

CHANGING CONSUMER BUYING BEHAVIOUR IN THE ERA OF E- COMMERCE

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Abstract

E-commerce's rapid growth has significantly changed how consumer purchase goods and services. Online shopping has developed more accessible, time saving and easy because of use of smartphones, digital payment methods, and the internet. The objective of the study is to understand how consumer purchasing patterns have evolved in the e-commerce era. It brings attention to important elements affecting consumer preferences for online platforms over traditional purchasing techniques like convenience of use, the availability of different choices, price comparison, discount and home delivery. This study explains how social media, digital review, and individualized opinion affect consumer decision to purchase. Today's consumers are educated and often compare products before selecting one. Yet, issues related to product quality, security and lack of trust remain to influence e-commerce purchases. Overall, the studies show that consumers are today more flexible, mindful, and selective about what they buy due to e-commerce. It concludes that for the purpose of businesses to stay competitive in the digital marketplace, companies must adapt to these changing tastes by improving online services, ensuring product quality and developing customer trust.

Keywords: Consumer, Buying, Behaviour, E- Commerce and Online.

Introduction

Consumer buying behaviour is defined as the decision-making process in which an individual searches for, evaluates, purchases, and uses products and services. If an organization aims to satisfy its strategies accordingly. Over the past few years, driven by technological advancements and the widespread use of the internet, the business environment has undergone a significant transformation; the most notable of these changes is the emergence of e-commerce. E-commerce means where goods and services are bought and sold via electronic platforms over the internet.

Consumers have benefited significantly from the development of e-commerce. Previously, consumers had to physically visit a store to evaluate products and make purchasing decisions based on limited available information. However, with the advent of e-commerce, the traditional retail mode has undergone a complete transformation. Consequently, consumers can now carry out their entire decision-making process from the comfort of their own homes, without ever having to visit a physical store. The spread of digital platforms has enabled consumers to access a vast array of products and services right from their homes. Online marketplaces such as Amazon, Flipkart, and Myntra offer consumers the convenience of purchasing goods without leaving their homes. Furthermore, these digital platforms provide consumers with comprehensive details regarding each product including size specifications, customer reviews, ratings, and price comparisons thereby empowering them to make well-informed purchasing decisions by effectively comparing various options.

The growth of e-commerce has been significantly driven by the widespread use of smartphones and increased internet connectivity. Numerous reports indicate that millions of consumers worldwide have shifted to online platforms to fulfil their daily needs, digital payments have grown the shift even more which offer a safe and secure method for transactions. Additionally, the COVID-19 Pandemic accelerated the adoption of e-commerce, as consumers migrated from traditional retail shopping to online shopping due to lockdowns, social distancing measures and health and safety concerns.

Customers now expect immediate delivery, high-quality service, and reasonable prices due to the growth of e-commerce. Businesses need to keep adapting to these trends to maintain their position in the market and effectively manage the competitive marketplace. In addition, e-commerce includes disadvantages like cybersecurity risk, delivery delays and data privacy which could

make consumer discourage the usage of e-commerce platforms. These challenges shows that how important is to properly understand the things that affecting consumer purchasing decision in digital world. The aim of this study is to identify the key elements that influence online buying behaviour and to explore how e-commerce influence consumer buying behaviour.

Literature Review

Convenience is one of the commonly discussed factors shaping online consumer behaviour. According to studies people are like e-commerce platforms as they eliminate the need to visit physical business by allowing by shopping at any time and from any location. The importance of convenience and accessibility in promoting the e-commerce is one of the most common outcomes in resent research. According to studies, people favour e-commerce platforms as they save time and efforts by facilitating making purchase at any time and from any location. The perceived value and accessibility remain to be key element of online purchase intention, according to research on digital consumer behaviour. (Degefa & Werke, 2025). Price sensitivity and comparison have major part in consumer behaviour. Due to more information accessibility and a range of internet platform customer have become more cost alert over the last ten years. The ability to instantly compare cost across several websites has a major effect on purchase decision. Because of this transparency, businesses become more competitive and customer have greater capacity to make informed choices (Shukla, 2023). Recent studies have also placed a high priority on the necessity of security and trust. Concern regarding cybersecurity, fraud and data privacy have risen in significance as online trust transaction have increased. Research from 2020 to 2025 indicates the platform, trustworthiness, perceived risk, and trust are the key factors that influence consumer behaviour in e-commerce environment (Degefa & Werke, 2025)

Objective

- To explore the way consumer buying behaviour is shifting in the era of E-commerce.
- To find the major factors influencing consumers online buying decision.
- To examine the positive impact of e-commerce on consumer.
- To analyse the challenges while making online purchase.
- To examine the level of trust and security concerns among consumers while shopping online.

