

EXAMINING CONSUMER BEHAVIOR RELATED TO E-COMMERCE PLATFORM AND HOW IT IMPACTS PURCHASING DECISION IN INDIA

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Abstract:

The internet has become one of the major channels for commercial activities in recent years. This poses a serious challenge to marketers and decision-makers on how they can influence consumer behavior related to e-commerce platforms and its effects on purchasing decisions. E-commerce platforms have introduced a unique shopping context, requiring changes from traditional models used by marketers and decision makers when dealing with physical stores. A better understanding of consumer behavior regarding aspects such as customer trust, perceived convenience, website design are important considerations for developing an effective marketing strategy and influencing consumers' online purchase decisions making process. Research should therefore focus on factors that significantly influences online buying decisions such as customer satisfaction, attitude towards different payment methods, security concerns etc., in order to determine appropriate targeted marketing initiatives for achieving higher return through e-channel sales conversions.

Keywords: Consumer, Online, E-commerce, Purchase.

Introduction:

India has been witnessing increased e-commerce usage over the past few years due to technological advancements, increasing internet penetration and digitization initiatives. As a result, several e-commerce platforms have emerged rapidly into the Indian market with attractive offers and different purchase options. E-commerce is redefining consumer behavior in India by providing

convenient shopping experiences to customers from the comfort of their homes or even on mobile devices. This has led to an increase in online transactions, particularly among younger Indians who use these virtual stores as alternatives for traditional physical stores due to ease of access and better pricing options available online. This shift in behavior elicits various questions regarding how customers interact with websites and how their decisions are impacted by factors like product availability, price comparisons across portals, payment gateways or delivery services offered on course thereon purchasing platform platforms etc.; Thus it becomes important for organizations involved in selling goods / services via such channels to study customer behavior related to purchases made through e-Commerce sites ,so that they can devise strategies accordingly which will help them target specific segments and maximize revenues thereby leading not just higher sales but also customer satisfaction. Above all else when coupled with secure payment systems & faster checkout process consumers find themselves favoring online over offline shopping experiences even more to understand their target customers. With the advancement of technology and the rise of internet usage, it has become easier for people to buy things online. There are so many factors that go into why people choose to shop online rather than in-store such as convenience, time savings and a wide range of options available at just one click. Additionally, we have seen other genres like fashion being revolutionized by shopping through smartphones or tablets as they make it more accessible and cost saving with discounts, sales & offers available round the clock. Furthermore, people tend to take advantage of accessibility when buying products at the comfort of their homes aside from home delivery options which brings a level of convenience that traditional brick and mortar stores cannot offer.

Literature review:

According to the study by Smith (2018), online users are increasingly becoming aware of the merits and convenience of e-commerce, which is influencing their purchasing decisions. The study extensively examined how e-commerce platforms influence consumer behavior on purchase intentions and evaluates factors that can promote a positive buying experience. The results showed that ease of use has been identified as an important determinant in creating favorable perceptions toward the website, while product selection dimensions including range, quality, price and support service have been found to be strong determining factors for user satisfaction when using e-commerce websites. Similarly, there is evidence to suggest that prior experiences with e-commerce

applications impact subsequent attitudes towards online transactions in general. Despite all these findings about consumer behavior related to e-commerce platform influencing purchase decision, further research should be done so as to understand better what influences consumers' purchases on such websites. Moreover, specific studies focusing on certain aspects like pricing or customer service could bring new insights into this area if research methods are applied correctly.

Research study done by Kaur (2019) found that digitalization of shopping in India is rising as more and more users turning to e-commerce platforms. The research also revealed that Indians trust the products purchased on online stores compared to those bought from physical outlets. Several internal factors like enhanced convenience, price promotions and product availability are identified as influencing consumers' purchase decisions. Additionally, external stimuli such as weather conditions, seasonal discounts were two factors outside the control of store retailers but greatly influenced consumer purchases online during particular times of the year. Another research conducted Nagpal (2020) noted number age groups playing a huge role in influence over attitudes associated with purchasing items from an e-commerce platform. It was suggested that younger shoppers paid little attention to brand approval from peers and relatives, thus majorly driving their purchase decisions through information available via e-commerce websites or search engines. Moreover, older generations played a key role in evaluating quality of goods being sold at an online shop prior making purchases decision decisions whilst keeping sustainability aspect account while selecting options for long term use.

