An Evaluation of E-Commerce Metrics and Virtual Buyer Decision in Chennai

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Abstract

Currently, digital advertising and marketing play a crucial role in the collaboration of any company, as they boost profits and facilitate the expansion of businesses by reaching a global audience. Digitalization plays a crucial role in modern marketing by implementing a strategy that relies on the virtual advancement of the business, resulting in cost reduction and global reach. Clients make purchasing decisions frequently, and a variety of additives can influence the customer's choice. Various internet programmes, Wi-Fi programmes, and digital devices have become essential in the everyday lives of numerous users worldwide. Customers are more involved in the design and development of the products and services they purchase, transferring responsibility from the producer to the buyer. The usage of cellular cell phones is increasing, leading to a growth of web clients. These customers are spending more of their time on their phones, contributing to the expansion of web usage.

Introduction

Currently, digital advertising and marketing play a crucial role in the collaboration of any company, as they boost profits and facilitate the expansion of businesses by reaching a global audience. Digitalization plays a crucial role in modern marketing by implementing a strategy that relies on the virtual advancement of the business, resulting in cost reduction and global reach. Clients make purchasing decisions frequently, and a variety of additives can influence the customer's choice. Various internet programmes, Wi-Fi programmes, and digital devices have become essential in the everyday lives of numerous users worldwide. Customers are more involved in the design and development of the products and services they purchase, transferring responsibility from the producer to the buyer. The usage of cellular cell phones is increasing, leading to a growth of web clients. These customers are spending more of their time on their phones, contributing to the expansion of web usage.

The contemporary era is commonly referred to as the digital age. The era of facts began with the digital revolution, and it currently has the effect of transforming every aspect of human existence into a digital format. The adoption of advancements has profoundly transformed our society, and several aspects of daily life are now digital. Currently, individuals rely on e-commerce platforms to make their purchases, determining what they want to buy, when they receive it, and the method of delivery (Saura, Palos-Sanchez, & Correia, 2019). Currently, advertising and marketing have predominantly shifted to the digital realm. Before delving into virtual advertising, it is crucial to comprehend the current state of

advertising and marketing. It refers to the efforts made by an agency to promote the exchange of goods or services.

Digital advertising leverages the advantages of internet and online technologies, such as laptops, computers, smart phones, and other digital platforms and media, to improve its services (Snyder, 2019). Digital advertising encompasses communication with non-brick-and-mortar establishments that distribute virtual media such as television, mobile phones (via SMS and MMS), and customizable ring tones. Currently, direct marketing and online advertising are separate and depend on the growth of non-internet channels. Clients can always obtain information via digital advertising and marketing and from any location (Murphy, 2020). Through digital advertising, clients can consider not only the corporation's promotions, but also the opinions expressed by the media, partners, and friends regarding the products (Yu et al., 2023). In the era of digital technology, gaining widespread recognition as an online organization has become highly popular. This analysis examines the virtual advertising platforms chosen by advertisers (compact advertising, content material advertising, online media advertising, and e-mail advertising). It also explores the influence of these channels on consumer purchasing behaviour (McMillan & Schumacher, 2014).

Statement of the Problem

Digital marketing is becoming more and more popular as a means if brand and consumer connection. This research looks at how Digital marketing has influenced customer relationship with brands in recent years . The rapid growth in the field of shopping industry leads to know the growing interest in learning more about what drives people to shop online, because online purchasing has become a common practice of digital marketing. As a result, It is crucial to investigate, dentify, and interpret the factors that influence consumer to shop online. The current research work examines through what degree the consumer behavior leverages the digital marketing in our economy of awareness and acceptance. As a result, the problem statement would be "adoption of consumer behaviour metrics on virtual buyer decisions"

Research Design of the study

Designing a suitable methodology and selection of analytical tools are important for a meaningful analysis of any research problem. This section is devoted to a description of the methodology, which includes choice of the study area, sampling procedure, period of study, collection of data and tools of analysis.

Objectives of the Study

The primary objectives of this investigation are as follows:

1. To analyze the E-Commerce Metrics, and Virtual Buyer Decision of the sample respondents in the area.
2. To examine the Perceived Ease of use and Perceived Risk of the sample respondents in the area.

Opinion about E-commerce of the sample respondents

The opinion of the sample respondents is given in table.1 shows the classification of sample respondents based on their righteousness.

