A STUDY ON IMPACT OF E-COMMERCE/TECHNOLOGY ON CUSTOMERS BUYING BEHAVIOUR

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ABSTRACT

E-commerce involves an online transaction. E-commerce provides multiple benefits to the consumers in form of availability of goods at lower cost, wider choice and saves time. The general category of ecommerce can be broken down into two parts: E-Merchandise & E-finance. Many companies, organizations, and communities in India are doing business using E-commerce and also are adopting M-commerce for doing business. Ecommerce is showing tremendous business growth in India. Increasing internet users have added to its growth. In India, current scenario every small business go through online. Because, now & new customers also search for services and products through internet using in mobile phones and use mobile app's to get reliable products services. Customers here are not only aware of internet but are employing it for various purposes in life. The study is conducting for how the technology impacted on the customer buying behavior in market. This empirical paper concentrates on the magnitude of digital promotion for customers through distributing the questionnaire for100 sample respondents and opinion are collected to get the clear picture about the present study objectives.

Keywords: Consumer, Technology,E-commerce, impact, buying behavior.

I. INTRODUCTION

Indian E-commerce is at an all-time boom and is growing exponentially each year. It is expected to grow 5 to 6 times in the coming three to five years. A latest report suggests that larger disposable incomes and the convenience provided by online shopping are the two main factors working for E-commerce in India. E-commerce has also brought about a silent social revolution of sorts and Indians are seeing a boom in e commerce entrepreneurship. This has been facilitated by emergence of some really good e-commerce platforms that offer comprehensive one stop e commerce solutions. Launching an e-commerce site using such an advanced platform hardly takes a few hours and along with pre integrated payment gateway and logistics solutions. Using a mobile ready e-commerce platform has also enabled the entrepreneurs to take advantage of Omni channel sales. The most trending items in e-commerce verticals are lifestyle products, although we witness a niche being created ever so often. E commerce has arrived in India and is here to stay. [1]

II. E-COMMERCE

E-commerce is a paradigm shift. It is a "disruptive" innovation that is radically changing the traditional way of doing business. Electronic commerce is a type of business model, or segment of a larger business model, that enables a firm or individual to conduct business over an electronic network, typically the internet. E-commerce is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the Internet. These business transactions are business-to-business, business-to-consumer, consumer-to-consumer or consumer-to-business. The term e-tail is used in reference to transactional processes around online retail. E-commerce is conducted using a variety of applications, such as email, fax, online catalogs and shopping carts, Electronic Data Interchange (EDI), File Transfer Protocol, and Web services. It can be thought of as a more advanced form of mail-order purchasing through a catalog. E-Commerce is the movement of business onto the World Wide Web. The effects of e-commerce are already appearing in all areas of business, from customer service to new product design. It facilitates new types of information based business processes for reaching and interacting with customers like online advertising and marketing, online order taking and online customer service.[2]

III. OBJECTIVES

(1) To study the concept of E-Commerce.

(2) To identify the impact factors and its role play in buying products.

(3) To study the impact of e-commerce on consumer purchases.

IV. METHODOLOGY APPLIED:

(1) **Primary Data**: The research study is done through observation and collection of data through questionnaires.

(2) **Secondary Data:** Secondary data is collected from journals, books and magazines to develop the theory.

(3) **Sample Size:** The sample size is determined as 100 respondent's opinion from the customers who presently purchasing products with a help of E-commerce.

(4)

V. INFLUENCING FACTORS OF CONSUMER BAHAVIOUR:

Source: Marek Maurizio. 2011[3]

VI. E-COMMERCE SYSTEM

(1) The platform for online transaction: useful, ease of use, interactive.

(2) Content element: Aesthetics, marketing mix.

(3) Security, protection, payment mechanism etc.

(4) Consumers are more likely to buy from new designed.

VII. COSUMER/PERSONAL FACTORS

(1) Demographic factor: Age, Gender, Status, Income, Education, Occupation.

(1) Individual preference, behavior characteristics.

(2) More awareness in online shopping is more online shopping.

VIII. MERCHANTMERCHANT& INTERMEDIARY FACTORS

(1) Online transactions can be affected by the merchant that handle the product.

(2) Reputation, trust, marketing.

IX. PRODUCT/SERVICE FACTORS

(1) Pricing,

(2) Promotions,

(3) Quality of the product customer services.

X. ENVIRONMENTAL FACTORS

(1) The environment can influence a buyer decision.

