

Consumer Behavior and Trust in E-commerce

Himanshu Yadav¹, Raghavendra Prasad²

^{1,2}Amity University Chhattisgarh

Abstract:

Virtual presence is one of the most significant features of live e-commerce. How to create a more immersive and attractive online shopping experience for consumers and increase purchase intention, brand awareness and consumer loyalty has become the most important concern for live brands nowadays. (Rosário and Raimundo, 2021)

Increasing use of the World Wide Web as a B2C commercial tool raises interest in understanding the key issues in building relationships with customers on the Internet. Trust is believed to be the key to these relationships. Given the differences between a virtual and a conventional marketplace, antecedents and consequences of trust merit re-examination. This research identifies a number of key factors related to trust in the B2C context and proposes a framework based on a series of underpinning relationships among these factors. (Jones and Leonard, 2008)

Pandemics in human history have brought about great changes from the past to the present. The most serious outbreak in recent history is Coronavirus (Covid-19), which is thought to have started in Wuhan, People's Republic of China. How long the negative effects of the Covid-19 pandemic will last is unknown. In this obscurity, some changes have been observed in customer behaviour as well as several areas due to the precautionary restrictions in many countries. (Özbay and Özcan, no date)

In this study, we contribute by arguing that the success of cross-border e-commerce is also determined by the behavior of sellers and their decision on which platforms to participate. To accomplish our research, we apply a sequential multimethod approach and draw on the information system success model and valence framework to conceptualize our work. (Jang and Hsieh, 2021)

Consumer behavior is a key determinant on the success of products and services in the competitive markets. Electronic commerce has revolutionised customer value delivery. (Kiboro and Karanja, 2015)

The main goal of the paper is to obtain quantitative describing the actuality of internet shopping in the case of the India in order to explain the development of internet shopping and its impact on consumer behavior. (Mittal, 2013a)

Keywords: Consumer Behavior, ECommerce, Online Shopping, Digital Marketplace, Consumer Decision Making.

Introduction:

the 21st century is considered as an era of internet and latest technologies, the field of commerce is also changing rapidly with it. The people's attitude towards purchasing and consuming goods is also changing as subsequently. In last few years, the commerce has been upgraded to e-commerce with the rapid adoption of latest technology at both seller and buyer end. Consumer desires and characteristics determine the parameters of a good marketing strategy in the modern era, making the consumer the cornerstone of successful marketing activity. (Khrais, 2020)

The growing number of Internet user in India provides a bright prospect for online shopping. If E-marketers know the key factors affecting behaviour of customers and its relationship then they can formulate their marketing strategies to convert potential customers into loyal ones and retaining existing online customers(Cui *et al.*, 2019).

The internet is being developed rapidly since last two decades, and with relevant digital economy that is driven by information technology also being developed worldwide. After a long term development of internet, which rapidly increased web users and highly speed internet connection, and some new technology also have been developed and used for web developing, those lead to firms can promote and enhance images of product and services through web site.(Deng *et al.*, 2023, pp. 80–100)

The rapid increase in the number of consumers choosing the Internet as a medium of shopping projects considerable growth of cyber sales. Electronic commerce (e-commerce) and related virtual businesses pose immense opportunities for many, thus leading managers to revisit their business models for sustainability and modify strategies to fully embrace such potentials. Likewise, researchers are showing consistent effort to develop models that can capture and explain such phenomena of e-commerce(Mou and Benyoucef, 2021).

The web continues to grow at an incredible rate. As a result traditional “brick and mortar” stores are stepping into e-commerce to serve a variety of consumers covering a wider geographical area. Among the factors which decides the success, survival and failure of this e-commerce website is consumer expectation and satisfaction.(‘TFM-PonsMunoz’, no date)

The digitalization of information and non-information products, due to technological developments and internet growth, has caused companies to rethink their marketing strategies. Competition has increased due to the creation of an internet-enabled marketplace that competes with the physical marketplace(Kiboro and Karanja, 2015).

The principal objective of this paper is to analyze the perceptions which lead customers to purchase over the Internet, testing the moderating effect of e-purchasing experience. We distinguish between two types of behavior: the adoption of e-commerce (initial behavior or first purchase) and repurchase or subsequent behavior.(Malott Professor of Management *et al.*, 2012)

Previous research on live e-commerce has mostly focused on external factors, exploring the factors affecting the traffic of corporate webcasts, as well as the motivation and influencing factors of audience participation in live streaming, the impact of system design such as virtual gifts or user interfaces on webcasts etc(J and GOTMARE, 2021).

E-commerce is the use of internet and web to transact business (K. Laudon and C. Traver, 2008). It includes digitally enabled commercial transactions in between organisations and individuals. In another words all commercial transactions, buying and selling goods and services, transmitting data and funds, conducted electronically on the internet. E-Commerce is changing its nature rapidly as technologies are changing nowadays(Knezevic, Skrobot and Pavic, 2021).

