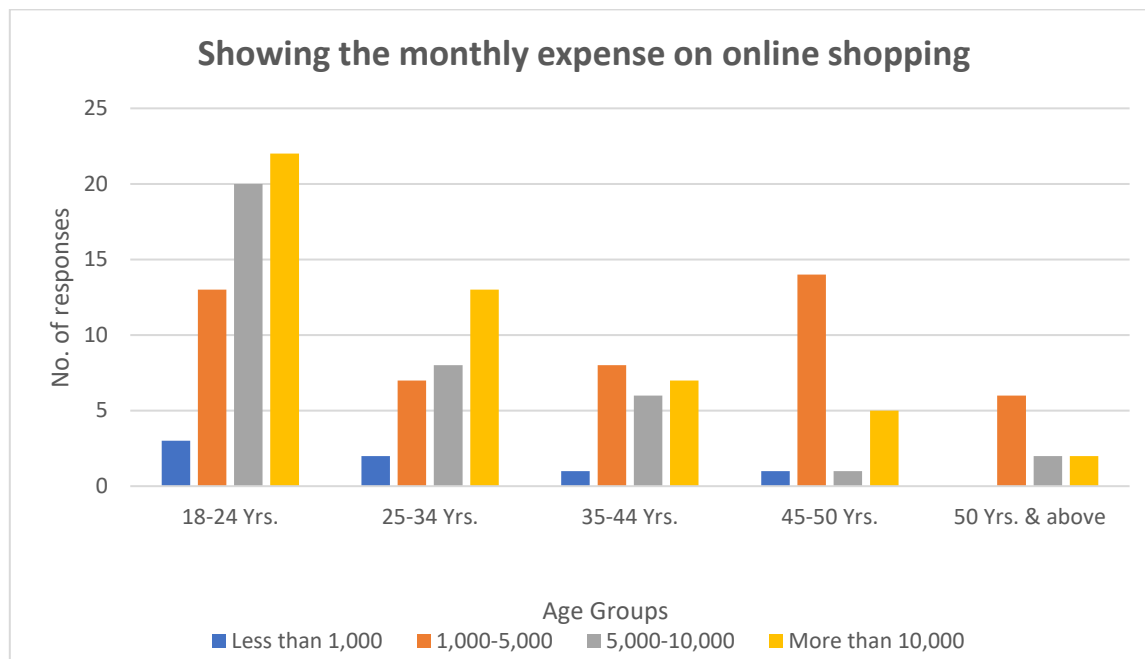
6. **On average, how much do you spend monthly on online shopping?**

Table 6: Showing the monthly expense of each age group along with their percentages

Monthly Expense	18-24 Yrs.		25-34 Yrs.		35-44 Yrs.		45-50 Yrs.		50 Yrs. & above	
Less than 1,000	3	5.1%	2	6.7%	1	4.5%	1	4.7%	-	-
1,000-5,000	13	22.4%	7	23.3%	8	36.3%	14	66.7%	6	60%
5,000-10,000	20	34.4	8	26.7%	6	27.2%	1	4.7%	2	20%

More than 10,000	22	37.9%	13	43.3%	7	31.8%	5	23.8%	2	20%
TOTAL	58		30		22		21		10	

FIG.5: Representing the monthly expenses in online shopping



Interpretation: Figure 5 and Table 5 show the monthly online shopping expenditure across age groups where the majority of younger respondents 18-24 years and 25-34 years spend over Rs. 10,000 37.9% and 43.3% respondents respectively, while those 35-44-years-olds and 45-50-year-olds and above tend to spend less around Rs. 1,000-5,000 with respondents 36.3%, 66.7% and 60% respectively. Overall, younger age groups tend to spend more on online shopping.

