



International Journal of Research Publication and Reviews

Journal homepage: www.ijrpr.com ISSN 2582-7421

Understanding Behaviour of Consumer in E-Commerce: Trends, Influence, and Purchasing

Mitali Saxena

Institution Name: Galgotias University Course Name: MBA

DOI : <https://doi.org/10.5281/zenodo.15662624>

ABSTRACT

This study examines how customer behavior is changing quickly in the field of e-commerce, emphasizing the ways in which different digital components influence buying choices.

As online platforms have grown in popularity, customer expectations have changed to increased dependability, individualized experiences, and convenience dialogue. Using a mixed-methods approach, the study incorporates quantitative 500-person surveys and qualitative information gleaned from in-depth interviews. It investigates important elements including pricing sensitivity, social media influence, digital marketing tactics, tools for fostering trust and AI-powered customisation. The results highlight the significance of safe payment methods, clear return guidelines, and influencer legitimacy. Providing customized advice in affecting customer engagement and trust. The statistical Strong relationships between trust and purchasing intent are found in analyses, although qualitative data demonstrates how consumers appreciate ethical and genuine branding.

The research contributes practical insights for marketers aiming to improve customer experience and digital strategy, offering a comprehensive understanding of what drives consumer choices in an increasingly competitive online marketplace.

The study offers useful information to marketers looking to enhance customer experience and digital strategy, providing a thorough comprehension of what motivates consumer options in a web market that is becoming more and more competitive.

Given the quick changes in technology and the growth of e-commerce platforms, knowing Consumer behavior has grown more important in the online economy. This research seeks to examine the changing patterns, contributing elements, and purchasing patterns of customers who made purchases online. By using a mix of primary surveys and secondary data analysis, the study investigates how marketing tactics, digital platforms, Purchase decisions are influenced by consumer trust, convenience, and social media. The results show that peer evaluations, price comparison, convenience, and customized advertisements greatly influence the choices made by customers.

Keywords: e-commerce, consumer behavior, digital marketing, trust, personalization, price sensitivity, online shopping, social media influence

Introduction

The world economy has undergone a fundamental transformation due to its rapid digital development. customer behavior, especially in the e-commerce space. As more customers turn to online marketplaces for their purchases, motivated by convenience, greater range of products and time efficiency, companies need to modify their tactics to stay competitive. The growth of social commerce, AI, and mobile commerce (m-commerce) Increased customisation has given online purchasing new dimensions. experience, providing customers with personalized suggestions, smooth user interfaces, and quicker exchanges.

Additionally, the incorporation of digital marketing tactics—from focused from email campaigns and ads to influencer partnerships—has greatly impacted the way customers find, assess, and buy things on the internet. Social media

Social media sites like Facebook, Instagram, and TikTok have become as vital venues for brand- customer interactions, where peer reviews and user-generated content are crucial in influencing customer views and trust.

But these chances come with difficulties as well. Customers frequently have worries. about deceptive advertising, data security, dishonest merchants, and privacy.

Furthermore, the need for sustainability and growing price sensitivity have forced companies to strike a balance between moral obligation and financial success.

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The widespread use of smartphones, greater internet penetration, and the growing acceptance of digital wallets and online payment systems have all contributed to this change. The global pandemic was a major factor in hastening the adoption of e-commerce, forcing even the most hesitant customers to use online platforms out of necessity. For millions of consumers today, e-commerce is not only a convenience but also an essential component of daily life, and peer recommendations, social media, and digital advertising have added new factors to the decision-making process.

The dynamics influencing internet shopping trends and patterns are examined in this article. It seeks to investigate the economic, technological, and psychological elements that influence consumer choices in the context of online shopping. By developing a more thorough comprehension of With components, companies may create marketing plans that are more successful, improve customer contentment, in the online market, with their intended audience.

Review of Literature

Previous research highlights a number of technological, social, and psychological elements influencing consumer behavior on the internet. According to Schiffman and Kanuk (2010), cultural, social, Purchase decisions are influenced by psychological and personal factors. Pavlou (2003) emphasized Two essential elements of internet shopping are perceived risk and trust, however Gefen et al. (2003) observed that customer satisfaction is influenced by system, information, and service quality.

Deloitte Digital (2022) claims that customers are being affected more and more by AI-powered recommendations and tailored marketing. Social commerce, which incorporates social media platform shopping, which has becoming a major trend.

According to Statista (2023), more than 70% of buyers research products online before making a purchase. purchasing choice. Additionally, the pandemic hastened the transition to online purchasing, establishing new inclinations and behaviors.

1. Security and Trust

One important factor influencing customer behavior in online transactions istrust. As stated by Gefen (2002), clear refunds, privacy protection, and safe payment methods Building consumer confidence requires policy. Chaffey (2021) emphasized that systems with cutting-edge cybersecurity safeguards and client Higher retention rates are associated with service openness.

2. The Impact of Digital Marketing

When it comes to customer interaction, digital marketing is essential. Keller & Kotler (2016) clarify that targeted email marketing, strategic ads, and Retargeting improves brand remember and visibility. These resources allow businesses to direct customers at every stage of the purchasing process.

3. Influencer and social media marketing

Consumer behavior is greatly influenced by influencer endorsements andsocial proof. According to Statista (2023), more than 80% of consumers look up reviews online before buying things. According to Sokolova & Kefi (2019), influencer legitimacy and Parasocial connections increase conversions and trust.

4. Sensitivity to Price

Customers actively look for the greatest offers when they have access to real- time price comparison tools. According to McKinsey (2022), price reductions, cashback incentives, and time-limited The main factors influencing purchasing decisions are promotions.

