



The Effects of E-Commerce on Consumer Behavior: An Analysis of Online Shopping

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Abstract

The emergence of e-commerce has altered consumer behavior globally, especially in India. The ease of use and accessibility of e-commerce platforms have contributed to the growing popularity of online buying. E-commerce has a wide range of complex implications on consumer behavior, including how people engage with brands and make decisions about what to buy. The transition to a more digital purchasing experience is one of e-commerce's most notable impacts on customer behavior. Customers have more influence over the purchasing experience because to the opportunity to browse and buy things online, including the option to research products and compare pricing and reviews. This has caused decision-making to place a higher focus on elements like ease, cost, and choice. E-commerce has also given companies new chances to connect with customers through specialized marketing and advice. E-commerce systems may recognise consumer preferences and behavior with the aid of data analytics and machine learning, resulting in more efficient advertising and individualized shopping experiences. In general, e-commerce in India has an ever-evolving impact on customer behavior, and companies must keep up with these developments to stay competitive online.

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Introduction

The way consumers shop in India has been significantly altered by e-commerce. Consumers may now more easily conduct product research, compare pricing, and make purchases without ever leaving their homes because to online shopping's accessibility and convenience. Convenience and price have taken precedence over other considerations in customer behavior as a result. The study also discovered that the use of internet shopping has decreased the necessity for in-person shopping trips, which has led to a decline in impulsive purchases. The

absence of direct contact with the products prior to purchase, however, might also lead to a higher percentage of returns. In addition, it made note of how e-commerce has made it possible for companies to offer customers individualized purchasing experiences. By gathering and analyzing data on customer activity, e-commerce platforms help companies better target their audiences with their advertising and marketing campaigns. Since customers are more inclined to return to firms that provide a personalized buying experience,



there has been a rise in customer loyalty (Mittal 2013).

Indian consumers' attitudes towards online purchasing Although many customers were initially apprehensive to trust online shopping platforms, it was shown that the majority now considers internet shopping to be a convenient and trustworthy way to make purchases. It was discovered that consumers now locate the greatest bargains more easily because to the ability to compare prices and products across several online purchasing platforms. It also emphasised the significance of customer service when shopping online. Businesses that provide dependable customer service and convenient returns were proven to have higher conversion rates with customers. It also mentioned that avoiding in-person product testing before buying can increase the probability of returns, emphasizing the significance of accurate product descriptions (Vaghela 2014). The ease and time-saving advantages of online shopping were shown to be the main drivers of

consumers' preferences, who generally have a favorable view towards it. Additionally, it came out that the opportunity to assess prices and read customer reviews when shopping online empowers customers to make more informed selections.

It also made clear that hesitation towards online buying may be caused by worries about the safety of online transactions and the caliber of the goods supplied. It was discovered that companies may win customers' trust by providing safe payment options, accurate product descriptions, and straightforward return procedures. Additionally, it highlighted how crucial social media is in fostering customer confidence; people are more likely to believe in brands with active social media presences. The need of having a robust social media presence for businesses was addressed, and it was highlighted how social media plays a part in increasing consumer trust (Dani 2017). Figure 1 displays the various factors that attracts customers towards digital marketing.

