



A Study on Impact of E- Commerce on Consumer Buying Behavior

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ABSTRACT

E-commerce doesn't solely entail conducting business online. In this age of internet technology, it's transforming our way of life. The success of e-commerce is continuous and increasingly vital for businessmen to keep up with current trends because technology shifts, influencing consumer behavior. Consumer behavior wields significant influence over the realm of e-commerce, which extends beyond mere online transactions. Electronic commerce holds a more profound and extensive impact than we currently perceive due to the concurrent information technology revolution and other trends, particularly the globalization of business. The emerging era of global e-commerce is giving rise to an entirely new economy, poised to have a profound impact on our lives, alter competition in various sectors, and reshape the world economy.

Keywords : E-commerce, Consumer Buying Behavior, Online Grocery Shopping

Introduction

The Internet, an extensive global communication network, connects people worldwide, facilitating the sharing of information, ideas, and opinions. It has a profound impact on our daily lives and revolutionizes the business landscape. The Internet not only transforms how businesses operate but also influences consumers' purchasing decisions. Numerous companies have embraced e-commerce to cut market expenses, resulting in lower product and service prices. It aids business professionals in comprehending customer preferences, choices, and requirements for goods and services. The Internet empowers consumers to gain deeper insights into products and services while providing access to both positive and negative feedback from other consumers. E-commerce stands as one of today's significant industries, with nearly 90% of companies having websites, even if they do not offer e-commerce services.

The e-commerce sector stands at the forefront, with numerous research studies delving into its influence on consumer behavior. As technology evolves, consumer lifestyles, standards of living, preferences, choices, needs, and purchasing habits also undergo transformations. The primary objective of this research is to gain insights into how technological advancements shape consumer purchasing behavior. E-commerce companies can leverage this study to comprehend consumer desires and requirements, thereby staying attuned to prevailing market trends. This investigation examines both the positive and negative aspects of consumer behavior, as both facets equally impact consumer purchasing choices.

Online shopping in India

The inception of the internet in India in 1995 marked the birth of online shopping. Online shopping gained popularity during the years 1999 and 2000. The first e-commerce website in India was introduced by K. Vaitheeswaran. The online market in India is divided into various sectors such as net banking and travel and tourism. Notable online shopping platforms in India include Amazon, Big basket, Myntra, Flip kart, Snapdeal and more. The growth of online shopping has significantly contributed to the country's development.

Statement of the study

This study aims to explore how e-commerce affects consumer purchasing patterns in Coimbatore district and to identify the factors that shape consumers' decisions to buy groceries online in the same area. To comprehend the drivers behind consumers' online grocery shopping in Coimbatore district, we utilized structural equation modeling via Smart PL software, amalgamating factor groups from various dimensions of employed women's buying behavior. In this research, we scrutinized both the favorable and unfavorable aspects of consumers' behavior when they make purchasing choices. When it comes to making a purchase decision, both positive and negative attitudes exert an equally significant influence.

Objective of the study

1. To investigate how e-commerce affects the purchasing patterns of consumers residing in Coimbatore district.
2. To gain insights into the elements that sway consumers' decisions to buy groceries online within Coimbatore district.
3. To pinpoint the e-commerce platform that garners the highest preference among consumers in Coimbatore district.
4. To determine whether or if consumers prefer one type of payment arrangement over another when doing their buying online.

Research Hypothesis

H0: E-commerce has no influence on customer purchasing habits.

H1: E-commerce significantly affects customers' purchasing patterns.

Scope of the study

The popularity of e-grocery is on the rise in India, suggesting that online shopping may eventually overshadow traditional offline shopping. While offline shopping will persist, the emergence of online shopping has the capacity to transform consumer purchasing habits. This research aims to gain insights into consumer behavior regarding online shopping and explore the factors that drive consumers to choose online platforms for grocery shopping. This investigation strives to uncover the aspects of e-shopping that consumers find unfavorable and those that they appreciate. This study endeavors to identify the characteristics of e-shopping that are disliked by consumers and the qualities of online shopping that are favored.

Research Design and methodology

1. **Primary Data:** These are the facts or data that have been gathered from other reliable sources, or the data's original source. Primary information gathered for this project report came from a 95 respondents in the Coimbatore district make up the sample size.
 2. **Secondary Data:** Data that is already in existence is referred to as secondary data. Secondary data was gathered for this project report from books, the internet, and current literature.
- **Sampling method :**

In this investigation, stratified random sampling was used.

- **Sample size:**

In the Coimbatore district, 95 respondents were selected as the sample size for this study.

- **Analysis of data:**
 - To ascertain the link between two or more series, percentage analysis is used.
 - The Chi Square test is used to test a hypothesis.
- **Limitation of the study:**
 - ❖ study primarily focuses on the purchasing habits of online consumers.
 - ❖ The Coimbatore district is the sole focus of the survey.
 - ❖ In this study, there was no personal presence because the questionnaire was based on a Google form.
 - ❖ Another flaw in this study was that the majority of the Responses to the survey were rather sloppy.

