Evaluating Consumer Attitude with Online Shopping Mobile App Features and its Influence on Shopping Frequency

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ABSTRACT:

This study investigates the impact of online shopping mobile app features on consumer behavior in Parbhani district, Maharashtra, using a purposive sample of 150 respondents within the target age group. Participants responses to a structured questionnaire with Likert-scale items assessing agreement with the statements related to app features were collected. Descriptive analysis was utilised to make informed research decisions, and statistical methods regression analysis was used to determine how these agreement scores relate to shopping frequency. Results show that users generally have positive experiences with navigation, search, and product information, although some concerns remain about app performance and loading speed. Trust and security are moderately perceived, with ongoing concerns about counterfeit or low-quality products. Customer service is regarded as responsive but leaves many users neutral or dissatisfied. Rewards and promotions are highly valued and actively used, while personalization features are favourably viewed but have limited influence on behavior. Users strongly prefer smaller app sizes over frequent updates or paid subscriptions, and data consumption is a significant concern despite smooth app performance. Statistically, simple regression highlighted trust and security, rewards, and app storage as significant predictors of shopping frequency, but only rewards and app storage remained significant in multiple regression analysis. This indicates that while many features appear important individually, rewards and app storage are the main drivers of user behavior when all factors are considered together.

***Key words**: Online shopping Mobile apps, Shopping frequency, User experience, Features, Consumer behavior.*

1. INTODUCTION:

With the increasing adoption of mobile technology, online shopping applications have in today's digitally driven environment, online shopping applications have emerged as essential tools for modern consumers, especially among the youth population. The age group of 20 to above 25 years, which includes young adults in college, early professionals, and postgraduate students, represents a significant portion of online shoppers. This demographic is not only tech-savvy but also highly responsive to app-based shopping due to their familiarity with mobile technology and preference for convenience and instant gratification (Statista, 2024).

Online shopping apps integrate a range of features such as personalized recommendations, seamless navigation, secure payment gateways, real-time tracking, and exclusive discounts all designed to enhance user experience. However, the frequency with

which users engage in online shopping is heavily influenced by how much they agree with and value these app features. For youth, the attractiveness of an app is often shaped by its design, speed, ease of use, and how well it aligns with their expectations and shopping habits (Kim & Forsythe, 2010).

Many studies consistently indicated that several key features influenced consumers engagement with and satisfaction towards mobile shopping applications. A study by Kumar and Gupta in 2018 demonstrated that social influence, information quality and service quality significantly influenced users' behavioral intention to use such apps, further, highlighted that design aesthetics, informational quality, image appealing and privacy/security were crucial in motivating utilization. Chunduri and Gupta (2017) explored the probable impact factors that engaged the customers with mobile apps frequently and also found that most of the people are concerned about the transaction's safety and user profile details on shopping apps. More recently, Jeyalakshmi and Sinduja (2024) provide a comprehensive analysis of consumer satisfaction, identifying diverse influencing factors which included app usability, intuitive design, product variety, pricing, secure payment systems and efficient customer service. While also emphasizing that personalized recommendations, smooth navigation and fast app performance significantly enhanced user satisfaction, with responsive customer support, particularly in handling post-purchase concerns, emerging as a critical element across these studies.

2. METHODOLOGY:

Location of Study:
The study was conducted in Parbhani district, Marathwada region, Maharashtra.

Target Group:
Using purposive random sampling, 150 college going students (75 males and 75 females), of age between 20 and above 25, who use online shopping apps, were selected.

Data Collection:
Data was gathered through personal interviews using a structured questionnaire covering respondents' personal characteristics and app features that affecting usage.

Statistical Analysis:
Descriptive: Frequency, Percentage, Mean, Standard deviation, Sample Variance
Inferential: Simple linear and Multiple regression analysis

Scoring:
Responses were collected using a five-point Likert scale (strongly agree to strongly disagree), scored 5 to 1 for positive statements and reversed for negative statements. Individual feature scores were calculated by summing responses to related items, then averaged to maintain the original scale, producing a single composite score representing overall agreement with each feature.