Internet is changing the way consumers shop and buy goods and services and has rapidly evolved into a global phenomenon. Many companies have started using the Internet with the aim of cutting marketing costs, thereby reducing the price of their products and services in order to stay ahead in highly competitive markets. Companies also use the Internet to convey, communicate and disseminate information, to sell the product, to take feedback and also to conduct satisfaction surveys with customers. (Knezevic, Skrobot and Pavic, 2021).

This study studied both the positive and negative of consumers because both behaviours have an equal

impact on consumers buying behaviour. This study aid e-commerce firms to well understand preferences, choices, needs, and the desire of consumers. It also aids firms in identifying, what are the liking and disliking of consumers regarding online shopping. (Mazzarol, 2015)

The benefits of Online Shopping include its around-the-clock availability, the speed of access, a wider selection of goods and services, accessibility, and international reach. It's perceived downsides include sometimes-limited customer service, not being able to see or touch a product prior to purchase, and the necessitated wait time for product shipping. The third objective sought to examine the influence of perceived benefits of e-commerce on consumer buying behavior(Chandrakant Urne, 2016).

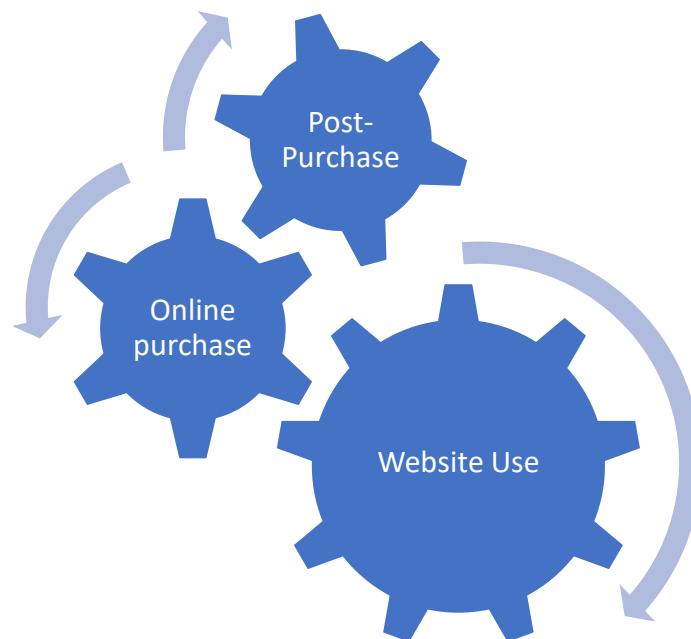


Figure1:-Research framework

Industry profile:

Raipur is a growing city in chhattisgarh, india. Raipur may exhibit specific patterns in e-commerce and consumer behaviour. The data in Raipur comprehensive solely focused and may be limited. online shopping is the consumers shopping behavior to shop online. The people who find it easy to use, useful and enjoyable can accept online shopping. Online shopping is the consumers shopping behavior to shop online. not only in urban area but also in villages also people are loving to do shop online(Jones and Leonard, 2008).

Online platforms offers consumers competitive pricing because of lower overhead cost compared to local stores. Online shopping allow peoples to shop at any time convenient of them.

Area of industry

Location: Raipur

Target: general people

Area size: The area of the municipal corporation is 226 km² (87 sq mi).(Jones and Leonard, 2008)

E-commerce:

The concept of e-commerce is constantly being updated and is always affected by modern technology. Ecommerce is regarded as one of the most significant global developments that has imposed itself strongly

over the last ten years, and it has since become one of the pillars of the new economic system that focuses on the simultaneous use of the Internet and e-commerce(Sharma, no date).

E-commerce has greatly changed the way how businesses are conducted in the modern world as it offers huge benefits compared to the traditional business methods. although the benefits of using e-commerce in a business are plenteous, several challenges are faced by organizations(Hwang and Jeong, 2016)

E-commerce is defined as: a means for the delivery of information, services or products via telephone lines, computer networks, or any electronic means (Salah, 2016).

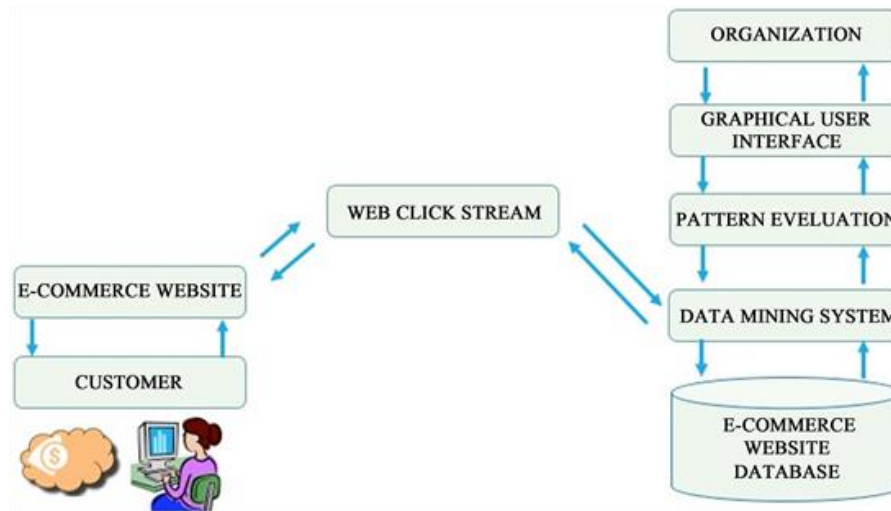


Figure 2 E-commerce

Models of e-commerce :

