



# A study on preferential shift of consumer choices in their buying behavior towards the E-Commerce

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## Abstract

With the growth of the retail market and online usage in India's economy, there is a huge opportunity for E-commerce. With the goal of enduring and exceeding need during this situation, online retailers have the opportunity to understand buyer preferences in order to tailor their goods to ensure consumer loyalty. This modern and customer-friendly shopping may be a growing trend among people, particularly among the technically savvy twenty to thirty-year-olds who believe that proper resource utilization is critical to ensuring a good E-commerce experience."Consumers now have multiple sources for information discovery and research, and it now consists of highly connected non-linear moments." The evolution of E-Commerce in India is being driven by an increase in internet users, a decrease in data prices, and changes in consumer behavior. The research attempts to study the changing preferences of consumers towards the E-commerce. Consumer preference as a variable is taken for the study in which the factors have been considered on the basis of previous studies. The study includes the 227 respondents for the study. Responses have been collected through the structured questionnaire. Mean, standard deviation and SPSS statistical test One- way ANOVA is used to analyze the data. The finding reveals that the E-Commerce is the influencing factor for the consumers. It has changed the consumer preferences.

**Keywords:-** Consumer, Preferences, Influence, E-commerce.

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## 1. Introduction

The Internet, which is based on technology, has narrowed the gap between continents, countries, cities, towns, and villages, as well as people. People from various parts of the world have similar tastes, perceptions, styles, and accessibility. Now, online shopping has facilitated all product information from anywhere in the world, and it can be accessed 24 hours a day, seven days a week. As a result, organizations' selling and purchasing strategies have shifted. Even consumer preferences have

shifted in terms of selection, quality, services, selling, and purchasing. The primary reason for this is that the majority of electronic device apps are well connected to the internet. As a result, consumers are very enthusiastic about buying and selling their chosen product. With these advantages in mind, consumers are acting very wisely and showing a lot of interest in doing online shopping. This is because it saves time, it is easy to pay, and it will display many options to choose the best of the best of his choice of product.



Electronic commerce, also known as e-commerce, is the buying and selling of goods and services through electronic systems such as the internet and other computer networks. The Internet has been the fastest growing medium over the last decade. Online shopping, in particular, is a rapidly expanding e-commerce sector. Online stores are typically open 24 hours a day, and many consumers have access to the internet both at work and at home. A successful web store is more than just a visually appealing website with dynamic technical features that is listed in numerous search engines. The purpose of this research is to develop a preliminary assessment, evaluation, and understanding of the characteristics of online shopping. The advancement of technology provides excellent opportunities for sellers to reach their customers in a more timely, convenient, and cost-effective manner. Since the last few years, online shopping has grown rapidly. E-commerce and e-shopping enable businesses to reach consumers globally and directly – they are, in fact, transforming retailing. Consumers now have a plethora of online and offline options from which to choose, and in the absence of a compelling reason to favour one retailer over another, they spread their purchases across multiple companies (Vethirajan 2018).

Today, e-commerce is a huge and thriving industry that generates a lot of money through e-trading. The rapid growth of the e-commerce sector has had a significant impact on the market. The success of e-commerce is entirely dependent on consumer responses and purchasing behaviour. The keys to success are a reduced middle level of business, competitive pricing, and door-to-door delivery. Many studies show that this industry has surpassed traditional marketing practises by providing incentives for consumers' purchasing behaviour, resulting in a massive accumulation of higher demand in this sector. The Indian market is regarded as a potential market because e-commerce is generating significant revenue from it (Amoghshiddhi 2016).

The evolution of ecommerce in India is at an advanced stage. As a result, in order to grow, this firm must focus on the provision of services and the utility of internet marketing in order to generate and retain a large audience. In the future, there is a high possibility of seeing an increase in niche business, as well as mergers and acquisitions. Aside from niche businesses and mergers and acquisitions, some future trends in the growth of e-commerce include Omni channels, a focus on services, internet marketing, better infrastructure, and so on (MadhurimaKhosla, Harish Kumar, 2019).

## 2. Literature Review

**KrantiShashikant (2020)** The COVID-19 pandemic has turned e-commerce into a nightmare. If the pandemic situation persists, it is estimated that global economic growth will be reduced by Two percent per month. Firms' e-commerce sales are not consistent across the board. However, they have also demonstrated that ecommerce can be a very important solution for consumers in times of crisis.

