"Indian Consumer Attitude Towards E-Commerce"

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1. Abstract:

E-commerce has witnessed significant growth in India, driven by increasing internet penetration, smartphone usage, and digital payment adoption. Studying online shopping behavior is important for businesses because it provides information regarding changes in market demand and helps to frame certain Market strategies. This analysis helps in improving customer experience, implementing targeted marketing, optimizing inventory management, and mitigating risks associated with online transactions. Businesses can adapt to upcoming trends, contribute to the economy, and successfully navigate global markets by understanding consumer preferences. In short, understanding the online shopping behaviour of consumers is essential for businesses to stay in today's competitive market and grow their business by satisfying consumer demands.

While consumers appreciate the ease of access, discounts, and product diversity offered by ecommerce platforms, concerns about data security, fraud, and product authenticity remain prevalent. The research also highlights the impact of demographics, cultural preferences, and government policies on online shopping behaviour. Understanding these factors can help ecommerce businesses tailor their strategies to enhance consumer trust and satisfaction in the indian market.

2. Introduction:

E-commerce means buying and selling things online. It's like having a store on the internet where people can shop anytime and from anywhere. E-commerce stores are open 24 by 7. It includes online shopping, paying for things online, bidding in online auctions, and doing banking over the internet. E-commerce has become popular because it's easy and convenient for both businesses and customers,

and it is possible only because of smartphones and safe online payment methods. Online shopping behavior in India is characterized by a preference for discounts, a mobile-first approach, and trust and security concerns. Indian consumers heavily rely on product reviews and ratings, with a notable preference for the Cash on Delivery (COD) payment option. Social media platforms play a significant role in influencing purchase decisions, and there is a growing trend of online shopping adoption, generally in metro cities. E-commerce platforms are focusing on improving customer experience to meet the various needs of Indian consumers.

Indian consumer behaviour towards e-commerce has changed significantly over the years. The Indian e-commerce platform has changed rapidly over the years. Consumer attitude is changing positively because of user user-friendly experience of the e-commerce platform. E-commerce is growing rapidly due to the growth in mobile connectivity and technology usage. Nowadays, all consumers prefer online shopping, which is involved in e-commerce. E- commerce refers to the buying and selling of goods in an online mode. Because it helps with time utility and secures the consumer's time. It is mostly important to save time, and they provide high security for the goods. It involves the when any consumer purchases any kind of product, there is a high flexibility given to customers when they do not like the product as much, or if the product is not up to mark, they can easily return it and get a cashback very easily.

Many Indians trust e-commerce platforms more now than before, but some still worry about product quality and online security. Overall, shopping online is becoming a normal part of life for many in India

3. Literature Review

1.(Bhagat, 2022)

Online consumers have evolved significantly, requiring marketers to understand their behaviour and preferences. This paper analyses studies on consumer behaviour on the internet. It focuses on the buying decision process (BDP). Understanding these channels can help marketers create more effective marketing policies and improve customer perception of online shopping, particularly in terms of product value. This study aims to analyse the factors influencing consumer behavior toward online shopping and explore the demographics of Indian online shoppers. It focuses on factors such as risk perception, convenience, affordability, and customer service, helping businesses understand how to effectively cater to Indian consumers' evolving online shopping habits.

2. (Anitha J., 2021)

The Indian e-commerce market has seen a significant shift in consumer behavior, sales. This growth is partly due to the internet's accessibility and large amounts of information. The businesses need to understand who buys online, what they buy online, and how offline buyers can be transformed into online buyers, so that they can also sell their products online and earn. A study analyzing Indian students' online shopping decisions found that factors such as gender, education, age, security

concerns, technological familiarity, product type, purchase frequency, and expensiveness significantly influence their online shopping decisions. This research can help emarketers develop targeted marketing strategies to increase e-commerce sales.

3.(Vaishnav, 2023)

Marketing professionals are studying consumer buying behaviour to understand how consumers think, feel, and select from alternatives. This study aims to understand the complex behaviour of consumers, including factors like cultural, social, and psychological influences. The research, conducted on 100 respondents, focuses on the changing lifestyle of consumers and their transformation from passive buyers to active enhancers in the online grocery market.

Understanding consumer perceptions and usage of online platforms is crucial for marketers.

4.(ANTIMA JAIN, 2022)

Consumers in India are increasingly using online shopping for various services. This research aims to understand their purchasing habits, perceptions, and satisfaction levels. The majority prefer cash on delivery, and focusing on awareness, branding, and convenience-oriented services can help online marketers market their products and services more profitably. The study was conducted using a convenience sampling approach and 200 responses.

5. (Upasana Kanchan, 2015)

Indian e-commerce has grown significantly due to internet accessibility, with factors influencing online purchase decisions, particularly among youths. Factors such as gender, education, age, security concerns, technological familiarity, product type, frequency, and expensiveness also influence purchase decisions, helping e-marketers in developing good marketing strategies.

6. (Sharma,2020)

Online shopping lets you buy things directly from sellers over the internet. You can browse products, compare prices, and buy using computers, tablets, or phones. It offers convenience, a wide selection, and 24/7 availability. Major players include Amazon, Flipkart, Myntra, and eBay It finds that website features and convenience are the most significant drivers for consumers, with security being a major concern. Additionally, demographic factors like age and education affect online shopping preferences, with younger, more educated individuals being more likely to shop online. This research provides insights for retailers in India to enhance their online marketing strategies.