- Business to Business e-commerce (B2B): business to Business electronic commerce is a model of e-commerce, which electronically sells goods and services to wholesaler then wholesaler sells them to final consumers.
- Business to Consumer (B2C) e-commerce: business to consumer electronic commerce is a model of e-commerce model. There is a direct relationship between business and consumer. It directly sells goods and services to its customers by using its website.(Gong, 2009)
- Consumer to Business (C2B) e-commerce: consumer to business electronic-commerce is a model of e-commerce, where the consumer provides products or services to the business.
- Consumer to Consumer (C2C) e-commerce: consumer to consumer is a kind of electronic commerce model where both buyer and seller are consumers. (OLX app is an example of C2C e-commerce where consumers sell their old goods to another consumer). (Murdiana and Hajaoui, 2020)
- Business to government (B2G) e-commerce: business to government electronic commerce is a type of e-commerce model where the business has a business relationship with the government.(Corbitt, Thanasankit and Yi, 2003).

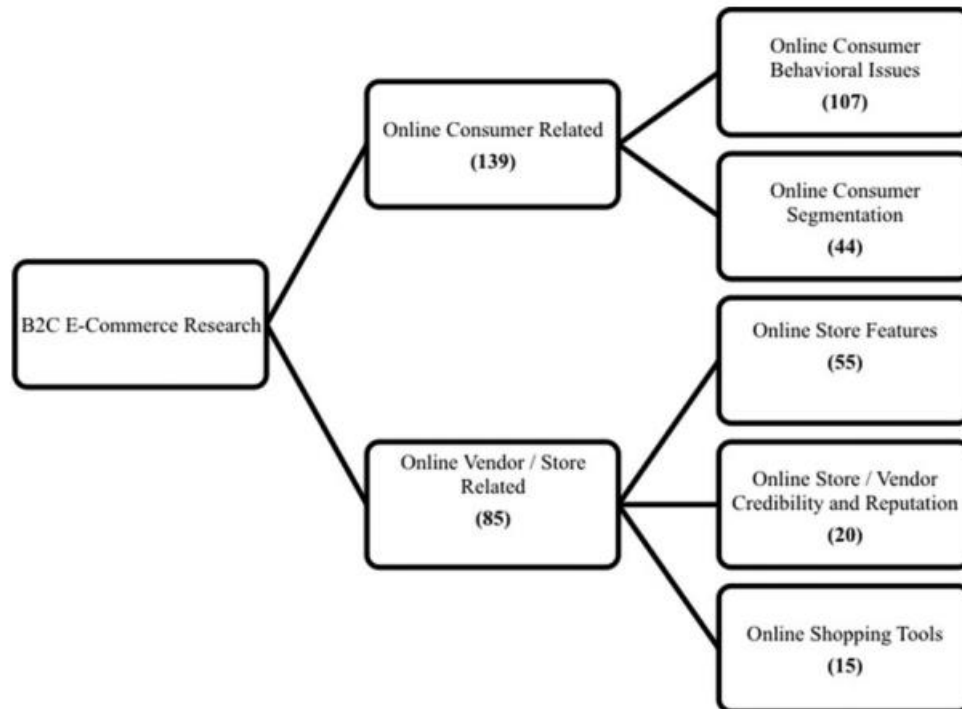


Figure 3:- models of e-commerce

Consumer behaviour:

Consumer behavior is comparatively a new field of study which evolved just after the Second World War. The seller’s market has disappeared and buyer market has come up. This has led to paradigm shift of the manufacturer’s attention from product to consumer and specially focused on the consumer behavior. The evaluation of marketing concept from mere selling concept to consumer-oriented marketing has resulted in buyer behavior becoming an independent discipline. The growth of consumerism and consumer legislation emphasizes the importance that is given to the consumer.

It is broadly the study of individuals, or organizations and the processes consumers use to search, select, use and dispose of products, services, experience, or ideas to satisfy needs and study of its impact on the consumer and society.