1. To analyse the role of social media and online reviews in influencing consumer purchase decisions.

Research Methodology

This study is based on primary data to understand the changing consumer buying behaviour in the era of e-commerce. In this study primary data is collected on the basis of structure questionnaire survey.

Research Design

This study follows a Descriptive research design to analyse consumer buying behaviour toward e-commerce and help in understanding the trend of consumer buying behaviour.

Data collection method

The Primary data was collected through structure questionnaire. the questionnaire consists of Multiple choice or close ended. The data collected from the respondent who have experience in online shopping.

- Preference of online platform.
- Factor influencing consumer purchase decision.
- Problem faced during online transaction.
- Consumer satisfaction with online shopping.

Sample Size

A sample of 100 Respondent was selected. The respondent included student, working professionals, housewives, and another consumer who use online platform to shop online.

Sampling Technique

Convenience sampling method was used on this study. Respondent were selected based on their availability and willingness to participate in survey.

Area of Study

The data is collected for the consumer residing in Uttarakhand especially in the region of Dehradun and Rishikesh particular in the urban and semi urban areas where use of internet and online shopping are more common.

Data Analysis Techniques

The data was analysed using simple statistical tools such as

- Table and Charts
- Percentage analysis

Factor influencing consumer buying behaviour in E-commerce

1. Convenience and Accessibility- Convenience is the most basic factor contribute the growth of e-commerce. Online shopping allow customer to buying goods form anytime and from any location. This facility makes online shopping more attractive to consumer. So, both convenience and accessibility are the major factor which influence the buying behaviour of consumer.
2. Price comparison- On an e-commerce platform, a consumer can compare prices from multiple sellers within a few seconds and this very feature is what makes online shopping so appealing to customers.
3. Product variety- In online market consumer choose variety of product from various brands and sellers this increases availability of product and enhances consumer satisfaction.
4. Online Review and Ratings- Online Review and Rating provide a True Position of Product to customer. Positive Review increases customer confidence towards product and Negative review discourage customer to buy a product
5. Promotional offer and Discount- E-commerce offer discount and promotional offer to attract a customer like Big Billion Day sale, Diwali offer etc. these offers encourage customer to buy product online.

Advantages of E-commerce for Consumer

1. Easy and convenient shopping- E-commerce allow consumer to buy anytime and from anywhere with the use of smartphones and internet connection. This saves both time and energy.
2. More choices Available – E-commerce provide variety of products and brand to customer which is the advantage over traditional market place.
3. Easy price comparison- consumer can easily compare price of product from different websites. This help customer to find best deal which save money of customer.

4. Door stop delivery- Product are delivered directly to customer home, this is very helpful to customer who are busy and not going to outside due to their work. It makes shopping more comfortable.
5. Simple return and refund process- if product is not up to the marked or damaged, consumer can easily return the product which increased trust in online shopping.
6. Time Saving- Online shopping is way faster than traditional shopping, it saves time of customer because customer do need to travel form shop to shop and it saves lot of time.

Challenges of E-commerce

1. Cyber security and Online fraud- E-commerce relates to the internet and the several challenges remain connecting with internet like cyber crime and online fraud. Consumer could be afraid to share personal information to internet especially related to finance.
2. Physical Examination is not allowed- Another Challenges is consumer is not allowed to physically inspect the goods and totally rely on images showing in the websites and apps and Reviews shown in the websites.
3. Delivery Delays- Delays of Delivery can affect the customer confidence on e-commerce. In some customer receive defective product which leads to negative experience.