3. Results and Discussion:

i. Personal Characteristics:

The table1 presents demographic and personal characteristics of the study sample, revealing a predominantly young population with 92% aged between 20 and 25 years. The gender distribution is evenly split between males and females. Most respondents are single (90.67%) and come from nuclear families (52.67%). Educationally, the majority

are undergraduates (59.33%), followed by postgraduates (34%). Household income varies, with the largest segment (39.33%) earning between 10,000 to 35,000 and a smaller portion (6.67%) earning above 1 lakh. Notably, a vast majority of participants (92.67%) are familiar with computers and mobile systems, indicating a technologically literate sample. These characteristics provide a relevant context for understanding user behavior and preferences in mobile shopping app usage.

Table 1. Distribution of Personal Characteristics of the respondents

SI. No.	Personal Characteristics	Frequency (n)	Percentage (100%)	Mean	Standard Deviation	Sample Variance
1.	**Age**					
	20-22 years	69	46.00%	22.76	2.02	4.06
	23-25 years	69	46.00%			
	Above 25 years	12	8.00%			
2.	**Gender**					
	Male	75	50%	1.5	0.50	0.25
	Female	75	50%			
3.	**Marital status**					
	Single	136	90.67%	1.09	0.29	0.09
	Married	14	9.33%			
4.	**Family structure**					
	Nuclear	79	52.67%	1.47	0.50	0.25
	Joint	71	47.33%			
5.	**Educational level**					
	Undergraduate	89	59.33%	1.47	0.62	0.39
	Post Graduate	51	34.00%			
	Doctorate	10	6.67%			
	Other	0	0.00%			
6.	**Household monthly Income:**					
	Below 10,000	29	19.33%	2.45	1.11	1.23
	10,000 to 35,000	59	39.33%			
	35,000 to 85,000	38	25.33%			
	85,000 to 1,00,000	14	9.33%			
	More than 1 lakh	10	6.67%			
7.	**Familiarity with computers and mobile systems**					
	Yes	139	92.67%	0.93	0.26	0.07

ii. Frequency of online shopping

Table 2. Distribution of the respondents based on Frequency of online shopping

SI. No.	Frequency of online shopping	Frequencies (n)	Percentage (100%)	Mean	Standard Deviation
1.	Once in a month	113	76.67%	1.25	0.46
2.	Once in a week	33	22.00%		
3.	Weekly thrice	2	1.33%		
4.	Daily	0	0.00%		

Table 2 shows that, none of the respondents engage in daily online shopping, just 2 (1.33%) shop online weekly, 33 (22.00%) shop online once a week and 113 (76.67%) shop online once a month.

iii. Online shopping apps Key features that influence consumers

User experience

From table 3 the descriptive statistics considered for four statements indicated that positive user perception statement “I can easily find the product I am looking for” and “the apps are easy to navigate” both received high mean score 4.2 indicating strong agreement among users with the navigation and search functionality of shopping app. Similarly, the statement “the app provides sufficient product information” had a mean of 4.0 showing a favourable view towards the quality and product related data offered in the apps. However, the negative statement “I am not frustrated by slow load time” received the main score of 3.0 this indicated that users neutral to slightly negative agreement regarding app performance and loading times. This shows that while users find apps usable, but some may still find performance issues such as speed of loading which effects the user experience.