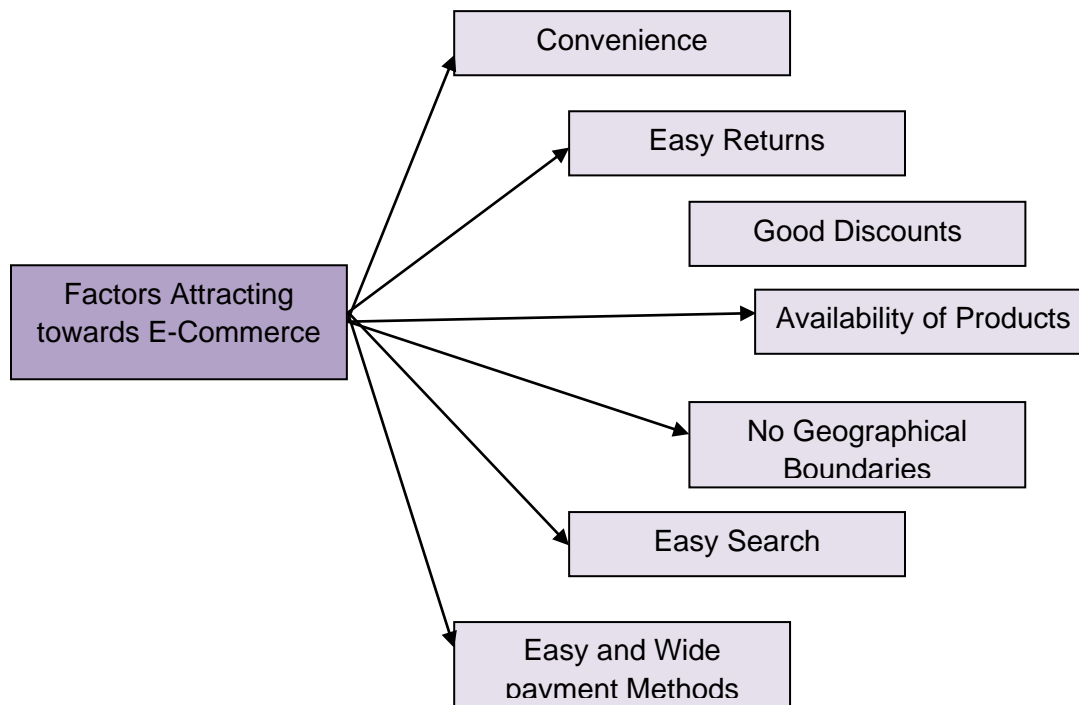


Figure 1 Factors Attracting towards E-Commerce

Literature Review

Global buying habits have undergone substantial changes because of the development of e-commerce. Technology advancements have caused consumers to switch from traditional brick-and-mortar retailers to online marketplaces. E-commerce has altered how people purchase, as noted by Eroglu (2014), and internet consumer behavior is transforming the culture of shopping. E-commerce has experienced exponential growth in India as more people choose to shop online due to its convenience, accessibility, and vast choice of goods. The way Indian customers perceive and interact with products, companies, and online platforms has changed significantly because of this transformation. According to Kothari et al. (2016), most customers have a positive view towards online shopping, and it has become a necessary part of their everyday life. Additionally, it was stated that the rise in popularity of online platforms with affordable costs, ease of use, and quick delivery has altered how consumers perceive and buy things. This demonstrates how e-commerce has changed Indian consumers' buying habits, proving that online shopping is a significant aspect of contemporary retail culture.

Regional differences exist in Indian consumers' perceptions of online buying. According to Bhatt (2014), customer behavior is influenced by cultural and regional aspects because attitudes towards internet purchasing vary in specific Gujarati regions. customers in metropolitan locations were reported to have a more favorable attitude towards online buying than customers in rural areas, mostly because of lifestyle and technology accessibility disparities. This emphasizes the significance of comprehending cultural and geographic variations in consumer behavior and emphasizes the necessity for e-commerce enterprises to customize their marketing tactics

to cater to the unique demands and preferences of various consumer groups.

Consumer behavior has been significantly impacted by the growth of e-commerce, particularly in the context of online buying in India. According to Kaur and Khanam Quareshi (2015), several variables interfere with consumers' intents to trust and buy things online. These include a lack of familiarity with online shopping, an impression of risk and unpredictability, a lack of faith in online merchants, and worries about payment security. This emphasizes the necessity for online merchants to address these issues and foster client trust in order to improve online sales. Trust is a significant issue that Al-Debei et al. (2015) emphasize as having an impact on consumer behavior in India when it comes to online shopping they revealed that trust is key in determining how consumers feel about online buying. Consumer sentiments were also found to be influenced by perceived benefits and online quality. This underlines the necessity for online businesses to build consumer confidence by providing high-quality goods, dependable delivery, and secure payment methods. Retailers should also concentrate on enhancing the functionality of their website, making it user-friendly, and making sure that their pricing and policies are transparent.