(2) Social variables: Influence by friends, internet communities, social network opinions.

(3) Community/Cultural variables: difference in behavior between countries/regions.

(4)

XI. DATA ANALYSIS OF RESPONDENTS RESPONSETHROUGH QUESTIONNAIRE:

Q1)GENDER	
a) MALE	33
b) FEMALE	67
TOTAL	100

Q2)AGE	
a) 18-20	12
b) 20-30	81
c) 30-40	7
d) 40 above	0
TOTAL	100

Q3)Education Qualification	
a) Undergraduate	19
b) Graduate	18
c) Post graduate	60
d) Other	3
TOTAL	100

Q4)Monthly Income	
a) 10000	19
b) 10001-20000	36
c) 20001-40000	35
d) above40000	10
TOTAL	100

Q5) Do Having Awareness of online shopping?	
a)YES	48
b) NO	20
c) AVERAGE	29
d) DON'T KNOW	3
TOTAL	100

Q6) For how many years you are using E-commerce?	
a) Less than one year	29
b) one year but<five year	47
d)) More than five years	5
c) Do not know/cannot say	19
TOTAL	100

Q7) Which kind of services mostly using for E-commerce?	
a) Mobile	75
b) home desktop	6
c) outside internet	11
d) friends/others	8
TOTAL	100

Q8) What the purpose do you use E-commerce?	
a) Personal use	41
d) business use	20
c) both	29
d) for others	10
TOTAL	100

Q9) Why do you use internet for?	
a) Entertainment	41
b) Educational purpose	72
c) Shopping	85
d) Information search	72
e) Communication purposes	61
f) Online banking	55
g) Online game	26

Q10) Why do you prefer online shopping?	
a) Saves time	86
b) Convenient & flexible	61
c) Fun doing shopping on web	22
d) Wide range of choices	53
e) Flexibility of prices	60
f) Security	33

Q11) If you do not purchase things online why?	
a) It is difficult to shop	15
b) I do not trust online shopping	45
c) I heard bad things about online shopping	42
d) I do not find what I look for	33
e) No internet availability	26

Q12) According to you e-commerce is helpful for the business discourse?	
a) Effectively caters to customer's demands	21
b) Smoothens business by creating customer's and businessman network	41
c) Ensures guarantee of payment	15
d) Do not know/ can't say	23
TOTAL	100

Q13) Do you agree that e-commerce as commercial means has its advantage Over the traditional commercial method?	
a) Agree	66
b) Disagree	7
c) Do not know/ can't say	27
TOTAL	100

Q14) Satisfaction with quality of products?	
a)YES	67
b)NO	16
c)CAN'T SAY	17
TOTAL	100

Q15) Whether online shopping is faithful?	
a)YES	47
b)NO	23
C)CAN'T SAY	30
TOTAL	100

Q16) Whether online shopping beneficial to customer?	
a)YES	79
b)NO	6
C)CAN'T SAY	15
TOTAL	100

Q17) Satisfaction with price of products?	
a)YES	66
b)NO	23
C)CAN'T SAY	11
TOTAL	100

Q18) Satisfaction with schemes and benefits?	
a)YES	65
b)NO	16
C)CAN'T SAY	19
TOTAL	100

Q19) Satisfaction with discounts on products?	
a)YES	70
b)NO	23
C)CAN'T SAY	7
TOTAL	100

XII. THE FOLLOWINGS ARE THE MAJOR FINDINGS OF THE STUDY BASIS ON DATA COLLECTION:

(1) According to the study majority respondents are female (67%) and on an average (33%) respondents are male. belonging to the age group 18 to 20 are (12%) and 20 to 30 (81%), 30 to 40 age are (7%).

(2) It has been observed that the majority of the respondents (60%) are qualified with a post graduate level of education and (19%) are under graduated, (18%) respondents are graduate and the rest (3%) are from others.

(3) Majority of the respondents (36%) having monthly income between 10001 to 20000 and (35%) respondents income is 20001 to 40000,(19%) respondents income is 10000 and the(10%) respondents monthly income is above 40000.

(4) We observed that (48%) respondents have awareness about online shopping and (29%) respondents are having average knowledge.

(5) In the study we observed that (20%) respondents are not have awareness about online shopping and the rest of (3%) respondents are don't know online shopping.