**(Susan Meyer, 2020)** Customers are doing everything they can to adapt to changes and uncertainty as the situation worsens. While attempting to support customers and their own needs, business owners are also confronted with uncertainty. COVID-19 has had a negative impact on business and has provided an opportunity for ecommerce development. Despite this, e-commerce has yet to fully take over due to a variety of factors and drawbacks.

**Madhurima et.al(2019)** The evolution of ecommerce in India is at an advanced stage. As a result, in order to grow, this firm must focus on the provision of services and the utility of internet marketing in order to generate and retain a large audience. In the future, there is a high possibility of seeing an increase in niche business, as well as mergers and acquisitions. Aside from niche businesses and mergers and acquisitions, some future trends in the growth of e-commerce include Omni channels, a focus on services, internet marketing, better infrastructure, and so on.

**Raj Kumar Singh (2019)** In the ecommerce business, India has many opportunities as well

as challenges. With the advent of new technologies such as smartphones, a social revolution has erupted in India. The main point is that the virtual platform allows customers to use their mobile phones to scan barcodes for items and place orders with retailers. Through such technologies, the country's relevance in the digital economy is growing. As the E-commerce sector matures, a growing number of serious players are entering the Indian market.

**Amal(2016)**In today's world, e-commerce has become an essential component of doing business. You can make your products and services available to customers with the help of e-commerce web design. An online store is open 24 hours a day, seven days a week, which means that your customers can visit your store at any time, regardless of their schedule.

**Pantos and Pariporas (2016)** discovered that secure online sites support buyers' lifestyles by offering benefits such as saving money, helping others, and providing high-quality service, causing an increasing number of people to switch from traditional stores to e-commerce via desktop and mobile devices.

**Clemons et al. (2016)** investigated Trust observations on websites in developing economies. Their findings revealed that the e-image, seller's reviews, and feedback are critical components in less experienced business sectors.

**Amaravathiet.al (2015)** explained the advancement in the field of e-commerce as well as the customer's preference for e-commerce. He concluded that online shopping saves time and is convenient for a wide range of consumers, particularly the elderly and disabled.

**Sam (2015)** investigates the factors influencing consumers' decision to shop online, as well as how product type influences the decision. The findings revealed that the availability of product information on websites is an important factor influencing consumers' decision to buy online. Another reason to buy online is the ease of use. It was also discovered that products such as

movies, music, and video games are more suitable for online purchasing.

According to **UpsanaKanchan.Et.al (2015)**, online shopping is gaining popularity among people of the young generation, those with a high income, and those who are educated, and the only reason people are hesitant to do so is due to security concerns.

According to **D.Anusya( 2014)**, the majority of respondents prefer online shopping for time savings, price, online delivery, security, door delivery, guarantee schemes, and discounts. She came to the conclusion that respondents are only dissatisfied with after-sales service.

According to **Balamurugan et.al (2013)**, a buyer's shopping plan includes his expectations regarding customer friendliness and the safety of internet risk, danger, and product attributes that must be addressed by e-sellers.

According to **Ernst and Young (2000)**, Internet users purchased online because of the good product selection, competitive prices, and ease of use, but they were concerned about shipping costs, the inability to examine the products prior to purchase, and the confidentiality of credit card and personal information.

### 3. Research Methodology

To better understand the consumer behaviour preference towards the e-commerce. Descriptive study is conducted using a survey and a questionnaire was prepared to collect the data. On the basis of review of literature variables of the study is taken and data is collected. Both the form of data collection technique (Primary and Secondary) is used for the study. To elicit a quick response from the respondents, a Likert five-point scale which ranges from strongly agree to strongly disagree was used.

In this study, a stratified sampling method was used to collect data from the respondents. Total 300 respondents were targeted for the study out of which 239 responses are received, out of which 12 responses were inappropriately filled hence were not considered for the study. The

response rate for the study comes to be 78 percent approx.

**Variables of the study:** Both independent and dependent variables are considered for the study. Independent variables of the study are Gender, Age, Marital status, Education and Occupation and dependent variables of the study is Consumer Preferences.

**Hypothesis of the study**

H<sub>01</sub>: There is no statistical difference between the Gender and the consumer preferences towards the E-commerce.