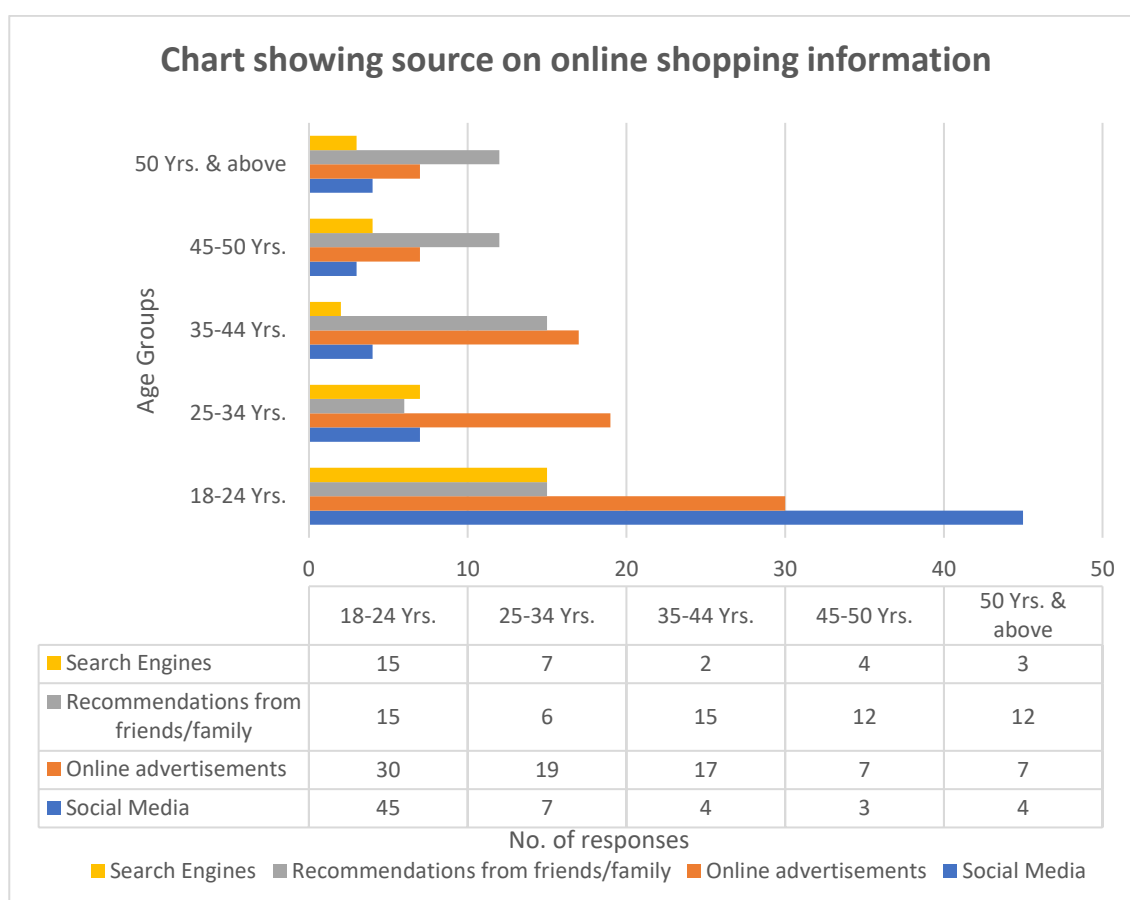
7. Where do you get the information about online shopping?

Table 7: Showing % of source of information among different age

Source of Info.	18-24 yrs.	25-34 yrs.	35-44 yrs.	45-50 yrs.	50+ yrs.
Search Engines	14.2%	17.9%	15.2%	15.3%	11.5%
Recommendations	14.2%	15.3%	39.4%	46.1%	46.1%

Online Ads	28.5%	48.7%	44.7%	26.9%	26.9%
Social media	42.8%	17.9%	10.5%	11.5%	15.3%
Total Responses	105	39	38	26	26

FIG.6: Showing source of online shopping information among various age



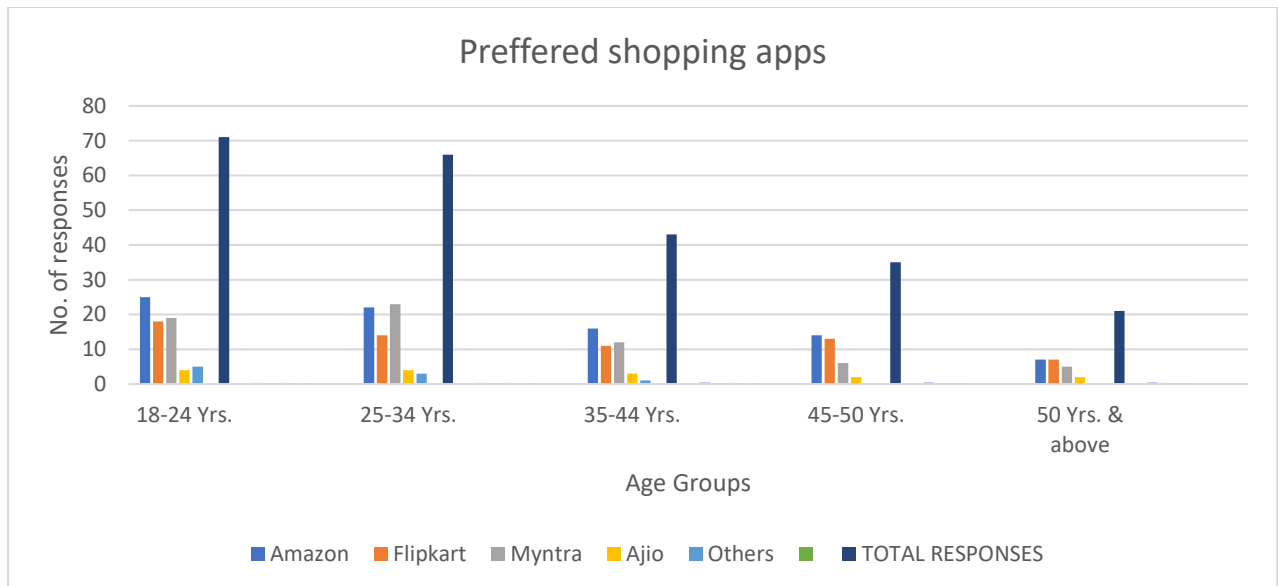
Interpretation: The figure 6 is taken from a checklist question which indicates the preferred source of information about online shopping across various age group. In this it is observed that the younger age groups 18-24 years rely more on social media 45 response, while 25-34 & 35-44 years rely more on online ads with 19 & 17 responses. Whereas, the older age 45-50 years and 50 years & above rely on friends/family recommendations, with search engines being the least preferred source across all age groups.

8. Which online shopping platform do you prefer most?

Table 8: Showing responses on shopping app preference based on age.

