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E-commerce and Consumer Buying Behaviour: A Study of Indian Online Market Trends

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ABSTRACT: The rise of e-commerce has significantly transformed consumer buying behaviour in India, driven by increasing internet penetration, smartphone adoption, and digital marketing strategies. This study explores the factors shaping Indian consumers' online shopping habits, highlighting the role of convenience, pricing strategies, and social influences. The research underscores the importance of mobile-first platforms, influencer marketing, and digital payment options in enhancing e-commerce adoption. Challenges such as trust issues, security concerns, and the digital divide remain barriers to further growth. However, with evolving technologies like AI-driven personalization and augmented reality, the future of e-commerce in India presents immense opportunities. Businesses must align their strategies with emerging trends to maintain a competitive edge in this dynamic market.

KEYWORDS: E-commerce, Consumer Behaviour, Digital Marketing, Online Shopping, Social Media Influence.

I. INTRODUCTION

The rise of the internet and the rapid proliferation of mobile devices have fundamentally transformed consumer behaviour globally. Among the most significant developments in recent years has been the exponential growth of e-commerce, revolutionizing the way consumers purchase goods and services. India, with its vast population, diverse market, and rapidly expanding internet penetration, represents one of the most dynamic and rapidly evolving e-commerce landscapes in the world. This transformation is not merely confined to the adoption of online platforms for shopping but also extends to a significant shift in consumer buying behaviour, attitudes, and preferences. As India's middle class continues to grow, alongside increasing internet accessibility and smartphone usage, more and more consumers are turning to online platforms for their purchasing needs. This shift has been further accelerated by the COVID-19 pandemic, which forced many individuals and businesses to adapt to digital platforms for shopping, work, and communication. E-commerce in India is no longer just a supplementary channel; it is quickly becoming the dominant mode of consumption, surpassing traditional retail models in many sectors, especially for products such as electronics, clothing, and groceries. Understanding the intricacies of consumer buying behaviour in this rapidly evolving e-commerce environment is crucial for businesses to stay competitive. E-commerce platforms, both domestic and international, have flooded the market, each vying for the attention and loyalty of Indian consumers.



Fig 1: Different e-commerce or marketing platforms and tools

Fig 1 shows different e-commerce or marketing platforms and tools, such as Octane AI, Klaviyo, Okendo, LoyaltyLion, Rewind, Daasity, Spently, TSEAL, and Retention. Overall, the image visually represents someone pondering ways to enhance or optimize the customer experience, with various software solutions or integrations displayed as options or tools.

However, despite the apparent ease and convenience that online shopping offers, the factors influencing consumer decisions in this space are multifaceted and require a deep understanding of local cultural nuances, technological

infrastructure, and socio-economic considerations. This research aims to explore the changing consumer buying behaviour in India's online market, identify key drivers of these shifts, and provide insights into the future of e-commerce in the country. Specifically, the study focuses on the trends that have shaped the behaviour of Indian online shoppers, from factors like mobile accessibility, convenience, pricing, and digital marketing to the role of social media and influencers in shaping consumer perceptions.

II. REVIEW

Crespo and Del Bosque (2010) analysed the adoption of B2C e-commerce using the Theory of Planned Behaviour as a theoretical framework. They examined how various commercial features of the Internet, including product perception, shopping experience, information availability, and perceived risk, influenced its adoption as a sales system. Their findings indicated that attitudes toward e-commerce, subjective norms, and perceived risk played significant roles in shaping consumers' purchasing decisions from electronic retailers. Furthermore, they observed that the impact of commercial Internet features was mediated through attitudes toward e-commerce.

Faraone, Gorgoglione, and Palmisano (2010) examined the significance of predicting customer purchasing behaviour in e-commerce, where low search costs and intense competition necessitated targeted and personalized offerings. Prior research had indicated that incorporating transaction context into customer behaviour models enhanced predictive accuracy, particularly at the individual level. However, practical, and managerial challenges often led companies to prioritize market segments over individual customers. The study primarily contributed by introducing a conceptual framework for integrating context into predictive models of market segments and by comparing various methodological approaches under diverse experimental conditions. The findings suggested that while the most accurate approach yielded better predictions, it was not the most efficient from a managerial standpoint. The study ultimately provided insights into how businesses could effectively leverage contextual information to enhance marketing decision-making.