7.(R. Shanthi and K. Desti 2015) has researched to know the type of products purchased by consumers through online shopping and to identify the factors influencing while buying of products online. A direct survey method was used for collecting data for the study, This study concluded that consumers' perception of online shopping varies from individual to individual, and the perception is limited to a certain extent by the availability of proper connectivity and exposure to shopping.

The perception of the consumer also has similarities and differences based on their characteristics. The

study reveals that most youngsters are attached to online shopping, and hence the elder people don't use online shopping much as compared to the younger ones. The study highlights the fact that the youngsters between the ages of 20-25 are mostly poised to use online shopping. It is also found that the majority of the people who shop online buy books, as it is cheaper compared to the market price with various discounts and offers. The study also reveals that the price of the products is the most influential factor on online purchases.

8. (RENUGADEVI, December2019)

This study examines customer attitudes towards online shopping in India, focusing on Tiruvarur District. It identifies key factors that influence online shopping behaviour, including cognition, perceived usefulness, comfort of use, enjoyment, and security. As internet usage grows in India, businesses are leveraging e-commerce to cut marketing costs and remain competitive. Consumers use the internet to compare prices, product features, and after-sales services. Popular e-retailers include Myntra, Flipkart, and Amazon. The study highlights the rapid growth of e-commerce, driven by affordable mobile internet access. Men have historically made up the majority of online shoppers, though female participation is rising. Online shopping in India is projected to expand significantly, with increased annual sales per buyer. The study emphasizes the changing dynamics of consumer behaviour in the digital marketplace. Overall, it underscores the potential for businesses to tap into the growing e-commerce market.

9.(Dr. S. Karpagam, mar 2022)

This study examines consumer attitudes towards online shopping, focusing on factors like convenience, product variety, and delivery, while also addressing barriers such as payment security and product quality concerns. Data was collected through surveys and secondary sources. The study, limited to 50 respondents, aims to understand the key influences on online shopping behavior, particularly in the context of increased digitalization and recent economic shifts.

10. (Kumar, 8dec2022):

Online shopping has become a popular choice for busy consumers, offering convenience and access to global products. It eliminates the need for physical store visits and allows easy product comparisons. This shift has benefited both consumers and businesses, especially in smaller towns in India. The study explores consumer attitudes toward online shopping in Chennai, focusing on product preferences, factors influencing purchases, and customer satisfaction. Data was collected through a survey of 200 participants.

Gap: The research papers present distinct perspectives on consumer behaviour in the Indian ecommerce market. Focuses on understanding the buying decision process (BDP) and the factors influencing consumer behaviour in online shopping. It explores demographics, risk perception, convenience, affordability, and customer service as influencing factors, specifically in the context of

Indian online shoppers.

4. Research Methodology:

- **Objective:**

- To understand consumer preferences in online shopping.

- To measure consumer satisfaction.

- **Type of Research:**

  This type of research combines both quantitative as well as qualitative research methods. This research is based on primary as well as secondary data. The researcher will collect primary data from the online consumer in all over the Ahilyanagar district, and collect secondary data from research papers, Journals, official websites.

- **Sample Size:**

Sr. No	Population	Total
1.	Indian online consumer	640 millions
	Total	640 millions
	According to the Krejcie and Morgan table sample size	384

- **Sample Techniques:**

  For primary data collection, the researcher will use the probability Sampling technique.

- **Null Hypothesis:**

  H0: There is a co-relationship between E-Commerce and Indian consumers.

- **Research Hypothesis:**

  H-1There is correlation between E-Commerce and Indian consumers.
  This research will use a mixed-methods approach to collect data. The study will begin with a thorough review of the literature to gain insights into the topic. The quantitative research will involve the use of a survey that will be distributed to the people doing online shopping in India. The survey will be used to gather data regarding to consumer preferences andthe factors affecting the purchasing behavior of consumers in online shopping. The qualitative research will involve conducting interviews with customers who have done online shopping which will help in understanding their experiences and the challenges faced by them during online shopping. The primary and secondary data will be used for collection of the data.

5. **Data Analysis and Interpretation**:

		Frequncy	Percentage
Age	0-5	0	0
	6-15	51	2%
	16-25	178	70%1
	26-35	41	16%
	35-45	25	5%
	45-55	25	5%
	Above 55	51	2%
Gender	Male	185	45.7%
	Female	206	54.3%
Monthly income	1000-5000	125	31.9%
	5000-10000	93	23.8%
	10000-20000	91	23.3%
	20000-30000	48	12.4%
	Above 30000	34	8.6%
Occupation	Student	167	42.8%
	Government sector	72	18.6%
	Private sector	66	17.1%
	Business	53	13.6%
	Housewife	23	6%
	other	7	2%

Data Interpretation;

