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Study of changing shopping behavior of consumer, due to E-commerce: A review

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Abstract

This paper aims to analyse the way how consumer shopping habits have changed drastically over the last few years thanks to the explosion of e-commerce. Where shopping in a store was once the predominant way to shop, online shopping is quickly becoming a preferred way to shop for consumers around the globe. This paper supports the research questions that include recent trends and various issues in internet shopping, and principle factors of consumer behavior. Also, study results show that internet consumer confidence and perceived risk have a profound effect on their purchasing decisions. Due to adoption of e-commerce in life, consumers have started expecting more which can impact on their buying behavior.

Keywords: consumer, e-commerce, online shopping, consumer trust, consumer behavior, privacy & security

Introduction

E-commerce is also called as electronic commerce or internet commerce; it refers to buying and selling of goods and services through the mode of internet and transfer of money through online platform and data to execute these transactions. E-commerce has brought the shopping experience to their fingertips via computers and mobile devices, completely changing the way consumer shop. The internet is rapidly increased web users and highly speed internet connection, and some new technology also have been developed and used for web developing, those lead to firms can promote and enhance images of product and services through web site. Therefore, detailed product information and improved service attracts more and more people changed their consumer behavior from the traditional mode to more rely on the internet shopping. Reports from various sources indicate that consumers are making more and more online purchases, and when making purchase decisions they are increasingly relying on consumer product reviews listed on e-commerce webpage's under the product descriptions. Consumer buying behavior analysis studies incorporate ideas from multiple sciences, including psychology, biology, and economics, aiming to better understand and explain what consumers buy, why they buy, when they buy, how often they buy, and so on. With growing brand awareness, consumers today are bewildered with the product brands as well as e-commerce sites. Not much of literature is present to understand the impact of these various e-commerce sites on the selling of various products therefore the present study is designed to understand the factors affecting buying behavior of the e-commerce customers and the role of branding of e-commerce sites in obtaining large sales volumes. It studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.

Importance of Consumer Behavior

Studying and understanding consumer behavior allows brands and marketing specialists to identify what influences consumers and their decisions. Consumer behavior analysis helps:

- a) **Identifying consumer pain points:** Mapping and explaining customer's issues and difficulties with a brand, product, or service.
- b) **Optimizing marketing efforts:** Understanding the best way to engage with consumers and convert them.

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- c) **Improve product and brand innovation:** Identifying what products or services consumers are missing in the current market, later using the data in product development or improvement.

But perhaps most importantly, consumer behavior analysis helps you understand what consumers think and feel about a brand, what influences them to choose one over the other, why and how they shop, and how their environment influences their behavior.

Consumer Behavior in Ecommerce

Since most consumer behavior theories were developed during the second half of the 20th century, they center on traditional store-shopping. But what happens when we take our shopping online? It's time to take a look at how e-commerce has changed consumer behavior. Nowadays, most people in the US are doing their shopping online, preferring e-commerce platforms like Amazon, Shopify, and Target+ over traditional stores and shopping centers. As a result, the way consumers shop has exponentially changed.

First and foremost, e-commerce has changed consumers' expectations. Today's consumers expect a seamless personalized shopping experience. Customer experience is required to be consistent (no matter what device they are using), engaging, and relevant. With 91% of consumers saying they are more likely to shop with brands that provide a customized and personalized experience, it's something to take note of.

Secondly, shopping has become even more of a social activity. With the explosion of social media over the past decade, it is only natural people would want to share their shopping experience with others. Digital marketing and online shopping platforms have made it easier for consumers to share their recent purchase or wish-list items, turning shopping into a social activity.

Ecommerce and technology adoption

According to Statista portal, the users of smart phones in India will touch 279.2 million by 2018. The article in The Indian Express (Feb. 4, 2016) said that according to the industry body of IAMAI the number of mobile Internet users in India is expected to grow over 55 per cent to 371 million by June this year. It also said that that this growth is driven by strong adoption in rural areas of the country. The IAMAI report further said that the mobile internet users from urban area and rural area use internet for e-commerce purpose is around 25% and 3% respectively.

We know in India the internet is not accessible to maximum population like in Europe and America due to infrastructure unavailability but the above numbers supports that technology adoption is following exponential path. The 360⁰ round effect of e-commerce and technology adoption can help consumers to become technology literate. E.g. one can purchase technology and related products on e-commerce website. E-marketers can focus more on research measures to encourage the consumers to purchase online.

E-commerce creates new business opportunities by making their technology adoptive. Small business holders and entrepreneurs can start and expand their business by adopting technology innovations. Broadband, 3G, 4G etc. can help entrepreneurs and SMEs to do business online through e-process, e-procuring, e-payments etc.

E-commerce and Consumer buying decision making

Studying consumer buying behavior is very difficult task as

individual carries different Perception. No one can predict how an individual can behave in particular situation. But the features and facilities present on E-commerce websites influence the buying behavior. Consumers prefer the factors like information availability, reputation of website, security and after sales service while purchasing online. Marketing mix and reputation, product review, web experience, very quick services, variety of products and services and fewer prices than traditional market etc. are the factors where e-commerce has been successful to attract the consumers especially youth. There are new expectations such as convenience for top priority, easy access to all devices, multiple channel shopping, seamless payments, fast and reliable delivery. These factors are also responsible for influencing the buying behavior.

Ecommerce benefits and its success

E-commerce provides many benefits to consumers which are ultimately beneficial for consumers themselves. Following are some benefits which are provided by E-commerce:

1. Consumers worldwide can shop online 24 hours a day, seven days a week and 365 days a year.
2. Recommends products and related information as per interest and preference of individual consumer.
3. E-commerce is convenient, time saving and pleasant in use.
4. It provides very quick services, variety of products and services and fewer prices than traditional market.
5. It is simple to use, saves cost, delivers in time.
6. Consumers can access very rich information, can access maximum available retail brands and can avail extended offers in online buying.
7. E-commerce also provides facilities like doorstep delivery, easy and secure online payment modes, Cash on Delivery, safe packaging, authentic and original products, easy return and replacement policies, exchange offers, discounts and festival offers etc.

Methodology

The study is exclusively based on the secondary data. The researcher has collected the relevant data from various articles and research papers.

Conclusion

The conclusion of this paper is that how e-commerce consumers' favorite to shop has become the way. E-commerce consumers assessing information on different tools the ability to shop and share your experiences with others, who raised their expectations and their purchases completely, changed the way we do it. Consumers make the decision to buy a product in e-commerce. The behaviors such as identifying a problem or making a buying decision are based on ever-evolving expectations and ideas. There are new expectations such as convenience for top priority, easy access to all devices, multiple channel shopping, seamless payments, fast and reliable delivery. After making the final assessment, the consumer behavior changed currently decides to buy the products online.

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