Table 3. Statement wise distribution of the consumer attitude towards User experience

Statement	Frequency (Percentage)					Total	Mean
	SA	A	U	D	SD		
I can easily find the product I am looking for	64 (42.7)	67 (44.67)	1 (0.67)	16 (10.67)	2 (1.33)	150 (100)	4.2
I’m not frustrated by slow load time*	13 (8.67)	56 (37.33)	24 (16.0)	29 (19.3)	28 (18.67)	150 (100)	3.0
The app provides sufficient product information	38 (25.3)	78 (52.0)	28 (18.67)	2 (1.3)	4 (2.67)	150 (100)	4.0
The apps are easy to navigate	39 (26.0)	97 (64.67)	14 (9.3)	0 (0.0)	0 (0.0)	150 (100)	4.2
Total	154 (25.7)	298 (49.67)	67 (11.17)	47 (7.83)	34 (5.67)	600 (1.0)	15.3

Note: The values in the parenthesis indicate percentages. SA-Strongly Agree, A-Agree, U-Undescribed, D-Disagree, SD-Strongly Disagree. * Indicates negative statement

Trust and security

The research results in table 4 shown agreement of respondents with four statements related to trust and security, with mean values calculated for each. In which the statement "I feel that my personal information is not safe on the apps" as a negative statement received the mean score of 3.33. The statement “I feel confident that my payment information is protected during the checkout process” received mean score of 3.13. The statement “I am confident that the product purchase on apps is genuine” received mean score of 3.35, indicated that respondents are moderately confident in the safety of their personal and payment information, as well as the genuineness of products purchased through apps. However, the mean value of 2.79 for the statement “I have never received a counterfeit or low-quality product from apps” indicated some concerns in this area.

Table 4. Statement wise distribution of the consume attitude towards trust and security

Statement	Frequency (Percentage)					Total	Mean
	SA	A	U	D	SD		
I feel that my personal information is not safe on the apps*	0 (0.0)	48 (32.0)	30 (20.0)	47 (31.3)	25 (16.67)	150 (100)	3.33
I have never received a counterfeit or low-quality product from apps	9 (6.0)	56 (37.3)	17 (11.3)	30 (20.0)	38 (25.3)	150 (100)	2.79
I am confident that the product purchase on apps is genuine	20 (13.3)	61 (40.67)	24 (16.0)	41 (27.3)	4 (2.67)	150 (100)	3.35
I feel confident that my payment information is protected during the checkout process	14 (9.3)	51 (34.0)	39 (26.0)	32 (21.3)	14 (9.3)	150 (100)	3.13
Total	43 (7.17)	216 (36.0)	110 (18.3)	150 (25.0)	81 (13.5)	600 (100)	12.59

Note: The values in the parenthesis indicate percentages. SA-Strongly Agree, A-Agree, U-Undescribed, D-Disagree, SD-Strongly Disagree. * Indicates negative statement

Customer service

The table 5 results showed highest mean score of 3.67 for the statement "The app's customer support is responsive and helpful," followed by 3.57 for "I've had positive experience with apps customer support," and 3.54 for "I feel confident that I can resolve any issue or concern with apps customer service." These values indicated that while a majority of users generally agree or strongly agree with the effectiveness of customer support, there is still a considerable amount of neutral or less satisfied responses, as reflected in the moderate mean scores and notable percentages of undecided or disagreeing participants.

Table 5. Statement wise distribution of the consumer attitude towards customer service

Statement	Frequency (Percentage)					Total	Mean
	SA	A	U	D	SD		
The apps customer support is responsive and helpful	27 (18.0)	87 (58.0)	10 (6.67)	12 (8.0)	14 (9.3)	150 (100)	3.67
I've had positive experience with apps customer support	16 (10.67)	90 (60.0)	22 (14.67)	8 (5.3)	14 (9.3)	150 (100)	3.57
I feel confident that I can resolve any	17 (11.3)	81 (54.0)	32 (21.3)	6 (4.0)	14 (9.3)	150 (100)	3.54

issue or concern with apps customer service							
Total	60 (13.3)	258 (57.3)	64 (14.2)	26 (5.78)	42 (9.3)	450 (100)	10.79

Note: The values in the parenthesis indicate percentages. SA-Strongly Agree, A-Agree, U-Undescribed, D-Disagree, SD-Strongly Disagree. * Indicates negative statement

Rewards

Table 6 results showed that, in overall the mean scores are notably high, indicating strong positive perceptions. The highest mean score of 4.15 was for the statement "Apps offer frequent limited time offers and promotions which are beneficial," showing that users highly value time-sensitive deals. This is closely followed by “I take advantage of limited time offers and promotions" with a mean of 4.12, which indicates that users are not only aware of but actively participate in these promotional strategies. The statement "The rewards offered through the loyalty programme are valuable" also received a high mean score of 4.02, reinforcing that loyalty-based reward mechanisms are perceived as worthwhile.