Shopping apps	18-24 Yrs.		25-34 Yrs.		35-44 Yrs.		45-50 Yrs.		50 Yrs. & above	
Amazon	25	35.2%	22	33.3%	16	37.2%	14	40%	7	37.9%
Flipkart	18	25.3%	14	21.2%	11	25.5%	13	8.6%	7	34.4%
Myntra	19	27%	23	34.8%	12	28%	6	17.1%	5	20.6%
Ajio	4	5.6%	4	6%	3	7%	2	5.71%	2	6.8%
Others	5	7%	3	4.5%	1	2.3%	—	—	—	—
TOTAL RESPONSES	71		66		43		35		21	

FIG.7: Showing preferred shopping apps among various age groups



Interpretation: From the above figure 7 and table 6 it is observed that Amazon and Myntra are consistently popular across all age groups in which for Amazon 35.2% responses are received from 18-24 years, 33.2% from 25-34 years, 37.2% from 35-44 years, 40% from 45-50 years and 37.9% from 50+ years. Myntra is a second preferred choice from 18-50 years of respondents with 27%, 34.8%, 28% and 17.1% respectively while Flipkart gaining popularity

among 50+ age group with 34.4% responses. Ajo's usage remains relatively low across all age groups.

9. **Which payment method do you prefer while shopping online?**

FIG.8: Showing modes of payments used by online shopping users

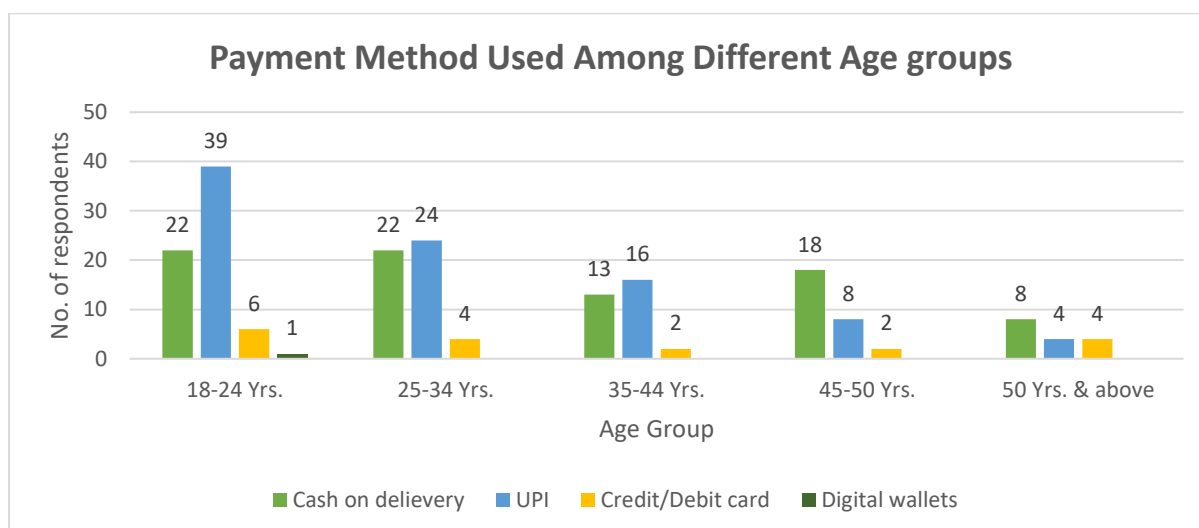


Table 9: Showing the responses on payment method used among different age group

Modes of Payment	18-24 Yrs.		25-34 Yrs.		35-44 Yrs.		45-50 Yrs.		50 Yrs. & above	
Cash on delivery	22	11.3%	22	11.3%	16	8.2%	18	9.3%	8	4.1%
UPI	39	20.2%	24	12.4%	13	6.7%	8	4.1%	4	2.0%
Credit/Debit card	6	3.1%	4	2.0%	2	1.0%	2	1.0%	4	2.0%
Digital wallets	1	0.5%	-	-	-	-	-	-	-	-
Percentage (%) = Responses from each age group/ Total no. of responses (193) *100										

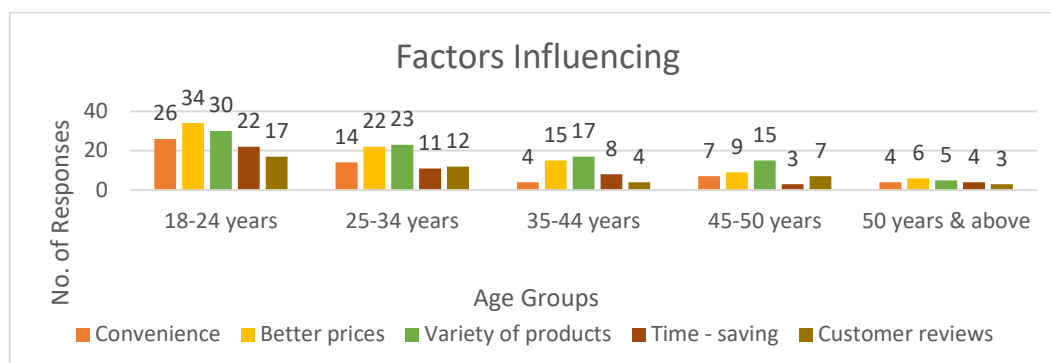
Interpretation: Figure 8 and Table 9 show the preferred online shopping payment methods across various age groups where the data shows that cash on delivery is most favoured payment method among the 35-44 years with 8.2%, 45-50 years with 9.3% and 50+ years with 4.1%. Whereas the young age group 18-24 & 25-34 years rely on UPI for transactions in online shopping with responses 20.2% and 12.4% respectively. Digital wallets are least used across every age group.