Review of literature

Prof. Ashish Bhatt (2014): - In a research study conducted on "Consumer Attitudes toward Online Shopping in Selected Regions of Gujarat," it was found that 49.5% of users from both regions agreed that the information displayed online about products was adequate. The analysis revealed that a substantial 32% of users strongly believed that online transactions were secure. Interestingly, 46.5% of users in both regions preferred to make payments via cash on delivery. Furthermore, 29.5% of users in both regions had purchased computer accessories. Approximately 40.5% of users from both regions made online purchases exceeding Rs. 2500. Notably, the mean value of computer accessories was calculated at 2.83, indicating a high level of statistical significance. In conclusion, the researcher observed that online shopping was experiencing a surge in popularity, particularly among the younger generation, and had gained equal traction across various age groups.

Dr. Kanjer Hanif (2015):-The objective of this study was to assess the typical expenditure of consumers on online grocery platforms. Both primary and secondary data sources were utilized by the researcher. The questionnaire method served as the means of data collection. This investigation revealed that consumers spent less than Rs. 2700 on online portals, indicating a relatively modest amount spent on internet shopping. This trend may be attributed to concerns such as a lack of confidence or unfamiliarity with the platform. Additionally, this research sought to determine the average monthly frequency of visits to online grocery websites. Respondents most frequently visited these portals around 3.34 times per month, reflecting a lower frequency. The majority of individuals who favored online shopping fell within the age bracket of 20 to 40, as found in this study. Given these findings, the researcher recommended that the marketing department employ online advertisements to boost portal visits

Dr. P Balasubramaniam (2016) This research aimed to explore how people perceive online shopping. The survey results indicate that most individuals prefer online shopping, despite encountering some challenges. The majority of respondents expressed a preference for online shopping, even though they experienced certain difficulties. The consensus among participants is that online shopping will see greater demand than offline shopping in the near future. Consequently, there is a broad shift towards online marketing. In the forthcoming years, a rising number of individuals favor the option of paying with cash upon delivery over using net banking. The majority of respondents express support for encouraging others to embrace e-shopping. A significant portion of the population refrains from online shopping due to concerns about product quality, reluctance to share credit card information, and a preference for traditional shopping methods. The increasing attraction of a large segment of the population toward online shopping sets the stage for significant opportunities for today's and tomorrow's marketers.

Budresha C.E. :- (2018) After conducting a research study on "Consumers' Perception of Online Shopping," it was found that most participants appreciated the quick access to a diverse range of products offered by online shopping. Respondents commonly cited the advantages of online shopping, including the option of cash on delivery and the ease of product replacement. In conclusion, the researcher asserts that online shopping empowers customers to make purchases from anywhere in the world, offering numerous benefits such as cash on delivery, hassle-free returns, convenience, rapid refunds, time-saving, and secure product delivery, all while maintaining confidentiality. The online platform also allows customers to explore products before making a purchase and conduct thorough research, enhancing their confidence in their buying decisions. In her 2021 study titled "Belief And Perceived Risk in Online Shopping - A Pragmatic Investigation," Lissy N.S. emphasized the crucial role of building trust online for vendors to thrive in the E-commerce landscape, where transactions tend to be more impersonal and anonymous, as it significantly impacts consumers' purchasing intentions. Customers may avoid transactions if they do not trust online providers enough because they are concerned about the hazards involved.

Dr. Bhuvana venkatraman (2022):- It was discernible from the study on "Customer Perception towards Online Shopping" that most people hold a favorable view of online shopping, even when faced with specific challenges. A prevailing belief among individuals is that online shopping will surpass traditional purchasing in the foreseeable future, according to the majority. Consequently, it is anticipated that internet marketing will extend its influence more widely in the upcoming years.

Analysis and Interpretation

Table showing the gender of respondents

Gender	Respondents	Percentage
Male	46	46.38%
Female	50	53.62%
Total	96	100%

Interpretation

According to the aforementioned statistics, out of the 96 respondents, 53.62% were women and 46.38% were men

Table showing age of the respondents

Age	Respondents	Percentage
20 – 30 years	82	84.73%
30 – 40 years	7	7.62 %
40 – 50 years	5	5.41%
Above 50 years	2	2.24%
Total	96	100%

Interpretation

From the total respondents, the table above reveals that 84.73% were between 20 and 30 years old, 7.62% were between 30 and 40 years old, 5.41% were between 40 and 50 years old, and just 2.24% were respondents who were 50 years or older.

It indicates that the majority of survey participants were between the ages of 20 and 30.

