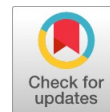


A Study on the Impact of E-Commerce on Consumer Buying Behaviour (With Special Reference to Grocery Products, Consumer of Coimbatore District)

N.S. Lissy, M. Esther Krupa



Abstract: *E-commerce not only means conducting business on the internet. In the era of internet technology, e-commerce has completely changed our lifestyle. E-commerce continues to achieve success, and it has become increasingly critical for businesses to follow current trends, as technology changes, consumer behaviour also changes. Consumer behavior has a tremendous impact on e-commerce. Electronic commerce is far more than just transacting business over the internet. It will have a far-reaching and more significant effect than we presently realize. This is because the information technology revolution is co-occurring with other trends, most notably the globalisation of business. The new era of global e-commerce is giving rise to an entirely new economy, which will profoundly impact our lives, reshape competition across multiple sectors, and alter the global economy.*

Keywords: *E-commerce, Consumer Buying Behavior, Online Grocery Shopping*

I. INTRODUCTION

The Internet refers to a vast global network of communication that connects people worldwide. It allows people to share information, thoughts and reviews. The Internet not only changes our day-to-day lifestyle but also completely transforms the business world. The internet not only changes the way businesspeople conduct their business but also the way consumers make purchase decisions. Many companies have started e-commerce to reduce market costs, resulting in lower prices for products and services. It helps a businessperson understand customers' tastes, choices, and needs in terms of goods and services. The internet allows consumers to know more about products and services, and it also shares the positive and negative experiences of other consumers. E-commerce is one of the enormous sectors of today's era. In today's world, almost 90% of companies have a website, including those that don't offer e-commerce

services. E-commerce is one of the leading sectors. Several kinds of research have been done on the impact of e-commerce on consumer behaviour.

With the change in technology and consumer lifestyle, the standard of living, preferences, choices, needs, and buying habits of consumers also change. This study aims to understand consumer buying behaviour in the context of technological change. This study will enable e-commerce firms to understand the needs and wants of consumers and also help them stay current with market trends. This study examined both the positive and negative aspects of consumers, as both behaviours have an equal impact on consumer buying behaviour.

II. ONLINE SHOPPING IN INDIA

With the advent of the internet in India in 1995, online shopping was born. In the years 1999 and 2000, it became popular. K. Vaitheeswaran introduced the first e-commerce website in India. The online market is categorised into different sectors, such as net banking and Travel and Tourism. In India, popular online shopping sites include Amazon, Big Basket, Myntra, Flipkart, and Snapdeal, among others. Online shopping plays a significant role in the country's development.

III. STATEMENT OF THE STUDY

The purpose of this study is to investigate the impact of e-commerce on consumer buying behaviour in the Coimbatore district and to understand the factors that influence consumers when purchasing online grocery products in the same district. Structural equation modelling was employed using SmartPLS software by combining the factor groups of all dimensions related to employed women's buying behaviour. This research examined both the positive and negative behaviours of consumers during the purchase decision-making process. Positive and negative attitudes have an equal impact while making a purchase decision.

IV. OBJECTIVE OF THE STUDY

- To study the impact of e-commerce on consumers' buying behaviour in the Coimbatore district.
- To understand what factors influence consumers' buying behaviour when shopping for grocery products online in the Coimbatore district.
- To identify the most preferred e-commerce website or app in the Coimbatore district.



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- To identify which model of payment consumers prefer more for online shopping or e-shopping, provided that payment security is offered or not.

RESEARCH HYPOTHESIS

H0: There is no impact of e-commerce on consumers' buying behaviour.

H1: There is a significant impact of e-commerce on consumers' buying behaviour.

V. SCOPE OF THE STUDY

E-grocery is gaining popularity in India. In the future, e-commerce will likely supplant traditional offline shopping. Although offline shopping will continue to exist, online shopping has the potential to change consumers' buying behaviour. This study was conducted to understand consumer behaviour towards online shopping and to examine the factors that influence consumers to shop for groceries online. This study is an attempt to find out which characteristics of e-shopping consumers don't like, and which qualities of e-shopping they like.

VI. RESEARCH DESIGN AND METHODOLOGY

1. Primary Data: These are the data or information that is collected from other primary sources, i.e., the data's source of origin. In this project report, primary data were collected from a sample size of 95 respondents residing in the Coimbatore district.

2. Secondary Data: Secondary data refers to a type of data that already exists. In this project report, secondary data was collected from existing literature, the internet, and books.

1. Sample Size

The sample size chosen for this study is 95 respondents in the Coimbatore district.

2. Sampling Method

The Stratified Random sampling method was employed in this study.

3. Analysis of Data

- Percentage Analysis is employed to determine the relationship between two or more series.
- The chi-square test is employed for hypothesis testing.