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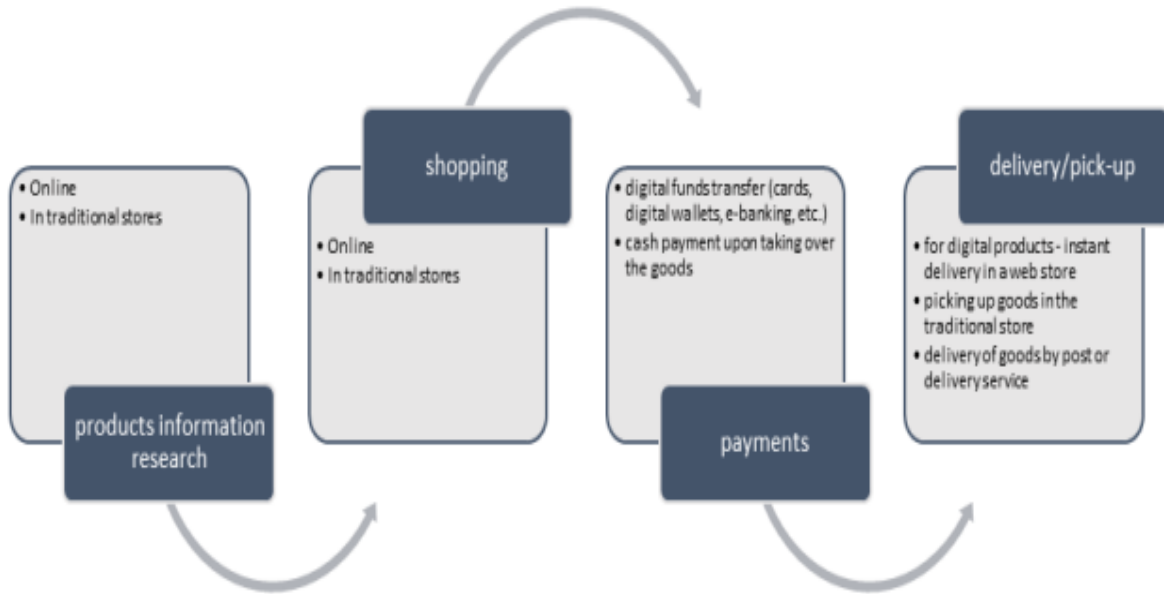


Figure 4:- consumer behaviour

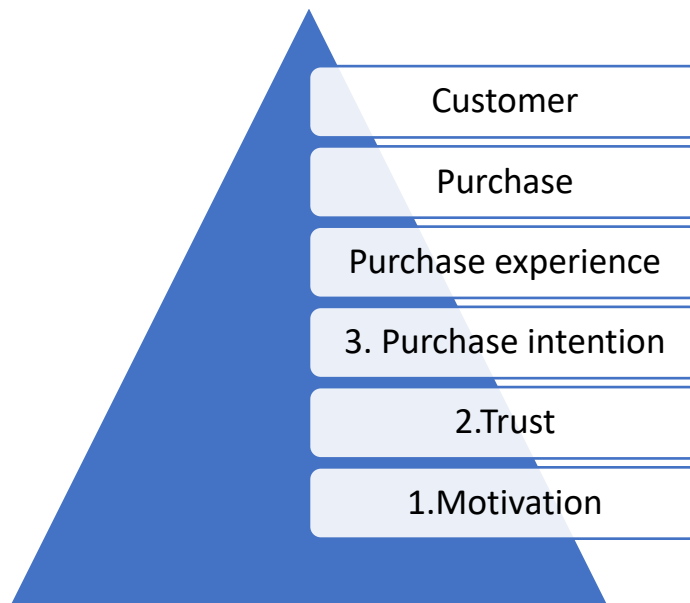


Figure 5:- Our conceptual model

Objective:

- To understand and estimate the consumer perception and factors affecting their behavior for choosing e-commerce sites.
- To understand tactics and methods those are used by e-commerce players to grab the customers in India.
- To know how consumers are evaluating e-commerce sites for their purchases.
- To understand the work flow of Amazon and Flipkart in India.
- To study complexities and barriers those are there in between e-commerce sites and customers.
- To find out new opportunities and to succeed in those procedures.

Online shopping sites:**1. Amazon:**

Amazon is the world's oldest and biggest online shopping site. Amazon was founded by Jeff Bezos in 1994 and his co-founder Mackenzie Scott. Amazon's headquarters are in Seattle, Washington, USA. Amazon service centers are located worldwide. When the company was founded they focused on selling books online. The present C.E.O. of Amazon is Andy Jassy (Maryati, 2020)

Amazon.com is an electronic commerce company based in Seattle, (Hernández, Jiménez and Martín, 2010) Washington, U.S.A. It represents the biggest shopping mall worldwide. Besides manufacturing and distributing customer electronic items, it focuses on cloud services and Kindle products such as e-books. Jeff Bezos incorporated the company in July 1994, and the site went online as amazon.com in 1995. Amazon.com started as an online bookstore, but soon diversified, selling DVDs, CDs, MP3 downloads, software, video games, electronics, apparel, furniture, food, toys, and jewelry (Cao, 2012).

Product categories provided by amazon.com

- Books
- Movies music & games
- Electronic & computers Home
- garden & tools
- Pet products Grocery
- health & beauty
- Kitchen & dining
- Furniture & decor Toy
- kids & baby Clothing
- shoes & jewelleryes
- Sports & outdoors
- automotive & industrial (Gong, 2009).



Figure 6: Amazon.com

2. Flipkart

Flipkart is the first India-based E-Commerce platform founded by two Indian entrepreneurs, brother Sachin Bansal and Binny Bansal. The company was established 14 years ago in 2007. Like Amazon, during its initial time, Flipkart was developed for selling books online. Still, with time Flipkart enlarged its range of products by including Electronic Appliances, Cosmetics, groceries, Fashion, Daily lifestyle, and much more range of products (Chen and Yang, 2017).