10. **What factors influence you to shop online?**

Table 10: Representing factors influencing for shopping online

Factors	18-24 years		25-34 years		35-44 years		45-50 years		50 years & above	
Convenience	26	20.1%	14	17.0%	4	8.3%	7	17.0%	4	18.1%
Better prices	34	26.3%	22	26.8%	15	31.2%	9	21.9%	6	27.2%
Variety of products	30	23.2%	23	28.0%	17	35.4%	15	36.5%	5	22.7%
Time - saving	22	17.0%	11	13.4%	8	16.7%	3	7.3%	4	18.1%
Customer reviews	17	13.1%	12	14.6%	4	8.3%	7	17.0%	3	13.6%
Total responses	129		82		48		41		22	
Percentage (%) = Responses from each age group/ Total no. of responses (193) *100										

Fig.9: Showing factors influencing for shopping online



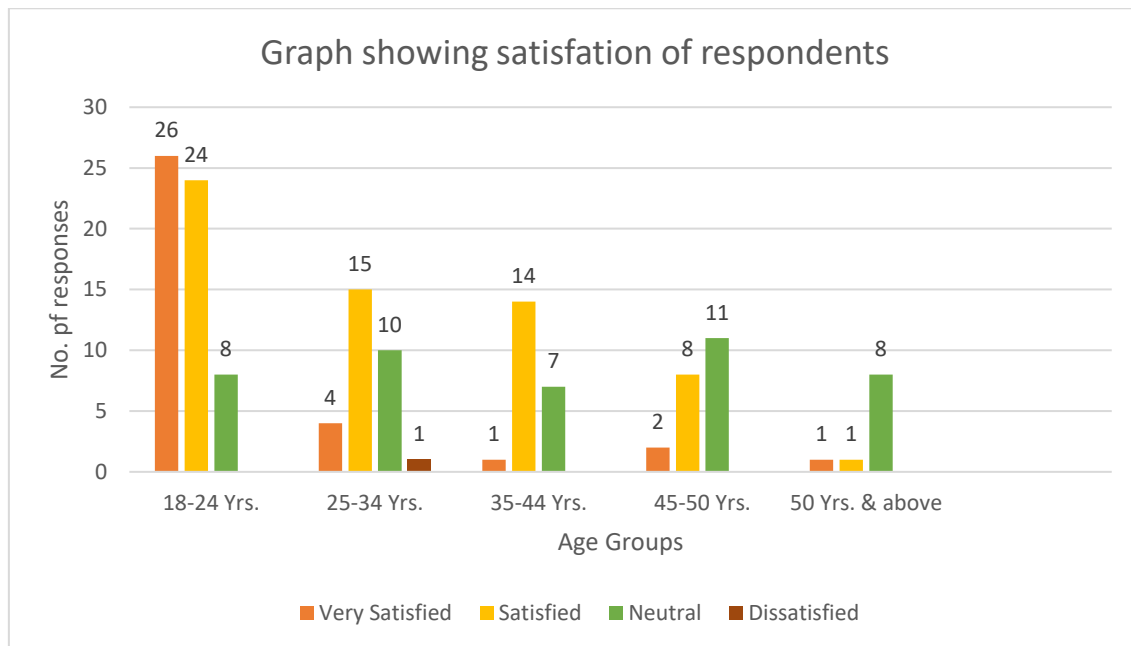
Interpretation: A checklist question reveals that factors influencing online shopping vary by age, but Better Prices and Variety of Products consistently rank high across all age groups (21.9-36.5%). Along with this younger groups (18-24) prioritize Convenience and Time-saving, while older groups (45-50, 50+) value Customer Reviews.

11. How satisfied are you with your online shopping experience?

Table 11: Categorisation of respondents among different age group to measure their satisfaction level

Satisfaction level	18-24 Yrs.		25-34 Yrs.		35-44 Yrs.		45-50 Yrs.		50 Yrs. & above	
Very Satisfied	26	18.4%	4	2.8%	1	0.7%	2	1.4%	1	0.7%
Satisfied	24	17.0%	15	10.6%	14	9.9%	8	5.6%	1	0.7%
Neutral	8	5.6%	10	7.0%	7	4.9%	11	7.8%	8	5.6%
Dissatisfied	-		1	0.7%	-		-		-	
Percentage (%) = No. of respondents/ Total no. of respondents * 100										