4. Limitations of The Study

- ❖ This study mainly focuses on online consumers buying behaviour.
- ❖ The survey is limited to the Coimbatore district.
- ❖ In this study, the questionnaire based on Google form, so personal presence was not there.
- ❖ Another limitation of this study was that most of the respondents filled out the questionnaire very poorly.

VII. REVIEW OF LITERATURE

K.S. Silpa, P.U. Rajasree and Dr. P. Balasubramanian (2016) [1] This project was an attempt to study people perception towards online shopping. As a result of the survey, the majority of people favour doing online shopping, even if they feel some difficulties. The majority of people agree that,

shortly, online shopping will be more in demand than offline shopping. Therefore, online marketing is expected to have a broader scope in the years to come. More people prefer cash on delivery than net banking. The majority of respondents encourage others to engage in e-shopping. Most people do not shop online due to concerns about the quality of goods, fear of giving out their credit card details, and also because they find conventional methods more enjoyable. The fact that a large number of people are drawn to online shopping creates a basis for tremendous prospects for marketers today and in the future.

Dr. Kanjer Hanif, (2015) [2], using all three TPB factors. This research aimed to quantify the average consumer spending on online grocery platforms. The researcher used primary and secondary data. The questionnaire method was employed. This study found that consumer spending on online portals was less than Rs. 2700, indicating that consumers spend a relatively low amount on online shopping. This might be due to concerns such as a lack of confidence or unfamiliarity with the platform. This research also tried to determine the average monthly number of visits to online grocery websites. The maximum times respondents visited the portals was 3.34 per month, which was a lower figure. The majority of consumers who prefer to shop online were between the ages of 20 and 40, according to this study. The researcher suggested that, considering these two considerations, the marketing department should use online ads to increase the number of visitors to the portals.

Prof. Ashish Bhatt (2014) [3] performed a research work on "Consumer Attitude towards Online Shopping in Selected Regions of Gujarat". After the analysis, some of the Findings was 49.5% users of both Regions agreed that the Data of product shown on online is sufficient, 32% users Strongly felt that online transaction is safe, 46.5% users of Both Regions do payment by cash on delivery, 29.5% users Both Regions purchased computer accessories, 40.5% users Of both Regions are buying the products through online More than Rs.2500 and The mean value of computer Accessories is 2.83 which mean the data is highly Significance. Finally, the researcher concluded that online Shopping is gaining more popularity among people, especially among the younger generation and has become equally popular among all age groups.

Rudresha. C. E Manjunatha. H.R. Chandrashekarappa R (2018) [4] performed a research study on "An Empirical Study on Consumers' Perception towards Online Shopping". Then, most respondents say that online shopping helps them to have quick access to a wide variety of products. Cash on delivery and easy replacement are among the advantages of online shopping. Finally, the researcher concludes that Online shopping enables customers to buy from anywhere in the world at any time, providing better opportunities and benefits, such as cash-on-delivery, easy replacement, convenience, fast refunds, time savings, secure product delivery, and confidentiality. The site enables them to browse before they shop and research the product, giving them more confidence in their purchase. Lissy. N.S. (2021) [5], "Belief and Seeming Risk in Online Shopping- A Pragmatic Study", stated that building online trust is an essential component for vendors to succeed in an E-commerce environment, where transactions are more impersonal and anonymous, as this affects consumers' purchase intentions.



If customers do not trust online provides sufficiently, the result may be that they do not enter into transactions because they fear the risks involved.

Sandeep Jashwan, Dr. Bhuvana Venkatraman (2022) [6], "Customer Perception towards Online Shopping" it was possible to infer that the majority of individuals have a good attitude toward internet shopping, even if they encounter particular difficulties. The majority of individuals believe that shortly, internet shopping will outnumber traditional buying. As a result, internet marketing is expected to have a broader reach in the years to come.

VIII. ANALYSIS & INTERPRETATIONS

Table showing the Gender of Respondents

Gender	Respondents	Percentage
Male	44	46.32%
Female	51	53.68%
Total	95	100%

Interpretation: The table above shows that out of the total 95 respondents, 53.68% were women and 46.32% were men.

Table showing the Age of the Respondents

Age	Respondents	Percentage
20 – 30 Years	86	90.53%
30 – 40 Years	5	5.26%
40 – 50 Years	3	3.16%
Above 50 Years	1	1.05%
Total	95	100%

Interpretation: The above table shows that out of the total respondents, 90.53% were between 20 and 30 Years Old, 5.26% were between 30 and 40 years old, 3.16% were between 40 and 50 Years Old, and only 1.05% were 50 Years or above. Respondents who participated in the survey were categorised by age group.

It means that the majority of respondents who participated in the survey were between the ages of 20 and 30 Years.