 In the above chart, we can see that the percentage of the female population in online shopping is 54.6%, and the percentage of the male population in online shopping is 45.7%. As a result, we can say that the participation of the male population in online shopping is less, and a large part of the population purchasing products online is between the age group 15 to 24 years (teenagers). The percentage of the population purchasing products online is between the income groups 1000 to 5000On the basis of the above chart, we can say that the population doing online shopping is from all the sectors.
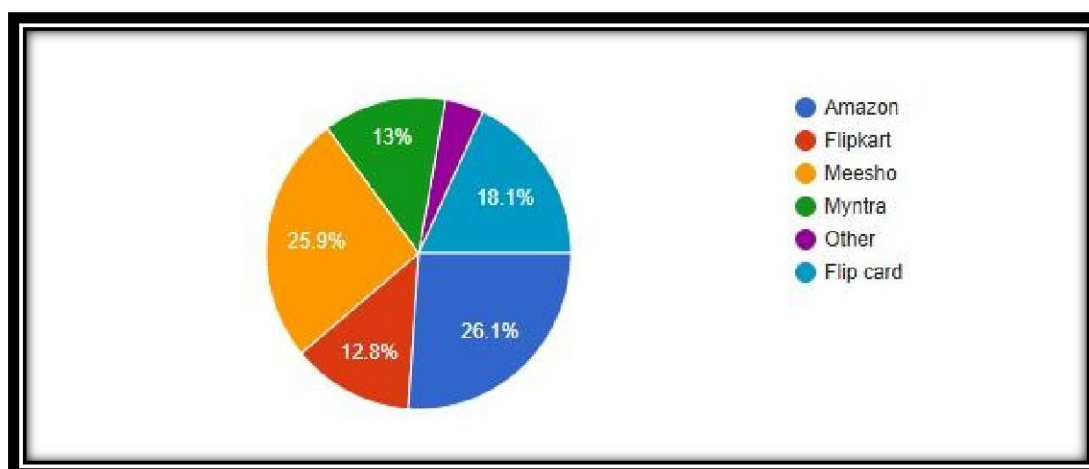
Q 5. Have you ever done online shopping?
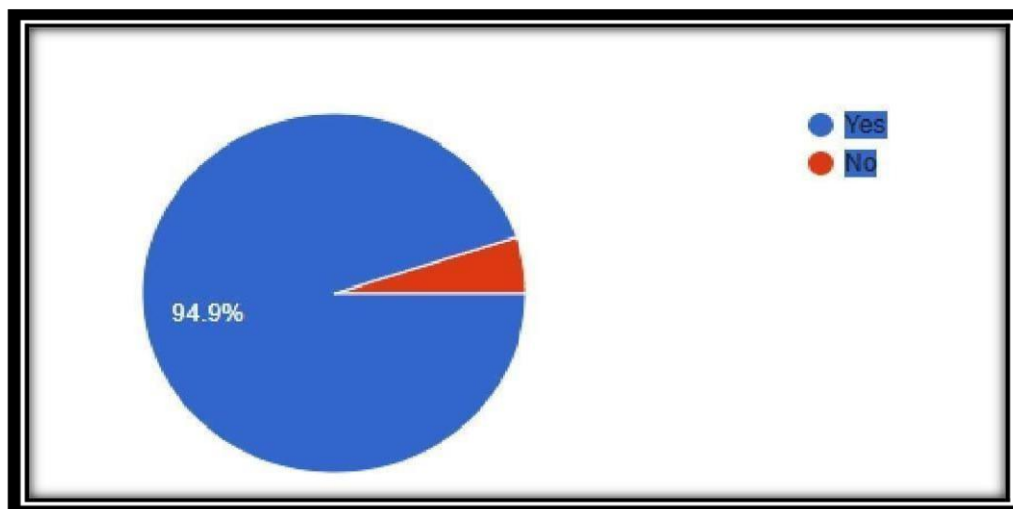
Data Interpretation :

In the above chart we can see that, the 100% of population is doing online shopping. There is no person in India who do not do online shopping.

Q6. Which platform do you prefer for online shopping?

responses	Frequency	Percentage
Amazon	102	26.1%
Flipkart	120	38.8%
Messho	101	25.83%
Myntra	51	13%
Other	23	6%

Data Interepration :

In the above chart, we can see that the most preferd online shopping platforms in india are Flipkard messho and amozon.

Q7. What is the reason for purchasing products online instead of offline shops?
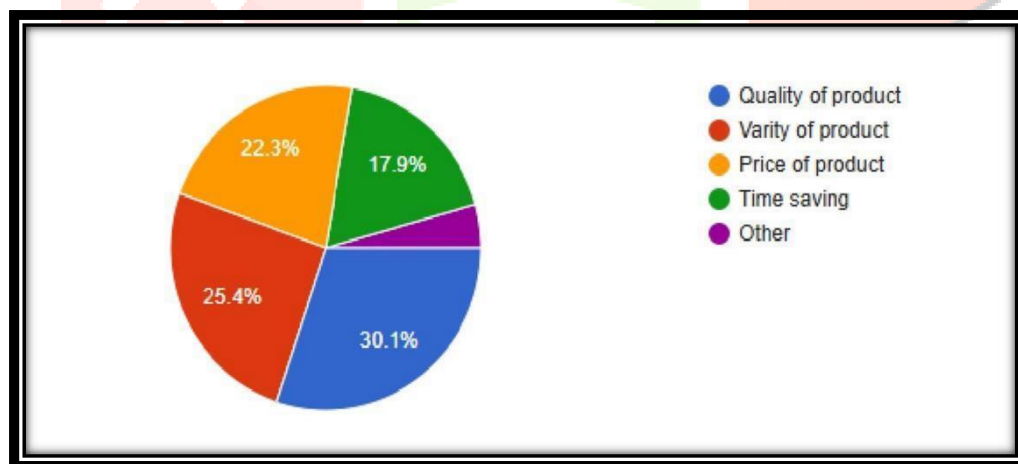
Data Interpretation:

Based on above chart, we can say that the reasons for purchasing product different people. Some people purchase products due to good quality of products, variety of

products, Price of the product, and its time-saving ability**.**

Responses	Frequency	Percentage
Quality of product	117	30.1%
Variety of products	99	25.4%
Price of the product	87	22.3%
timesaving	70	17.9%
other	23	6%

Q8. Approximately, how much do you spend per month on online shopping?