Findings

1. Factor influencing Purchase Decision of customer.

Factors	Respondent	Percentage
Convenience	38	38%
Price Comparison	20	20%
Discount and Offer	17	17%
Product Variety	13	13%
Customer Review	12	12%
Total	100	100%

This finding shows that convenience is most important factor influencing e-commerce and 38% respondent selecting at its 1st priority. Price comparison with 20% and Discount and offer with 17% and Product variety with 13%, Customer review with 12% shows that result with proof also play a important for purchase decision.

2. Product categories under purchase online.

Product category	Respondent	Percentage
Clothing and fashion	30	30%
Electronics	25	25%
Beauty product	18	18%
Household items	15	15%
Books	12	12%
Total	100	100%

This finding shows that clothing and fashion are the most frequently items purchase online (30%). Beauty product and household items share a significant share in online purchase.

3. Problem faced in online shopping

Problem	Respondent	Percentage
Product Quality Issue	29	29%
Delivery Delays	27	27%
Payment Security Concern	23	23%
Difficult Return Process	21	21%
Total	100	100%

This finding shows that in online shopping, product quality issue 29% and delivery delay 27% these are the most common problem consumer faced. Payment security concern and difficult return policy are also facing by customers in online shopping.

4. Level of Trust in Online shopping

Level of Trust	Respondent	%age
High Trust	20	20%
Moderate Trust	50	50%
Low Trust	30	30%
Total	100	100%

This finding shows that 50% of respondent have moderate trust, while 30% still have low trust in online shopping platforms. Only 20% have high trust, indicating trust is a major factor in e-commerce. Lack of trust is one of the biggest concern to online shopping adoption.

5. Major security concern in Online shopping

Security concern	Respondent	%age
Payment Fraud Risk	32	32%
Data Privacy Issue	25	25%
Fake Product	21	21%
Misuse of Personal Data	22	22%
Total	100	100%

The Findings shows that Payment Fraud Risk i.e. 32% is the Major security concern in online shopping along with that Data privacy issue i.e. 25% is also a big concern among consumer for adoption of online shopping.

6. Influence of Online review on Purchase Decision

Response	Respondent	%age
Strongly Influenced	35	35%

Moderately Influenced	40	40%
Not Influenced	25	25%
Total	100	100%

The findings shows that 75% of Consumer (Strongly and moderately) influenced by online review before buying a product. This clearly shows that review play a important role to influence purchasing decision of consumer. E- WOM (Electronic Word of Mouth) play a significant role of influencing Purchase Decision of consumer.

7. Influence of Social Media on Consumer Behaviour

Platform Influence	Respondent	%age
Highly Influenced	28	28%
Moderately Influenced	42	42%
Not Influenced	30	30%
Total	100	100%

This findings shows that 70% of consumer (Highly+ Moderately) influenced by social media. Platform such as Youtube, Facebook, Instagram, play a significant role to influenced behaviour of consumer.

8. Most Trusted Source before purchase

Source	Respondent	%age
Online Review	40	40%
Social Media Influencer	27	27%
Friends/ Family	23	23%
Advertisement	10	10%
Total	100	100%

Online review (40%) are the most trusted source, followed by social media influencer (27%), Advertisement have a least impact (10%), shift toward social media influence consumer purchase decision.

Conclusion

The growth of E-commerce significantly changes the consumer buying behaviour. Due to convenience, accessibility and variety of product online shopping become more popular among consumers. Finding shows that consumer prefer online shopping because they provide convenience, price comparison, promotional offer and accessibility.

The study also indicates that consumer trust in online shopping remain at a moderate level. Security concerns such as payment fraud, data privacy and misuse of personal information discourage consumers from shifting their attitudes toward online transactions. All these factors act as barriers to consumer adoption of e-commerce. This study also highlights the strong influence of social media and online review on consumer purchase decision. A large population of consumer still rely on customer review, ratings and the use of digital platforms. Challenges remain present in online shopping like cybersecurity threat, product quality and delivery delays. However, if these are improved and service quality is enhanced, e-commerce adoption can increase even faster.

In conclusion, e-commerce has fundamentally changed consumer buying behaviour by making shopping more accessible, informed, and convenient. At the same time factors like trust, security and social influence play a significant role in consumer purchase decision. Businesses should focus on building consumer trust by providing secure transactions, maintaining product quality and promoting transparency. Furthermore, effective and positive use of social media can increase customer engagement enhance confidence and loyalty.

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