

Online Consumer Behavior: Digital Platform

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Abstract:

With Online product reviews are now a valuable source of information that can affect consumer decisions due to the growth of social media and digital media. Online product reviews can be found by consumers on a number of platforms, such as the websites of online retailers, e-commerce sites, brand websites, blogs operated by brand communities, and independent review sites. These assessments have developed into a potent tool for sales and marketing that can affect consumers' decisions to buy products. To disentangle the influence of different online reviews on consumer intentions and purchasing behaviour, the relationship between consumer reviews and consumer behaviour has been studied.

The tremendous growth in retail marketing and increased internet penetration in India has resulted in a major shift in consumer purchasing behavior. Customers favor online shopping over traditional shopping methods due to easy access to internet services, ease of use, and the availability of a wide range of products. E-retailers intend to analyze customer behavior, preferences, and expectations about online purchasing in order to develop marketing strategies that meet those needs and preferences. The current study examines customer behavior in relation to online purchasing and provides e-tailers with useful insights for developing marketing strategies. Overall, the research emphasizes the importance of online product reviews and consumer behavior analysis for effective digital marketing strategies.

Consumer behavior has changed as a result of the rapid growth of e-commerce and the digital environment, driving a shift to online purchasing. This study tackles the dearth of thorough analysis that takes into account the numerous variables impacting online customer behavior. While different areas have been studied in previous study, a comprehensive understanding is still necessary. Additionally, businesses who want to communicate with their tech-savvy clients effectively have continual problems due to the changing nature of technology and new trends.

This study aims to fill these gaps by looking at the numerous factors impacting online customer behavior, identifying shopping patterns, and forecasting emerging trends. The research advances scholarly knowledge of online consumer behavior and has practical implications for businesses aiming to maximize their e-commerce operations in an increasingly digital world. In summary, this study contributes to our understanding of this critical field of research and provides information that can be used by businesses to meet the evolving needs and preferences of online customers.

Keyword: Consumer Behavior, Online Shopping, Online Consumer Behavior, Digital Shopping

Introduction:

Consumers' actions and choices when shopping online are referred to as online consumer behavior. This includes a wide range of activities such as browsing, product research, buying choices, and post-purchase

activities such as reviews and feedback. Consumer behavior in this area has become increasingly complex and nuanced as online shopping has become an integral part of modern living. Consumers have more choices than ever before when it comes to purchasing goods online, thanks to the rise of e-commerce platforms, mobile shopping apps, and social media shopping.

Understanding online consumer behavior is critical for businesses to market and sell their goods successfully online. This necessitates a thorough knowledge of customer motivations, preferences, and decision-making processes. Personal preferences, social influences, regional differences, and situational variables all influence online consumer behavior. Artificial intelligence, virtual and augmented reality, and mobile devices have all played significant roles in shaping consumer behavior toward online purchasing. Understanding and analyzing consumer behavior in this space will become increasingly important for businesses seeking to flourish in the digital marketplace as online purchasing grows in popularity and importance. Knowing the needs and motivations of online shoppers allows businesses to tailor their marketing strategies, optimize their online purchasing experience, and ultimately boost sales and customer loyalty.

Statement of Problem

Consumer behavior has substantially changed as a result of the development of the internet and its subsequent incorporation into numerous facets of daily life. The trend toward online consumer behavior, where people increasingly favor digital platforms for their shopping needs, is one of the significant changes. The importance of comprehending the dynamics of online customer behavior has increased due to the accelerated rise of e-commerce and the global COVID-19 epidemic.

Nonetheless, despite the phenomenon's clear importance, there is still a lack of a comprehensive and up-to-date understanding of the factors influencing online customers' shopping behaviors and the implications for businesses. Numerous studies and research projects have investigated specific themes, such as website usability or the impact of social media on shopping decisions. However, a thorough and persuasive analysis that considers a broader variety of variables and how they intimately interact to influence online consumer behavior is still required.

Furthermore, businesses trying to adapt and optimize their strategy continue to face difficulties due to the quick development of technology and the e-commerce market. Businesses must understand emerging trends and their possible impacts on consumer behavior in order to stay competitive and successfully engage with their target audience in an increasingly digital and connected environment.

By carefully examining the multiple elements impacting online consumer behavior and predicting future trends, this research aims to fill these knowledge gaps. By doing this, this study hopes to offer beneficial insights for both businesses and researchers, leading to a deeper understanding of online customer behavior and offering guidance for the success of ecommerce.