TABLE 1
E-COMMERCE WEBSITE IS USER-FRIENDLY AND EASY TO NAVIGATE OF THE SAMPLE RESPONDENTS

Opinion	No. of respondents	Percentage
Strongly Agree	112	36.13
Agree	89	28.71
Neutral	56	18.06
Disagree	41	13.23
Strongly disagree	12	3.87
Total	**310**	**100.00**

Source: Survey Data
Note: Figures in brackets are percentages of the total.

It is understood that, 112 (36.13 percent) respondents are found to be strongly agree, 89 (28.71 percent) respondents are found to be agree, 56 (18.06 percent) respondents are found to be neutral, 41 (13.23 percent) respondents are found to be disagree, and the remaining 12 respondents (3.87 per cent) are strongly disagree in the study area.

Opinion about Feel product descriptions and details on the website are clear and informative of the sample respondents

The opinion of the sample respondents is given in table .2 shows the classification of sample respondents based on their righteousness.

TABLE .2
FEEL PRODUCT DESCRIPTIONS AND DETAILS ON THE WEBSITE ARE CLEAR AND INFORMATIVE OF THE SAMPLE RESPONDENTS

Opinion	No. of respondents	Percentage
Strongly Agree	154	49.68
Agree	78	25.16
Neutral	42	13.55
Disagree	27	8.71
Strongly disagree	9	2.90
Total	**310**	**100.00**

Source: Survey Data
Note: Figures in brackets are percentages of the total.

It is understood that, 154 (49.68 percent) respondents are found to be strongly agree, 78 (25.16 percent) respondents are found to be agree, 42 (13.55 percent) respondents are found to be neutral, 27 (8.71 percent) respondents are found to be disagree, and the remaining 9 respondents (2.90 per cent) are strongly disagree in the study area.

Opinion about ordering process is straightforward and easy to complete of the sample respondents

The opinion of the sample respondents is given in table 3 shows the classification of sample respondents based on their righteousness.

TABLE 3
ORDERING PROCESS IS STRAIGHTFORWARD AND EASY TO COMPLETE OF THE SAMPLE RESPONDENTS

Opinion	No. of respondents	Percentage
Strongly Agree	139	44.84
Agree	112	36.13
Neutral	32	10.32
Disagree	16	5.16
Strongly disagree	11	3.55
Total	**310**	**100.00**

Source: Survey Data
Note: Figures in brackets are percentages of the total.

It is understood that, 139 (44.84 percent) respondents are found to be strongly agree, 112 (36.13 percent) respondents are found to be agree, 32 (10.32 percent) respondents are found to be neutral, 16 (5.16 percent) respondents are found to be disagree, and the remaining 11 respondents (3.55 per cent) are strongly disagree in the study area.

Opinion about Feel e-commerce platform provide a variety of secure and convenient payment options
The opinion of the sample respondents is given in table 4 shows the classification of sample respondents based on their righteousness.

TABLE 4
FEEL E-COMMERCE PLATFORM PROVIDE A VARIETY OF SECURE AND CONVENIENT PAYMENT OPTIONS OF THE SAMPLE RESPONDENTS

Opinion	No. of respondents	Percentage
Strongly Agree	133	42.90
Agree	108	34.84
Neutral	37	11.94
Disagree	19	6.13
Strongly disagree	13	4.19
Total	**310**	**100.00**

Source: Survey Data
Note: Figures in brackets are percentages of the total.

It is understood that, 133 (42.92 percent) respondents are found to be strongly agree, 108 (34.84 percent) respondents are found to be agree, 37 (11.94 percent) respondents are found to be neutral, 19 (6.13 percent) respondents are found to be disagree, and the remaining 13 respondents (4.19 per cent) are strongly disagree in the study area.

Opinion about Feel customer support service is responsive and helpful

The opinion of the sample respondents is given in table .5 shows the classification of sample respondents based on their righteousness.

TABLE.5
FEEL CUSTOMER SUPPORT SERVICE IS RESPONSIVE AND HELPFUL OF THE SAMPLE RESPONDENTS

Opinion	No. of respondents	Percentage
Strongly Agree	136	43.87
Agree	112	36.13
Neutral	31	10.00
Disagree	20	6.45
Strongly disagree	11	3.55
Total	**310**	**100.00**

Source: Survey Data

Note: Figures in brackets are percentages of the total.

It is understood that, 136 (43.87 percent) respondents are found to be strongly agree, 112 (36.13 percent) respondents are found to be agree, 31 (10.00 percent) respondents are found to be neutral, 20 (6.45 percent) respondents are found to be disagree, and the remaining 11 respondents (3.55 per cent) are strongly disagree in the study area.