Flipkart has a net worth of Rupees 2.84 lakh crores with a revenue of Rupees 43,615 crores in 2020 in India. Flipkart is one of the biggest names in e-commerce sites. Flipkart is among the top 30 Indian websites and has been credited with being India's largest online bookseller with over 11 million titles on offer. Flipkart broke even in March 2010 and claims to have had at least 100% growth every quarter since its founding (Gong, 2009).

Chief Executive Officer(ceo)- Kalyan Krishnamurthy

Headquarter

In India- Bangalore, Karnataka

In Singapore- As legal Domicile

Leading Investors in Flipkart

- Walmart-82.1%
- Tencent-5.1%
- Tiger global-4.87%
- Binny Bansal-3.25%
- Microsoft-1.46%

And many other small investors.(Mittal, 2013a)

Product categories provided by flipkart.com

- health & beauty
- Kitchen & dining
- Furniture & decor Toy
- kids & baby Clothing
- Books
- Movies music & games
- Electronic & computers Home
- garden & tools
- Pet products Grocery
- shoes & jewelleryes
- Sports & outdoors(Jones & Leonard, 2008).

Flipkart



Figure 7: Flipkart.com

3. Myntra

Myntra was established in 2007, having Mukesh Bansal as the founder alongside ashutosh lawania and Vineet Saxena as co-founder of the company. the more likely Myntra is acknowledged as e-commerce site which deals in fashion products and personalized gift items from the initial stage.

During the foundation time, the initial funding for myntra was done by the erasmic venture fund (currently known as Accel partners).But in 2014, all the stocks of myntra were acquired by flipkart at the deal value of Rupees 2000 crore. Accel Partners and Tiger Global played a large part in this deal. More than 500 Indian and international brands, starting from Nike, Adidas, Promote Mango, Nykaa, etc. are selling their products on Myntra. Making customers aware of such varieties of products, demands a very effective marketing strategy and for this, Myntra has worked very effectively and efficiently(Alba *et al.*, 1997).

Product categories provided myntra.com

- Fashion

- Motors
- Electronics
- Collectibles & Art
- Home
- Outdoors & Décor
- Entertainment
- Deals & Gifts
- Sporting Goods(Alba *et al.*, 1997).



Figure 8: Myntra.com

Objectives:

The outlook to every marketing research it has been conducted for specific objective. It must have clear cut problem based on it. The objective must also be clearly defined. Therefore that research gets clear idea about their task. Thus it is almost important to define Research objective. The purpose of the research is to discover answers through the application of scientific procedures(Cui *et al.*, 2019).

E-commerce is a cost-effective way to communicate with consumers and its role is growing both in fast-moving goods retail and in specialized retail. This is due to the growing adoption of e-commerce tools by consumers in various product categories(Mou and Benyoucef, 2021).

The main aim of the research is:

- To find out consumer behaviour towards e-commerce/online shopping in Raipur city.

The secondary aim of the research are:

- To identify consumer perception towards e-commerce
- To identify consumers buying behaviour
- To identify consumers perception towards mode of payment
- To identify consumers preference towards different-different websites
- To study consumer behaviour towards online shopping(Gomathinayagam, 2018).
- To examine whether custome prefer online shopping or offline shopping
- To know the problems they face during online shopping

Literature review:

One of the key findings in the literature is that consumers' decision-making processes on e-commerce platforms are heavily influenced by a variety of factors, including personal and psychological factors, situational factors, and social and cultural factors. For instance, personal factors such as personality traits, self-concept, and lifestyle have been found to play a significant role in shaping consumers' attitudes and behaviors towards online shopping. Situational factors, such as time constraints and product availability, also influence consumer decision-making processes(Mou & Benyoucef, 2021).

The buyer behavior is shown in Figure 1 from (Peter & Donnelly, 2010) . The model illustrates the engagement that a buyer goes through before a buying decision. In the model the authors contends that a

buyer interplays social, marketing, situational and psychological influences into his final decision-making. (Mou and Benyoucef, 2021)

The influences on online buyers we further contend that can further be influenced on whether they have experiences with technology platforms especially the payment module. • E-commerce Status in India: India's internet user base grew over 17% in the first six months of the year 2015 to 354 million, according to the Internet and Mobile Association of India. The base had grown to 302 million by the end of 2014 after clocking its fastest rise of 32% in a year, as per IAMAI, which includes members such as Google, Microsoft, Facebook, eBay, IBM, Flipkart, Ola and LinkedIn (The Economic Times, Sep. 3, 2015).

The number of Internet users in India is likely to cross 500 million by 2017 according to Ravi Shankar Prasad, minister for communications and information technology (Business Standard, May 5, 2016). In India, according to IAMAI report, the e-commerce market is expected to Rs. 2, 11,005 crore by December 2016. Especially online travel is expected to grow around 40% to reach 1, 22,815 crore by end of 2016. Other than travel industry E-tailing is continued to remain dominant in which 57% growth was driven by mobile and its accessories. Computer and its accessories, apparels, fashion, online movie ticket booking, online grocery and food delivery etc. were also contributed significantly (The Economic Times, June 7, 2016).