Research Objective:

- To study the overview of the customer behavior.
- To study the customer behavior in online shopping.
- To analyze factors affecting consumer behavior in online shopping.

Noticed something unusual in the behaviors of customers regarding your brand? Or have their needs and inclinations changed? With the Covid-19 keeping outdoor activities to a minimum level, consumers have adjusted to new social norms, prioritized spending on home accessories and electronics, and are

increasingly looking for home entertainment. While advertisers and consumer insights teams tend to associate "social media listening" and checking clients' conversations on social media networks, don't forget that there are certain tools that are capable of monitoring mentions on public forums too! And that's a good place to start analyzing the consumer discussions. Along these lines, identifying neglected client needs is also among consumer research objectives that are Important for your marketing research process. As pandemic has shown us, it's not a matter of if, but when consumer behaviors will change. Also, these newly found behaviors and needs will likely stick around for quite a while. Meeting these neglected needs will help you to improve your customers' journey as you eliminate blocks and points of friction that otherwise prevent your clients from making that purchase.

Review of Literature:

Anders Hasslinger (2008): Their results indicate that the internet has evolved into a new distribution channel, with online transactions rapidly increasing. As a consequence, understanding how consumers perceive online purchases is essential. The purpose of this dissertation was to find out if there are any particular factors that influence the online consumer. Primary data was gathered through a poll of students at the University of Kristianstad. Price, confidence, and convenience have all been identified as important considerations. Price was the most important factor for the overwhelming majority of students.

Bikramjit Rishi (2010): According to their findings, internet shopping is a novel distribution channel available to marketers. It is innovative and creative because marketers can experiment with shape, content, visibility, and availability. Internet shopping is viewed as a viable alternative retailing avenue in India and has become an integral part of the shopping experience. This is an empirical study designed to identify the motivators and decisional influencers of internet purchasing. The sample was drawn from the youth population because this demographic makes purchases on the internet. The study found that the major reasons for Indian consumers to buy online are dependability, accessibility, and convenience.

Research Methodology: The primary aim of this research paper is to investigate consumer behavior while doing internet shopping. A descriptive study is carried out by gathering information from secondary data. The study team identified, analyzed, and compared secondary data sources gathered from earlier records, published articles, theses, literature, online data, and so on. In order to learn more about this topic, we conducted an online survey with JGI students. We gathered and analyzed their replies over the month of September 2023.

Outcome of Research

Why Study Consumer Behavior: Understanding consumer behavior is critical for businesses in order to develop effective marketing strategies and, ultimately, increase sales and revenue. Businesses can determine what products and services are in demand by understanding consumer behavior, how consumers make purchasing decisions, and what variables influence their behavior. This data can then be used to tailor marketing campaigns to appeal to the target population while also improving the customer experience. Furthermore, studying consumer behavior can assist businesses in staying ahead of market trends and changes, allowing them to adjust their strategies appropriately. Overall, studying consumer behavior provides useful insights to businesses, which can lead to improved profitability and success.

Here are three categories of factors that influence consumer behavior:

- **Personal factors:** an individual's interests and opinions can be influenced by demographics (age,

gender, culture, etc.).

- **Psychological factors:** an individual's response to a marketing message will depend on their perceptions and attitudes.
- **Social factors:** family, friends, education level, social media, income, all influence consumers' behavior.

Factors Affecting Online Consumer Behavior:

1. **Convenience:** One of the primary drivers of the growth of internet shopping is convenience. Customers prefer to buy online from the comfort of their own homes rather than visit physical stores. You can investigate how consumers' attitudes toward online purchasing are influenced by convenience.
2. **Price comparison:** Online shopping enables customers to rapidly compare prices from various retailers. You can investigate how this affects consumer behavior when it comes to online purchasing, as well as whether customers are more likely to buy from merchants who offer competitive prices.
3. **Trust:** In online shopping, trust is important. Customers must have confidence that the online vendor will deliver the product as promised and that their payment information will be secure. You can investigate how trust influences consumer behavior when it comes to online shopping and whether customers are more apt to shop from well-known retailers.
4. **Product information:** Consumers can access detailed product information, including reviews and ratings from other customers, when they buy online. You can investigate how this information influences consumer behavior toward online shopping and whether customers are more apt to purchase products with favorable reviews.
5. **Returns and refunds:** Customers are more likely to shop online if they believe they can quickly return or exchange products. You can investigate how return and refund policies influence consumer behavior when it comes to internet shopping.
6. **Demographic factors:** Consumer behavior when it comes to online purchasing can differ depending on demographic factors like age, gender, income, and education level. You can investigate how these variables influence consumer behavior in India when it comes to online shopping.
7. **Impact of COVID-19:** When it comes to online shopping in India, the COVID-19 pandemic has had a major impact. You can investigate how the pandemic affected online purchasing patterns, such as changes in consumer behavior and increased desire for specific goods or services.
8. **Product Reviews and Recommendations:** The product reviews and recommendations of other customers can have a significant influence on online consumer behavior. Positive feedback and suggestions can boost sales, whereas negative feedback can drive customers away from a product or shop.
9. **Social media:** Social media can also influence online consumer behavior. Social media platforms are where many consumers get their information, and retailers can use them to communicate with customers, share product information, and promote their brand.