Table 6. Statement wise distribution of the consumer attitude towards rewards

Statement	Frequency (Percentage)					Total	Mean
	SA	A	U	D	SD		
The rewards offered through the loyalty programme are valuable	20 (13.3)	115 (76.67)	13 (8.67)	2 (1.3)	0 (0.0)	150 (100)	4.02
Apps offer frequent limited time offers and promotions which are beneficial	36 (24.0)	104 (69.3)	6 (4.0)	4 (2.67)	0 (0.0)	150 (100)	4.15
I take advantage of limited time offers and promotions	27 (18.0)	117 (78.0)	3 (2.0)	3 (2.0)	0 (0.0)	150 (100)	4.12
Total	83 (18.4)	336 (74.67)	22 (4.89)	9 (2.0)	0 (0.0)	450 (100)	12.29

Note: The values in the parenthesis indicate percentages. SA-Strongly Agree, A-Agree, U-Undescribed, D-Disagree, SD-Strongly Disagree. * Indicates negative statement

Personalization and Customisation

Results in table 7 revealed that, users generally have a favourable attitude toward personalization and customization in apps. The highest mean score of 4.07 was recorded for the statement “The apps product filters and sorting options are easy to use,” indicated strong agreement among users that ease of navigation and usability significantly enhance their experience. This is followed by the statement “I’m comfortable with apps tracking my shopping habits and using the data to personalise my experience,” which received a mean score of 3.56, suggested that a considerable portion of users accept data tracking when it leads to better personalization. Similarly, the ability of apps to allow users to customize their search based on preferences had a mean of 3.49, while product recommendations

helping users discover new products received the lowest but still moderately positive mean score of 3.30.

Table 7. Statement wise distribution of the consumer attitude towards personalization and customisation

Statement	Frequency (Percentage)					Total	Mean
	SA	A	U	D	SD		
I find the product recommendations helpful in discovering new products	25 (16.67)	58 (38.67)	14 (9.3)	43 (28.67)	10 (6.67)	150 (100)	3.30
Apps allow customising product search based on preferences	31 (20.67)	67 (44.67)	10 (6.67)	28 (18.67)	14 (9.3)	150 (100)	3.49
I'm comfortable with apps tracking my shopping habits and using the data to personalise my experience	14 (9.3)	96 (64.0)	14 (9.3)	12 (8.0)	14 (9.3)	150 (100)	3.56
The apps product filters and sorting options are easy to use	42 (28.0)	84 (56.0)	20 (13.0)	0 (0.0)	4 (2.67)	150 (100)	4.07
Total	112 (18.67)	305 (50.83)	58 (9.67)	83 (13.83)	42 (7.0)	600 (100)	14.41

Note: The values in the parenthesis indicate percentages. SA-Strongly Agree, A-Agree, U-Undescribed, D-Disagree, SD-Strongly Disagree. * Indicates negative statement

Storage Space

Study presented the results for analysis of user preferences regarding online shopping app feature storage space in table 8. The mean scores for the statement "I'm willing to sacrifice some features in an online shopping app to have a smaller app size," a mean score of 3.80 strongly suggests that users prioritize a smaller app storage. This is further reinforced by the relatively low mean score of 2.23 for the statement "I prefer online shopping apps that are regularly updated with new features, even if it means a larger apps space," indicated clear preference against frequent, size-increasing updates. Similarly, the mean score of 2.13 for willingness to pay a subscription for a smaller app size with premium features reveals a strong aversion, signifying that users are generally not inclined to pay for such apps regardless of the benefits. The mean score of 2.16 for the negative statement "I like to uninstall the online shopping apps when I'm not using it as it consumes mobile storage," (where a lower score indicates stronger agreement due to the reversed scale) highlighted that mobile storage consumption is a significant pain point for users, directly leading to app uninstallation. In overall, these mean scores consistently underscore that resource efficiency, particularly app size, is a critical determinant of user frequency in online shopping.