Glover and Benbasat (2010) had examined the concept of perceived risk in e-commerce research, highlighting those previous studies had not approached it systematically or comprehensively enough for effective application in information systems design. Their study had aimed to bridge this gap by proposing a model of perceived risk grounded in a well-established marketing theory of risk. They had identified events that could expose consumers to harm in e-commerce transactions and had measured perceived risk dimensions using rigorously developed formative indicators, which had accounted for a wide range of potential consumer concerns. The researchers had integrated this risk construct into a nomological network and had tested it through an online field study involving 411 participants, employing structural equation modelling for analysis. Their findings had demonstrated that e-commerce transaction perceived risk functioned as an aggregate factor composed of three dimensions: risk of functionality inefficiency, risk of information misuse, and risk of failure to gain product benefit.

Pahnila and Warsta (2010) investigated e-commerce customer behaviour towards online shops using a theoretical model based on Triandis' behavioural framework. While previous research primarily focused on users' attitudes towards online shopping, their study examined the role of perceived value and habit in shaping e-commerce behaviour. The structural equation modelling results indicated that both utilitarian and hedonic values significantly influenced affect, which in turn indirectly impacted e-commerce behaviour. Additionally, the study assessed the influence of habit on online shoppers' behaviour and found that habitual behaviour had a considerable effect on affect. Furthermore, the findings suggested that normative beliefs, particularly social factors, played a crucial role in shaping habits, especially when the shopping experience was not recurrent.

Hu (2011) examined consumer behaviour in online shopping, focusing on the relationships between perceived value, customer satisfaction, and purchase intention in e-commerce. Using survey data from college students, the study employed structural equation modelling to analyse these relationships. The findings suggested that perceived value had a significant impact on customer satisfaction, while both perceived value and customer satisfaction served as strong predictors of purchase intention. Moreover, customer satisfaction was found to partially mediate the relationship between perceived value and purchase intention. The study also discussed its implications and outlined potential directions for future research.

Chen (2012) attempted to understand consumer motivations in online group buying behaviour within CC2B e-commerce, focusing on Ihergo.com, a popular group-buying platform in Taiwan that aggregated buyer power to secure volume discounts. The study, based on online group buying literature and Netnography, identified four key motivations—profit, value, emotion, and achievement. Furthermore, the research conceptualized and explained the dynamic process of these motivations in online group buying. The study also discussed implications for researchers and marketing management in the evolving electronic market.

Yadav et al. (2012) examined the rapid expansion of information sources on the World Wide Web, highlighting its significance in enabling users to search, extract, filter, and evaluate relevant data. Their study focused on analysing customer behaviour using Web mining techniques and their application in e-commerce. They elaborated on the Web mining process, which encompassed data collection, pre-processing, pattern discovery, pattern analysis, and cluster analysis. The researchers noted that advancements in information technology had allowed servers to collect and store vast amounts of data, capturing various customer profiles and contributions, which businesses could utilize to understand customer preferences. They emphasized that traditional methods were inadequate for analyzing customer behaviour in modern e-commerce settings. Instead, they advocated for data mining techniques, particularly the K-Means algorithm, to segment customers based on input data derived from web logs of e-commerce platforms. Ultimately, they explored the relationship between Web data mining and e-commerce while demonstrating the applicability of Web mining in understanding consumer behaviour.

Pelet and Papadopoulou (2012) examined the impact of e-commerce website colours on consumer mood, memorization, and buying intention. Based on a literature review, they proposed a conceptual model illustrating how the hue and brightness of website colours influenced consumer behavioural responses. These responses were mediated by mood. Data collection was conducted through a laboratory experiment to control the measurement of colour appearance on e-commerce websites. Participants visited one of eight versions of a specially designed website selling music CDs. ANOVA, regression, and general linear model analyses revealed a significant effect of colour on memorization, which was mediated by mood. The interaction between hue and brightness, particularly when using chromatic colours for the background and foreground, enhanced memorization and buying intention, especially when contrast was achieved with low brightness. A negative mood was found to improve memorization but simultaneously decrease buying intention. The study discussed implications for both theoretical advancements and practical applications.