Table showing the preference for online shopping

Preference of E-shopping	Respondents	Percentages
Yes	91	95.64%

No	5	5.36%
Total	96	100%

Interpretation

According to the aforementioned table, 95.64% of all respondents favoured internet shopping, with only 5.36% disagreeing. Consequently, most respondent

Table showing most preferred E – shopping app and sites

E-shopping sites	Respondents	Percentage
Amazon	79	81.2%
Big Bazaar	17	17.8%
Wal – mart Grocery	6	6.4%
Flip kart	76	76.2%
Big Basket	15	15.3%
Other (mynta)	15	15.5%
(Nykaa and purple)	5	5.2%
(On door and gofer)	4	4.3%
(Ajo)	3	3.2%
(Koovs and symtten)	3	3.1%
Total	96	100%

Interpretation

According to the aforementioned table, the majority of respondents buy goods and services from Amazon and Flipkart. The most reliable brands are Flip kart and Amazon, according to this. The next most user-friendly websites and apps are Big Bazaar, Big Basket, and Mynta.

Table showing the frequency of e – grocery purchase

Options	Respondents	Percentage
Always	6	6.17%
Often	16	16.25%
Sometime	40	42.06%
Rarely	18	19.11%
Never	16	16.41%
Total	96	100%

Interpretation

According to the aforementioned table and illustration, just 6.17% of respondents always purchased groceries online, while 42.06% of respondents did so o data indicates that the majority of the total respondents occasionally purchase groceries online.

Findings

- According to the report mentioned above, young individuals between the ages of 20 frequently shop online. data gathered within the past 30 years are more likely
- According to this poll, the two main online shopping platforms that respondents prefer are Amazon and Flip kart.
- The majority of respondents to this poll believe that purchasing groceries online is advantageous to purchasing them from an offline store and that it is also less expensive. than purchasing offline.
- The information gathered above also showed that the most important variables for purchasing decisions are price, delivery time, freshness, product quality, speed, and time savings.
- consumers make decisions on their online grocery purchases. According to the information gathered above, most respondents are likely to agree to one condition: "If there were an annual membership fee but no delivery charges, how likely would you be to buy groceries online?"
- This study also demonstrates that the majority of respondents steer clear of products if they are unaware of them or because of an unidentified production process.
- products handled improperly during delivery.
- This study reveals that the online shopping platform provides rewards and discounts. Additionally, it was shown that the majority of respondents preferred paying for their online purchases using cash on delivery.

- The aforementioned survey also reveals that the majority of respondents believe that shopping platforms and e-payment security
- This study also demonstrates the significant drawbacks of online purchasing, like the inability to touch and feel things, bad return policies, incorrect product deliveries, a lack of post-sale services, etc.

Suggestion

Based on the preceding analysis, it becomes evident that factors like time-saving, convenience, product variety, quality, speed, and more play a pivotal role in swaying consumers towards online grocery shopping. Furthermore, the study reveals that when consumers encounter difficulties in locating information about particular products or services, they tend to refrain from making a purchase decision. Therefore, it is essential for e-commerce platforms to be designed in a manner that allows consumers to effortlessly access information pertaining to specific products and services that they seek. As indicated by the analysis above, it is apparent that consumers' decisions to shop for groceries online are influenced by factors such as time efficiency, convenience, product diversity, quality, speed, and other variables. Additionally, the research findings emphasize the importance of consumers being able to easily obtain information about specific products or services. In cases where such information is not readily available, it can deter consumers from making a purchase decision. Consequently, e-commerce platforms should prioritize user-friendly designs that facilitate quick access to information regarding specific products and services. The analysis presented earlier underscores the significance of various factors, including time-saving, convenience, product variety, quality, speed, and more, in shaping consumers' preferences for online grocery shopping. Moreover, the study highlights that consumers may opt against making a purchase if they struggle to find information about particular products or services. Therefore, it is imperative for e-commerce platforms to be structured in a way that enables consumers to easily locate the information they seek regarding specific products and services.

To raise awareness, the company should utilize various advertising channels to promote its shopping stores, products, and services. When making decisions about e-grocery purchases, freshness and quality hold significant importance. Therefore, the firm should employ refrigerator cool boxes to maintain the freshness of grocery items. Online shopping's primary drawback is the inability to physically inspect products. While many consumers still prefer to see items before buying, efforts should be made to shift this consumer perspective by educating them on the benefits of online grocery shopping. Instead of following the traditional e-commerce route, the company could initially partner with an established online retailer. The firm should also educate its customers about safe online shopping practices, such as reading product listings, checking seller feedback, asking questions, recognizing phishing emails, and staying informed about emerging online threats. In a rapidly evolving technological landscape, consumer behavior undergoes constant changes. To gain a deeper understanding of consumer preferences, desires, choices, and more, the company should continually assess consumer behavior through surveys and feedback.

Conclusion

The Indian e-commerce market has witnessed substantial growth in the past two decades. This can be attributed to the rising utilization of internet access and widespread mobile phone usage. Additionally, the increasing acceptance of online shopping, along with favorable demographics, has reshaped the dynamics of how businesses engage with and serve consumers, fundamentally transforming India's e-commerce landscape. The continuous prominence of the Internet in facilitating information exchange and interpersonal connections has generated heightened demand for markets that have embraced online services, particularly in regions where online retailing is a relatively recent phenomenon.

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