

The Impact of E-Commerce on Shopping Habit: A Study Conducted in Mysuru

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ABSTRACT

E-commerce has become an important part of modern retailing by changing the way consumers purchase products and services. The increasing use of smartphones, internet connectivity, digital payment systems, and online shopping platforms has encouraged consumers to shift from traditional shopping to online purchasing. This study, titled "The Impact of E-Commerce on Shopping Habits: A Study Conducted in Mysuru," aims to examine how e-commerce has influenced consumer shopping behavior, preferences, and buying decisions. Specifically, the study analyzes the impact of demographic factors on e-commerce adoption, customer satisfaction with online shopping platforms, and the key drivers and barriers affecting digital consumer trust. A descriptive research design was adopted for this study. Primary data were collected from 50 respondents in Mysuru using a structured questionnaire through the convenience sampling method, while secondary data were gathered from books, journals, websites, and published reports. The collected data were analyzed using descriptive statistics and the One-Sample Chi-Square Test in SPSS to examine the impact of e-commerce on consumers' shopping habits. The findings reveal that most respondents prefer online shopping because it saves time, offers a wider variety of products, competitive prices, discounts, and convenient home delivery services. The statistical analysis indicates a significant impact of e-commerce on shopping habits among consumers in Mysuru. Although concerns regarding product quality, delivery delays, and online security continue to exist, the study concludes that e-commerce has become an integral part of consumers' daily lives and continues to reshape shopping behavior in the digital era.

INTRODUCTION

E-commerce has redefined the way people shop by giving them the ability to purchase goods and services through online platforms. With the exponential growth of internet access, digital payment systems, Smartphones, and digital marketplaces, people quickly moving from real stores to online shopping. E-commerce offers convenience, a wider variety of products, Aggressive pricing, and Home delivery services, making it popular with people of all ages. In India, the e-commerce sector has experienced substantial growth over the last ten years. Platforms such as online stores and mobile shopping apps have changed consumer purchasing behavior. This shift has become more visible in urban areas like Mysuru, where increasing digital competence and internet expansion have encouraged people switch to online shopping. Consumers now compare products, view comments, and make informed purchasing decisions from the comfort of their homes. The topic of this study is "The Impact of E-Commerce on Shopping Habits: A Study Conducted in Mysore." The study analyzes how online retail shapes the way people buy products, preferences, buying habits, and decision-making processes. It also analyse the factors that motivate consumers to shop online and the difficulties they face while using e-commerce platforms. Even though

many studies have examined e-commerce and consumer behavior, limited research has focused particularly on consumers in Mysuru. Shopping preferences may vary based on factors such as income, education, lifestyle, and tech adoption. Therefore, this study aims to analyze how e-commerce has influenced the shopping habits of people in Mysuru. The study Gather and study data from consumers to understand their online shopping frequency, favored items, payment methods, and satisfaction levels. The findings will help businesses and researchers understand changing consumer behavior and online retail growth. Earlier, people mostly depended on in-person shopping for their needs. They visited markets, compared products directly, and made a cash purchase. Online shopping was rare due to poor internet and low awareness. With the growth of smartphones, network connectivity, and digital payments, online shopping has become a popular choice. Consumers can easily compare products, see ratings, and purchase items from anywhere. Comfortable, discounts, and home delivery have highly influenced shopping habits in Mysore. As technology improves, E-Commerce will become more personalized and efficient. Features such as artificial intelligence, faster delivery services, and improved digital platforms will further enhance the shopping experience, leading to greater acceptance of e-commerce in the future.

