
A STUDY ON THE IMPACT OF CONSUMER BUYING BEHAVIOUR TOWARDS SHOPSY IN TIRUPUR CITY

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ABSTRACT:

The rapid growth of e-commerce platforms has significantly transformed consumer buying behaviour in recent years. This study analyzes consumer purchase decisions towards Shopsy in Tirupur city, focusing on key factors such as product price, quality, discounts, promotional offers, customer reviews, delivery services, and return policies. The research is based on primary data collected from 100 respondents through a structured questionnaire and analyzed using simple statistical tools. The findings indicate that product quality and attractive discounts are the most influential factors, while reviews, return policies, and delivery services also play a significant role in shaping consumer trust and satisfaction. However, issues such as delivery delays, product quality concerns, and technical errors were reported by some respondents. The study concludes that improving service efficiency, maintaining product quality, and enhancing user experience can increase customer satisfaction and encourage more consumers to prefer Shopsy for online shopping.

KEYWORDS: E-commerce, Consumer Behaviour, Purchase Decision, Online Shopping, Shopsy.

1.INTRODUCTION:

The rapid advancement of digital technology and the growth of e-commerce have significantly transformed consumer buying behaviour in recent years. Online shopping

platforms have become an essential part of daily life, offering convenience, wide product variety, and easy access to information. Consumer buying behaviour in online shopping is influenced by factors such as product quality, price, discounts, customer reviews, delivery services, and return policies. These factors play a crucial role in shaping purchase decisions, customer satisfaction, and trust towards online platforms. In this context, the present study focuses on analyzing consumer buying behaviour towards Shopsy in Tirupur city, identifying key factors influencing purchase decisions and the challenges faced by consumers. The study aims to provide insights to improve service quality, enhance customer satisfaction, and strengthen overall platform performance.

2. REVIEW OF LITERATURE:

- **Kumar and Devi (2026)** Kumar and Devi (2026) studied consumer buying behaviour towards value-based e-commerce platforms. The study found that pricing, user interface, and delivery speed influence purchase decisions. Affordable pricing and easy navigation attract more consumers. It concluded that price sensitivity is a key factor.
- **Rao (2026)** analyzed online shopping behaviour focusing on social commerce. The study revealed that social influence, referrals, and trust impact purchase decisions. Consumers rely on recommendations from known sources. It concluded that trust increases buying intention.
- **Iswani and Roustika (2025)** examined impulse buying behaviour in online shopping. Discounts, flash sales, and limited-time offers were identified as key triggers. Consumers tend to make unplanned purchases due to promotions. The study concluded that offers strongly influence buying behaviour.
- **Esmedi and Gokce (2025)** studied online cart abandonment behaviour. Complex checkout processes discourage consumers from completing purchases. Simplified payment and user-friendly design improve completion rates. The study concluded that better checkout experience increases sales.

3. OBJECTIVES OF THE STUDY:

- To analyze the key factors influencing consumer buying behaviour towards Shopsy, such as price, quality, discounts, product variety, delivery, and return policies. This helps in understanding their impact on purchase decisions.

- To examine the impact of discounts and product variety on buying decisions and to identify the problems faced by consumers while shopping on Shopsy, including delivery and service issues.

4.STATEMENT OF THE PROBLEM OF THE STUDY:

The growth of e-commerce has changed consumer buying behaviour, offering multiple choices and making purchase decisions complex. Factors such as price, discounts, product variety, delivery, and return policies influence consumer decisions. Although Shopsy provides attractive offers, consumers face issues like product quality problems, delivery delays, and return difficulties. These challenges affect customer satisfaction and trust. Therefore, this study aims to analyze consumer buying behaviour towards Shopsy and identify the problems faced by consumers.

5.SCOPE OF THE STUDY:

This study focuses on analyzing consumer buying behaviour towards Shopsy in Tirupur city. It examines the key factors influencing purchase decisions, such as price, discounts, product variety, delivery services, and return policies. The study is based on primary data collected from selected respondents and is limited to a specific time period. It also aims to identify the problems faced by consumers while shopping on the platform. The findings of this study help in understanding customer preferences and improving service quality.

6.RESEARCH METHODOLOGY:

- **Primary and Secondary Sources:** Primary data was collected from respondents using a structured questionnaire. Secondary data was gathered from websites, journals, and related research articles.
- **Sample Unit:** The sample unit consists of consumers who use Shopsy for online shopping. Respondents are selected from Tirupur city.
- **Sample Size:** The sample size for the study is 100 respondents. Data was collected based on their responses and opinions
- **Statistical Tools :**The collected data was analyzed using percentage analysis. Simple charts and tables were used for interpretation.