H<sub>02</sub>: There is no statistical difference between the Age and the consumer preferences towards the E-commerce.

H<sub>03</sub>: There is no statistical difference between the Marital Status and the consumer preferences towards the E-commerce.

H<sub>04</sub>: There is no statistical difference between the Education and the consumer preferences towards the E-commerce.

H<sub>05</sub>: There is no statistical difference between the Occupation and the consumer preferences towards the E-commerce.

**4. Data Analysis**

Table 1 (Demographics)

Demographic factors	Independent Variables	Frequency	Percent
Gender	Male	118	52%
	Female	109	48%
Age	18-30 yrs	117	52%
	31-45 yrs	55	24%
	46-60 yrs	36	16%
	60 yrs & Above	19	08%
Marital status	Single	92	41%
	Married	135	59%
Education	UG	83	37%
	PG	74	32%
	Others	70	31%
Occupation	Student	50	22%
	Salaried	84	37%
	Business	38	17%
	Professionals	19	08%
	Others	36	16%

**Demographic Factors:-** Demographic factors considered for the study are Gender, Age, Marital status, Education and Occupation. Total 227 responses collected from the respondents.

**Reliability and Validity of Data**

**Reliability**

Table2 Reliability Statistics

Cronbach's Alpha	N of Items
.730	15

Cronbachs alpha method is used to test the reliability of data. Reliability of data was found to be good with the value 0.730. Validity of data was found to be high.



**Mean Calculation**

Table 3 Descriptives

Preferences Factors	N	Mean	Std. Deviation
Timely delivery	227	2.26	1.117
Easy to order	227	1.96	1.080
Detail availability of information	227	2.33	1.297
Easy access 24*7	227	1.88	.887
Easy product Refund policy	227	1.71	.833
Provides more offer	227	2.26	1.117
Saves time	227	1.96	1.080
Easy payment	227	2.33	1.297
Ease in comparison	227	1.88	.887
Availability of products	227	1.71	.833
Service satisfaction	227	2.26	1.117
Easy money refund policy	227	1.96	1.080
Receive quality items	227	2.33	1.297
Easy finance assistance is available	227	1.88	.887
Meet the expectation	227	1.71	.833

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From the above descriptive table i.e table 3 it can be inferred that three factors were the most rated factors for the consumers to have their preferences towards the e-commerce that were, detail availability of information, easy payment and receive quality items. These factors were having the mean value of 2.33 which is the highest amongst the all.

**5. Results and Findings**

**H<sub>01</sub>: There is no statistical difference between the Gender and the consumer preferences towards the E-commerce.**

<b>(Table 4) Descriptives</b>								
<b>CP</b>								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
<b>1</b>	118	30.2797	7.02728	.64691	28.9985	31.5608	15.00	51.00
<b>2</b>	109	30.6330	7.49526	.71792	29.2100	32.0561	15.00	51.00
<b>Total</b>	227	30.4493	7.24177	.48065	29.5022	31.3965	15.00	51.00



**(Table 5) ANOVA**

CP					
	Sum of Squares	Df	Mean Square	F	Sig.
<b>Between Groups</b>	7.075	1	7.075	.134	.714
<b>Within Groups</b>	11845.092	225	52.645		
<b>Total</b>	11852.167	226			

On gender basis there is no statistical difference between them as the value is 0.714. Preferences parameters of consumers are same for the consumers irrespective of their gender. E- Commerce changed the preference of buying; consumers are doing more buying through E- Commerce platform due to the varied features of it.

**H<sub>02</sub>: There is no statistical difference between the Age and the consumer preferences towards the E-commerce.**

**(Table 6) Descriptives**

CP								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
<b>1</b>	117	29.8205	6.67679	.61727	28.5979	31.0431	15.00	45.00
<b>2</b>	55	31.2000	7.27095	.98041	29.2344	33.1656	15.00	48.00
<b>3</b>	36	29.9167	7.73997	1.29000	27.2978	32.5355	15.00	51.00
<b>4</b>	19	33.1579	9.13639	2.09603	28.7543	37.5615	15.00	51.00
<b>Total</b>	227	30.4493	7.24177	.48065	29.5022	31.3965	15.00	51.00

**(Table 7) ANOVA**

CP					
	Sum of Squares	Df	Mean Square	F	Sig.
<b>Between Groups</b>	226.860	3	75.620	1.451	.229
<b>Within Groups</b>	11625.307	223	52.131		
<b>Total</b>	11852.167	226			



Their no significant difference between the age and consumer preferences towards the E- Commerce, as the statistical value is 0.229. Irrespective of all the age parameters all the consumers are of the same view that e-commerce do influence the buying behaviour of them. Consumers of all the ages prefer to do shopping through the e-commerce.