Table showing the preference for online shopping

Preference for E-Shopping	Respondents	Percentage
Yes	90	94.54%
No	5	5.26%
Total	95	100%

Interpretation: The table above shows that out of the total respondents, 94.74% prefer online shopping, while 5.26% don't. This indicates that the majority of respondents prefer online shopping.

Table showing the most preferred E-shopping apps and Sites

E-Shopping Sites	Respondents	Percentage
Amazon	80	84.2%
Big Bazaar	16	16.8%
Wal-Mart Grocery	5	5.3%
Flip kart	79	83.2%
Big Basket	14	14.7%
Other (Myntra)	14	14.7%
(Nykaa and Purple)	4	4.21%
(On door and Gofer)	3	3.15%
(Ajio)	2	2.2%
(Koovs and Symtten)	2	2.2%
Total	95	100%

Interpretation: The above table indicates that the majority of respondents purchase products and services from Amazon and Flipkart. It means that Amazon and Flipkart are

the most trustworthy brands. Big Bazaar, Big Basket, and Myntra are the second-most usable sites and apps.

Table showing the frequency of e-grocery purchases

Options	Respondents	Percentage
Always	7	7.37%
Often	15	15.79%
Sometime	39	41.05%
Rarely	19	20.00%
Never	15	15.79%
Total	95	100%

Interpretation: The above table and diagram indicate that out of the total respondents, 41.05% sometimes bought e-grocery, and only 7.37% of respondents always bought e-grocery. It means that out of the total respondents, the majority of respondents sometimes buy groceries online.

IX. MAJOR FINDINGS

- The above study observes that young people, falling within the 20- to 30-year-old age group, are more likely to make online purchases. Collected data over the past 30 years is more likely
- This study finds that the majority of respondents prefer Amazon and Flipkart as their primary online shopping platforms.
- This study also finds that the majority of respondents believe buying groceries online is beneficial compared to purchasing groceries from an offline store, and it is also more cost-effective than offline shopping.
- The data collected above also revealed that price, delivery time, product freshness, quality, speed, and time savings are the most significant factors for consumers when making an online grocery purchase decision.
- In the above collected data, one condition is given to the respondent (If there were an annual membership fee but no delivery charges, how likely would you be to buy groceries online). The majority of respondents are likely to accept the situation.
- This study also shows that the majority of respondents avoid items if they didn't receive information about the items, or due to unspecified production practices of the items, or unsafe handling during delivery.
- This study finds that the e-shopping platform offers discounts and rewards.
- It also revealed that the majority of respondents prefer cash-on-delivery as a payment method for online shopping.
- The above collected data also finds that the majority of respondents tend to trust the ink e-payment security, shopping platform
- This study also highlights that the inability to touch and feel products, poor return policies, incorrect product delivery, and a lack of after-sales services are significant disadvantages of e-shopping.

X. SUGGESTIONS

From the above analysis, it is clear that time-saving, convenience, variety of products, quality, speed, and other factors influence consumers to shop for groceries online. It also finds that if consumers are unable to find information about specific products or services,



they are more likely to deny making a purchase decision. Therefore, the e-commerce platform should be designed in a way that allows consumers to easily find the information they are looking for regarding specific products and services.

The firm should create awareness by advertising in various media regarding shopping stores, products, and services.

Freshness and quality are two essential factors when making an e-grocery purchase decision, so the firm should provide grocery products in a refrigerator-cooled box to keep them fresh.

Inability to touch and feel products is one of the major disadvantages of online shopping. Many consumers still prefer to see products before purchasing them; however, an effort should be made to change this consumer attitude by educating them about the advantages of grocery shopping.

Rather than taking the traditional e-commerce path, the company could begin by partnering with an established retailer online. The firm should educate its consumers about e-commerce, including safety tips such as reading the item listing, checking the seller's feedback ratings, asking questions, spotting spoof emails, and staying informed about new online scams that occur regularly.

In an era of rapidly growing technology, changes in technology also lead to continuous shifts in consumer behaviour. For a better understanding of consumers' preferences, wants, needs, and choices, the firm should continuously evaluate consumer behaviour by conducting surveys and gathering feedback.

XI. CONCLUSION

The Indian electronic commerce market has experienced significant growth over the last two decades. The two key causes of this are increased use of internet access and cell phone penetration. Furthermore, the increasing acceptance of internet purchases, along with favourable demographics, has altered how businesses connect, engage, and conduct business with consumers. It has changed the way India's e-commerce industry operates. As the Internet continues to play a significant role in connecting information and individuals, the demand for markets that have already adopted online services, especially markets where selling goods online is new, has increased.

DECLARATION

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Authors Contributions	All authors have equal participation in this article.

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