Responces	frequncy	percentage
0-500	93	23.8%
500-1000	145	37.1%
1000-5000	99	25.2%
5000-10000	41	10.4%
Above10000	16	4%
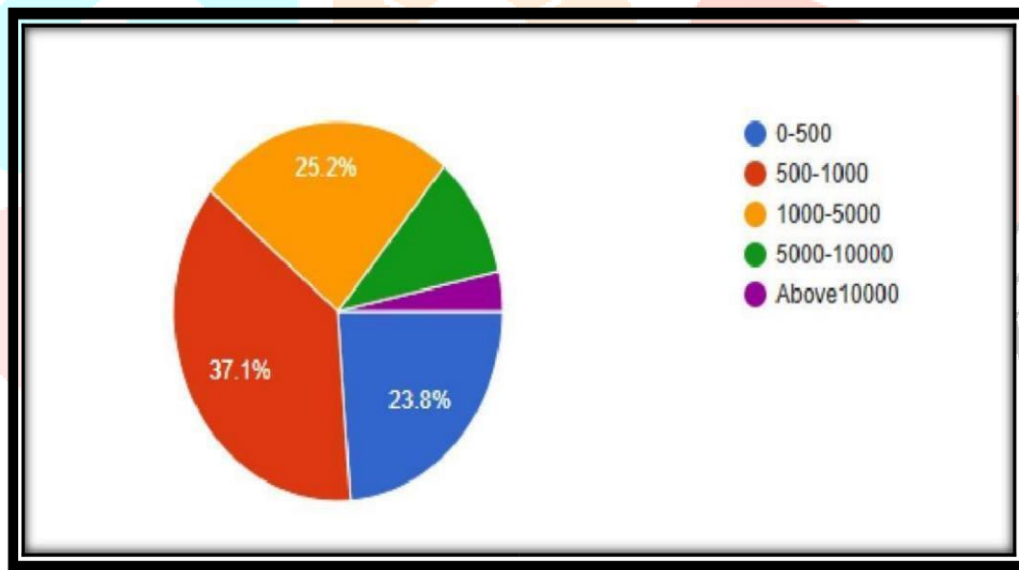
Data Interpration :

In the above chart we can see that, approximately 80% of total population spend between 1,000 to 5,000 Rupees on online shopping. Some people spend it weekly and some of them spend it monthly.

Q.9 How frequently do you purchase products online?

| Responses	frequncy	percentage
Daily	47	11.9%
Weekly	99	25.4%
Monthly	188	48.2%
Yerly	57	14.5%
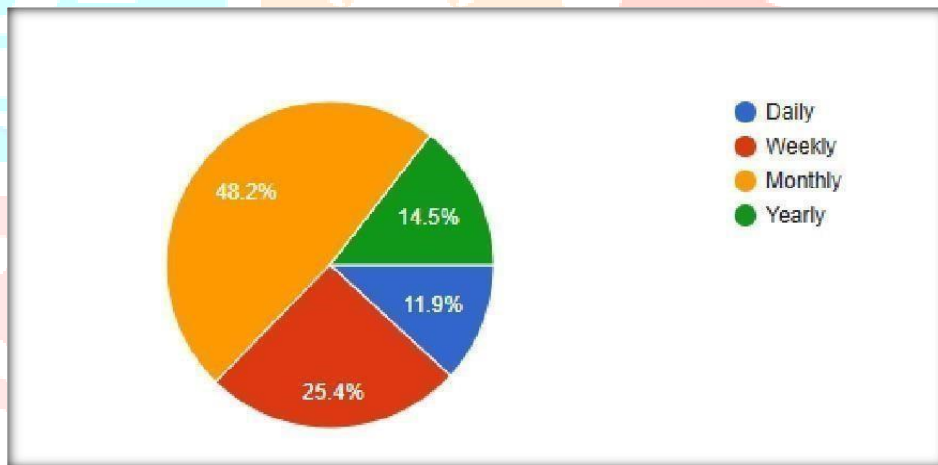
Data Interpretation :

In the above chart, we can see that approximately 48.2% of the total population spends between 1,00to 5,000 Rupees on online shopping. Some people spend it weekly and some of thespend it monthly.

## Q.10. What type of product do you generally purchase online?

Responces	frequncy	percentage
electric	81	20.6%
cosmetic	78	20%
fashion	125	31.9%
Home and kitchen	51	13%
Health or well	35	9%
other	29	7.4%

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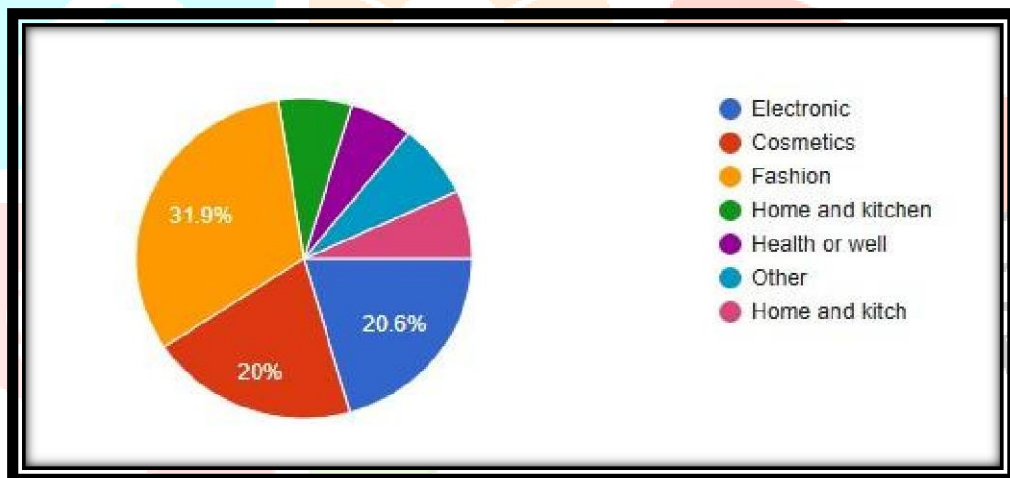
Data Interpretation :

With the help of the above graph, we can say that all the type of peoduct are purchased on an online

platform on a large scale. There is not a single product that cannot be purchased online.