Fig.10: Showing respondents' satisfaction

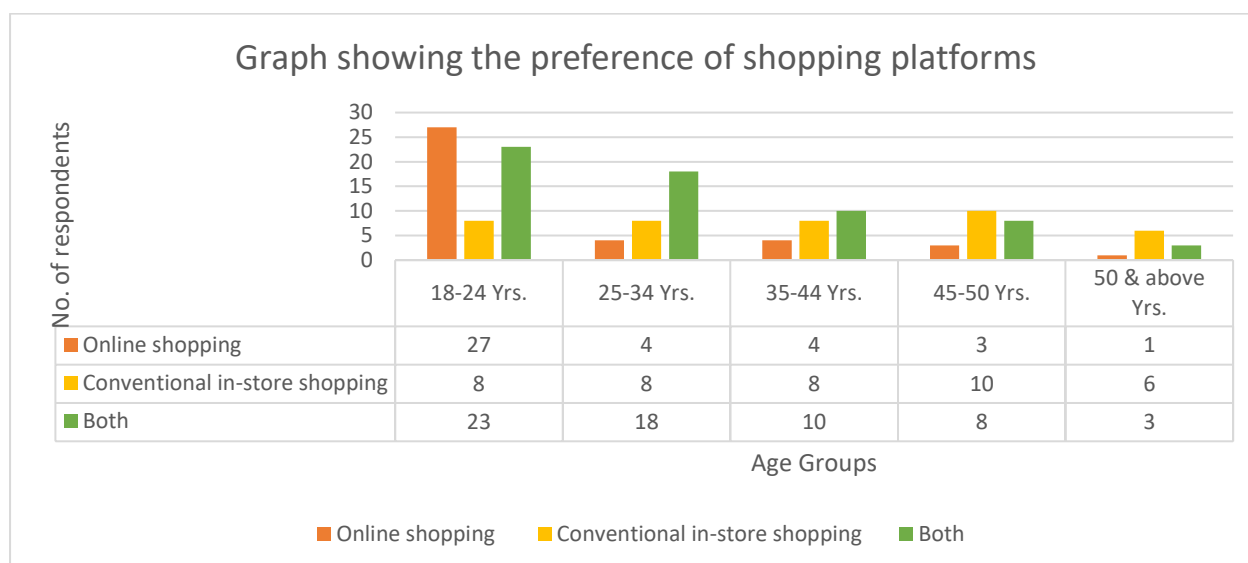


Interpretation: As far as the concern of the question the 18-24 age group shows the highest satisfaction, with 26 (18.4%) respondents, while 25-34 age group shows positively satisfied with 15(10.6%) respondents. Whereas, the other age groups show a neutral opinion about their experience with 7(4.9%) respondents in 35-44 age, 11(7.8%) in 45-50 age and 8(5.6%) respondents in 50 and above years.

12. Which shopping platform provides more satisfaction to you?

Table 12: Showing percentage of preferred shopping platform among each age group

Modes of Shopping	Age Groups									
	18-24 Yrs.		25-34 Yrs.		35-44 Yrs.		45-50 Yrs.		50 & above Yrs.	
Online shopping	27	46.5%	4	13.3%	4	18.2%	3	14.2%	1	10%
Conventional in-store shopping	8	13.9%	8	26.6%	8	36.3%	10	47.6%	6	60%
Both	23	39.6%	18	60%	10	45.5%	8	38%	3	30%
TOTAL	58	100%	30	100%	22	100%	21	100%	10	100%

FIG.11: Showing users' preferred shopping apps

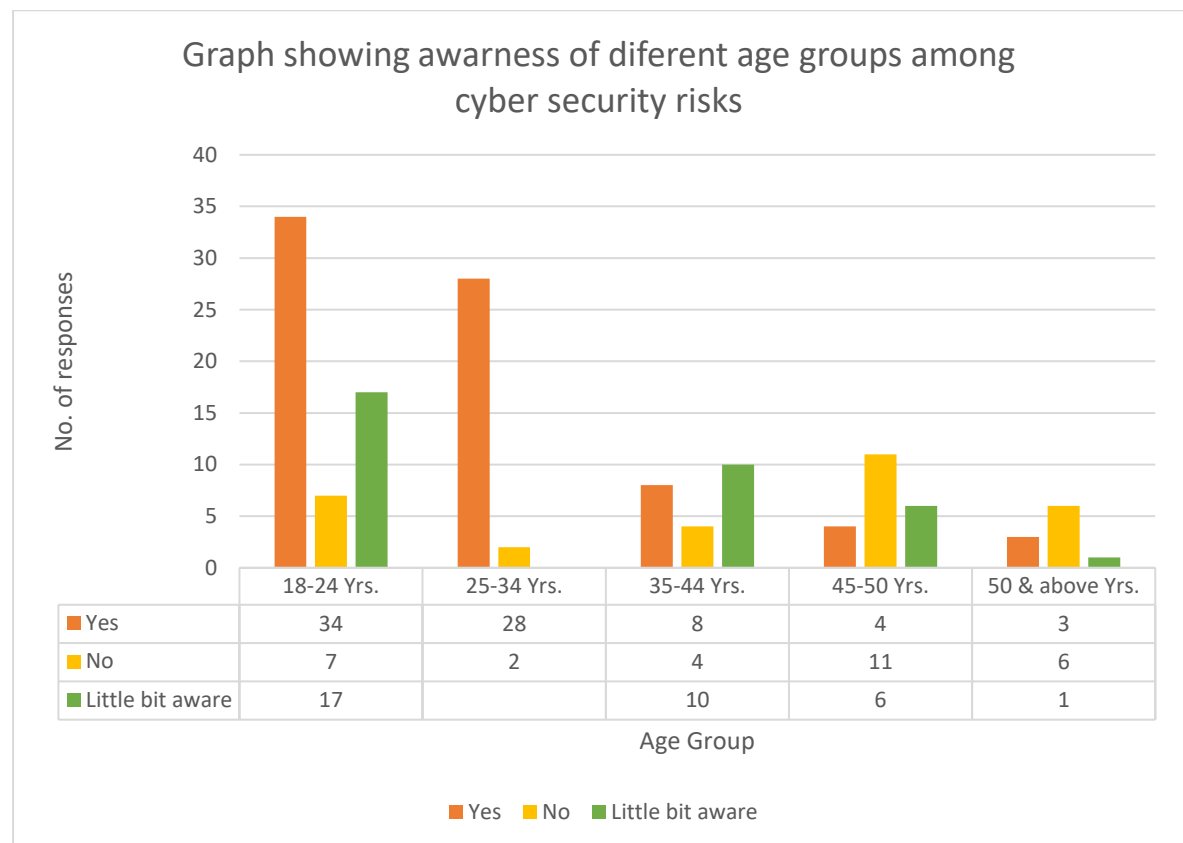
Interpretation: As per the demand of the question it is disclosed that young age group 18-24 years is more inclined towards online shopping with 23(39.6%) responses. The 25-44 age group is in favour of the combination of both online and in-store shopping with 18(60%) and 10(45.5%) respondents, 45-50 and 50+ age group shows the inclination towards conventional in-store shopping with 10(45.5%), 9(43%) and 6(60%) respondents respectively.