Mestre and Vitoria (2013) examined how the increasing availability of transactional data on e-commerce websites enabled a deeper understanding of business dynamics. They aimed to estimate the future state of a customer to determine whether targeting them would be beneficial. Their proposed approach incorporated hierarchical clustering and a hidden Markov model (HMM), allowing for one-level (non-augmented) or two-level (augmented) clustering. By comparing these methods against a benchmark using both synthetic and real data, they demonstrated that their model outperformed others in predicting customer behaviour. Additionally, they employed a decision-theory tool to assess whether adopting their model was financially advantageous compared to simpler alternatives. Despite its superior predictive accuracy, they concluded that the model's financial benefit remained uncertain, as it depended on the specific utility functions involved.

Zhang and Pennacchiotti (2013) explored the relationship between users' social media profiles and their e-commerce behaviours, an area that had seen limited research. They developed a system designed to predict users' purchase behaviours on e-commerce platforms based on their social media information. Their study focused on whether details from users' social media profiles, such as those from Facebook, could be used to forecast the types of products they might purchase on platforms like eBay, particularly in categories like electronics. The paper presented a thorough analysis of the correlation between Facebook profile data and eBay purchases, examining the effectiveness of various feature sets and learning algorithms in predicting consumer behaviour.

Wu and Ye (2013) examined the impact of mobile commerce on consumer behaviour, particularly focusing on the influence of mobile devices, service performance, and content on impulsive buying intentions. Their study, which aimed to explore mobile media technology convergence combined with consumer impulsive personality and flow experience, analysed data from 322 iTunes (App store) customers. The results indicated that higher levels of impulsivity decreased the effect of enjoyment on the irresistible urge to buy. Additionally, factors such as emotional conflict, positive buying emotion, mood management, cognitive deliberation, disregard for the future, and unplanned buying were found to be significant in the formation of impulsivity and influenced impulse buying intentions. These findings provided valuable insights for service providers looking to design applications that encourage impulse purchases.

Ariff et al. (2014) explored the impact of perceived risks on online shopping behaviour in Malaysia, where the online shopping market was valued at RM1.8 billion in 2013 and was expected to reach RM5 billion by 2015. Despite this growth, online shopping ranked only 11th among the 15 most common internet activities in 2012. The study focused on four types of risks—product, financial, convenience, and non-delivery risks—and their influence on consumers' attitudes toward online shopping. A web-based survey of 300 shoppers from Malaysia's largest online marketplace revealed that product, financial, and non-delivery risks had a negative effect on shoppers' attitudes, while convenience risk had a positive effect, indicating that buyers trusted the site and faced fewer issues with it. The study also suggested that consumers were less concerned about non-convenience factors, such as returns or product quality inspection. Furthermore, it was found that consumers' attitudes significantly and positively influenced their online purchasing

behaviour. The findings offered valuable insights for managing perceived risks in e-commerce, enhancing consumer involvement, and reducing cognitive dissonance in online transactions.

Di, W., Sundaresan, N., Piramuthu, R., and Bhardwaj, A. (2014) investigated the role of images in online peer-to-peer commerce, where physical inspection of goods is not possible. In their study, they focused on a major online marketplace where millions of products are sold, many described through images. Their systematic data mining and knowledge discovery approach aimed to quantitatively analyse the influence of images on e-commerce. The researchers sought to understand the impact of images across various product categories, user segments, and conversion rates, emphasizing how image quality and quantity could enhance sales. They also explored the interaction between image data and other selling factors, including user behaviour. Their results showed that "watch" behaviour, which reflects buyer attention and hesitation, still highlighted the importance of images, particularly for products where appearance is crucial. The study concluded that these insights could help sellers improve their strategies in a competitive online marketplace.

Qiu, Lin, and Li (2015) explored the challenge of predicting customer purchase behaviour in the e-commerce context, a task that posed unique problems not found in traditional business settings. They developed a predictive framework called the Customer Purchase Prediction Model (COREL), which consists of a two-stage process. The first stage involved investigating associations among products to predict customer motivations and create a collection of candidate products. The second stage focused on learning customer preferences for specific product features, which were then used to identify the products most likely to be purchased. The study examined three categories of product features and developed methods to detect customer preferences for each category. When COREL was applied to a product purchased by a consumer, it could predict the top n products likely to be purchased by that customer in the future. Experiments on a real dataset demonstrated that customer preferences for product features were crucial in decision-making, and COREL significantly outperformed baseline methods in prediction accuracy.