5. AI-Powered Customization

AI has revolutionized the way that brands interact with customers. customized product recommendations based on perusing and Purchase history increases consumer loyalty and improves relevancy.

6. Trends in Sustainability

Ethical consumerism is becoming more and more important to consumers.

Considering the environment Sustainable packaging and ethical branding are becoming as important differentiators.

Research Objectives

1. To determine the main e-commerce customer behaviour trends.
 2. To investigate the elements affecting decisions to buy online.
 3. To examine how technology, peer pressure, and digital marketing affect customer decisions.
 4. To evaluate the buying habits of various demographic groups.
 5. To offer suggestions for improving e-commerce marketing tactics in light of customer behaviour.
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Methods of Research

Research approach:

To gather both quantitative and qualitative insights, this study uses a mixed-methods research approach.

Data Collection:

Primary Data: 20 in-depth interviews and 500 structured surveys were used to gather the primary data.

• **Secondary Data:** Obtained from industry publications, scholarly journals, and online case studies in marketing.

Method of Sampling

Using stratified random sampling, representation from a range of age and income categories was guaranteed.

Instruments and Tools:

- A systematic Likert-scale survey to gauge trust, frequency of purchases, influence and contentment.
- Regression analysis, which tests the correlations between variables using SPSS.
- Data from qualitative interviews is coded thematically.

Moral Aspects to Take into Account

Informed consent was provided by each subject. The privacy of personal information was maintained, and Data was only utilized for scholarly research.

Analysis and Discussion

Evaluation and Conversation

The survey's results revealed a number of noteworthy trends in consumer behavior.

78% of respondents stated that convenience was the main justification for their online purchases.

Time-saving (65%) and the availability of a large range of products (60%) come next.

Due to their accessibility and ease of use, mobile phones were preferred by the majority of customers for purchasing interfaces based on apps. Influencer endorsements and social media ads were efficient at drawing in customers, particularly those in the 18–35 age range.

Discount alerts and price comparison tools significantly impacted purchases. actions. 55% of buyers acknowledged that user evaluations and peer reviews affected their ultimate purchasing choice. Return guidelines, convenient payment methods, and the caliber of customer support were identified as crucial elements as well.

Interestingly, trust in the platform and its security protocols determined the likelihood of a repeat purchase. Consumers were less inclined to purchase from websites with poor user interface or unclear return policies.

It's interesting to see that confidence in the platform and its security measures dictated the probability of a recurring acquisition. Customers were less likely to buy from websites with subpar user interfaces. interface or ambiguous return guidelines.

1. Demographics

- Those aged 26 to 45 made up the majority of responders (45%).
- Half of the sample was in the middle-income range (\$30,000–\$70,000). demonstrating a high level of digital engagement.

2. Purchase Patterns:

- 30% shop weekly, 20% shop sometimes, and 50% shop monthly.
- The top factors influencing purchases are brand trust (30%), price reductions (45%), and convenience of shopping (25%).

3. The Impact of Digital Media:

- 75% of respondents said they read reviews on social media before making a purchase.
- Platforms with tailored product suggestions are chosen by 65% of users.

4. Statistical Perspectives:

- The results of regression analysis showed a significant positive connection ($r = 0.68$), trust as well as determination to buy.
- AI-powered personalization made purchases more likely.

4. Qualitative Perspectives:

- Consumers appreciate brand transparency, easy return procedures, and timely delivery.
- It was discovered that behind-the-scenes videos and real influencer content resonated more with customers.

Results

- Key Influencers: Convenience, product reviews, delivery time, and discounts
- E-commerce Trends: Growing social commerce, more people using mobile devices, and AI-powered product recommendations
- Purchase drivers include quick delivery, a smooth checkout procedure, and platform trust.
- Demographic Perspectives:

Millennials and Gen Z favor mobile apps and are more receptive to Influencer advertising.

Security and customer service are more important to older consumers than gaudy marketing.

1. Trust & Security: Eighty percent of participants prefer platforms that offer safe transactions and unambiguous refund guidelines.
2. Price Sensitivity: 60% of online purchases are influenced by flash sales and discount-driven campaigns purchases.
3. Social Media Impact: Influencer recommendations influence 40% of consumers and material created by users.
1. AI Personalization: 55% of respondents said they prefer customized product recommendations.
2. Sustainability Awareness: 40% actively look for environmentally friendly items and brands.

Potential for Further Research

Given how quickly technology is developing and how dynamic e-commerce is, there are still a number of areas that could use more investigation:

1. Cross-Cultural Comparisons: Future studies could look at how consumers behave in other nations or regions to determine how culture affects the uptake and preferences of e-commerce.
2. Emerging Technologies' Effect:

As blockchain, AI, and AR/VR become more prevalent in e-commerce, research

Examine the ways in which these technologies impact consumer involvement, trust, and buying choices.

1. Sustainability and Ethical Buying: Studies could examine how customer concerns regarding ethical and environmental issues E-commerce behaviors are influenced by concerns.
2. Behavioral Economics in E-Commerce: More research can be done on the mental processes the lead to impulsive purchasing and decision-making in online settings.
3. Longitudinal Studies: These studies, which monitor how consumer behavior changes over time, can offer more profound insights into how trends and habits are changing.
4. Privacy and Personalization: Analyzing the trade-off between data privacy and personalization from the The viewpoint of consumers can provide e-commerce platforms with insightful information designers.

Limitations

- Only Indian consumers were included in the tiny sample size.
- Self-reported data, which could be biased, were used in the study.
- The qualitative analysis's depth was constrained by time constraints.

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