The increasing number of internet users and e-commerce business growth conclude that the graph of e-commerce in India will remain in exponential path. However the position of market is stiff competitive (Goswami, S. 2014).

The factors like low brand loyalty, price sensitivity and services make this competition even severe. Hence e-commerce companies are striving to overcome these problems. And they are quite successful as we can find out ecommerce adoption in the market. • E-commerce and Technology adoption: According to Statista portal, the users of smartphones in India will touch 279.2 million by 2018 (Cui *et al.*, 2019).

The article in The Indian Express (Feb. 4, 2016) said that according to the industry body of IAMAI the number of mobile Internet users in India is expected to grow over 55 per cent to 371 million by June this year. It also said that that this growth is driven by strong adoption in rural areas of the country (Alshweesh and Bandi, 2022)

The IAMAI report further said that the mobile internet users from urban area and rural area use internet for e-commerce purpose is around 25% and 3% respectively. We know in India the internet is not accessible to maximum population like in Europe and America due to infrastructure unavailability but the above numbers supports that technology adoption is following exponential path ('TFM-PonsMunoz', no date).

The 3600 round effect of e-commerce and technology adoption can help consumers to become technology literate. E.g. one can purchase technology and related products on e-commerce website. E-marketers can focus more on research measures to encourage the consumers to purchase online (Kiran, R., Sharma, A., & Mittal, K. C., 2008).

E-commerce creates new business opportunities (Saini, B. 2014) by making their technology adoptive. Small business holders and entrepreneurs can start and expand their business by adopting technology innovations. Broadband, 3G, 4G etc. can help entrepreneurs and SMEs to do business online through e-process, e-procuring, e-payments etc (Kiboro and Karanja, 2015)

• Socio-economic impact of E-commerce: The successful penetration of e-commerce in Indian market has very large impact on each sector which are possibly, directly and indirectly related to it. Major studies are done from the perspective of its impact on Society and Economy. Its existence itself is huge benefits for

indigenous market. The developing country like India, one the most important benefits of e-commerce is to help in developing the rural community to leap-frog into a knowledge paradigm (Anjum, B., & Rajesh Tiwari, 2011).

E-commerce is providing very useful resources to MSME's. For rural area e-commerce can be a road for inclusive growth. The positive effects of E-Commerce can be accelerating the commercial growth to have a profound impact on the socio economy of rural community. E-commerce offers opportunities for markets like India to expand greatly internally and externally. The backbone of e-commerce- Internet allows remote and unbanked people to gain access and participate readily in all aspects of economy(J and GOTMARE, 2021).

Patterson and Wilson (2000) revealed that as ecommerce improves the quality and flow of information and communication, there is a good reason to expect that the e-commerce will have positive impact on the society. Rao (2007) stated that e-commerce helps eradicate rural poverty by networking the rural poor and ensuring their active participation in public affairs(Valarezo *et al.*, 2018).

At the social front, e-commerce and ICTs can definitely empower the poor, give them a voice and connect them to the global world. These technologies can also help in attaining a minimum level of education (Spence 2003), health (Wild 2001; Raul 2003) and agricultural extension and other public services (Nanada 2000; Phojola 2000; Bayes et al. 1999).

Development of e-commerce and IT has great significance not only in the economic growth, but also in human and social development. It boosts social as well economic infrastructure, generate revenue and provides employment and many more (Sumanjeet, 2009).

The economy of country rises from entrepreneurial development so entrepreneurs came into an e-business played a big role in economic development (Ghosal I. et al., 2015).

E-business and digital marketing are the main sectors of the current Indian market economic scenario. Entrepreneurs in India got very big platform to have access to national and international market through e-business. The current NDA (Modi) govt. have taken very positive decisions like FDI in e-commerce can boost the development of MSME's and local entrepreneurs. It can help society and economy as well. E-commerce is promising as a significant instrument to make sure comprehensive growth (Hiwarkar, T., 2013).

The decisive and important role of e-commerce helps increasing the economic growth (Mirmiran, S. F., & Shams, A. 2014) by creating new business opportunities and also opportunities for education and academics through e-learning and e-business education (Saini, B.,2014).

The study of Popescu, G. H. (2015) provides strong evidence for the influence of ICT capital proportion on the production-oriented initiative of sustainable effectiveness, sustainability inferences of e-business resolutions, and e-commerce impacts on social sustainability. Hence at socio-economic front, in the country like India, e-commerce definitely empowers consumers and plays very important role in economic growth of the country(Jones and Leonard, 2008).

• E-commerce and Consumer buying decision making: Studying consumer buying behaviour is very difficult task as individual carries different perception. No one can predict how an individual can behave in particular situation. But the features and facilities present on E-commerce websites influence the buying behaviour. Consumers prefer the factors like information availability, reputation of website, security and after sales service while purchasing online (Mittal, A. 2013).