Kalia, P., Kaur, N., and Singh, T. (2016) conducted an extensive literature review to explore the factors influencing online buying behaviour, acknowledging that e-businesses have long been interested in understanding what drives their customers. They identified twenty-six factors initially, including price, convenience, security, information, enjoyment, access, and tangibility/sensation, with the latter seven being the most frequently cited. The review further delved into these factors, examining their implications for managerial decision-making. The authors emphasized the importance of these findings for both businesses and academicians, suggesting that this review could serve as a foundational resource for developing strategies or conducting systematic studies on online buying behaviour.

Nisar and Prabhakar (2017) analysed customer satisfaction in the e-commerce market, focusing on the factors influencing e-satisfaction and its impact on consumer spending in American-based e-commerce retailers. They highlighted how the internet has fundamentally shifted retailing practices, with consumer and business behaviour changing similarly to the Industrial Revolution. Their findings revealed a positive relationship between customer satisfaction and consumer spending, where higher e-satisfaction led to increased spending in e-commerce. Additionally, the study identified a direct link between e-service quality, e-satisfaction, and e-loyalty in online spending. However, they noted that e-commerce still faced challenges compared to traditional offline retailers, particularly due to the inability for customers to physically experience products before purchase, leading to potential dissatisfaction and unintentional product selection.

Saini and Vashisht (2018) discussed the growing significance of e-commerce in contemporary times, highlighting its role in the sale of goods and services through the internet and other electronic media. They emphasized how information technology had become integral across all sectors, with no area left untouched. The authors noted that online shopping had emerged as a significant trend in marketing, providing consumers with the convenience of buying and selling products online, especially in an era where people's busy schedules made traditional shopping less feasible. They explained how e-commerce had shifted the shopping paradigm, freeing consumers from the constraints of store timings and specific locations. With easier access to a wide range of products, e-commerce had become a preferred shopping mode. The study also pointed out that consumer buying behaviour was influenced by various factors such as age, gender, income, and family. The paper explored several aspects of e-commerce and the factors affecting consumer behaviour towards online shopping.

Huseynov and Özkan Yıldırım (2019) explored consumer behaviour in e-commerce platforms, an area that had been extensively researched. They noted that while many studies assessed online shopping behaviour from various perspectives, most failed to conduct market segmentation analysis when examining consumer behaviour. As a result, the general conclusions drawn from these studies might not accurately reflect the behaviours of distinct consumer segments. In contrast, their study began with psychographic market segmentation analysis, identifying four distinct online consumer segments. The shopping behaviour of each segment was then assessed using a developed behaviour evaluation model.

The findings provided valuable insights for e-retailers, highlighting the behavioural characteristics of each consumer segment, which could help e-retailers better allocate marketing resources and design more effective marketing strategies tailored to each segment.

Urne and Aggrawal (2020) highlighted that e-commerce had become a rapidly growing and booming industry, generating significant business through e-trading. They observed that the success of the e-commerce sector was heavily influenced by consumer responses and buying behaviour. Factors like reduced intermediary business levels, competitive pricing, and doorstep delivery were identified as key elements of success. The study noted that e-commerce had surpassed traditional marketing practices, incentivizing consumer behaviour and leading to a substantial increase in demand. The Indian market, in particular, was seen as a promising potential market for e-commerce. The research focused on various aspects, including the status of e-commerce in India, technology adoption, its socio-economic impact, and how it influenced consumer decision-making. The authors pointed out that technological innovations were rapidly emerging and being adopted by the market, altering consumer expectations. This shift in consumer behaviour was attributed to the evolution of e-commerce business models. The study emphasized the need for further research to understand the long-term impact of e-commerce on consumer buying behaviour and its potential to continue shaping future trends.

Wardhana et al. (2021) conducted a study to analyse the impact of consumer behaviour on purchasing decisions among Tokopedia consumers in Indonesia, in light of technological advancements, particularly in information and communication, which had led to the growth of e-commerce. The increasing number of Indonesians using e-commerce platforms, like Tokopedia, reflected high public trust in online shopping services. The research adopted a quantitative method with a descriptive-causality approach, utilizing purposive sampling and a sample size of 100 Tokopedia consumers. Data analysis was performed using descriptive analysis and simple linear regression. The findings indicated that consumer behaviour significantly influenced purchasing decisions on Tokopedia.