REVIEW OF LITERATURE

Marzieh Soleimani (2021) explained that customer trust is a key factor in e-commerce. The study found that security, privacy, and platform reliability influence consumers' willingness to shop online. **Ajay Kumar and Anil Kumar Kashyap (2022)** explained that customer satisfaction, trust, and perceived value significantly affect online repurchase intention. Consumers are more likely to continue shopping online when they have positive experiences. **Sage Journals Pinyi Yao et al. (2022)** explained that convenience, ease of use, and integration of online and offline channels influence consumer shopping behavior in digital commerce. **MDPI Al Hidayat Nizam and Abdul Hamza (2023)** mentioned that factors such as price, convenience, product quality, and website design strongly influence online purchase decisions. **Tussi Sulistyowati and Nur Elfi Husda (2023)** explained that trust plays a major role in shaping consumers' online purchase intentions and overall e-commerce adoption. **Harsha Tyagi and Zillur Rahman (2023)** explained that technological factors, internet accessibility, and digital awareness influence customers' online buying behavior. **Ana Paula Afonso, Jéssica Carneiro, and Ana Azevedo (2024)** mentioned that the growth of e-commerce has significantly changed consumer purchasing behavior, increasing preference for online shopping due to convenience and safety. **Risbaa Singh (2024)** explained that quick commerce and fast delivery services have increased customer satisfaction and reshaped shopping habits in India. **Archiman Biswas, Subrata Chattopadhyay, Parama Barai, and Purbita Samanta (2024)** explained that digital technology has changed customer shopping channel preferences, encouraging a shift from traditional retail stores to online platforms. **Daniela Leticia Salcedo Farro et al. (2024)** mentioned that digital marketing strategies, customer experience, and online engagement significantly influence consumer behavior in e-commerce platforms.

STATEMENT OF THE PROBLEM

The rapid expansion of e-commerce platforms and instant-delivery apps has significantly disrupted traditional retail in regional-hubs cities like Mysore. While digital convenience, promotional discounts, and instant delivery options attract consumers, it shows how these platforms permanently change long-term shopping habits across different age and income groups in the region. Local brick-and-mortar merchants and

traditional shraavan stores face a major drop in foot traffic. Research shows customers still face issues with online shopping, such as inaccurate product details and sizing errors.

Therefore, there is a clear gap in understanding the extent to which digital commerce acts as a complete replacement versus a temporary supplement to traditional shopping routines in Mysore. Without empirical data on local consumer habit loops, trust factors, and impulse-buying behaviors, regional businesses cannot effectively adapt, and e-commerce platforms cannot improve their regional strategies.

NEED FOR THE STUDY

The rapid growth of e-commerce platforms and instant quick-commerce applications has fundamentally transformed the retail ecosystem across India. While consumer research heavily focuses on major metro cities, mid-sized urban hubs like mysuru have unique shoppers and trends. Mysuru balances a deeply rooted cultural connection for in-store shopping and trusted neighborhood shraavan stores with a rapidly growing, tech-smart people of college students and working professionals. Consequently, there is an urgent need to check how this specific regional demographic is shifting away from physical commercial spaces toward algorithmic, smartphone-dependent buying lifestyles. Understanding the precise psychological and economic drivers behind local consumer retention loops, digital trust elements, and online impulse-purchasing habits is vital to ensure the economic survivability of Mysore's traditional brick-and-mortar merchants. Access to empirical data will allow the business to understand weekend foot traffic and proactively shift towards hybrid or omnichannel models.

OBJECTIVES

1. To analyze the outcomes of e-commerce expansion on traditional retail
2. To examine the impact of demographic factors on e-commerce adoption
3. To assess the level of customer satisfaction with E-Commerce platforms among customers
4. To evaluate the key drivers and barriers shaping digital consumer trust

HYPOTHESIS

Null Hypothesis (H_0): There is no significant impact of e-commerce on the shopping habits of consumers in Mysuru.

Alternative Hypothesis (H_1): There is a significant impact of e-commerce on the shopping habits of consumers in mysuru.

RESEARCH METHODOLOGY

This study adopts a systematic approach to examine the impact of e-commerce on shopping habits in Mysuru. Both primary and secondary data are used to collect relevant information and analyze consumer shopping behavior.

