



CHANGES IN THE CONSUMER BEHAVIOUR DUE TO E-COMMERCE

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ABSTRACT

With the rise of e-commerce, consumer purchasing patterns have altered dramatically in recent years. Whereas shopping in a store was formerly the preferred method of purchasing, internet shopping is rapidly becoming the preferred method of shopping for customers all over the world. E-commerce is the primary factor influencing how shopping has changed. Through the use of computers and mobile devices, e-commerce has transformed the way people make purchases by putting the buying experience at their fingertips.. The most significant impact of e-commerce on purchasing patterns is that consumers can shop at any time and from any location. To make a purchase, they are no longer required to wait for a store to open. Mobile has advanced e-commerce by allowing users to use the device at any time. Customers can choose where, when, and how to shop as a result. The product can be ordered online at midnight, delivered the following day, and then returned if the customer is dissatisfied. The capacity to design a more seamless buying experience is the strength of e-commerce.

Keywords: E-commerce, Consumer, Purchasing patterns, Online shopping

INTRODUCTION

Consumers' minds and purchasing habits are increasingly influenced by the digital world. In an online buying environment, interactive choices might affect customers' choices.

Customers are becoming more interactive, and they can affect the decisions of other potential customers through online reviews. Furthermore, not only do individuals rely on reviews, but they also rely on other people's posts on social media about product recommendations. There will be a display of prevalent problems in the past, as well as some solutions or merchant remarks for customer reference.

LITERATURE REVIEW

According to the Internet and Mobile Association of India, the number of internet users in India increased by over 17% in the first half of 2015, reaching 354 million. According to IAMAI, which comprises members like Google, Microsoft, Facebook, eBay, IBM, Flipkart, Ola, and LinkedIn, the base increased to 302 million by the end of 2014 after experiencing the fastest growth of 32% in a year (The Economic Times, Sep. 3, 2015). According to Ravi Shankar Prasad, India's minister for communications and information technology, there will likely be 500 million Internet users in the country by 2017. (**Business Standard, May 5, 2016**).

The IAMAI analysis estimates that by December 2016, the Indian e-commerce market will be worth Rs. 2, 11,005 crore. Online travel in particular is anticipated to increase by almost 40% to reach 1, 22,815 crore by the end of 2016. Aside from the travel sector, e-commerce has maintained its dominance, with mobile and its accessories accounting for 57% of growth. Significant contributions also came from the

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computer and its accessories, clothing, fashion, online movie ticket purchasing, online shopping and meal ordering, etc. (**The Economic Times, June 7, 2016**).

The graph of e-commerce in India will continue to follow an exponential trend, according to the growing number of internet users and the e-commerce industry. However, the market is in a very competitive situation (**Goswami, S. 2014**). This competition is made even more intense by variables including low brand loyalty, price sensitivity, and services. Therefore, e-commerce businesses are working to find solutions to these issues. They are also highly successful, as evidenced by the market's acceptance of e-commerce.

OBJECTIVES

To have in depth insights into-

- 1 The effect of online shopping on consumer purchasing patterns
- 2 Advantages of E-commerce
- 3 Disadvantages of E-commerce

RESEARCH METHODOLOGY

The secondary data is collected from various sources to know about the impact of E-commerce on the consumer buying behaviour. For this purpose various newsletters, reports, journals, and literature are used to gather the most recent updated information. To deal with secondary data descriptive research is done.

Research Analysis

E-commerce has multiple effects on customer purchasing decisions, both directly and indirectly. Customers are thinking about switching between e-channels as a result of the comparison to offline purchasing, which entails an increase in security, financial, and performance risks. To put it another way, people who purchase online could be at a higher

risk than those who visit physical businesses. Three factors affect consumers' decision-making while making purchases. First, before receiving the items, people are unable to determine whether they satisfy their requirements and desires. Customers could also worry about the services provided after the sale. Last but not least, customers can worry that they won't fully understand the terminology used in e-commerce transactions. Customers' perceptions of risk may be a significant element influencing their online purchasing behaviour based on those considerations. Trust is another aspect that drives customer behaviour in a digital environment and is influenced by the customer's attitude and expectations. Online retailers have placed a high value on customer trust. The product design and ideas of the company fall short of what customers expect. Intent to buy from customers is influenced by both emotional and intellectual trust. Furthermore, those expectations might be influenced by details about the product as well as changes made by other people.

Changes in consumer behaviour due to E-commerce, How Do They Behave?