III. THE RISE OF E-COMMERCE IN INDIA

India's e-commerce market has grown at a remarkable pace over the past decade. The country is home to a young, tech-savvy population, many of whom are coming online for the first time, particularly in rural and semi-urban regions. According to various industry reports, India's internet penetration has increased significantly, with over 700 million active internet users as of 2023. Alongside this, mobile phones, especially smartphones, have become the primary means of accessing the internet. This has led to the proliferation of mobile-first e-commerce platforms that cater to the unique needs and behaviours of Indian consumers. E-commerce giants like Flipkart, Amazon, and Myntra have experienced rapid growth, while smaller, niche players have emerged in categories such as groceries, beauty products, and online learning. The competitive nature of the Indian market has led to aggressive pricing strategies, discounts, and flash sales that attract consumers looking for the best value. In addition to these large platforms, social commerce is becoming an increasingly important trend, where e-commerce is integrated with social media channels, creating a seamless shopping experience. India's e-commerce ecosystem is also marked by a diversity of consumers. The metropolitan cities have long been the primary hubs of online shopping, with consumers being more open to experimenting with digital platforms. However, in recent years, smaller towns and rural areas have seen a surge in e-commerce adoption, fueled by increased smartphone penetration, affordable data plans, and the success of regional language platforms. This shift towards tier 2 and tier 3 cities has unlocked vast new markets for e-commerce companies, creating new challenges and opportunities for brands.

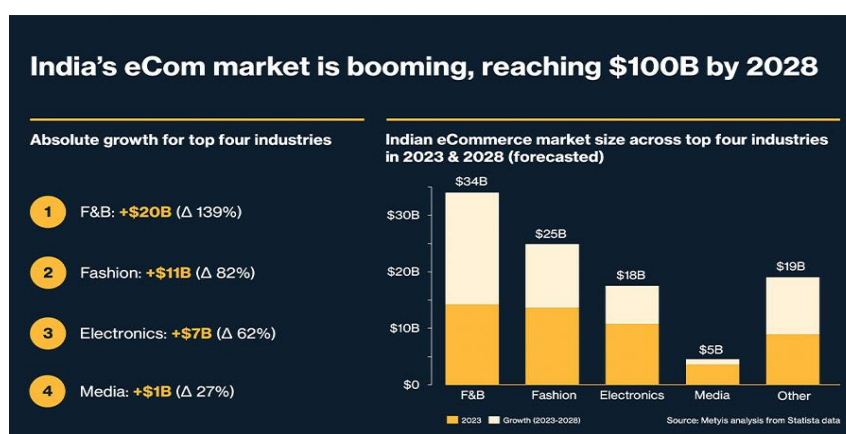


Fig2: India's e-commerce market

In this infographic, India's rapidly expanding e-commerce market is projected to reach \$100 billion by 2028. The graphic highlights four key sectors: Food & Beverages, set to grow by \$20 billion (up 139%); Fashion, increasing by \$11 billion (82% rise); Electronics, expanding by \$7 billion (62% surge); and Media, showing a \$1 billion gain (27% growth). A comparative bar chart illustrates current performance versus future forecasts, emphasizing significant market expansion. These projections underscore robust consumer demand, heightened digital adoption, and the growing influence of online retail, driving economic transformation in India's dynamic marketplace and promising a very bright economic future.