RESEARCH DESIGN

The study adopts a descriptive research design to understand and examine the impact of e-commerce on shopping habits among consumers in Mysuru. This design helps in describing consumer behavior, preferences, and online shopping patterns.

SAMPLING DESIGN

A sample of 50 respondents was selected for the study to examine the impact of e-commerce on shopping habits in Mysuru.

SAMPLING TECHNIQUES

The study used convenience sampling, where participants were selected based on their availability and willingness to participate. This method was chosen because it is simple, time-saving, and cost-effective for collecting data.

SAMPLING UNIT

The sampling unit for the study consists of e-commerce users in Mysuru who purchase products or services through online shopping platforms.

SAMPLING SIZE

The sample size for the study is 50. It was considered sufficient to analyze the impact of e-commerce on shopping habits in Mysuru.

SOURCES OF DATA

Primary Data

Primary data is collected directly by the researcher for a specific study. It is gathered through surveys, interviews, questionnaires, or observations. It is original and highly relevant to the research.

Secondary Data

Secondary data is information already collected by others. It is obtained from books, journals, government reports, and websites. It is economical and saves time for the researcher.

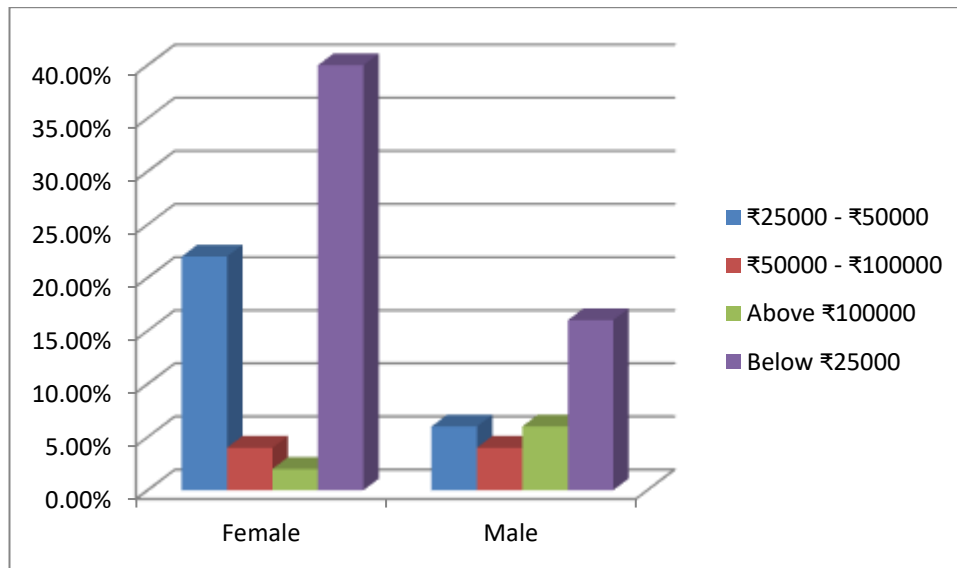
Limitations of the Study

1. The study is limited to a specific area and may not represent the entire population.
2. The research is based on a limited sample size and time period.
3. The findings depend on the accuracy and honesty of the respondents' answers.

DATA ANALYSIS

Demographic Question

Monthly household income (INR)					
2. Gender	₹25000 - ₹50000	₹50000 - ₹100000	Above ₹100000	Below ₹25000	Grand Total
Female	22.00%	4.00%	2.00%	40.00%	68.00%
Male	6.00%	4.00%	6.00%	16.00%	32.00%
Grand Total	28.00%	8.00%	8.00%	56.00%	100.00%