Opinion about delivery process is efficient, and packages arrive on time.

The opinion of the sample respondents is given in table 6 shows the classification of sample respondents based on their righteousness.

TABLE 6
DELIVERY PROCESS IS EFFICIENT, AND PACKAGES ARRIVE ON TIME OF THE SAMPLE RESPONDENTS

Opinion	No. of respondents	Percentage
Strongly Agree	146	47.10
Agree	111	35.81
Neutral	27	8.71
Disagree	17	5.48
Strongly disagree	9	2.90
Total	**310**	**100.00**

Source: Survey Data

Note: Figures in brackets are percentages of the total.

It is understood that, 146 (47.10 percent) respondents are found to be strongly agree, 111 (35.81 percent) respondents are found to be agree, 27 (8.71 percent) respondents are found to be neutral, 17 (5.48

percent) respondents are found to be disagree, and the remaining 9 respondents (2.90 per cent) are strongly disagree in the study area.

Opinion about Feel The return and refund process is clear and hassle-free

The opinion of the sample respondents is given in table 7 shows the classification of sample respondents based on their righteousness.

TABLE 7 FEEL THE RETURN AND REFUND PROCESS IS CLEAR AND HASSLE-FREE OF THE SAMPLE RESPONDENTS

Opinion	No. of respondents	Percentage
Strongly Agree	133	42.90
Agree	116	37.42
Neutral	24	7.74
Disagree	15	4.84
Strongly disagree	12	3.87
Total	**310**	**100.00**

Source: Survey Data

Note: Figures in brackets are percentages of the total.

It is understood that, 133 (42.90 percent) respondents are found to be strongly agree, 116 (37.42 percent) respondents are found to be agree, 24 (7.74 percent) respondents are found to be neutral, 15 (4.84 percent) respondents are found to be disagree, and the remaining 12 respondents (2.90 per cent) are strongly disagree in the study area.

Opinion about feel confident about the security of my personal and financial information on the website.

The opinion of the sample respondents is given in table 8 shows the classification of sample respondents based on their righteousness.

TABLE 8
FEEL CONFIDENT ABOUT THE SECURITY OF MY PERSONAL AND FINANCIAL INFORMATION ON THE WEBSITE OF THE SAMPLE RESPONDENTS

Opinion	No. of respondents	Percentage
Strongly Agree	128	41.29
Agree	112	36.13
Neutral	33	10.65
Disagree	21	6.774
Strongly disagree	16	5.16
Total	**310**	**100.00**

Source: Survey Data

Note: Figures in brackets are percentages of the total.

It is understood that, 128 (41.29 percent) respondents are found to be strongly agree, 112 (36.13 percent) respondents are found to be agree, 33 (10.65 percent) respondents are found to be neutral, 21 (6.77 percent) respondents are found to be disagree, and the remaining 16 respondents (5.16 per cent) are strongly disagree in the study area.

Opinion about satisfied with my e-commerce shopping experience.
The opinion of the sample respondents is given in table 9 shows the classification of sample respondents based on their righteousness.

TABLE .9
SATISFIED WITH MY E-COMMERCE SHOPPING EXPERIENCE OF THE SAMPLE RESPONDENTS

Opinion	No. of respondents	Percentage
Strongly Agree	136	43.87
Agree	108	34.84
Neutral	36	11.61
Disagree	16	5.16
Strongly disagree	14	4.52
Total	**310**	**100.00**

Source: Survey Data
Note: Figures in brackets are percentages of the total.

It is understood that, 136 (43.87 percent) respondents are found to be strongly agree, 108 (34.84 percent) respondents are found to be agree, 36 (11.61 percent) respondents are found to be neutral, 16 (5.16 percent) respondents are found to be disagree, and the remaining 14 respondents (4.52 per cent) are strongly disagree in the study area.

Opinion about recommend this e-commerce platform to others
The opinion of the sample respondents is given in table .10 shows the classification of sample respondents based on their righteousness.

TABLE .10
RECOMMEND THIS E-COMMERCE PLATFORM TO OTHERS OF THE SAMPLE RESPONDENTS

Opinion	No. of respondents	Percentage
Strongly Agree	147	47.42
Agree	102	32.90
Neutral	36	11.61
Disagree	12	3.87
Strongly disagree	13	4.19

Total	310	100.00

Source: Survey Data

Note: Figures in brackets are percentages of the total.