7.IMPACT OF THE STUDY ON SHOPSY:

This study helps in understanding consumer buying behaviour specifically towards Shopsy. It highlights how factors like price, discounts, product variety, and service quality influence purchase decisions on the platform. The study also identifies common issues faced by Shopsy users, such as delivery delays and product quality concerns. The findings can help Shopsy improve its services, enhance customer satisfaction, and increase user preference.

8.DATA ANALYSIS AND DATA INTERPRETATION:

Table1: Age group of the respondents.

S. no	Age Group	No of respondents	Percentage%
1	Under 18	4	4
2	18-25	80	80
3	26-35	12	12
4	above 35	4	4
	Total	100	100

Source: Primary Data

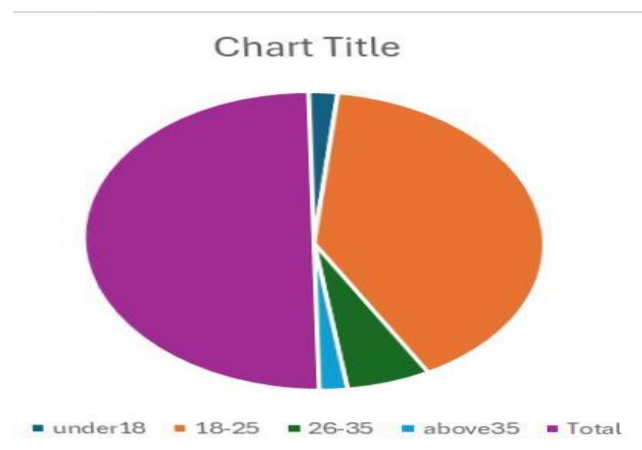


Chart. 1

Interpretation:

The table shows that 80% of respondents belong to the age group of 18 to 25 years, indicating higher usage among young consumers. The 26 to 35 age group accounts for 20%, while only 4% are below 18 and above 35 years. This shows that Shopsy is mainly preferred by younger age groups.

TABLE 2:Type of offers influencing purchase decision on Shopsy

S. no	Particulars	no of respondents	percentage%
1	Price Discounts	32	32
2	Coupon Codes	32	32
3	Combo Offers	26	26
4	Free Delivery Offers	10	10
	Total	100	100

SOURCE: Primary Data

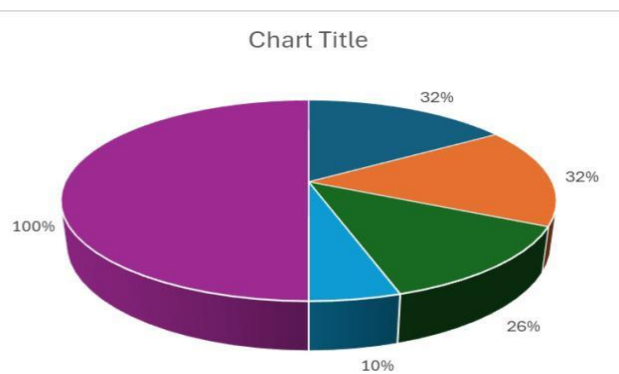


Chart. 2

Interpretation:

The table shows that coupon discounts (32%) are the most preferred offer among respondents. Combo offers account for 25%, while free delivery offers are preferred by 10% of respondents. This indicates that price-related offers, especially coupons, play a major role in influencing consumer preferences.

9.FINDINGS OF THE STUDY:

The study shows that 80% of respondents belong to the age group of 18 to 25 years, followed by 20% in the 26 to 35 age group, while only 4% are below 18 and above 35 years. It is also found that coupon discounts (32%) are the most preferred offers, followed by combo offers (25%) and free delivery (10%). These findings indicate that young consumers are the main users of Shopsy and that price-related offers play a major role in influencing their buying behaviour.

10.SUGGESTIONS:

- Shopsy should focus on improving product quality and ensuring timely delivery to enhance customer satisfaction. Providing better customer support and easy return policies can also help in building trust among users.
- The platform should offer more attractive discounts, combo offers, and promotional deals to attract customers. Continuous offers and better pricing strategies can encourage repeat purchases and increase user engagement.

11.CONCLUSION:

The study concludes that consumer buying behaviour towards Shopsy is mainly influenced by price, discounts, and product variety. The majority of users are young consumers, showing higher interest in online shopping platforms. Although attractive offers encourage purchases, issues like product quality and delivery delays affect customer satisfaction. Therefore, improving service quality and maintaining better customer experience can help Shopsy increase user satisfaction and overall performance.

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