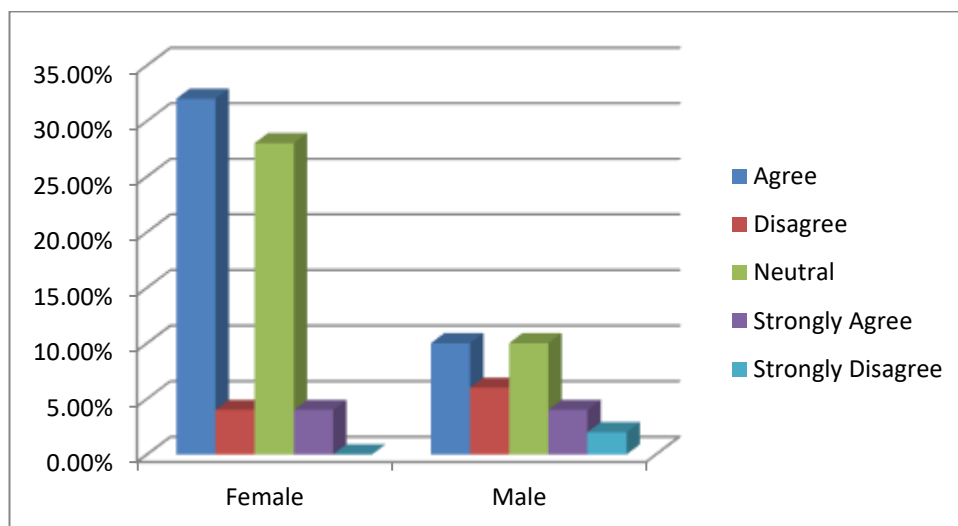
Analysis

The data shows that 56% of the respondents belong to the below ₹25,000 income group, making it the largest category. 28% of the respondents earn ₹25,000–₹50,000, while only 8% each fall under the ₹50,000–₹1, 00,000 and above ₹1, 00,000 income groups. The study includes 68% male and 32% female respondents. This indicates that most respondents come from lower- and middle-income households, suggesting that they are more likely to consider price, discounts, offers, and affordability while shopping online. Higher-income respondents are fewer, showing that the sample is mainly dominated by lower-income consumers.

Interpretation

The table indicates that the majority of respondents (56%) have a monthly household income below ₹25,000, followed by 28% in the ₹25,000–₹50,000 income group. Only 8% of respondents each belong to the ₹50,000–₹1, 00,000 and above ₹1, 00,000 income groups. The sample consists of 68% male and 32% female respondents, showing that the study mainly represents lower- and middle-income households in Mysuru.

Shopping online saves me time compared to visiting local markets in Mysuru (e.g., Devaraja Market, malls).						
2. Gender	Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree	Grand Total
Female	32.00%	4.00%	28.00%	4.00%	0.00%	68.00%
Male	10.00%	6.00%	10.00%	4.00%	2.00%	32.00%
Grand Total	42.00%	10.00%	38.00%	8.00%	2.00%	100.00%