With the expansion of e-commerce in India, it is critical to comprehend the variables that affect consumer attitudes towards online purchasing. Online shoppers' attitudes regarding e-commerce purchases were found to be influenced by several factors, including trust, convenience, security, and product information (Jusoh & Ling 2012). Online shoppers were more likely to have a good attitude if they trusted the e-commerce platform, found it easy, thought it was secure, and had access to comprehensive product information. to investigate consumer awareness and the factors

that influence Indian consumers' use of internet shopping (Kavitha 2015). Consumer awareness and attitudes regarding online shopping were largely positive, but there were still some obstacles to adoption, such as a lack of trust, security worries, and a preference for traditional brick-and-mortar stores. It also discovered several factors that influence whether or not people shop online, such as convenience, product variety, cost, and usability. E-commerce businesses may adjust their services and enhance consumers' overall online purchasing experiences by better understanding these drivers.

Easy access, reliability, safety, product knowledge, and social impact are a few of the important elements that have been identified as influencing consumer behavior in India's online purchasing market. (Kaur & Kochar 2018). Customers were more inclined to shop online if they found it easy, trusted the e-commerce platform, believed that their financial and personal information was secure, had access to comprehensive product information, and had been influenced by social considerations. The analysis did point out that there were still certain adoption hurdles, such as a lack of awareness, a lack of trust, and a preference for traditional retail. Silpa et al. (2016) revealed how people in India felt about online buying .It had been found that the most significant elements affecting consumer behavior towards online buying were convenience, simplicity of use, and a wide selection of goods. Consumers' concerns about product quality, authenticity, and after-sales service were also discovered. To increase customer loyalty and trust, retailers should concentrate on enhancing these areas of their customer service. Retailers should concentrate on delivering a customized buying experience, utilizing data analytics to deliver specialized recommendations, and making sure that the purchasing process is fluid across all devices.

Perceived interaction, which is a key influencer of consumer behavior in the online

environment, can result in e-loyalty, according to Cyr et al. (2009). In order to describe how e-loyalty is a result of perceived involvement and how this influences how consumers behave when shopping online. This shows that customers may respond cognitively and emotionally to perceived involvement. Affective reactions describe the feelings that consumers have while buying online, and cognitive responses describe the ideas and opinions that consumers have regarding the experience. The development of e-loyalty was emphasized as requiring both cognitive and emotive reactions.

Conclusion

In conclusion, e-commerce has had a substantial impact on consumer behavior in India, particularly with regard to online buying. The ease of use, accessibility, and range of goods provided by e-commerce platforms have completely changed how Indians purchase, spurring an unheard-of expansion of the sector. The increase in online buying in India is one of the most notable consequences of e-commerce on consumer behavior. Factors including rising mobile device use, expanding digital payment choices, and rising internet penetration have all contributed to this development. As a result, conventional brick-and-mortar stores are now under pressure to change with the times or face losing business to online rivals. The rising importance of online shopping in India is another notable impact of e-commerce on consumer behavior. Due to the abundance of possibilities available online, e-commerce companies have been forced to concentrate on giving its users frictionless, personalized, and interesting experiences. This has sparked the development of novel technologies like chatbots, virtual reality, and augmented reality, all of which are intended to improve the experience of online purchasing. Overall, e-commerce has transformed Indian consumer behavior, and the sector is expected to experience considerably more growth in the years to come. We may anticipate more changes in how Indians shop



and consume goods and services as more Indians go online and as e-commerce platforms continue to innovate. In the end, it will be up to merchants to adapt to these changes and give their clients the goods, services, and experiences they desire.

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