

# Consumer Behavior while Buying from E-Commerce Websites

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## ABSTRACT:

*By the end of 2025, it is anticipated that the Indian E-Commerce Industry would increase and reach roughly 190 billion USD. This industry is expanding as a result of a variety of factors, including improved infrastructure, an increase in Smartphone and internet users in India, as well as consumer behavior changes. Consumers started to favor Internet purchasing over brick-and-mortar businesses for retail. Due to the widespread acceptance of the online shopping model by Indian consumers, an increasing number of vendors are utilizing e-commerce platforms to market and sell their goods. Understanding consumer behavior when making purchases on e-commerce websites has thus emerged as a crucial area of study for both researchers and practitioners. The purpose of this article is to explain the elements that affect customers' decision-making processes when they shop online to comprehend the reasons why consumers are utilizing e-commerce platforms, including hedonic motivations, price-savings orientation, and time considerations.*

*Keywords: Online Shopping, Consumer behavior factors, Post Usage Usefulness of Service, Hedonic Motivations.*

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## INTRODUCTION

### 1.1 E-Commerce Websites

E-commerce has become an essential part of modern-day life, with consumers increasingly turning to online platforms to buy goods and services. According to Statista, global e-commerce sales are expected to reach \$6.54 trillion by 2022. E-commerce websites function as online markets that bring together customers and merchants from all over the world. They are an amazing fusion of technology, creativity, and business that makes it possible for companies to quickly reach a global audience. These websites have revolutionized how we shop by enabling us to browse, compare, and buy goods from any location at any time.

Consider how e-commerce websites have transformed the entire shopping process. Long lines, busy malls, and short store hours are all gone. Instead, customers may buy from the convenience of their homes, choosing from a wide selection of goods and services. You may find anything you need, whether it be gadgets, clothing, groceries, or even services like housekeeping or pet grooming. Additionally, e-commerce websites stand out for more reasons than just their convenience. They also provide recommendations based on your browsing history and tastes, making buying more personalized and customized. Looking for the ideal birthday present for a friend? The website will provide recommendations depending on the likes and pastimes of your acquaintance.

Additionally, e-commerce websites are not just for large corporations. Small companies and independent business owners can build their internet storefronts, providing them access to a worldwide market and generating new sources of income. With the appropriate product, branding, and marketing, anyone can succeed in this totally level playing field.

## **1.2 Importance of Consumer Behavior in Businesses**

Consumer behavior is the study of how individuals make decisions when purchasing products or services. Understanding consumer behavior is critical for businesses because it helps them to create effective marketing strategies, improve customer experience, and ultimately drive sales. Here are some reasons why consumer behavior is important for businesses:

**Targeting the Right Audience:** By understanding consumer behavior, businesses can identify their target audience and tailor their marketing strategies to meet their needs. This enables them to create targeted advertising campaigns that are more likely to resonate with their audience, resulting in increased sales.

**Improving Product Development:** Understanding consumer behavior can help businesses to develop better products that meet the needs of their customers. By analyzing customer feedback and identifying patterns in purchasing behavior, businesses can identify opportunities to improve their products and services, resulting in increased customer satisfaction and loyalty.

**Enhancing Customer Experience:** Understanding consumer behavior can help businesses to create a more personalized and seamless customer experience. By analyzing customer data, businesses can anticipate customer needs and preferences, and tailor their services to meet those needs. This can result in increased customer satisfaction, loyalty, and repeat business.

**Increasing Sales:** Understanding consumer behavior can help businesses to identify new opportunities to increase sales. By analyzing customer data, businesses can identify trends in purchasing behavior, and develop strategies to capitalize on those trends. This can result in increased sales and revenue for the business.

**Competitive Advantage:** Understanding consumer behavior can help businesses to gain a competitive advantage over their competitors. By analyzing customer data, businesses can identify gaps in the market, and develop products and services that meet those needs. This can help businesses to differentiate themselves from their competitors and attract more customers.

Understanding consumer behavior is crucial for businesses to develop effective marketing strategies, improve customer experience, and ultimately drive sales. By analyzing customer data and identifying patterns in purchasing behavior, businesses can create targeted advertising campaigns, develop better products, enhance customer experience, increase sales, and gain a competitive advantage over their competitors.

### 1.3 Consumer Behavior in E-commerce Websites

Consumer behavior in buying on e-commerce websites is influenced by a variety of factors, including website design, product information, trust, perceived risk, and social influence.

Website design is a critical factor that affects consumer satisfaction, which, in turn, influences their purchase intentions. An attractive and easy-to-use website can lead to a positive buying experience, while a poorly designed website can result in consumers abandoning their purchases.

Product information is another important factor that influences consumer behavior in e-commerce buying. Consumers rely heavily on product information to make informed purchasing decisions. This includes product descriptions, images, and reviews. Good product information reduces perceived risk and increases trust, which can lead to higher purchase intentions.



Trust is a significant factor in consumer behavior in e-commerce buying. Trust can be influenced by various factors, including website security, brand reputation, and customer service. Consumers are more likely to buy from a website they trust, and trust can positively influence their purchase intentions.