Consumer Behavior During Pandemic:

The COVID-19 pandemic has had a significant impact on Indian consumer behavior when it comes to online purchasing. With safety worries and movement restrictions during lockdowns, online shopping has grown in popularity among customers. Consumers prefer online purchasing due to its convenience, as well as the availability of a wide range of goods, competitive pricing, and contactless delivery.

The shift toward essential items was one of the most notable shifts in consumer behavior during the pandemic. Consumers are prioritizing purchases of everyday necessities such as groceries, medicines, and personal care products, resulting in increased demand for internet grocery and healthcare services. Many consumers have also begun to look into online platforms for buying electronics, clothing, and other items that were previously purchased in physical shops. Another noticeable development in India is the rise in the number of first-time online shoppers. With physical stores closing, consumers who had never shopped online before were compelled to do so. This has resulted in a substantial increase in the number of new online shoppers, with many likely to continue using online platforms even after the pandemic is over.

Furthermore, during the pandemic, consumers place a high value on internet retailers' safety and hygiene measures. Many online platforms have implemented contactless delivery, regular warehouse sanitization, and the requirement that delivery employees wear masks and gloves, all of which have contributed to an increase in customer trust and confidence.

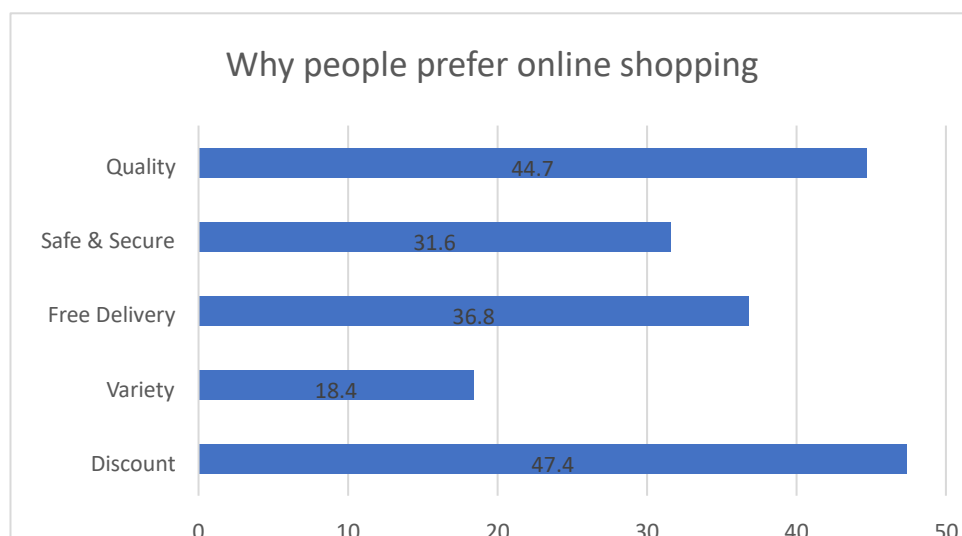
Last but not least, the pandemic has influenced changes in how customers make payments for their purchases. Digital payment methods like UPI, internet banking, and mobile wallets have become increasingly popular. Given that consumers favor contactless payments for their convenience and security, this change towards digital payments is likely to continue in the future.

In conclusion, the COVID-19 pandemic has significantly altered buyer behavior in India, with consumers prioritizing safety, convenience, and accessibility. The pandemic's trends are expected to persist, with more consumers embracing online shopping and digital payments. This shift in customer behavior is likely to benefit retailers who can provide a seamless, safe, and efficient online purchasing experience.

Analysis & Interpretation

The following charts were made with reference to the response our team received. Responses were collected during the month October, 2023. Total number of respondents: 110.

Questioner was used to collect information/data regarding shopping pattern, preferences which can be used for research purpose and to business men and marketers.