13. Are you aware of cybersecurity risks when shopping online?

Table 13: Showing the awareness of respondents regarding cyber security risks

Basis	18-24 Yrs.	25-34 Yrs.	35-44 Years	45-50 Years	50 Yrs. & above
Yes	24.1%	19.8%	5.6%	2.8%	2.1%
No	4.9%	1.4%	2.8%	7.8%	4.2%
Little bit aware	12.0%	—	7.0%	4.2%	0.7%
Percentage = Respondents of specific age group/ Total no. of responses (141) * 100					

FIG.12: Showing awareness of cybersecurity risks



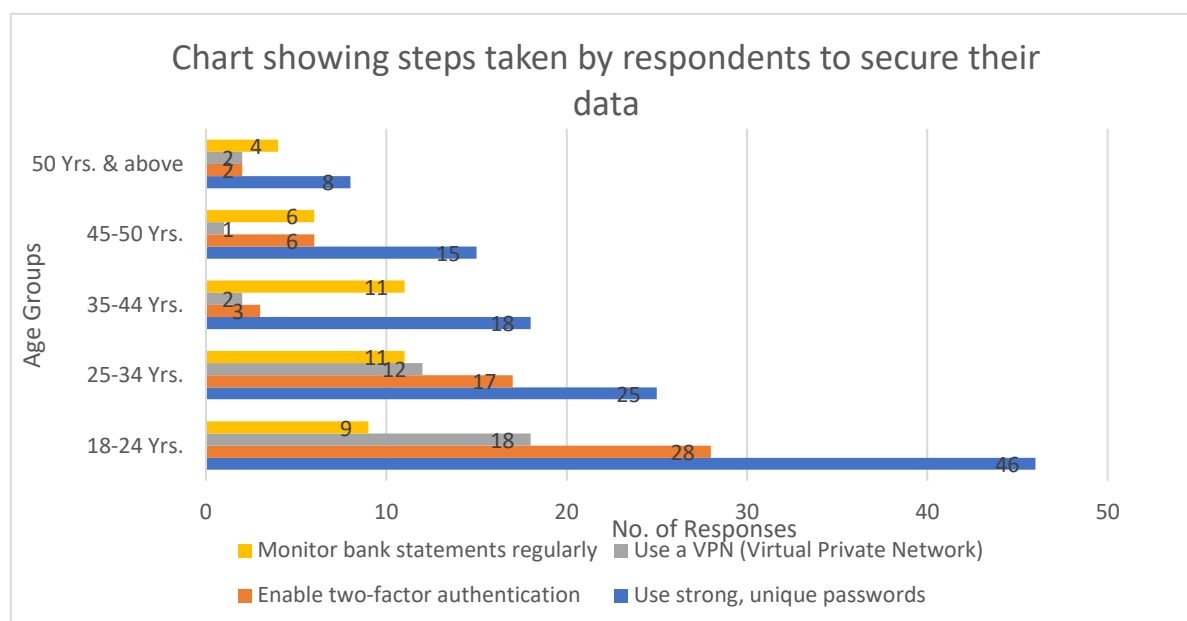
Interpretation:As per this question, we found that respondents of the age 18-24 years and 25-34 years are most aware about cyber security risks with 24.1% and 19.8% respondents in each age group. The age group of 35-44 years are little bit aware about cyber risks with 7.0% respondents, whereas the age group 45-50 years and 50+ years are not aware about cyber risks with 7.8% and 4.2% respectively.

14. What steps do you take to ensure your online shopping is secure?

Table 14: Showing the percentages of respondents about the measures they take to secure their data

Measures Taken	18-24 Yrs.		25-34 Yrs.		35-44 Yrs.		45-50 Yrs.		50 Yrs. & above	
Use strong, unique passwords	46	45.5%	25	38.4%	18	52.9%	15	53.5%	8	44.4% %
Enable two-factor	28	27.7%	17	26.1%	3	8.8%	6	21.4%	2	11.1 %

authentication										
Use a VPN (Virtual Private Network)	18	17.8%	12	18.4%	2	5.8%	1	3.5%	2	11.1%
Monitor bank statements regularly	9	8.9%	11	16.9%	11	32.3%	6	21.4%	4	22.2%
TOTAL	101		65		34		28		18	

FIG. 13: Showing steps taken by respondents to secure their data

Interpretation: A checklist question on cybersecurity practices showed that using strong passwords is the top choice across all age groups: 18-24 (45.5%), 25-34 (38.4%), 35-44 (52.9%), 45-50 (53.5%), and 50+ (44.4%). Two-factor authentication and VPNs are preferred by 18-24 (27.7%, 17.8%) and 25-34 (26.1%, 18.4%), while older groups prioritize monitoring bank statements: 35-44 (32.3%), 45-50 (21.4%), and 50+ (22.2%).