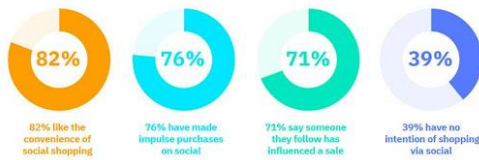
Perceived risk is a significant factor in consumer behavior in e-commerce buying. Consumers often perceive risks associated with online shopping, such as the risk of fraud or the risk of receiving a product that does not meet their expectations. To reduce perceived risk, e-commerce websites should provide consumers with clear and concise product information and offer secure payment options.

Social influence is another factor that influences consumer behavior in e-commerce buying. Social influence can be in the form of customer reviews, social media, and recommendations from family and friends. Consumers are more likely to trust and purchase from a website that has positive reviews and social proof.

To sum up, we can fabricate the factor that influences consumer behavior while purchasing on e-commerce websites:

1. Convenience is of the most paramount significance. Clarity is the key.
2. Multiple and Easy Platforms Access.
3. Easy and state of art purchase options.
4. Flexible and Trustworthy Delivery of Goods.

According to Linnworks' study, below are the results of his survey that focus on the factor – Convenience with 82% of the respondents preferring it over other factors.



## METHODS

### 1. Primary Data Collection: Online Survey

A cloud-based survey application called Google Forms was used to administer an online survey that was used to gather the majority of the data. Online surveys are a popular way to gather primary data for research studies because they have a variety of benefits, including as ease, affordability, and the capacity to swiftly contact a large number of respondents.

### 2. Sampling Method – Convenience Method

A non-probability sampling method called convenience sampling selects participants depending on their availability and desire to take part in the study. Convenience sampling was probably employed in your study to gather information from participants who had access to and were willing to take your online survey.

### 3. Data Analysis Technique: Descriptive Statistics

A technique for data analysis known as descriptive statistics highlights the key characteristics of a dataset. The raw data gathered via online surveys was probably analysed using this technique, which allowed me to define the features of the sample population, such as the frequency of responses to different survey items.

### 4. Secondary Data Collection Method: Historical Data

In order to contextualise and corroborate my analysis of customer behaviour in e-commerce, secondary data was also employed. Data that has already been gathered and is available for use in future investigations is referred to as historical data. To support my analysis of customer behaviour in e-commerce, historical data from sources like market research reports, industry publications, and university studies is used.

## RESULTS

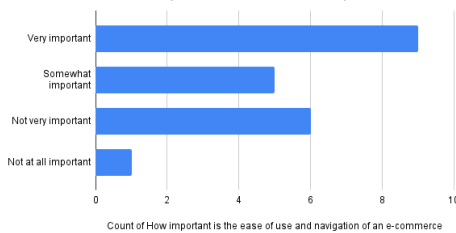
In the primary research, I created a Google form with questionnaires that try to identify consumer behavior. Considering various factors like consumer experiences, most preferred websites, factors influencing purchase decisions, and many more.

Below is the result of the primary research about consumer behavior.

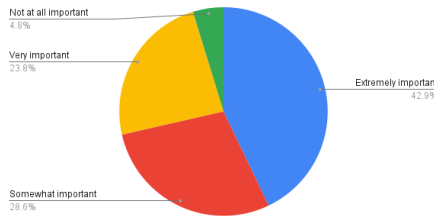
The sample selected for the survey includes respondents of various age groups, income levels, and most importantly unbiased.

No. of respondents = 30

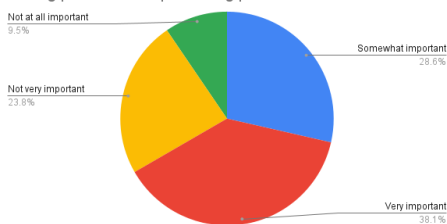
Count of How important is the ease of use and navigation of an e-commerce website in your decision to make a purchase?



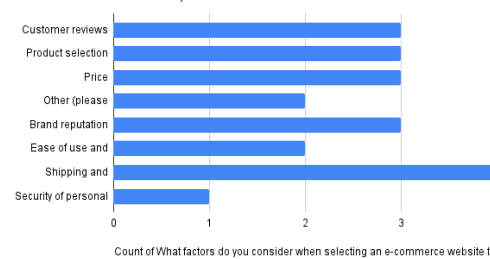
Count of How important is the speed and reliability of shipping and delivery when making purchases on e-commerce websites?



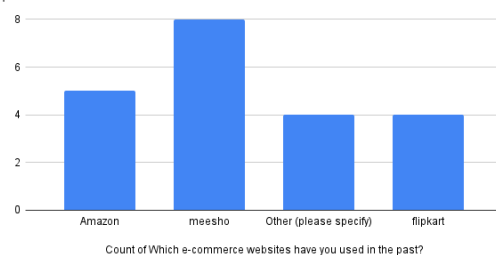
Count of How important are customer reviews in your decision-making process when purchasing products or services online?