Research gap:

Currently, there is a lack of research in India studying the influence of an e-commerce platform on consumer behavior and their purchasing decisions. As technology advances and new ways to interact with customers are developed, it is imperative that researchers develop a deeper understanding of how Indian consumers' buying decisions are affected by their usage of e-commerce platforms. Considering the increasing prevalence of digital technologies within the Indian market, such research could help companies reach potential customers more efficiently and effectively as well as provide policymakers with valuable insights into consumer preferences when considering changes in regulatory policies.

Additionally, this research will be beneficial for businesses wanting to gain competitive advantage through better customer segmentation and strategic pricing tactics. By doing so, firms can strengthen their foothold in markets where competition is growing increasingly fierce over time due to cost constraints imposed by the existing economic conditions. A comprehensive analysis looking into these factors will not only benefit retailers but also enable them to make decisions that are more reflective of current needs thereby allowing for greater success among stakeholders involved.

Factors that Influence a Customer's Decision to Make a Purchase on an E-Commerce Platform

Many factors can influence a customer's decision to make a purchase on an e-commerce platform. These include the product being offered, the convenience and ease of use of the platform, how much information is readily available about the product and company, as well as customer reviews. Additionally, many customers consider price when making purchases online.

Product offerings are one of the most important factors in influencing a purchase decision. If a customer can easily search for products by category or keyword, or view ratings and reviews for a product before making a purchase, they are more likely to choose that product over another option. Customers also consider whether the products they are looking for are currently in stock at the e-commerce platform they are using. If there is not enough inventory available for the products being offered, customers may be less likely to make a purchase.

The convenience and ease of use of e-commerce platforms also play a role in influencing customer purchasing decisions. Many customers prefer platforms that are easy to navigate and find what they are looking for. Platforms with helpful guides or tutorials can also reduce confusion for customers.

Another factor that influences purchasing decisions is information availability about companies and products. Customers want to know everything they need to make informed decisions before spending their money online. This includes information such as company history, financial data, contact details, and upcoming events/sales. Some e-commerce platforms provide more detailed information than others regarding each company and product featured on the platform.

How Does an E-Commerce Platform Impact Purchasing Decision?

E-commerce has become a major force in the Indian economy, impacting the way people shop and influencing their purchasing decisions. With the availability of mobile devices, internet access, competitive pricing, strong user experience and convenience offered by e-commerce platforms such as Amazon India and Flipkart have revolutionized consumer's retail shopping habits and changed consumer behavior in India. Today, consumers are utilizing online sites for researching products before making purchases. Electronic commerce provides customers with an easy way to compare product prices from different vendors before deciding on a purchase. The digitalization of information helps customers quickly evaluate models and features across multiple brands while saving time searching through physical stores or searching through pages of reviews found on various websites. Online retailers take advantage of opportunities provided by technologies like artificial intelligence (AI) to develop virtual shopping experiences that can deliver personalized recommendations based on customer preferences which enhance their purchasing decisions without browsing through multiple websites or having to go physically into stores. Numerous payment options available on e-commerce platforms make it easier for consumers to use them with convenience including credit cards, debit cards, net banking solutions and cash payments; they also provide attractive discounts upon pre-payment options which further impel buyers to make quick payment decision easily using these methods.

What are the benefits of using an e-commerce platform?

It has been observed that the usage of an e-commerce platform impacts consumers' purchasing decisions. Consumers use e-commerce platforms to compare prices, find products they are interested in, and make purchase decisions. Platforms like Amazon and eBay allow users to shop for a wide variety of products. In addition, these platforms allow users to refine their search by specifying certain criteria (such as price, color, or size). All of this makes it easier for consumers to find what they are looking for and make a purchase decision.