Table 8. Statement wise distribution of the consumer attitude towards storage space

Statement	Frequency (Percentage)					Total	Mean
	SA	A	U	D	SD		
I'm willing to sacrifice some features in an online shopping app to have a smaller app size	34 (22.67)	83 (55.3)	9 (6.0)	17 (11.3)	7 (4.67)	150 (100)	3.80
I prefer online shopping apps that are regularly updated with new features, even if it means a larger apps space	10 (6.67)	14 (9.3)	12 (8.0)	79 (52.67)	35 (23.3)	150 (100)	2.23
I would be willing to pay a subscription fee for an online shopping app, if it offered a smaller app size and premium features	9 (6.0)	12 (8.0)	8 (5.3)	82 (54.67)	39 (26.0)	150 (100)	2.13
I like to uninstall the online shopping apps when I'm not using it as it consumes mobile storage. *	45 (30.0)	72 (48.0)	1 (0.67)	28 (18.67)	4 (2.67)	150 (100)	2.16
Total	98 (16.3)	181 (30.17)	30 (5.0)	206 (34.3)	85 (14.17)	600 (100)	10.32

Note: The values in the parenthesis indicate percentages. SA-Strongly Agree, A-Agree, U-Undescribed, D-Disagree, SD-Strongly Disagree. * Indicates negative statement

Data usage

Table 9 presented the findings that, showed users concern regarding data consumption by online shopping applications. The mean of 2.15 for the statement "Online shopping apps does not consume a significant amount of data", where the lower mean implied strong disagreement with the statement itself. Which revealed that users largely believe these apps do consume a considerable amount of data. This perception of high data usage exists despite a relatively positive user experience with buffering, as indicated by the mean score of 3.41 for "I experienced minimum buffering while using online shopping apps." This suggests that while app performance might be smooth, users are still aware of and concerned about the data usage. This showed a strong user demand for optimization, reflected in the high mean score of 4.07 for the statement "I would prefer online shopping apps to optimize data usage." In overall, these mean values highlight that data consumption is a critical factor for users, suggesting that developers should prioritize data optimization in online shopping apps to enhance user experience.

Table 9. Statement wise distribution of the consumer attitude towards data usage

Statement	Frequency (Percentage)					Total	Mean
	SA	A	U	D	SD		
Online shopping apps does not consume a significant amount of data	4 (2.670	2 (1.3)	32 (21.3)	86 (57.3)	26 (17.3)	150 (100)	2.15
I experienced minimum buffering while using online shopping apps.	21 (14.0)	72 (48.0)	20 (13.3)	22 (14.67)	15 (10.0)	150 (100)	3.41
I would prefer online shopping apps to optimize data usage.	44 (29.3)	82 (54.67)	18 (12.0)	2 (1.3)	4 (2.67)	150 (100)	4.07
Total	69 (15.3)	156 (34.67)	70 (15.56)	110 (24.4)	45 (10.0)	450 (100)	9.63

Note: The values in the parenthesis indicate percentages. SA-Strongly Agree, A-Agree, U-Undescribed, D-Disagree, SD-Strongly Disagree.

iv. Influence of Online Shopping Mobile Apps Features on Consumer Behavior

a) Simple Linear Regression Analysis

Table 10. Simple Linear Regression for features of online shopping mobile apps

Features of Online Shopping Mobile Apps	Regression Co-efficient	t-value	p- value
Feature 1: User experience	-0.04	-0.59	0.56
Feature 2: Trust and Security	-0.08	-2.03	0.04*
Feature 3: Customer Service	-0.00	-0.06	0.95
Feature 4: Rewards	0.22	2.06	0.04*
Feature 5: Personalization and Customisation	-0.07	-1.46	0.15
Feature 6: Space required for installation	0.19	1.99	0.05*
Feature 7: Data usage	-0.20	-2.03	0.04