Q. 11 By which method do you generally make payment?

Responces	frequncy	percentage
Cash on delivery	243	62.1%
Credit card	68	17.3%
UPI	64	16.4%
Other	20	5%
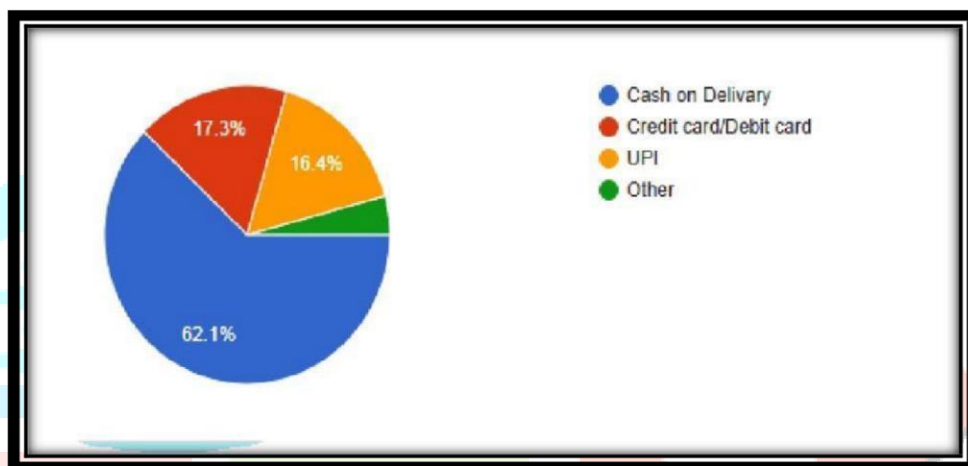
Data Interpratio   :

On the basis of above graph, we can say that the most preferred payment method during online shopping is Cash on Delivery because it is safe and easy to handle in India.

Q.12 What problems do you face in an online shopping platform?

| Responses	Frequncy	Percentage
Late delivery	124	31.8%
safety	65	16.6%
uality of product	115	29.4%
Return issue	72	18.3%
Other	12	3%
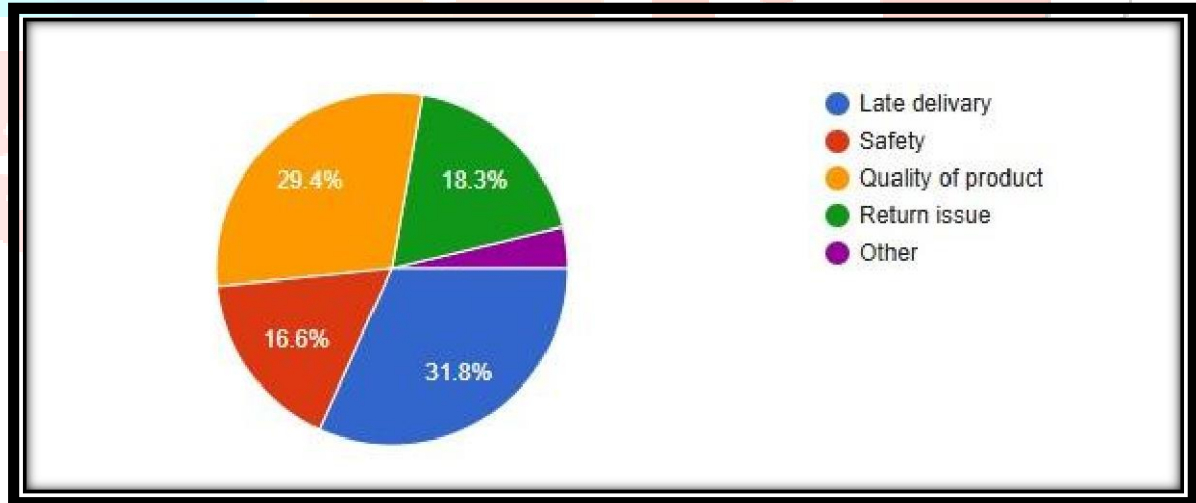
Data Interpretation :

On the basis of above chart we can say that, there are various problems faced by the people during online shopping which mainly includes Late delivery of goods, Damaged products delivery, Payment and security issues, etc.

Q.13 Have you purchased a subscription service of the online platform to get more benefits?