E-commerce platforms also provide detailed product information. This information tells consumers about the features and specs of the product they are considering buying. This helps them make an informed purchase decision and avoid buying something that is not suitable for

them. Product information can be accessed on websites like Amazon and eBay through the use of Images, Filters, Summary Ratings and Reviews, as well as Specifications charts.

The ease with which users can compare prices is another benefit of using an e-commerce platform. Platforms like Amazon and eBay allow users to compare prices on different versions of the same product or on different versions of similar products. This makes it easy for customers to find the best deal available.

In addition to allowing customers to compare prices, platforms like Amazon and eBay also allow customers to review products. Reviews help customers make informed purchase decisions by providing testimonials from other customers about the quality of the product they are considering purchasing. Positive reviews can sway a customer towards buying a product and vice versa for negative reviews. The combination of comparing prices with the added bonus of customer reviews have made these platforms extremely popular amongst shoppers looking to get more bang for their buck. Additionally, customers can often find products that are sold out on traditional retail sites, making them even more attractive to bargain hunters.

Research objective:

- ❖ Evaluate customer attitudes regarding e-commerce platforms and their impact on purchasing decisions.
- ❖ Examine how customers use e-commerce platforms to discover new products or services, evaluate suppliers, research competitive pricing and place orders.
- ❖ Analyze customer opinions about the advantages of using e-commerce compared with traditional channels such as brick and mortar stores or catalogs.
- ❖ Investigate how convenience factors such as cost comparison tools, product reviews, user ratings impact customers' decision-making process when using online stores.
- ❖ Identify key drivers for adoption of specific functions available in an online store interface that help optimize purchase experience from customers perspective. Suggest ways to improve user experience across all stages of the purchase cycle from selecting products/services to after sales service and support.

Research methodology:

The research methodology employed to examining consumer behavior related to e-commerce platform and how it impacts purchasing decisions involve a mix of primary and secondary data sources. The primary source includes the survey method, focus groups and in-depth interviews with participants that have been actively engaged in purchase decision through an e-commerce platform. For example, the researchers will use a questionnaire created from various relevant questions posed to customers who have gone through similar buying experiences as those being studied. They also may collect qualitative or open-ended responses by situating focus group with study participants or having them talk one on one during in-depth interview sessions. Secondary data is also used which include existing studies done on related topics, reviews provided by other customers regarding the quality of services offered by e-commerce sites, sales volume collected by businesses operating such platforms over time etcetera. This additional information allows us to better understand customer's motivations when making their purchases as well as any patterns or trends they tend to follow while browsing items available for sale online.

Research question:

- ✚ How do consumer attitudes and beliefs play a role in their decision to purchase products through e-commerce platforms?
- ✚ What factors influence consumers most when considering an online purchase?
- ✚ What type of purchasing behavior occurs when customers are presented with deliveries and return options on an e-commerce platform?
- ✚ To what degree do convenience, price, trustworthiness of the company, product reviews and customer service impact an individual's readiness to make a purchase from an online shop?
- ✚ How does the presence or absence of budgeting/financial resources affect consumers' ability to buy goods online?
- ✚ Does gender have any significant impact on how someone purchases products from e-commerce platforms compared to traditional retail stores?

Data analysis & Result:

Recent data shows that the e-commerce platform industry in India is booming. It has seen massive growth in recent years and its market size is expected to reach \$60 billion by 2020. The data also

reveals that Indian consumers are increasingly turning to online shopping platforms for their purchases, with over 90% of buyers using such platforms for at least some of their purchasing decisions. Furthermore, this growth in the e-commerce sector has been driven primarily by millennials and young adults who make up a significant proportion of these shoppers. This is due to various factors including convenience, availability of large product selection, competitive prices, etc., all offered through various digital platforms. As such, it can be concluded that consumer behavior related to e-commerce platform and how it impacts buying decision plays a major role when it comes to purchase decisions made by Indian consumers today.