Marketing mix and reputation (Guo, J., & Jaafar, N. I. 2011), product review (Bailey, A. A., 2005), web experience (Constantinides, E., 2004), very quick services, variety of products and services and fewer

prices than traditional market (P.R.Kousalya, T.Mohan, D.Revathi, November 2013) etc. are the factors where e-commerce has been successful to attract the consumers especially youth (Hooda, S., & Aggarwal, S., 2012).

these factors are also responsible for influencing the buying behaviour. researcher also found that trust and security are the main factors considered by consumers and also influenced their buying behaviour. (corbitt, b. j., thanasankit, t., & yi, h., 2003), (chen, y. h., & barnes, s., 2007), (kim, d. j., ferrin, d. l., & rao, h. r., 2008), (hsin chang, h., & wen chen, s., 2008), (kim, d., & benbasat, i., 2009), (ganguly, b., dash, s. b., & cyr, d., 2009), (sahney, s., ghosh, k., & shrivastava, a., 2013)

Based on above two factors consumers concluded the new factor Risk with which personal information security, payment security, quality assurance, delivery of same product etc. sub factors had raised. Consumers can trust e-commerce companies when the risk factor is replaced by security. Nowadays the advertisements on the television showing e-commerce companies are claiming that they have made their websites very secured and almost zero risk present. And these advertisements have greater impact on consumer buying behaviour (Dinu, G., & Dinu, L., 2012).

Consumer buying behaviour can be enhanced with rich quality and creative advertisements and by building positive consumer perception through strong marketing strategies (Malik, M. E., et al., 2013).

E-commerce companies have implemented solution of all concern factors to attract customers. proper designed website and available information content and internet marketing (miranda e., 2008-09), easy to use, usefulness of website (nayyar, r., & gupta, s. l., 2011), online store environment (hsin chang, h., & wen chen, s., 2008), information drawing and value perspective (grant, r., clarke, r. j., & kyriazis, e., 2007), website reliability/fulfilment, website customer service and website security/privacy (shergill, g. s., & chen, z., 2005), consumer impulsiveness and website quality (wells, j. d., parboteeah, v., & valacich, j. s., 2011), colour (pelet, j. é., & papadopoulou, p., 2012), testimonials (spillinger, a., & parush, a., 2012), enhancing the internet experience (dash, m., dash, m., & mahapatra, a., 2013) are main concern factors which are implemented by these companies to attract more customers.

These factors have positive and considerable impact on business of websites by assisting consumers in purchase decision making. • E-commerce Benefits and its Success: E-commerce provides many benefits to consumers which are ultimately beneficial for consumers themselves.(Jones & Leonard, 2008).

Research methodology:

Data collection:

To reach the data necessary to accomplish the purpose of this thesis are being used both primary and secondary data collection. Primary data is collected especially to answer the purpose and research specific objectives of the current study. Secondary data is data that has been collected earlier, to fulfill the purpose of some other study(Cui *et al.*, 2019).

Primary data

Primary data was collected from various people and their opinion and information for the specific purposes of study helped to run the analysis. In essence, the questions asked were tailored to elicit the data that will help for study. The data was collected through questionnaire to understand their experience and preference towards their loyal company(Khrais, 2020).

Secondary data

To make primary data collection more specific, secondary data will help to make it more useful. It helps to improve the understanding of the problem. Secondary data was collected from various sources such as

different business websites and published papers(Jang and Hsieh, 2021).

Limitations

- There was so much confidential data of companies that are not exposed.
- Survey was restricted to particular age group because respondents willing to fill are college students.
- Analysis was done based upon personal opinion of respondents individually, not from any focus groups or experts(Mittal, 2013b).