| Responses	Frequency	Percentage
yes	289	73.9%
No	102	26.1%
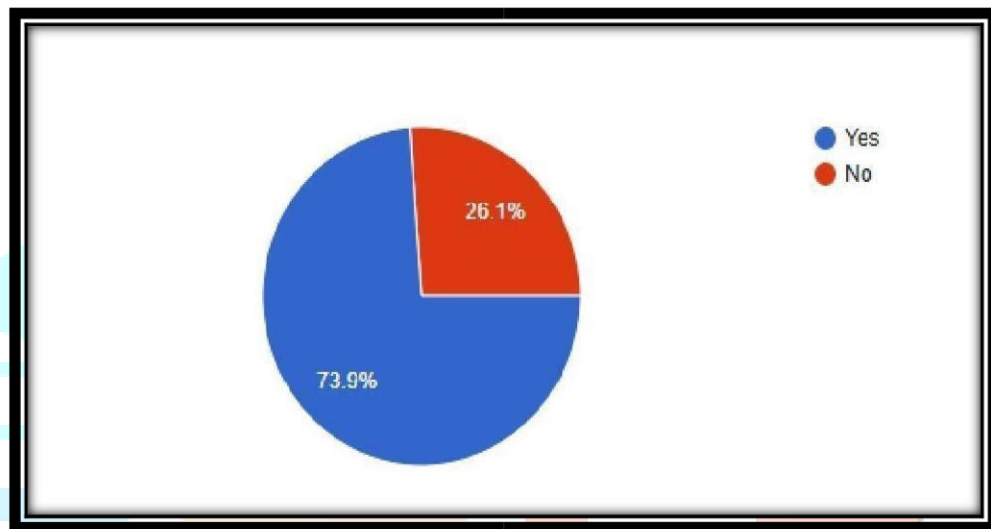
Data Interpretation

In this chart we can see that, most of the people in india use differeplatforms for online shopping but there are more people who purchase the subscriptions of these shopping platforms.

Q. 14 Do the discounts and offers on online shopping platforms affect your shopping decision?
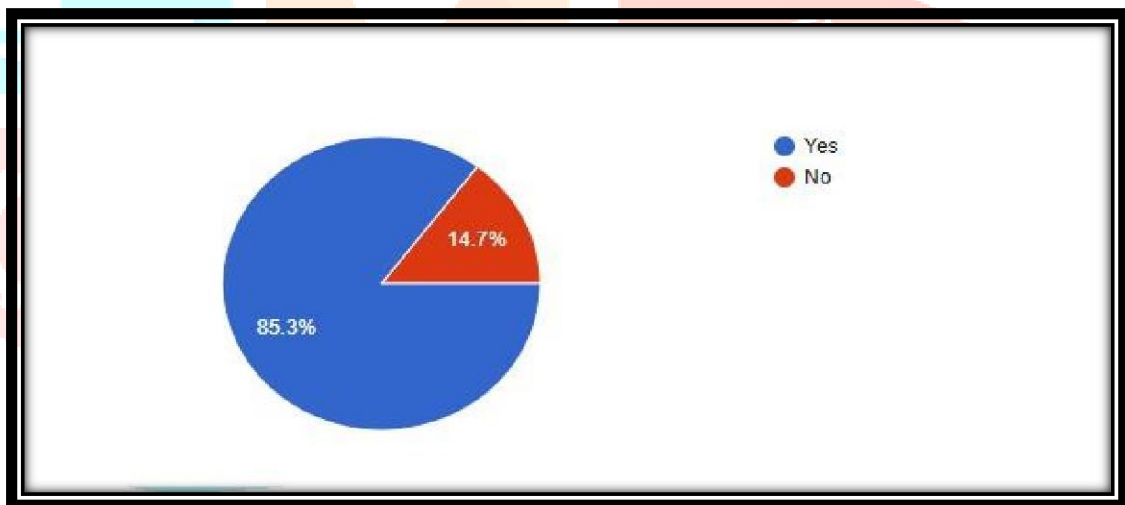
Responses	frequency	percentage
yes	364	88.3%
no	46	11.7%
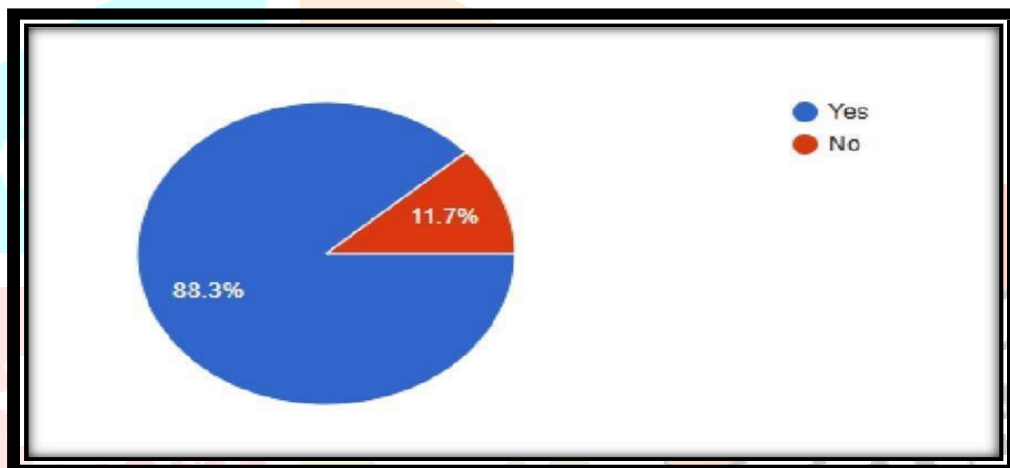
Data Interpretation :

By observing above graphical representation, we can understand that most of the people in India prefer online shopping because of the discounts and offers that are available on the products which are sold on these platforms.

Q.15. Have you participated in online shopping, a festival, or a sales event like big Billion Days, Great Indian Festival, etc?

responces	frequncy	percentage
yes	333	85.3%
no	57	14.7%

Data Interpretion :

By observing the above graphical representation, we can understand that most of the people in india prefer online shopping because of the discounts and offers that are available on the products that are sold on these platforms.

Q 16. How satisfied are you with the overall online shopping experince in india ?