IV. CONSUMER BUYING BEHAVIOUR IN THE E-COMMERCE CONTEXT

Consumer behaviour in the context of e-commerce differs substantially from traditional shopping behaviours. Online shopping offers a unique blend of convenience, variety, and price transparency, but also introduces its own set of challenges, such as security concerns, delivery issues, and the lack of tactile interaction with products. Consequently, consumer buying decisions are influenced by several factors, including technological ease, trust in online platforms, and the perceived benefits of shopping online as opposed to visiting physical stores. One of the key drivers of e-commerce adoption in India is the sheer convenience that online platforms offer. Consumers can shop at any time of day or night, from the comfort of their homes, without the need to deal with the crowds, long queues, or traffic often associated with brick-and-mortar shopping. For many consumers in India, particularly in rural areas, access to physical retail outlets may be limited, making online shopping an attractive alternative. Furthermore, the convenience of home delivery, along with features like cash on delivery (COD), which is especially popular in India, has further solidified online shopping as a preferred option for a wide variety of goods. Price sensitivity is another major factor that shapes consumer buying behaviour in India. Indian consumers are known for being highly price-conscious, often seeking the best possible deals before making a purchase. This has led e-commerce platforms to heavily rely on discount-driven marketing strategies, flash sales, and other promotional campaigns to attract consumers. The availability of multiple payment options, including credit and debit cards, mobile wallets, and COD, has also made it easier for consumers to make purchases without the need for upfront payments, further enhancing the appeal of e-commerce. Moreover, the increasing use of social media and digital influencers has become a key factor in influencing consumer behaviour. Social media platforms like Facebook, Instagram, and WhatsApp have become powerful tools for businesses to engage with consumers, promote products, and create brand awareness. Indian consumers are increasingly looking to social media for product recommendations, reviews, and feedback from friends, family, and influencers, making it a crucial aspect of the decision-making process. Influencer marketing, in particular, has proven to be highly effective in attracting and engaging consumers, especially among younger demographics.

VI. CHALLENGES AND OPPORTUNITIES

While the Indian e-commerce market presents significant opportunities, it is not without its challenges. One of the biggest barriers to growth is the issue of trust. Despite the growing popularity of online shopping, many consumers remain wary of the security of online transactions and the reliability of delivery systems. Fraud, counterfeit products, and concerns over data privacy are major factors influencing online shopping behaviour. However, as e-commerce platforms continue to enhance their security measures, offer easier return policies, and collaborate with reliable logistics companies, trust in online shopping is gradually improving. Another challenge is the digital divide. Although internet penetration is increasing, there are still large sections of the population, particularly in rural areas, that do not have access to reliable internet or smartphones. This digital divide limits the reach of e-commerce companies and makes it difficult for them to fully tap into the potential of the Indian market. However, the growing penetration of affordable smartphones and initiatives to provide internet access in remote areas are helping to bridge this gap. Despite these challenges, the opportunities presented by the Indian e-commerce market are immense. As more consumers embrace online shopping, companies have the chance to capitalize on new consumer segments, regional markets, and emerging trends such as voice commerce, augmented reality (AR), and artificial intelligence (AI)-driven personalization. By understanding the unique behaviours and preferences of Indian consumers, businesses can develop targeted strategies that not only cater to the needs of today's shoppers but also anticipate the future of e-commerce in India.

VII. E-COMMERCE AND CONSUMER BUYING BEHAVIOUR: TYPES OF INFLUENCES

E-commerce has revolutionized consumer buying behaviour, offering a range of new factors that influence how people shop online. This shift is particularly noticeable in India, where technological advancements, growing internet penetration, and changing consumer preferences are reshaping the landscape. Understanding the different types of influences on consumer buying behaviour in e-commerce is critical for businesses aiming to succeed in the digital marketplace. These influences can be categorized into several key types as technological influences, psychological influences, social influences, economic influences, and cultural influences.

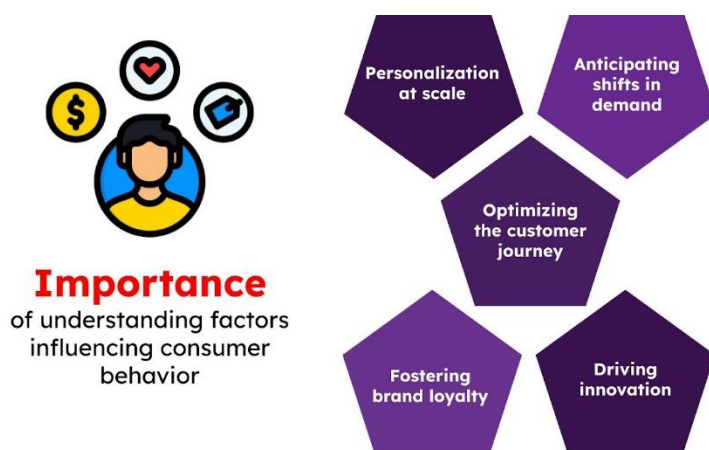


Fig 3: Importance of understanding factors influencing consumer behaviour

The importance of understanding consumer behaviour is underscored by five essential factors: personalization at scale, anticipating shifts in demand, optimizing the customer journey, fostering brand loyalty, and driving innovation. The graphic features a stylized person with thought bubbles reflecting consumer motivations or preferences, illustrating how crucial it is to grasp why people choose particular products and services.