It is understood that, 147 (47.42 percent) respondents are found to be strongly agree, 102 (32.90 percent) respondents are found to be agree, 36 (11.61 percent) respondents are found to be neutral, 12 (3.87 percent) respondents are found to be disagree, and the remaining 13 respondents (4.19 per cent) are strongly disagree in the study area.

Opinion about prefer to research products online before making a purchase

The opinion of the sample respondents is given in table .11 shows the classification of sample respondents based on their righteousness.

TABLE .11

PREFER TO RESEARCH PRODUCTS ONLINE BEFORE MAKING A PURCHASE OF THE SAMPLE RESPONDENTS

Opinion	No. of respondents	Percentage
Strongly Agree	144	46.45
Agree	99	31.94
Neutral	32	10.32
Disagree	17	5.48
Strongly disagree	18	5.81
Total	**310**	**100.00**

Source: Survey Data

Note: Figures in brackets are percentages of the total.

It is understood that, 144 (46.45 percent) respondents are found to be strongly agree, 99 (31.94 percent) respondents are found to be agree, 32 (10.32 percent) respondents are found to be neutral , 17 (5.48 percent) respondents are found to be disagree , 18 respondents (5.81 per cent) are strongly disagree in the study area.

Opinion about Price is the most important factor in my buying decisions

The opinion of the sample respondents is given in table 12 shows the classification of sample respondents based on their righteousness.

TABLE .12

PRICE IS THE MOST IMPORTANT FACTOR IN MY BUYING DECISIONS OF THE SAMPLE RESPONDENTS

Opinion	No. of respondents	Percentage
Strongly Agree	148	47.74
Agree	110	35.48
Neutral	23	7.42
Disagree	17	5.48

Strongly disagree	12	3.87
Total	**310**	**100.00**

Source: Survey Data

Note: Figures in brackets are percentages of the total.

It is understood that, 148 (47.74 percent) respondents are found to be strongly agree, 110 (35.48 percent) respondents are found to be agree, 23 (7.42 percent) respondents are found to be neutral , 17 (5.48 percent) respondents are found to be disagree , 12 respondents (3.87 per cent) are strongly disagree in the study area.

SUGGESTIONS

E-commerce platforms can go beyond basic product recommendations by employing deep learning to analyze customer behaviour over time, enabling predictions of future needs and offering personalized discounts and promotions. Such personalization not only boosts sales but also enhances customer loyalty by making shoppers feel uniquely valued. Platforms should also incorporate features that allow customers to easily share their purchases and reviews on social media directly from the e-commerce site. Highlighting user-generated content, such as unboxing videos or practical product demonstrations, on product pages can significantly sway purchasing decisions by providing authentic endorsements. Integrating inventory management and customer service across channels is essential, allowing customers to transition seamlessly between social media, mobile apps, and web platforms without losing their shopping carts or order history. This approach prioritizes a cohesive shopping experience across various touch points. Advanced AI can be utilized to analyze customer inquiries in real-time, offering personalized shopping advice akin to a digital shopping assistant. Implementing predictive service features, such as anticipating customer issues before they occur, can distinguish a platform in terms of customer experience. Adopting blockchain or other secure technologies for data storage and transactions can enhance security. Conducting regular audits and issuing transparency reports can reassure customers about their data safety, transforming privacy into a competitive advantage.

CONCLUSION

The current research study synthesizes key findings and their implications for understanding the effects of social media algorithms, engagement metrics, and user-generated content on consumer behaviour. It has been established that social media platforms, through their algorithms, significantly influence purchasing decisions by personalizing content exposure for users. This personalization not only boosts user engagement but also drives buying behavior by showcasing content that aligns with individual preferences. Demographic factors were found to greatly affect how different groups engage with social media, underscoring the necessity for targeted marketing strategies. Engagement metrics such as likes, shares, and comments serve as indicators of content popularity and trustworthiness, directly influencing user perceptions of brands and products. Furthermore, the visibility of content on social media—dictated by algorithms—is vital for ensuring users see the most relevant content, thereby shaping their purchasing decisions. User-generated content, including reviews and recommendations, emerged as a potent influencer of consumer behavior, providing authenticity and trust that significantly impacts buying choices. The study highlights the importance of leveraging such content to build a trustworthy relationship between brands and consumers. Recommendations for social media platforms include

improving transparency regarding algorithms and promoting user engagement through diverse, high-quality content. For academic inquiry and future research, this study identifies areas for further exploration, such as the nuanced effects of algorithms across different consumer segments and the long-term impacts of engagement with user-generated content on brand loyalty.

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