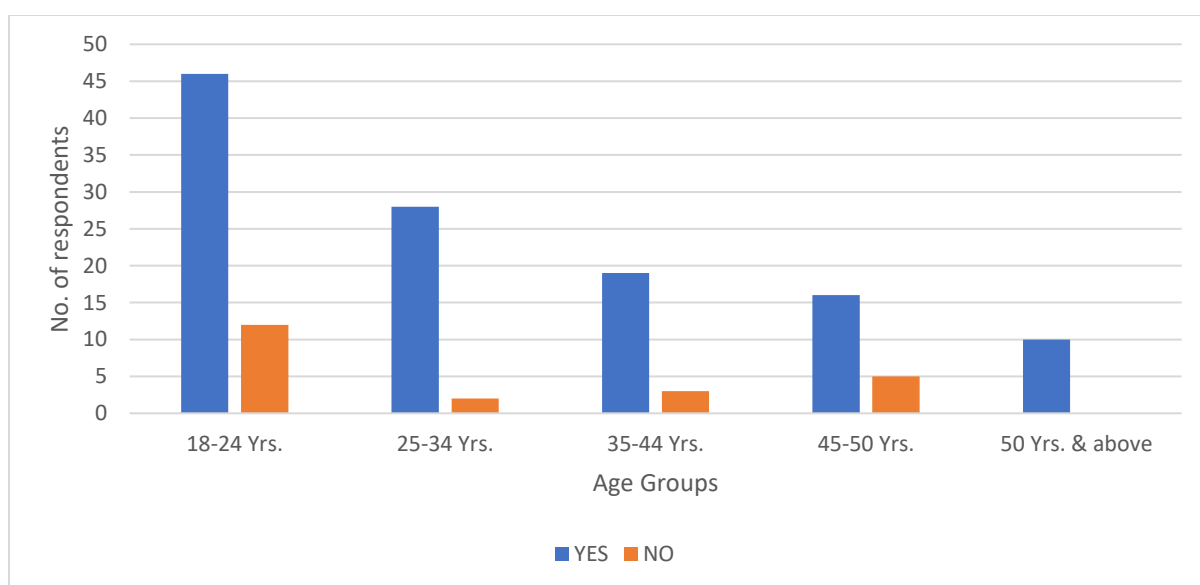
15. Have you ever faced issues while shopping online?

Table 15: Categorization of Respondents Facing Online Shopping Problems

	18-24 Yrs.	25-34 Yrs.	35-44 Yrs.	45-50 Yrs.	50 Yrs. &
--	------------	------------	------------	------------	-----------

									above	
YES	46	79.0%	28	93.3%	19	86.6%	16	76.1%	10	100%
NO	12	20.6%	2	6.6%	3	13.6%	5	23.8%	-	
TOTAL	58		30		22		21		10	

FIG.14



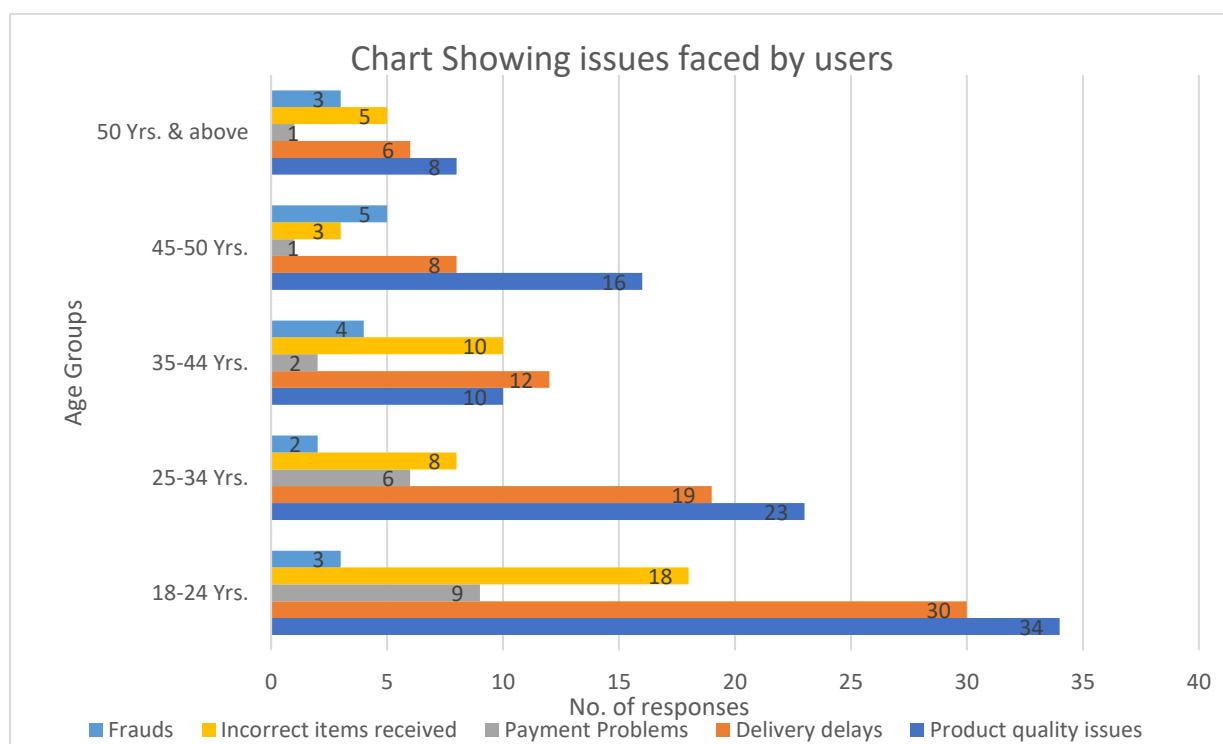
Interpretation: There is a similarity observed between each age group that all have faced issues in online shopping where 79% are from 18-24 yrs., 93.3% are from 25-34 yrs., 86.6% are from 35-44 yrs., 76.1% are from 45-50 yrs. followed by 100% respondents from 50 yrs. & above.

