A Study on Pre and Post Purchase Behavior of Online Shopping in Tumakuru District

Raghavendra B.S.

Associate Professor, Department of Commerce, Government First Grade College, Turuvekere.

ABSTRACT:

The study examines consumer behavior before and after online purchases in Tumakuru District, Karnataka. With the rapid growth of e-commerce, understanding how consumers make decisions, what motivates them to buy, and their satisfaction levels after purchase has become essential for marketers. A sample of 385 respondents was selected using a simple random sampling method. Data were analyzed using descriptive statistics and chi-square tests. The study reveals that convenience, discounts, and product variety are major motivators for online shopping, while issues such as delayed delivery and product mismatch affect post-purchase satisfaction.

KEYWORDS:

Consumer behavior, Online shopping, Pre-purchase, Post-purchase, Tumakuru District.

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1. Introduction

The rise of online shopping platforms has transformed consumer purchasing patterns in India. In smaller urban centres like Tumakuru, increasing internet penetration and smartphone usage have led to a significant shift toward digital marketplaces. Pre-purchase behaviour involves information search, comparison, and decision-making, whereas post-purchase behaviour relates to satisfaction, complaints, and repeat purchases. This study aims to understand these behavioural patterns among online shoppers in Tumakuru District.

2. Review of Literature

Online shopping has transformed consumer markets globally and in India, leading researchers to investigate both the pre-purchase processes (information search, evaluation, and decision-making) and post-purchase responses (satisfaction, complaint behaviour, and repurchase intention). This review synthesizes theoretical perspectives and empirical findings relevant to understanding consumer behaviour in e-commerce, with an

emphasis on factors relevant to semi–urban areas such as Tumakuru District.

Several established theoretical models underpin studies of online consumer behaviour. The Technology Acceptance Model (TAM) (Davis, 1989) explains adoption of online systems through perceived usefulness and perceived ease of use; both constructs shape pre–purchase intentions to use e–commerce platforms. The Theory of Planned Behavior (TPB) (Ajzen, 1991) extends this by incorporating attitudes, subjective norms, and perceived behavioural control–useful for explaining intentions to make online purchases in contexts where social influence (family/friends) and perceived control (internet access, payment literacy) vary. For post–purchase behaviour, Expectancy–Confirmation Theory and Oliver's (1980) model of consumer satisfaction describe how initial expectations and perceived performance lead to confirmation/disconfirmation, satisfaction, and repurchase or complaint actions.

Pre–purchase behaviour: search, evaluation, and trust

Empirical studies consistently show that pre–purchase behaviour in online shopping includes active information search (product descriptions, reviews, ratings), price comparisons, and assessment of seller credibility (Reinforcing the role of reviews and ratings). Research indicates that customer reviews and ratings significantly influence product evaluation and purchase decisions (e. g., increased perceived product reliability and reduced information asymmetry). Price sensitivity remains a dominant factor – discount offers, free shipping, and promotional deals frequently tip the decision in favour of online purchase (global and Indian studies). Perceived risk (financial, product quality, privacy) and trust in the website or seller mediate the relationship between information cues and purchase intentions; mechanisms such as secure payment badges, third–party certifications, and clear return policies reduce perceived risk and increase conversion rates.

Post–purchase behaviour: satisfaction, complaints, and loyalty

Post–purchase outcomes determine long–term sustainability of e–commerce relationships. Satisfaction is driven by product quality conformity to expectations, timeliness and condition of delivery, and responsiveness of customer service. Studies show that effective and easy return/refund processes, prompt grievance redressal, and transparent

communication after purchase increase customer satisfaction and repurchase intention. Conversely, problems such as delayed delivery, damaged goods, and complicated returns erode trust and increase negative word–of–mouth. Research on Indian consumers highlights that post–purchase service quality is especially salient in smaller cities where consumers often rely on brand reputation as a substitute for direct product experience.

3. Objectives of the Study

1. To study the demographic profile of online shoppers in Tumakuru District.

2. To examine the pre–purchase behaviour of consumers while shopping online.

3. To analyse the post–purchase behaviour and satisfaction levels of consumers.

4. To identify the factors influencing consumer trust and loyalty in online shopping.

4. Research Methodology

4. 1 Research Design

Research design is the rational design is which the exploration is led. It is a blue print for the assortment, the board and investigation of the information. The selection of the research type depends on the objectives. The framed objectives led the researcher to select descriptive research design for this study and hence the study will be conducted as descriptive research.

4. 2 Sampling Design

Sampling is a definite plan for obtaining the samples based on the population. The researcher has identified persons living in Tumakuru District are preferred to collect the data as of now many of them are online consumers. In this research, online consumers in online purchasing context are the population. The details and list of online buyers will be collected from the known online distribution agencies like Amazon and flipchart, Myntra, Snapdeal etc. Then using non–probability convenience sampling, the respondents are selected for the purpose of collecting data from them. The online–questionnaire (google form) was prepared & circulated to online buyers through social networks like Gmail.