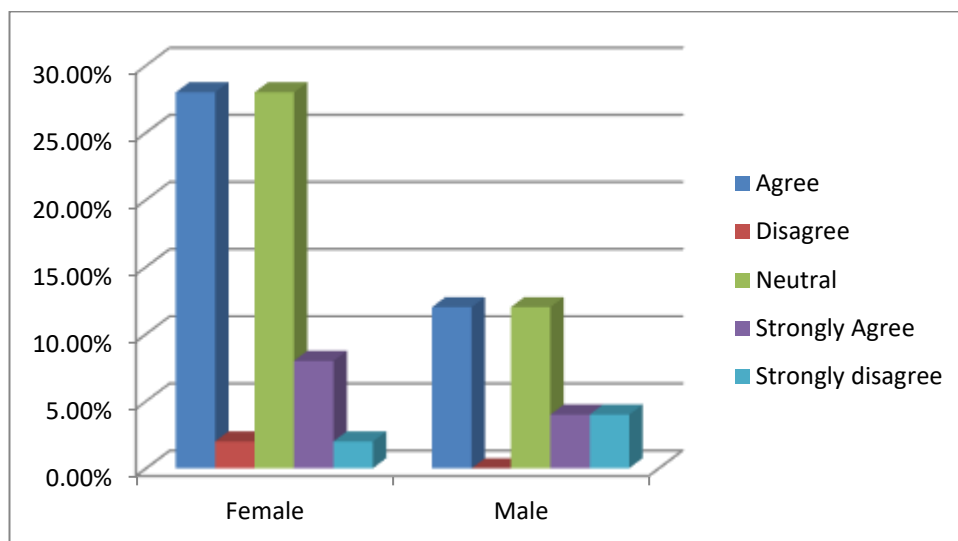
Analysis

The results indicate that 50% of the respondents (42% agree + 8% strongly agree) believe that online shopping saves time compared to visiting local markets. 38% of respondents remain neutral, suggesting they have mixed opinions or no strong preference. Only 12% of respondents (10% disagree + 2% strongly disagree) feel that online shopping does not save time. Female respondents show a higher level of agreement than male respondents, indicating that women perceive greater time-saving benefits from e-commerce. Overall, the findings suggest that online shopping is widely considered a convenient and time-efficient option among consumers in Mysuru.

Interpretation

The table shows respondents' opinions based on gender regarding the statement "Shopping online saves me time compared to visiting local markets in Mysuru." Overall, 42% of respondents agree, 8% strongly agree, 38% are neutral, 10% disagree, and 2% strongly disagree. Female respondents (68%) form the majority of the sample, while male respondents account for 32%

E-commerce platforms offer a much wider variety of products than traditional local retail shops.						
2. Gender	Agree	Disagree	Neutral	Strongly Agree	Strongly disagree	Grand Total
Female	28.00%	2.00%	28.00%	8.00%	2.00%	68.00%
Male	12.00%	0.00%	12.00%	4.00%	4.00%	32.00%
Grand Total	40.00%	2.00%	40.00%	12.00%	6.00%	100.00%



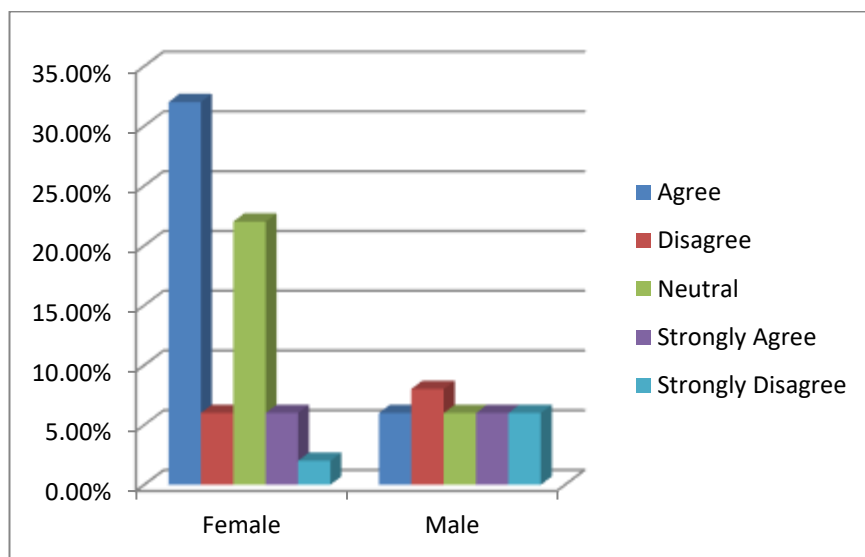
Analysis

The results show that 52% of the respondents (40% agree + 12% strongly agree) believe that e-commerce platforms provide a wider variety of products than traditional local shops. 40% of respondents are neutral, indicating that many have no strong opinion or perceive both shopping options similarly. Only 8% of respondents (2% disagree + 6% strongly disagree) do not agree with the statement. Female respondents show a higher level of agreement than male respondents. Overall, the findings indicate that most consumers in Mysuru believe e-commerce offers a greater variety of products, making online shopping more attractive.