Today's average user is better informed than he was five years ago. Persuading a centaur is difficult, but you can get him or her to communicate. Engaging people more regularly and effectively helps get them started, which is the first step for companies to achieve their goals. You can watch them in action here.

The Consumers Will Have More Sophisticated Queries

The majority of e-commerce and online shopping systems have changed over time, allowing customers to be more exact in their search searches. It will be easier to get close to the exact product or response they are seeking if they are more specific. In fewer than ten

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years, this search behaviour has become more nuanced.

Consumers Want All Things Visual

In the brains of the user, visuals build quick recognition. Where words fail to communicate, clever imagery, regardless of language obstacles, communicates the idea. When a buyer is set to make a purchasing decision, he or she will try to verify the features and specs using visuals rather than looking through the data that is generally thrown at them. They are looking for simplicity, and visuals are the ideal shorthand. Visuals attract attention and encourage participation, which is why platforms like Pinterest and Instagram are so popular these days. Here's how marketers can take advantage of it.

Consumers Rely On Others Opinion

Images are the first cues that allow your customer to form a mental image of your product, but the buying decision has yet to be made. This is accomplished through validation, and most buyers rely on reviews and recommendations from other users who have been exposed to the product in some way. What does this mean for marketers?

Consumers Dig For Facts

Pure marketing spin will never entice a consumer in the digital age. He will look for legitimate facts and will quickly switch if the data supplied do not make sense to him. Perhaps this is the point at which most consumers have explored social media and review sites and are looking for quick information.

Consumers Want To Experience

The idea that customer engagement with any brand is conditional is becoming obsolete. Any purchase made by a consumer is not solely for the purpose of obtaining the product's utilitarian element. Aside from the product's functioning,

the consumer wants to see how the product helps them build their own personality.

Consumers Are Price Sensitive

Although the ordinary customer's purchasing power has improved, the consumer remains price sensitive. An individual may be willing to pay a higher price for perceived value but is willing to go the extra mile to ensure that a product is worthwhile. This isn't to say that pricing has never been an issue. The only difference in the digital age is that the consumer now has the ability to choose whether or not a product is worth the money.

COVID 19 as a turning point for E-commerce

Due to COVID-19, online customer behaviour has also changed quickly. Due to the COVID-19 pandemic, there have been significant changes in ecommerce that have led to this progression. COVID-19 ushered in a new era of retail by launching ecommerce in a time well beyond any logical or predictable expectations. The shift in the customer buying experience from in-person to online shopping characterises this new era of retail. And it happened much faster and on a far bigger scale than anyone had ever expected. Ecommerce businesses must comprehend the changing patterns in consumer purchasing behaviour brought on by the pandemic if they hope to succeed. What motivates consumers has changed over time. What do consumers currently anticipate from the end-to-end ecommerce purchasing experience? What more can businesses do to address the new demands created by this abrupt and significant change in ecommerce?

When the COVID-19 epidemic struck, ecommerce underwent a startling and unheard-of change. Customers were given orders to stay at home, and many physical stores were compelled to close. Customers then put an extraordinary and erratic demand on the online

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market for the goods they had previously bought in person. 84% of people increased their online shopping in 2020.

CONCLUSION

The shift in the customer buying experience from in-person to online shopping characterises this new era of retail. And it happened much faster and on a far bigger scale than anyone had ever expected. Ecommerce businesses must comprehend the changing patterns in consumer purchasing behaviour brought on by the pandemic if they hope to succeed. What motivates consumers has changed over time. What do consumers currently anticipate from the end-to-end ecommerce purchasing experience? What more can businesses do to address the new demands created by this abrupt and significant change in E-commerce?

Understanding online consumer behaviour is crucial before looking at new e-commerce trends and how to match consumer demand. At first, online retailers had a hard time keeping up with this enormous demand. Products sold out at an unprecedented rate, the supply decreased or vanished entirely, and the speed of shipping and delivery lagged. Ecommerce shops eventually started to adapt to this new, increased demand. But along with this increase in product demand, there was also a change in what consumers expected from the online shopping experience. Different patterns in online customer behaviour were produced as a result of these new expectations. The vast majority of consumers continued to use ecommerce to make purchases even when traditional brick-and-mortar retailers started to reopen. Customers learned that online buying had advantages that they liked that weren't present in the conventional offline purchasing experience. These successful online shopping occasions also aided the steady emergence of new consumer behaviour trends.

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