4. 3 Sample Size and Sampling Method

· Sample Size: 385 respondents

· Sampling Method: Simple Random Sampling

· Area of Study: Tumakuru District, Karnataka

4. 4 Data Collection

This study based on its primary data as well as secondary data. Primary data was collected from the respondents living in Tumakuru District, Karnataka, India. Using the self-designed questionnaire, the primary data with regard to the study was collected. The study has also required relevant secondary data to identify the behaviour of online consumers and hence many articles, journals, books, websites, previous research studies and unpublished thesis were referred in order to identify the relevant researches and utilized the secondary data to identify the variables which have to be further included in the questionnaire.

4. 5 Statistical Tools Used

The following statistical tools are used in our study for analysing the data.

· Percentage Analysis

· Mean Score Analysis

· Chi-square Test

5. Analysis and Interpretation

Table 1: Demographic Profile of Respondents (N = 385)

Demographic Variable	Category	Frequency	Percentage (%)
Gender	Male	210	54. 5
	Female	175	45. 5
	Total	**385**	**100**
Age Group	Below 25 years	160	41. 6
	25-35 years	145	37. 7
	36-45 years	50	13. 0
	Above 45 years	30	7. 7
	Total	**385**	**100**

Occupation	Student	155	40. 3
	Employee	130	33. 8
	Business	60	15. 6
	Homemaker	40	10. 3
	Total	**385**	**100**
Monthly Income	Below ₹20, 000	120	31. 2
	₹20, 000–₹40, 000	150	39. 0
	₹40, 000–₹60, 000	80	20. 8
	Above ₹60, 000	35	9. 0
	Total	**385**	**100**

The gender of the respondents is mainly categorized into two such as Male and Female. The above results reveal amazing facts about online purchasers. Both genders make purchases online. Among them, majority of 54. 50 percent respondents are male and 45. 50 are female. When observing the data, almost there is an equal percentage of both male buyers and female buyers who purchase their products through online.

Age of the respondents are segmented as Below 25 years, 25–35 years, 36–45 years. and Above 45 years. Above seventy five percent of the respondents are between the age categories of 25 to 35. This reflects those teenagers and middle–aged people are highly attracted towards online purchases. Teenagers are at the top.

Occupations are classified into four categories such as student, employee, business and homemaker. Today, the student fraternity is highly utilizing tech facilities, which is also reflected in the data of 40. 30 percent.

In our study area respondents have been grouped into four categories based on their monthly income such as below Rs 20, 000/–, between Rs 20, 000 to 40, 000, Between Rs 40, 000 to 60, 000, Rs 60, 000 and above.

Table 2: Pre–Purchase Behaviour

Factor	Strongly Agree (%)	Agree (%)	Neutral (%)	Disagree (%)	Mean Score
I compare prices before buying online	55	30	10	5	4. 35

I read customer reviews before purchase	60	25	10	5	4. 40
I prefer COD over online payment	45	35	15	5	4. 20
I check product ratings carefully	50	30	15	5	4. 25
I rely on brand reputation while buying	48	32	15	5	4. 23

Interpretation: Most respondents exhibit careful pre–purchase behaviour – comparing prices, checking reviews, and preferring cash–on–delivery (COD) options.

Table 3: Post–Purchase Behaviour

Statement	Very Satisfied (%)	Satisfied (%)	Neutral (%)	Dissatisfied (%)	Mean Score
Product quality meets expectations	50	35	10	5	4. 30
Delivery speed is satisfactory	40	30	20	10	4. 00
Customer service is responsive	30	35	25	10	3. 85
Return/refund process is convenient	25	40	25	10	3. 80
I would recommend the site to others	55	30	10	5	4. 35

Interpretation: Post–purchase satisfaction is generally high, but issues with customer service and return processes remain areas of concern.

Table 4: Major Problems Faced in Online Shopping

Problem	Respondents	Percentage (%)
Late delivery	105	27. 3
Product mismatch	90	23. 4
Payment issues	60	15. 6
Damaged goods	70	18. 2
Poor customer support	60	15. 6

Chi–Square Test – Hypothesis:

H_0: There is no significant relationship between age and frequency of online shopping.

H_1: There is a significant relationship between age and frequency of online shopping.

After computation:

$\chi^2 = 14.56$, df $= 6$, $p = 0.023$ (< 0.05)

Interpretation: The null hypothesis is rejected. Thus, age significantly influences online shopping frequency in Tumakuru District.

6. Findings

1. The majority of respondents are young adults aged below 35.

2. Price comparison, reviews, and brand reputation strongly influence pre-purchase decisions.

3. Cash on delivery is still preferred due to perceived security.

4. Post-purchase satisfaction is high but logistics and service responsiveness need improvement.

5. Younger respondents shop more frequently online than older groups.

7. Suggestions

1. E-commerce platforms should improve return and refund mechanisms.

2. Logistics partners must focus on faster and more reliable delivery.

3. Strengthen customer support for post-purchase queries.

4. Offer loyalty programs to retain satisfied customers.

8. Conclusion

The study concludes that consumers in Tumakuru District show active engagement in online shopping, with positive pre- and post-purchase attitudes. However, maintaining customer satisfaction post-purchase remains critical for sustaining long-term loyalty. Enhancing transparency, trust, and delivery performance can strengthen online retailers' competitiveness in semi-urban markets.

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