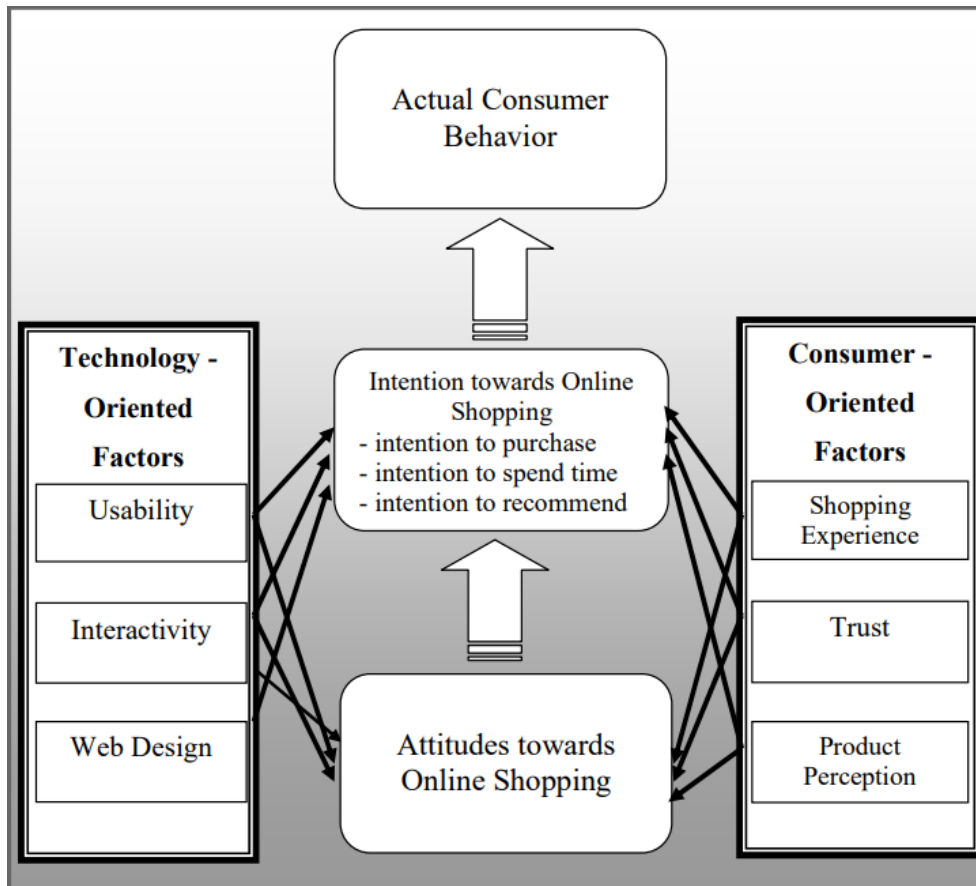


Figure9-Research model

Findings:

- Female respondents are showing more interest to do online shopping than male respondents.
- Customers are preferring quality product from e-commerce sites, even it is bit expensive.
- Flipkart is trying very hard to reach the top position but Amazon India is giving very tough competition(Kumar and Kumar Sharma, 2023).
- Amazon is leading in every aspect of survey such as price, preferred and also suggesting to friends.
- Undoubtedly Flipkart and Amazon made their impact on customers very strongly and captured loyal customers. And they are ready suggesting their online shopping site to rest of their friends(Mittal, 2013b).
- Both Flipkart and Amazon India advertisings were very innovative and attractive. Both companies are expending so much money on advertising and promotions(Gupta and Jain, no date).
- Every age group people are interested in offers, if they are in need or not they want to purchase(Rosário and Raimundo, 2021).

Discussion

The future of e-commerce in india

The future of ecommerce in India looks promising as the sector continues to see growth and innovation. With a large population and increasing adoption of digital technology, ecommerce is expected to play a significant role in shaping the future of retail and the economy. In addition, the government's focus on digital transformation and initiatives such as Digital India and the ONDC will likely create a favorable environment for ecommerce businesses in the coming years.(Sarathe and Advani, no date)

It's essential to hire a professional ecommerce development company to tap into the potential of the booming e-commerce market in India. With the increased use of digital payments, adoption of AI-powered technologies, and rise of omnichannel retail, the future of ecommerce in India looks promising. However, the significance of ecommerce cannot be ignored, as it continues to significantly impact the retail industry and economy with no signs of slowing down.(Alwani, Yadav and Pradhan, 2021)

Future plans:

E-commerce is becoming increasingly popular in India. In the future, e-commerce will supplant offline shopping. Though offline shopping will continue to exist, online shopping has the potential to change consumers buying behaviour. this study conducted to understand the behaviour of consumers towards online shopping and to examine which factors influence consumers to shop online. This study is an attempt to find out which characteristics of offline shopping consumers don't like, and which quality of e-commerce they like(Rachel, no date).

Providing more competitive price can attract customers. online shopping sites should increase the security for online payment(Rachel, no date)More attractive offers on products can attract more customers. and they should gain customer confidence.

Companies should design and develop varieties of products to attract and retain online shoppers and to provide complete satisfaction(Omondi, 2020).

Conclusion

Consumer prefer online store and offline store for the necessary products. It mainly depends on the delivery date, prices of the product and availability of the product.

quality assurance and affordable pricing influences the consumer to make purchase decision. The quality and discounted prices encourages to shop in trusted online platforms(Alwani, Yadav and Pradhan, 2021). Convenient time and available 24*7 throughout the years are a boom of online market. With customer service working round the clock to provide best service(*A STUDY ON CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING*, no date)(Rosário and Raimundo, 2021).

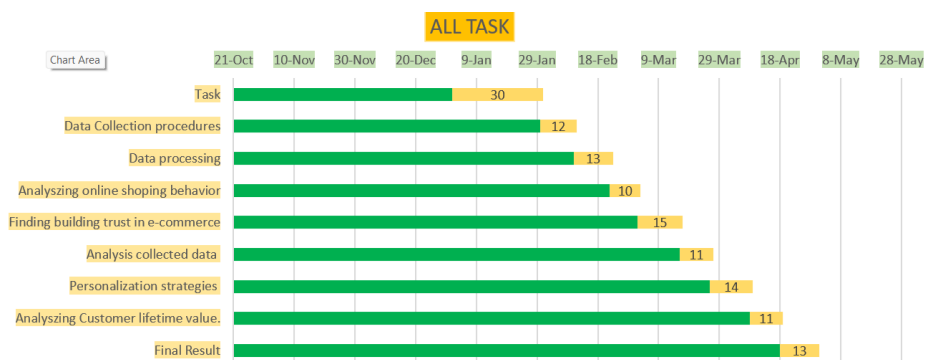


Chart 1-sAll task gantt chart

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