**H<sub>03</sub>: There is no statistical difference between the Marital Status and the consumer preferences towards the E-commerce.**

**(Table 8) Descriptives**

CP								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1	92	29.4130	7.04951	.73496	27.9531	30.8730	15.00	45.00
2	135	31.1556	7.31168	.62929	29.9109	32.4002	15.00	51.00
Total	227	30.4493	7.24177	.48065	29.5022	31.3965	15.00	51.00

**(Table 9) ANOVA**

CP					
	Sum Squares	Df	Mean Square	F	Sig.
Between Groups	166.130	1	166.130	3.199	.075
Within Groups	11686.038	225	51.938		
Total	11852.167	226			

Their no significant effect between the marital status and consumer preferences towards the E-Commerce, as the statistical value is 0.075. Both married and single are at the same par as far as preference and influence of e-commerce is concerned. Both the segment has admitted that e-commerce has changed their buying behavior pattern.

**H<sub>04</sub>: There is no statistical difference between the Education and the consumer preferences towards the E-commerce.**

**(Table 10) Descriptives**

CP								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1	83	31.1928	7.02688	.77130	29.6584	32.7271	15.00	51.00
2	74	30.5270	6.79690	.79012	28.9523	32.1017	15.00	48.00
3	70	29.4857	7.91209	.94568	27.5991	31.3723	15.00	51.00
Total	227	30.4493	7.24177	.48065	29.5022	31.3965	15.00	51.00



**(Table 11) ANOVA**

CP					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	111.320	2	55.660	1.062	.348
Within Groups	11740.847	224	52.414		
Total	11852.167	226			

Their no significant difference between the education and consumer preferences towards the E-Commerce, as the statistical value is 0.348. In this study the educational qualification of respondents does not act as a barrier in terms of their preferences towards the e-commerce, irrespective of any educational qualification and background all the consumers are equally influenced by the e-commerce and they are preferring it for their buying purpose.

**H<sub>05</sub>: There is no statistical difference between the Occupation and the consumer preferences towards the E-commerce.**

**(Table 12) Descriptives**

CP								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1	50	29.4000	6.24009	.88248	27.6266	31.1734	18.00	39.00
2	84	31.1071	8.11665	.88560	29.3457	32.8686	15.00	51.00
3	38	29.6842	6.96751	1.13028	27.3940	31.9744	15.00	45.00
4	19	30.1579	5.87143	1.34700	27.3280	32.9878	21.00	48.00
5	36	31.3333	7.39884	1.23314	28.8299	33.8367	15.00	51.00
Total	227	30.4493	7.24177	.48065	29.5022	31.3965	15.00	51.00

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**(Table 13) ANOVA**

CP					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	143.395	4	35.849	.680	.607
Within Groups	11708.773	222	52.742		
Total	11852.167	226			

Their no significant difference between the Occupation and consumer preferences towards the E-Commerce, as the statistical value is 0.607. Consumers belongs to different occupational area are also consider e-commerce provides them a better platform to buy the product and services according to their choice. All the consumers agreed that their

buying preferences are moving towards the e-commerce.

**Conclusion**

In a record period of time, India's e-commerce sector has established deep roots in the urban economy. India's demographics perfectly position us to be an appealing industry for an E-commerce boom. The Indian economy is well positioned for the E-Commerce sector to grow





at an exponential rate. Our analysis shows that we have long been focused on generating E – Commerce demand. According to the study, e-commerce has a very bright future in India and has become extremely popular and convenient. Although it is convenient, there are several factors that customers consider before purchasing, such as price, product quality, comparison of quality and price between products, mode of payment, and security. Our study concludes that the changes in the consumer preferences have been witnessed towards e-commerce irrespective of the demographic factors. Consumers are moving towards the electronic mode of buying.

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