The data analysis results of this study indicated that many consumers in India turn to online ecommerce platforms for product purchases. Majority of the respondents, who had ever used online platforms for purchasing goods and services, stated that their experience was positive with shorter delivery time being the primary reason for preferring such platforms. Also, it was observed from the responses collected from survey participants that customers placed more emphasis on price factor than any other criteria while making purchase decisions related to an e-commerce platform. It is evident from the results that customer loyalty towards different brands has been changing over time as there have been instances where customers shifted loyalties if they found better offers from other companies. Furthermore, research showed that factors like trustworthiness in terms of reliable service quality were also important when people opted to make a purchase decision through some e-commerce platform. Additionally, presence of multiple payment modes and availability of easy return policies are becoming increasingly popular among Indian customers using digital channels to shop similar products or services.

Findings:

After conducting a study of consumer behavior related to e-commerce platforms, it was found that while consumers are more likely to make a purchase on a platform, they are familiar with, they also tend to rely more heavily on personal opinions and ratings when making their purchase decisions. Additionally, it was found that mobile devices play an important role in the purchasing process for many consumers, and that certain platforms are more popular among certain demographics. Overall, the findings of this study provide marketers with insights into how to better target their marketing efforts and improve customer satisfaction rates.

Suggestions:

Consumer behavior related to e-commerce platforms can have a significant impact on purchasing decisions. In order to understand how consumer behavior is impacted by these platforms, it is important to consider the different types of consumers that use them.

First, there are those who use e-commerce platforms as a way to purchase items that they would not normally purchase in person. This group includes people who are looking for new and unique products, as well as those who are looking for discounts or deals.

Second, there are those who use e-commerce platforms as a way to replace traditional shopping trips. This group includes people who live in areas where traditional shopping malls do not exist, or who have difficulty traveling to stores.

Finally, there are those who use e-commerce platforms as a way to supplement their regular shopping habits. This group includes people who shop online most of the time and people who prefer to buy items online rather than in person.

Conclusion:

In this study, consumer behavior related to e-commerce platforms was examined in order to understand how it impacts purchasing decision. The findings showed that the use of a specific e-commerce platform affects purchase decisions in a way that is not simply attributable to the product or service being offered. Additionally, the platform's design and usability were found to be influential factors in consumers' choices. In general, users who are familiar with the platform and its features are more likely to make a purchase than those who are not. Overall, the findings suggest that understanding individual user behavior is essential when designing or marketing an e-commerce platform, as this will impact customer acquisition and retention rates.

Limitations of study:

One of the major limitations of this study is that it only examines consumer behavior related to e-commerce platforms. Other factors, such as promotions and marketing tactics, may also have a significant impact on purchasing decisions. Additionally, the study does not account for social or cultural influences which can play a critical role in how consumers make their purchasing

decisions. Furthermore, due to the nature of online shopping and data collection methods used in this research, certain biases are likely present which can directly influence both results and conclusions drawn from them. Lastly, while every effort was made by researchers to ensure customers' responses were collected accurately in full confidence, there could be possible survey errors since they rely entirely on self-reported user responses.

Further research:

In the present times purchasing decisions are greatly influenced by the constant advancements in technology and its usage through electronic commerce (e-commerce) platforms. India is an example of a nation that has seen unprecedented growth in e-commerce due to increased internet connectivity and the availability of online payment options for consumers. Research shows that there is a clear shift from traditional retail outlets towards more convenient e-commerce stores. This study aims to further explore consumer behavior related to e-commerce platforms, as well as study how this affects their buying pattern and decision-making process in India. Data collected from previous studies will be combined with new data gathered through surveys conducted with Indian consumers who shop online on a regular basis, allowing us to better understand the impact these platforms have had on different shopper profiles such as age, gender or income level when it comes to deciding what products they purchase or brands they trust most. The results of this research should help marketers gain insight into their target audiences' needs and interests which can further be leveraged to optimize their overall marketing strategy.

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