In case of respondents who have not face any issues are 20.6% from 18-24 yrs., 6.6% from 25-34 yrs., 13.6% from 35-44 yrs. and 23.8% respondents from 45-50 yrs.

16. If yes, what issues have you faced?

Table 16: Showing categorisation of respondents facing problems in online shopping

	18-24 Yrs.		25-34 Yrs.		35-44 Yrs.		45-50 Yrs.		50 Yrs. & above	
Product quality issues	34	36.1%	23	39.6%	10	26.3%	16	48.4%	8	34.7%
Delivery delays	30	31.9%	19	32.7%	12	31.5%	8	24.2%	6	26.0%
Payment Problems	9	9.5%	6	10.3%	2	5.2%	1	3.0%	1	4.3%
Incorrect items received	18	19.1%	8	13.7%	10	26.3%	3	9.0%	5	21.7%
Frauds	3	3.1%	2	3.4%	4	10.5%	5	15.1%	3	13.0%
TOTAL	94		58		38		33		23	

FIG.14: Showing issues faced by users

Interpretation: As far as the concern of the question, it has been observed that the most faced problem by each age group were product quality issues and delivery delays with 36.1% & 31.9% from 18-24 yrs., 39.6% & 32.7% from 25-34 years, 26.3% & 31.5% from 35-44 years, 48.4% & 24.2% from 45-50 years and 34.7% & 26.0% from 50+ years. Payment problems are least concerning, ranging from 3%-10.3% across age groups. Fraud concerns increase with age, from 3.1% (18-24) to 15.1% (45-50). Incorrect items received are a significant concern for 35-44 (26.3%) and 50+ year-olds (21.7%).

FINDINGS

1. Findings reveal that individuals aged 18-24 are the most active online shoppers, while those 50+ are the least, with online shopping preference decreasing with age.
2. It is found that Shopping frequency declines with age as 18-34 shop monthly, 35+ shop rarely due to usability concerns, requiring strategies to engage older demographics.
3. Clothing is the top online purchase across all ages, with younger shoppers favouring skincare and older consumers preferring home décor.
4. Younger shoppers (18-34) spend over ₹10,000 monthly, while older groups (35-50+) spend ₹1,000-5,000, with payment preferences shifting to UPI for young ones and Cash on Delivery for older age groups.
5. Online shopping satisfaction declines with age, with younger users valuing convenience, while older shoppers prioritize reviews and face more issues like product quality and delivery delays.
6. Cybersecurity awareness is highest among 18-34-year-olds (VPN, two-factor authentication) but declines with age, with older groups relying on basic security measures.

CONCLUSION

Based on the findings it is suggested to create a more inclusive online shopping experience, it is essential to engage older demographics (above 50 years) through simplified interfaces, tutorials, and enhanced support while addressing usability concerns for individuals aged above 35 years by improving navigation and clarity. Age-specific marketing strategies, such as social media for younger users, online ads for middle-aged shoppers, and word-of-mouth for older consumers, can enhance outreach. Ensuring reliable delivery services and clearer product descriptions can reduce dissatisfaction among older shoppers (above 50 years).

Promoting UPI adoption through incentives while maintaining Cash on Delivery as an option can encourage digital payment use. Lastly, strengthening cybersecurity awareness, especially among older shoppers, through educational initiatives on two-factor authentication and VPNs can enhance online safety and confidence in digital transactions.

REFERENCES

1. Common traits in Online Shopping Behaviour: A Study of different generational Cohorts, November 2023
2. Consumer Behaviour in Digital Age: An Empirical Study of Online Shopping Habits & Price Elasticity.
3. Emerald Insights, what motivates consumers to be in line with online shopping?
4. Gutierrez Diaz Manuel Jorge, Mavi Mohammadi Helia and Ranjbari Andisheh “COVID-19 Impacts on Online and In-Store Shopping Behaviours: Why they Happened and Whether they Will Last Post Pandemic”, 2023
5. Research Gate - Consumer Buying Behaviour towards online shopping, July 2020.
6. Sage Journal - Exploring the Influence of Consumer Demographics on Online Purchase Benefits, November 2019
7. The impact of online shopping attributes on customer satisfaction and loyalty: Moderating effects of e-commerce experience.
8. Understanding the Pattern of Online Consumer Behaviour of GEN-Z: An Empirical Study, January 2020.