Note: * Significance at 5 per cent level, $p \leq 0.05$; Dependent variable is frequency of online shopping

The simple linear regression analysis reveals that among the features of online shopping mobile apps, trust and security, rewards, space required for installation, and data usage significantly influence the frequency of online shopping ($p \leq 0.05$). Trust and security and data usage have negative regression coefficients, indicating that concerns in these areas

decrease shopping frequency. Conversely, rewards and space requirements show positive coefficients, suggesting that attractive reward programs and manageable app size encourage more frequent usage. User experience, customer service, and personalization/customization were not significant predictors in this model, highlighting that these factors alone may not directly impact shopping frequency.

b) Multiple regression analysis:

Table 11. Multiple regression for features of online shopping mobile apps

Features of Online Shopping Mobile Apps that Impact Consumer Behavior	Regression Co-efficient	t-value	p- value	Sig.
Intercept	0.26	0.37	0.71	0.05
Feature 1: User experience	0.06	0.68	0.50	0.05
Feature 2: Trust and Security	-0.05	-0.88	0.38	0.05
Feature 3: Customer Service	-0.04	-0.56	0.57	0.05
Feature 4: Rewards	0.23	1.95	0.05*	0.05
Feature 5: Personalization and Customisation	0.01	0.08	0.93	0.05
Feature 6: Space required for installation	0.22	2.27	0.02*	0.05
Feature 7: Data usage	-0.15	-1.16	0.25	0.05
R Square	0.09			
Adjusted R Square	0.05			
F	2.12			
df	7.00			
N	150.00			

Note: * Significance at 5 per cent level, $p \leq 0.05$; Dependent variable is Frequency of online shopping

The multiple regression analysis examined the impact of seven online shopping app features on the frequency of consumer shopping behavior. Results showed that only "rewards" ($\beta = 0.23$, $p = 0.05$) and "storage space" ($\beta = 0.22$, $p = 0.02$) had a significant positive effect, indicating that consumers favour apps with effective reward systems and manageable storage requirements. Surprisingly, key features like user experience, trust and security, and customer service did not show significant effects, while data usage had a negative but non-significant influence ($\beta = -0.15$, $p = 0.25$). The model explained only 5% of the variance in consumer behavior, suggesting that other factors not included in this analysis or more complex relationships may play a larger role in shaping consumer engagement with mobile shopping apps.

A distinct shift in the significance of certain predictors was observed from simple linear regression to multiple regression analysis, showing that while individual features mattered, it was often their interaction that truly influenced online shopping behavior.

4. CONCLUSION

Online shopping behavior is influenced by several features of apps working together rather than by any single aspect alone. While easy navigation, clear product information, and good search features are expected basics, they don't strongly motivate users by themselves. Trust and security are essential people need to feel confident their data and payments are safe, and that products are authentic. Without this trust, users may hesitate to shop. Rewards, like loyalty points and special promotions, play an important role in encouraging repeat

shopping and keeping users engaged. However, technical issues such as high data usage and large app sizes can cause inconvenience to users and discourage them from continuing to use the app, especially when storage space or internet costs are concerns. Customer service and personalization make the shopping experience better but don't strongly influence how often people shop when other factors are considered. The study's analysis shows that while trust, rewards, and storage space impact shopping habits individually, only rewards and app size remain key influences when looking at all factors together. This means app developers and marketers should prioritize creating secure, rewarding, and lightweight apps with solid usability to keep users coming back. Features like customer support and personalization help but mainly serve as nice additions rather than main drivers. Overall, understanding these combined effects is crucial in building online shopping apps that truly meet consumer needs and encourage frequent use.

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