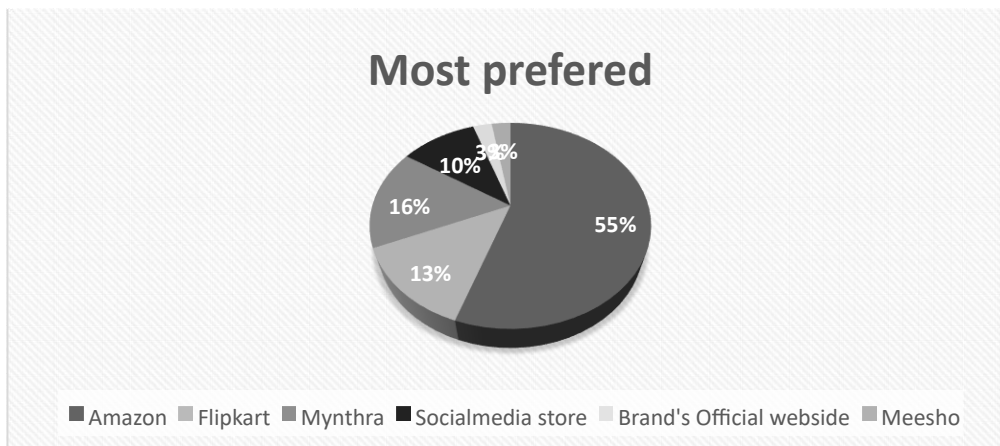


As per the survey on question why do you prefer online shopping provided with options discount, Variety, free delivery, safe & Secure, Quality. The highest response received is for discounts with 47 percent and

as per this graph we can come to an assumption that around 50 percentage of the customers prefer online because of the provision of discounts and quality. And for the growth of sales of any business they can introduce the facilities of discounts or vouchers.



The above pie chart shows from when people started shopping online regularly. It says that majority of people (54%) had been shopping online even “before covid pandemic”. Then in 2nd pie, it shows that 35% of the respondents started their online shopping journey “during the pandemic”, this is supportable as everything was operating using internet and web. And the small part of the pie consists of 11% of the respondents who started shopping in online platforms “after pandemic”.



As per the survey on question which app do you prefer for online shopping provided with options Amazon, Flipkart, Myntra, Social media store. The highest response received is for Amazon with 55 percent followed by Myntra with 16 percent. Whereas the lowest response received is for company's website and as per this graph we can come to an assumption that around 55 percentage of the customers prefer amazon. And Amazon while free shipping is great, 55% of respondents pick Amazon because it is a “one stop shop.”

Conclusion:

In conclusion, this study gives a comprehensive understanding of online consumer behavior and underlines the importance of variables influencing online purchase patterns. This study adds to academic knowledge by investigating distinct shopping patterns and forecasting upcoming trends, but it also provides businesses with the tools they need to effectively interact with and meet the changing needs of online consumers in the digital age. The set of actions and decisions made by consumers when shopping online is referred to as online consumer behavior. Understanding online consumer behavior has become critical for businesses looking to thrive in the digital marketplace, as e-commerce platforms, mobile shopping apps, and social media shopping have grown in popularity.

- This area of consumer behavior is intricate and complicated, covering a wide range of actions like browsing, researching products, making decisions, and after-purchase actions like reviews and feedback.
- It is critical for businesses to analyze consumer behavior in this market in order to tailor their marketing strategies and optimize the online purchasing experience, which will ultimately increase sales and customer loyalty.
- Artificial intelligence, virtual and augmented reality, and mobile devices have all had an impact on consumer behavior toward online buying.
- Personal preferences, social influences, regional differences, and situational factors all have an impact on online consumer behavior.
- As a result of the COVID-19 pandemic, customer goals have shifted dramatically, with safety, convenience, and accessibility taking precedence over all else.
- Because of the convenience and security of contactless payments, digital payment methods such as UPI, internet banking, and smartphone wallets have gained in popularity.
- This shift in consumer behavior will most likely benefit retailers who can offer a smooth, secure, and efficient online purchasing experience.
- Understanding online shopper behavior necessitates a comprehensive understanding of customer motivations, preferences, and decision-making processes.

In order to thrive in the digital marketplace, businesses must have a thorough understanding of online consumer behavior. With the COVID-19 pandemic hastening the shift to online purchasing and digital payments, it is essential to tailor marketing strategies and optimize the online purchasing experience to meet changing customer requirements and preferences. Retailers who can provide a seamless, secure, and efficient online purchasing experience are likely to thrive in this new age of customer behavior.

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