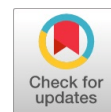


A Study on Impact of E-Commerce on Consumer Buying Behaviour (With Special Reference to Grocery Products, Consumer of Coimbatore District)



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 completely changes our lifestyle. E-commerce continuously achieving success, and its become more important for businessman to follow the current trends because as technology changes, consumer behavior 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 since the information technology revolution is occurring at the same time as other trends, most notably the globalization of business. The new era of global e-commerce is spawning an entirely new economy, which will profoundly influence our lives, reshape competition in multiple sectors, and change the world economy.*

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

I. INTRODUCTION

Internet refers to a vast communication network that connects a network across the world. It allows people to share information, thoughts and reviews. The Internet not only changes our day to day lifestyle but also completely changes the business world. Internet not only changes the way the businessman conduct their business but also the way consumers make a purchase decision. Many companies started e-commerce to reduce market cost, which results in a reduction in the price of products and services. It assists a business person in understanding customers taste, choices and needs in terms of goods and services. Internet helps consumers, to know more about products and services, and it also tells the positive and negative experience of other consumers. E-commerce is one of the enormous sectors of today era. In today almost 90% of companies have a website or even companies that don't offer e-commerce services.

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

With the change in technology consumer lifestyle, the standard of living, preferences, choice, need and buying habit of consumers also changes. This study is conducted to understand consumer buying behavior with technology change. This study will help e-commerce firms to understand the need and wants of consumer and it also helps to follow current market trends. This study studied both the positive and negative of consumers because both behaviors have an equal impact on consumer buying behavior.

II. ONLINE SHOPPING IN INDIA

With the advent of the internet in India in 1995, online shopping was born. In the years 1999 2000, it becomes popular. K.Vaitheeswaran introduced the first e-- commerce website in India.. Online market categorized into different sectors like Net banking, Travel and Tourism. In India, online shopping sites include Amazon, Big basket, Myntra, Flip kart, Snap deal, etcetera. Online shopping plays an enormous role in the development of the country.

III. STATEMENT OF THE STUDY

The purpose of conducting this study is to know the impact of e-commerce on consumer buying behavior in Coimbatore district, to understand what factors influence consumers in buying online grocery products in Coimbatore district. Structural equation modeling was employed through Smart PL software by combining the factor groups of all dimensions related to employed women buying behavior. This research studied both the positive and negative behavior of consumers while making a purchase decision. Positive and negative attitude 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 Coimbatore district.
- To understand what factors influence consumers buying behaviour to shop grocery products online in Coimbatore district.
- To identify the most preferred e-commerce website or app in Coimbatore district.

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- To identify which model of payment consumers prefers more for online shopping or e-shopping provided payment security or not.

RESEARCH HYPOTHESIS

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

H1: There is significant impact of e-commerce on consumers buying behavior.

V. SCOPE OF THE STUDY

E-grocery is becoming increasingly popular in India. In the future, e-shopping will supplant offline shopping. Though offline shopping will continue to exist, online shopping has the potential to change consumers buying behavior. This study conducted to understand the behavior of consumers towards online shopping and to examine which factors influence consumers to shop grocery online. This study is an attempt to find out which characteristics of e-shopping consumers don't like, and which quality 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 collected from a sample size of 95 respondents residing in Coimbatore district.

2. Secondary Data: Secondary data is a kind of data that already exist. In this project report, secondary data collected from existing literature, the internet, books.

1. Sample Size

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

2. Sampling Method

Stratified Random sampling method employed in this study.

3. Analysis of Data

- Percentage Analysis is employed to determine the relationship between the two or more series.
- Chi Square test is employed for hypothesis testing.

4. Limitation of The Study

- ❖ This study mainly focuses on online consumers buying behaviour.
- ❖ The survey is limited to 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 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 result of survey the majority of people favor to do online shopping, even if they felt some difficulties. Majority of the people agree that in near future online shopping will be more on demand than offline shopping. Therefore, online marketing have a wider

scope in the coming years. More people prefer cash on delivery than net banking. Greater part of respondents encourages other people to enter into e-shopping. Most of people do not shop online due to fear of quality of goods, afraid to give out their credit card details and also they find conventional methods more enjoyable. The fact that large number of people is getting attracted towards online shopping creates a basis for tremendous prospects for marketers of today and tomorrow.