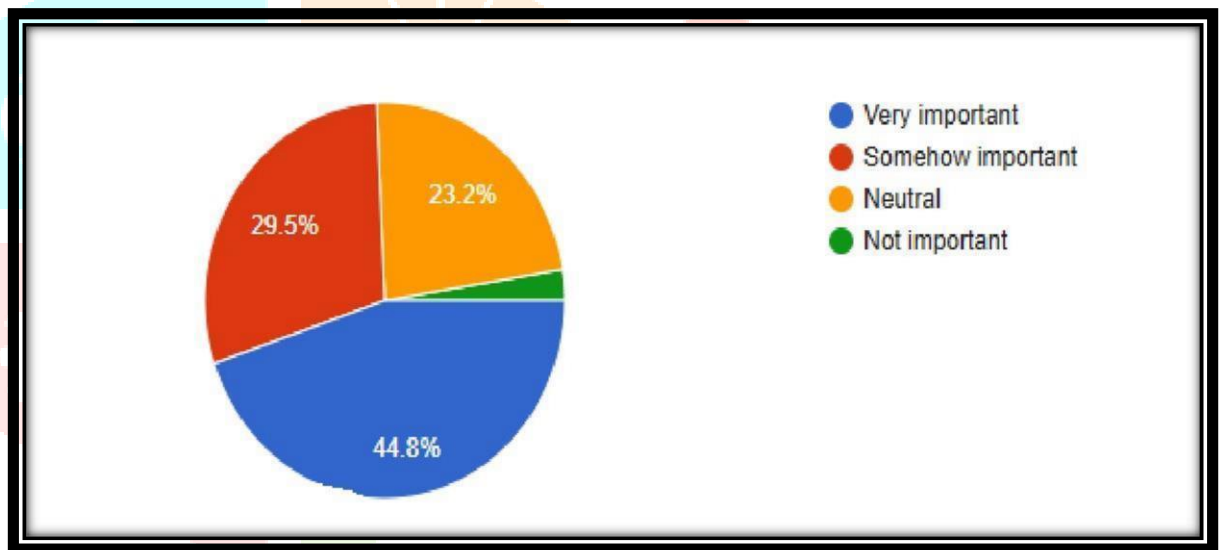| responces	frequncy	percentage
1	29	7.4%
2	14	3.6%
3	73	18.7%
4	150	38.8%
5	125	32%

Data Interpretation:

Through this graph we can identify that, approximately 90 percent or more of the total population is

satisfied with the services provided on this online shopping platforms.

Q. 17 How is price important when making a purchase decision online?

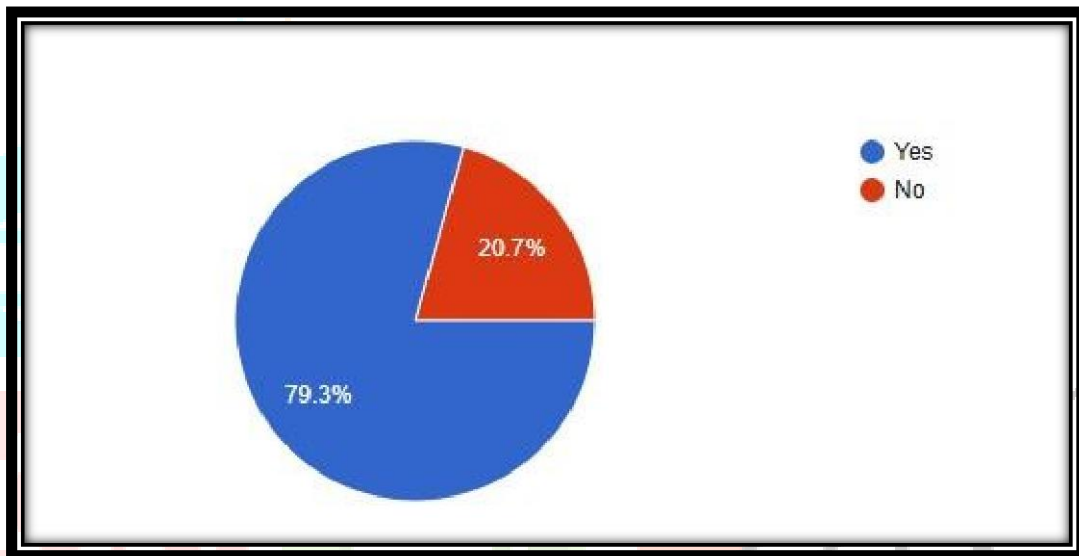| Responses	Frequency	Percentage
Very important	175	44.8%
Somehow important	115	29.5%
netural	91	23.2%
Not important	16	4%

Data Interpration :

By observing above graphical representation, we can understand that most of the people in India prefer online shopping because of the discounts and offers that are available on the products which are sold on these platforms.