Technological Influences: The technological environment has the most significant impact on e-commerce consumer behaviour. With the increasing penetration of smartphones and the widespread availability of internet access, consumers can now shop at any time and from anywhere. Mobile platforms have become essential, with apps and websites optimized for mobile users. This shift towards mobile shopping has led to an increase in impulse buying and the convenience of comparing prices instantly. Technologies like artificial intelligence (AI) and machine learning also allow for personalized recommendations, which influence buying decisions by suggesting products based on a consumer's previous purchases or browsing behaviour. Furthermore, innovations in payment options such as mobile wallets, UPI (Unified Payments Interface), and cash-on-delivery (COD) options offer flexibility and convenience, contributing to more frequent online purchases.

Psychological Influences: Consumer behaviour is also shaped by psychological factors, including perception, motivation, and attitudes. The ease of online shopping, the convenience of home delivery, and the ability to browse products without time constraints are significant motivators. Consumers are driven by the psychological desire for comfort and speed, often choosing e-commerce for its convenience over traditional retail shopping. Additionally, the concept of "free shipping" or discounts creates a sense of urgency, leading to an emotional drive to buy now rather than later. The digital environment also plays a role in shaping perceptions. Online reviews, ratings, and user-generated content help shape the perception of a product or service. Positive reviews create trust, influencing consumer confidence and encouraging purchasing decisions, while negative reviews can lead to hesitation.

Social Influences: Social factors have a substantial impact on consumer buying behaviour, especially in the context of e-commerce. The influence of social media platforms like Instagram, Facebook, and YouTube cannot be overstated. Influencer marketing has gained significant traction in recent years, where social media influencers promote products and brands to their large follower bases. This social proof seeing others use and recommend products—can strongly motivate consumers to make a purchase. Additionally, social sharing and peer reviews are powerful tools that shape buying decisions. Consumers often look to their social circles for product recommendations, and the ability to share or discuss products online further encourages purchases. E-commerce platforms also leverage social proof by displaying customer reviews, ratings, and testimonials prominently on product pages.

Economic Influences: Economic factors are fundamental in determining consumer buying behaviour in e-commerce. In India, price sensitivity is a key driver for many online shoppers. Consumers often seek the best deals, discounts, and promotions before making a purchase. E-commerce platforms often cater to this by offering flash sales, seasonal discounts, or price comparisons to entice budget-conscious shoppers. During festive seasons like Diwali, major e-commerce websites in India offer huge discounts, which drive significant traffic and increase purchasing frequency. The availability of easy payment options also contributes to consumer behaviour. Offering multiple payment methods, including credit cards, debit cards, mobile wallets, and COD, makes online shopping more accessible to a broader range of consumers, especially in lower-income groups.

Cultural Influences: Cultural factors also shape consumer behaviour, particularly in diverse markets like India. Traditional preferences, values, and social norms play a crucial role in determining buying behaviour. For example, family-oriented consumers may prioritize purchasing goods that cater to household needs, while younger consumers may gravitate toward fashion, technology, and lifestyle products. Regional differences also come into play, with consumers in urban areas often more inclined to experiment with international brands, while rural consumers tend to prefer local and more affordable options. The influence of festivals and holidays on e-commerce is also noteworthy. Many Indian consumers shop online during festivals like Diwali, Holi, and Eid, driven by cultural norms that associate these events with shopping and gift-giving. This cultural behaviour often boosts e-commerce sales during such periods.

VIII. CONCLUSION

The Indian e-commerce landscape has witnessed remarkable growth, reshaping traditional shopping patterns and consumer preferences. Factors such as mobile accessibility, affordability, social media influence, and personalized recommendations have accelerated the shift towards online shopping. While challenges such as cybersecurity risks and digital accessibility persist, ongoing technological advancements and strategic marketing efforts are bridging these gaps. Companies that understand and adapt to evolving consumer behaviour leveraging data analytics, AI, and regional market trends will be well-positioned for sustained success. As the digital economy continues to expand, e-commerce is poised to become the dominant retail channel, offering both businesses and consumers new avenues for engagement and growth.

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