(6) The majority of respondents (47%) are using e-commerce since 1 year to < 5 years and (29%) respondents are using e-commerce less than one year,(5%) respondents using more than 5 years and the rest of (19%) respondents are don't know since how many years are using e-commerce.

(7) It is observed that the majority for kind of service using e-commerce (75%) respondents are preferred to mobile service and (11%) respondents stated that are using outside internet services for e-commerce,(8%) respondents are using e-commerce from their friends/other and (6%) respondents are using home desktop.

(8) We observed that (41%) respondents are using e-commerce for personal use and on an average (29%) respondents preferred both as personal/business use and (20%) respondents are using e-commerce for business use and the rest of (10%) respondents are using e-commerce for other purposes.

(9) In our study (85%) respondents use internet for shopping and (72%) is for educational purpose, information search and (61%) use for communication purposes,(55%) respondents are using for online banking,(41%) respondents for entertainment and (26%) respondents use internet for online game.

(10) Majority (86%) of the respondents prefer online shopping to saves time,(61%) respondents have find the convenient and flexible in online shopping, (60%) respondents are prefer flexibility of prices in online shopping.

(11) (53%) respondents prefer online shopping for wide range of choices and (33%) respondents prefer online shopping for security.

(12) It is observed from the study, majority of the respondents (45%) stated that they don't have trust in online shopping and (42%) respondents are heard bad things about online shopping and (33%) respondents are not purchasing online because they don't find what they search for and (26%) respondents chosen that not having internet availability and (15%) respondents stated that it is difficult to shop in online.

(13) Majority (41%) respondents stated that the e-commerce is smoothens business by creating customer and business man network,(23%) respondents don't know the e-commerce is helpful to business discourse and (21%) respondents stated that it is effectively caters to customer demands and (15%) respondents chosen that it ensures the guarantee of payment.

(14) In the study (66%) respondents agreed that the e-commerce in commercial means has more advantages than traditional commercial methods and (7%) respondents are disagreed,(27%) respondents stated that they don't know the e-commerce in commercial means has more advantages than traditional commercial methods.

(15) In the study (67%) respondents are agreed that they satisfied the quality of product in online shopping and (16%) respondents are not satisfied with quality of product,(17%) respondents stated can't say about quality of product in online shopping.

(16) Majority (47%) respondents are agreed that the online shops are faithful and (23%) respondents disagreed that the online shops are not faithful, the rest of (30%) respondents are stated can't say about online shops are faithful or not.

(17) In the study (79%) respondents says yes the online shopping is beneficial to customers. and (6%) respondents said online shopping is not beneficial to customers,(15%) respondents stated can't say whether online shopping is beneficial to customers or not.

(18) Majority (66%) respondents are satisfied with price of products in online shopping and (23%) are not satisfied,(11%) respondents stated can't say about price of products in online.

(19) We observed that (65%) respondents are agreed for the benefits and schemes in online shopping and (16%) respondents are not agreed the benefits and schemes in online shops and rest of the (19%) respondents don't know about schemes and benefits in online shops.

(20) (70%) respondents are agreed to the discounts on products in online shopping and (23%) respondents are not satisfied to the discounts in online shopping, over (7%) respondents can't say about the discounts on products in online shops.

XIII. SUGGESTIONS:

(1) The study suggests that the customers of e-commerce gave the more importance to security and quality of the products so online vendors should provide a transparent and good service to the consumers before and after purchase.

(2) Have to maintain reasonable range of price for products and services in order to satisfy all levels of customers.

(3) As many of the respondents said that they heard bad things about online shopping because users may not trust the site being an unknown faceless seller. Such mistrust makes it difficult to convince traditional users to switch from physical stores to online stores. We suggest E-commerce websites should increase trust among customers by providing quality products.

(4) many respondents stated can't say about weather online shopping is beneficial or not so we suggest that create more awareness on online shopping.

(5) The traditional shopping exercise provides lot of fun in the form of show-room atmosphere, smart sales attendants and sound that cannot be experienced through a website. So we suggest that improve more facilities and services to have fun on to buy online.

(6) Physical stores offer discounts to customers and attract them so this make it difficult to E-retailers to compete I'm with the offline platforms, so we suggest give some more discounts to customers to buy/choose from online shops

XIV. CONCLUSION:

The above work gives immense input to the study of consumer behavior. Analyzing consumer behavior is important for the market as it helps the retailers and sellers to decide the marketing strategies for the products that are being launched.

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