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 time's 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 age group 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 purchasing 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 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 of the respondents say online shopping helps them quick accessibility of a wide variety of products. Cash on delivery and easy replacement is one of the advantages of online shopping. Finally, the researcher concludes that Online shopping enables the customers to buy from any part of the world at any time providing better opportunity and benefits like cash on delivery, easy replacement, convenience, fast refund, time saving and secured Delivery of the product, confidentiality, etc. The site enables them to browse before they shop, and to research the product so they have more confidence in what they are buying. Lissy. N.S (2021) [5], "Belief And Seeming Risk In Online Shopping-A Pragmatic Study" stated as a 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 consumer's 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 certain difficulties. The majority of individuals believe that in the near future, internet shopping will outnumber traditional buying. As a result, internet marketing will have a broader reach in the next years.

VIII. ANALYSIS & INTREPRETATIONS

Table showing the Gender of Respondents

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

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

Table showing 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 20-30 Years, 30-40 Years were between 5.26%, 3.16% were between 40-50 Years and only 1.05% was 50 Years above respondents were participated in the survey.

It means that the majority of respondent who were participated in survey between the age group of 20-30 Years.

Table showing the preference for online shopping

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

Interpretation: The above table shows that out of the total respondents, 94.74% preferred online shopping, or only 5.26% don't prefer it. It means that the majority of respondents preferred online shopping.

Table showing most preferred E-shopping App 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 depicts that the majority of respondents purchase product and services from Amazon and Flip kart. It means that Amazon and Flip kart are the most trustable brands. Big Bazaar, Big Basket, Myntra are the second-most usable sites and app.

Table showing the frequency of e- grocery purchase

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 depict that out of total respondents, 41.05% sometimes bought e-grocery, and only 7.37% of respondents were always buying e-grocery. It means that out of the total respondents, the majority of respondents sometimes buy online grocery.

IX. MAJOR FINDINGS

- The above study, observes that young people falling between the age group of 20 to purchase online. Collected data, in this 30 years are more likely
- This study finds that the majority of respondents prefer Amazon and Flip kart as a primary platform for online shopping.
- This study also finds that the majority of respondent think buying groceries online is beneficial than buying groceries from the offline store, and it is also cheaper than offline shopping.
- The above collected data also revealed that price, delivery time, freshness, quality of products, speed, time saving are the most significant factors for consumers while online grocery purchase decision.
- In the above collected data, one condition is given to the respondent (If there were annual membership fee but not delivery charges, how likely would you be to buy groceries online) majority of respondents likely to accept the situation.
- This study also shows that the majority of the respondent avoid items if they didn't get information of items or due to unspecified production practice of items, unsafe handling during delivery.
- This study finds that the e-shopping platform offers discount and reward.
- It also revealed that the majority of respondent prefers, cash on delivery as a mode of payment for online shopping.
- The above collected data also finds that majority of respondent think e-payment security, shopping platform
- This study also depicts that inability to touch and feel products, poor return policy, wrong delivery of products, lack of after sale services, etcetera, are enormous disadvantages of e shopping.

X. SUGGESTIONS

From the above analysis, it is clear that time-- saving, convenience, variety of products, quality, speed, etcetera, are the factors that influence consumers to shop grocery online. It also finds that if consumers are unable to find information about specific products or services they deny the purchase decision, so the ecommerce platform should design in such a way so that consumers can easily find information that they are looking for regarding specific products and services.



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The firm should create awareness by ad opting different advertising mediums regarding shopping stores or products and services.

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

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

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

In an era of the fastest growing technology with changes in technology, consumer behavior also changes continuously. For a better understanding of consumers preference, wants, needs, choices, etcetera, the firm should continuously evaluate consumer behavior by taking the survey, 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 increase in acceptance of internet purchases, as well as favorable demographics, have 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 on markets that have already adopted online services, especially markets where selling goods online is new has increased.

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