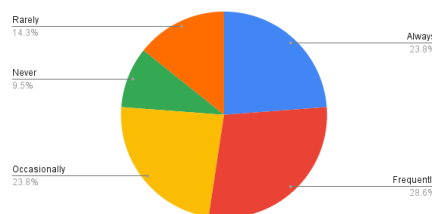
Count of What factors do you consider when selecting an e-commerce website to purchase from?



Count of Which e-commerce websites have you used in the past?



Count of How often do you purchase products or services online?



Based on the responses, Consumers preferred easy delivery of the products, customer reviews, and easy flow of navigation of the websites. The results also show how consumers take impulsive or planned decisions, using various gadgets for navigating through websites, etc. The results prove the point of factors that influences consumer purchasing behavior in e-commerce websites.

## DISCUSSION

E-commerce website success is greatly influenced by consumer behaviour. E-commerce companies need to understand their customers' behaviour and preferences more and more as the number of people shopping online rises.

The navigation of e-commerce websites affects consumer behaviour in a number of significant ways. Customers want to be able to browse through various categories, find the things they're looking for, and buy them without any fuss. E-commerce websites with a simple, user-friendly interface and easy-to-use search and navigation tools are more likely to keep customers and promote repeat business.

Trust is a significant component of consumer behaviour when utilising e-commerce platforms. When making purchases online, customers want to have peace of mind that their personal information and

payment information is secure. Customers are more inclined to trust e-commerce websites and make purchases from them if they provide secure payment processing, shipping alternatives, and clear, transparent return and refund procedures.

When using e-commerce websites, customers should also take the speed and dependability of delivery into account. Customers anticipate receiving their items quickly, effectively, and with clear tracking information that keeps them updated on the progress of their orders. E-commerce companies that can provide prompt and dependable delivery alternatives along with precise and up-to-date tracking data are more likely to get more customer satisfaction and retention

## CONCLUSION

In conclusion, a variety of factors, both from the standpoints of the buyer and the seller, have an impact on consumer behaviour while making purchases through e-commerce websites. Consumer behaviour is influenced by a variety of factors, including individual preferences, financial circumstances, and outside influences, on the buyer's side. On the seller's end, elements like website layout, payment methods, and shipping choices can affect how customers view and use an e-commerce website.

In the end, e-commerce companies must comprehend consumer behaviour in order to thrive in a cutthroat industry. E-commerce websites can adjust their services to match the requirements and interests of their customers by taking into consideration the different elements that affect consumer behaviour, fostering customer trust and loyalty and eventually boosting sales.

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## QUESTIONNAIRE USED FOR PRIMARY DATA

1. How often do you purchase products or services online?

- Never
- Rarely
- Occasionally
- Frequently
- Always

2. Which e-commerce websites have you used in the past?

- Amazon
- eBay
- Walmart
- Target
- Etsy

3. What factors do you consider when selecting an e-commerce website to purchase from?

- Product selection
- Price
- Shipping and delivery options
- Customer reviews
- Brand reputation
- Ease of use and navigation
- Security of personal and financial information
- Other (please specify)

4. How important are customer reviews in your decision-making process when purchasing products or services online?

- Very important
- Somewhat important
- Not very important
- Not at all important

5. Have you ever abandoned a purchase on an e-commerce website? If yes, what was the reason?

- Yes
- No

6. Do you prefer to purchase from well-known brands or smaller, independent retailers on e-commerce websites?



- Well-known brands
- Smaller, independent retailers
- No preference

7. How do you typically pay for purchases on e-commerce websites?

- Credit card
- PayPal
- Apple Pay
- Google Wallet

8. How important is the security of your personal and financial information when making purchases on e-commerce websites?

- Very important
- Somewhat important
- Not very important
- Not at all important

9. Have you ever had a negative experience when using an e-commerce website? If yes, what was the issue?

- Yes (please specify)
- No

10. How likely are you to recommend an e-commerce website to a friend or family member based on your experience using it?

- Very likely
- Somewhat likely
- Not very likely
- Not at all likely

11. How important is the ease of use and navigation of an e-commerce website in your decision to make a purchase?

- Very important
- Somewhat important
- Not very important
- Not at all important

12. Do you typically make impulse purchases when using e-commerce websites, or do you prefer to plan out your purchases in advance?

- Always make impulse purchases
- Mostly make impulse purchases
- Sometimes make impulse purchases
- Mostly plan out purchases in advance
- Always plan out purchases in advance

13. Have you ever used a mobile app to make purchases on an e-commerce website? If yes, how was your experience compared to using a desktop or laptop computer?



- Yes, it was better than using a desktop or laptop computer
- Yes, it was about the same as using a desktop or laptop computer
- Yes, it was worse than using a desktop or laptop computer
- No, I have never used a mobile app to make purchases on an e-commerce website

14. How important is the speed and reliability of shipping and delivery when making purchases on e-commerce websites?

- Extremely important
- Very important
- Somewhat important
- Not very important
- Not at all important

15. How likely are you to use an e-commerce website again based on your previous experience using it?

- Very likely
- Somewhat likely
- Neutral
- Somewhat unlikely
- Very unlikely