Interpretation

The table presents respondents' opinions based on gender regarding the statement "E-commerce platforms offer a much wider variety of products than traditional local retail shops." Overall, 40% of respondents agree, 12% strongly agree, 40% are neutral, 2% disagree, and 6% strongly disagree. Female respondents account for 68% of the sample, while male respondents account for 32%.

My overall frequency of purchasing goods has increased since I started using e-commerce platforms.						
2. Gender	Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree	Grand Total
Female	32.00%	6.00%	22.00%	6.00%	2.00%	68.00%
Male	6.00%	8.00%	6.00%	6.00%	6.00%	32.00%
Grand Total	38.00%	14.00%	28.00%	12.00%	8.00%	100.00%



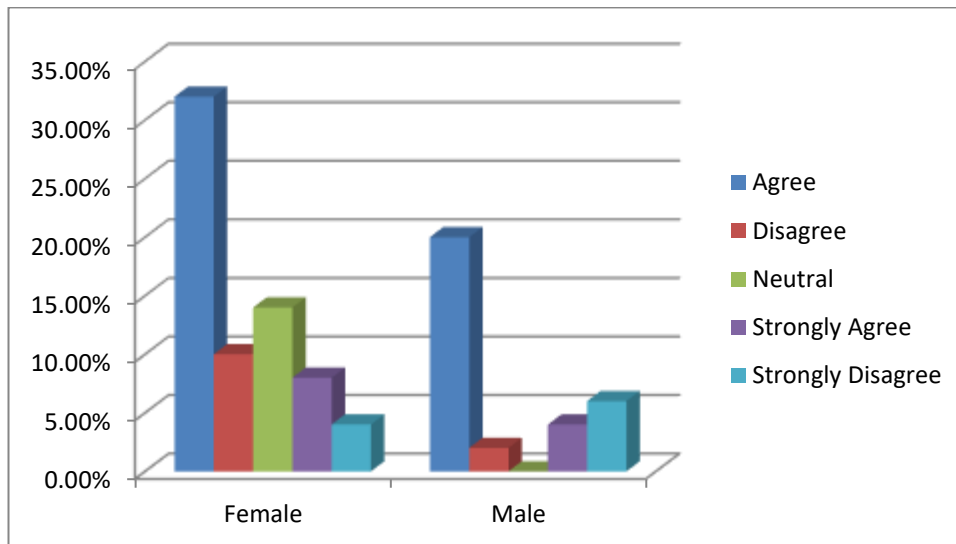
Analysis

The results show that 50% of the respondents (38% agree + 12% strongly agree) feel that their purchasing frequency has increased after using e-commerce platforms. 28% of respondents are neutral, indicating no clear change in their shopping frequency. On the other hand, 22% (14% disagree + 8% strongly disagree) do not believe their purchasing frequency has increased. Female respondents show a higher level of agreement than male respondents. Overall, the findings suggest that e-commerce has encouraged many consumers in Mysuru to shop more frequently due to its convenience, product variety, and attractive offers.

Interpretation

The table presents respondents' opinions based on gender regarding the statement "My overall frequency of purchasing goods has increased since I started using e-commerce platforms." Overall, 38% of respondents agree, 12% strongly agree, 28% are neutral, 14% disagree, and 8% strongly disagree. Female respondents make up 68% of the sample, while male respondents account for 32%.

I now prefer buying non-perishable goods (like electronics, clothes, and books) online rather than from local vendors in Mysuru.						
2. Gender	Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree	Grand Total
Female	32.00%	10.00%	14.00%	8.00%	4.00%	68.00%
Male	20.00%	2.00%	0.00%	4.00%	6.00%	32.00%
Grand Total	52.00%	12.00%	14.00%	12.00%	10.00%	100.00%



Analysis

The results indicate that 64% of the respondents (52% agree + 12% strongly agree) prefer purchasing non-perishable goods through e-commerce platforms instead of local vendors. 14% of respondents are neutral, showing no clear preference. Meanwhile, 22% (12% disagree + 10% strongly disagree) still prefer buying these products from local shops. Female respondents show a higher level of agreement than male respondents. Overall, the findings suggest that most consumers in Mysuru prefer buying non-perishable goods online because of the convenience, wider product variety, and competitive prices offered by e-commerce platforms.