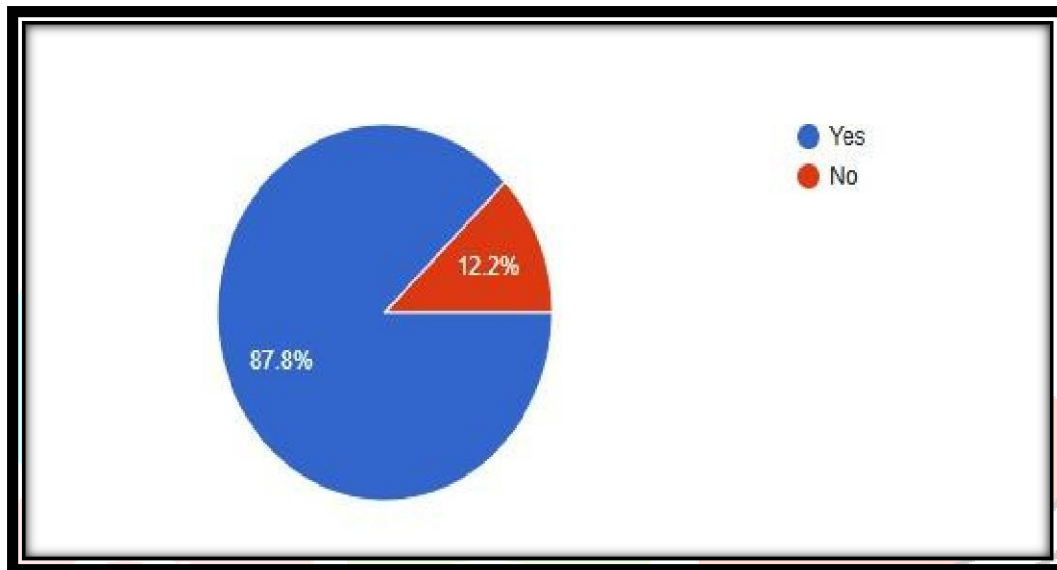**Q.18 Do you follow any e-commerce platform on social media?**

Responses	Frequency	Percentage
yes	310	79.3%
no	81	20.7%

Data Interpretion :

 Through this graph,we can identify that percent or approximately 79.3 more of the total population follows the e-commerce shopping platforms

**Q.19 Are you satisfied with the price of the product on the online platform?**

responces	frequncy	percentage
yes	344	87.8%
no	48	12.2%

Data Interpretion :

Through this graph we can identify that, approximately 90 percent or more othe total population is satisfied with the services provided on this online shopping platforms.

Q20. Have you ever made a purchase online after seeing a product on social media?

Responses	Frequency	Percentage
yes	332	85%
no	59	15%
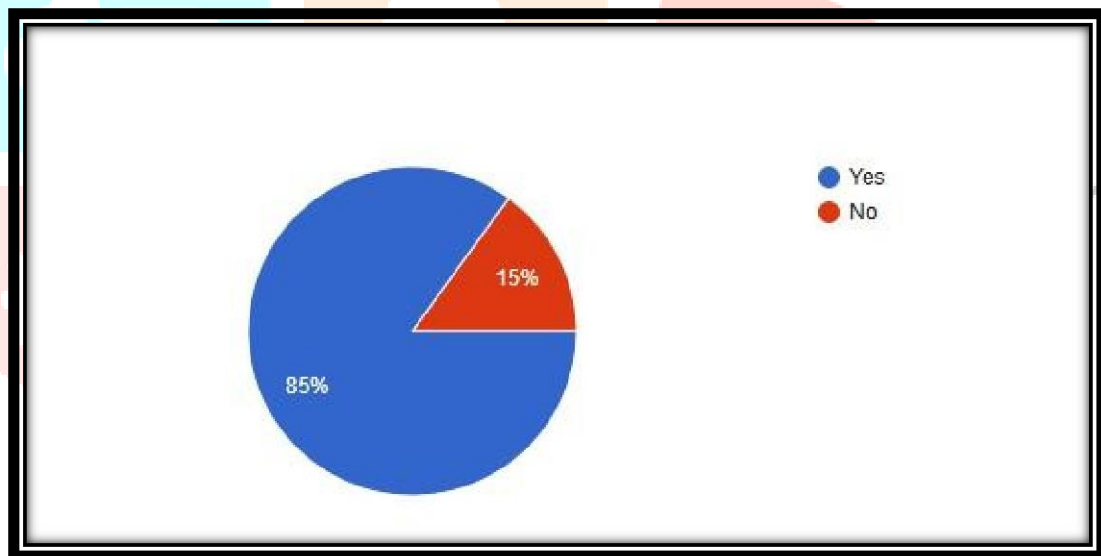
Data Interpretion :

observing above graphical representation, we can understand that most of the people in India prefer online shopping because of the ssen on social mediathat are available on the products which are sold on these platforms.

Q21. Are you satisfied with the e-commerce service?"

Responses	Frequency	Percentage
1	21	5.4%
2	21	5.4%
3	81	20.7%
4	136	34.8%
5	132	33.8%

Data Interpration :

Through this graph we can identify that, approximately 90 percent or more of the total population is satisfied with the services provided on this online shopping platforms.

6. **Findings**

1. The participation of the male population in online shopping is less as compared to Female population.

2. In India the online shopping is mostly preferred by the people with the age less then 50 years.

3. All the types of products are available on these online platforms and people buy various types of products on this online platforms.

4. Approximately the entire Indian population is engaged in online shopping platforms.

5. Various factors impact both positively and negatively on online shopping. shopping behavior of customers.

6. Discounts and offers that are available on these shopping platforms attracts people for doing shopping on these online platforms.

7. Most of the people in India prefer online shopping occessionally or on special occessions like festivals, Cultural ceremonies, Parties, etc.

8. The most preferred online shopping platform in India is Flipkart and Meesho and approximately 90 percent of total population is satisfied with the facilities provided on these platforms.

7. **Conclusion:**

In conclusion, the research on consumer behaviour towards online shopping in India highlights the dynamic nature of the market. The study underscores the impact of social media and the growing significance of online shopping in the various cities in India. Businesses can use these insights to strategically navigate the Indian e-commerce landscape, emphasizing transparency, customer trust, and personalized experiences. Overall, the research will provide valuable guidance for businesses seeking to understand and meet the various needs of Indian consumers in the online shopping in India.

Overall, Indian consumers are embracing e-commerce, but expect a seamless, secure, and customer- centric experience.

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