Interpretation

The table presents respondents' opinions based on gender regarding the statement "I now prefer buying non-perishable goods (like electronics, clothes, and books) online rather than from local vendors in Mysuru." Overall, 52% of respondents agree, 12% strongly agree, 14% are neutral, 12% disagree, and 10% strongly disagree. Female respondents make up 68% of the sample, while male respondents account for 32%.

SPSS TEST

HYPOTHESIS TEST

6	The categories of 6. Shopping online saves me time compared to visiting local markets in Mysuru (e.g., Devaraja Market, malls).	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
7	The categories of 7. E-commerce platforms offer a much wider variety of products than traditional local retail shops.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.

N Par Tests

	N	Mean	Std. Deviation	Minimum	Maximum	25th Percentile
8. I actively track or monitor my physical fitness progress	95	3.60	1.025	1	5	3.00
11. I consistently maintain a balanced diet that includes fresh whole foods, while actively limiting fast food or highly processed snacks.	95	3.61	1.034	1	5	3.00

Descriptive statistics

	Percentiles	
	50th (Median)	75th
6. Shopping online saves me time compared to visiting local markets in Mysuru (e.g., Devaraja Market, malls).	3.50	4.00
11. My overall frequency of purchasing goods has increased since I started using e-commerce platforms.	3.50	4.00

Chi-Square Test

Frequencies

9. The availability of cash-on-delivery (COD) and easy digital payment modes makes e-commerce highly accessible to me.			
	Observed N	Expected N	Residual
1	3	10.0	-7.0
2	6	10.0	-4.0
3	13	10.0	3.0
4	21	10.0	11.0
5	7	10.0	-3.0

Total	50		
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13. I now prefer buying non-perishable goods (like electronics, clothes, and books) online rather than from local vendors in Mysuru.

	Observed N	Expected N	Residual
1	5	10.0	-5.0
2	6	10.0	-4.0
3	7	10.0	-3.0
4	26	10.0	16.0
5	6	10.0	-4.0
Total	50		

	9. The availability of cash-on-delivery (COD) and easy digital payment modes makes e-commerce highly accessible to me.	13. I now prefer buying non-perishable goods (like electronics, clothes, and books) online rather than from local vendors in Mysuru.
Chi-Square	20.400 ^a	32.200 ^a
df	4	4
Asymp. Sig.	.000	.000
a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 10.0.		

FINDINGS

- Most respondents prefer online shopping because it is easy and saves time.
- Many consumers differentiate prices on different websites before buying products.
- Discounts, offers, and free delivery motivate customers to shop online.
- Mobile phones are the most usually used devices for online shopping.
- Clothing, electronics, and groceries are the most commonly purchased products online.
- Some customers are worried about product quality, delivery delays, and online fraud.
- Online shopping has reduced the repetition of visits to physical retail stores.

CONCLUSION

The study concludes that e-commerce has considerably changed the shopping habits of consumers in Mysuru. Most people prefer online shopping because it is easy, fast, and offers more options at better prices. However, concerns about product quality, security, and delivery still affects customer satisfaction. Overall, e-commerce has become an important part of consumers' daily shopping.

SUGGESTIONS

- E-commerce companies should increase product quality and provide accurate product information.
- Digital platforms should strengthen payment security and customer data protection.
- Delivery services should be faster and more trustworthy.
- Easy return and refund policies should be maintained to build customer trust.
- Companies should continue providing attractive discounts and better customer support to improve customer satisfaction.

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