

## A Study of Consumer Behavior of Selected E-Commerce Sectors and Platforms Operating In India

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### Abstract-

This Research Paper Examined Consumer Behavior, Of Online Shopping, Whether They Are Satisfied Or Not, And Its Problems Arise In Online Shopping. In This Paper, Young Age 15-25, Medium Age 26-35 And 35 or More, Most Of The Younger-Aged People Buy Electronics And Gadgets, Fashion And Apparel Things and Electronics parts. In a Shopping Number Of Factor That Affect Online Shopping, Like Personal Data Stolen, Breach Of Privacy, Customer Service Problems, Fake Reviews, Misusage Of Bank Details, Delay In Delivery. Giving Solutions For Problems That Arise In Online Shopping, Like Changing Passwords On A Regular Basis, If Wrong Delivery, Receive Contact With Customer Service Immediately And Share The Order Details.

### Keywords-

Consumer Behavior, Internet, Online Marketing.

### Introduction-

E-Commerce Is A Subset Of E-Business, Which Means It's A Powerful Selling Tool And A Straight Distribution System, Whereas The Straight Distribution System Is An Alternative Way To Deliver Goods To Customers As Opposed To The Conventional Distribution Process, Which Relies On Middlemen Like Jobbers, Wholesalers, And Retailers. The E-Commerce System, To Put It Simply, Is Comparable To The Direct Distribution System In That It Uses Websites To Collect Product Orders And Transmits Goods And Services Directly From Producers To End Users, Cutting Out The Intermediaries From The Distribution Process [1]. E-Commerce Is The Practice Of Buying And Selling Goods And Services Online While Transferring Funds And Other Types Of Information To Complete The Transactions [2].

Convenience, Lower Costs, A Larger Selection, Price Comparison, And Compulsive Buying Are A Few Of The Factors Increasing Consumers To Opt For Online Shopping.

### Review of Literature

Guo Jun And Noor Ismawati Jaafar (2011), “A Study On Consumers' Attitude Towards Online Shopping In China ‘ ’ Explored The Attitudes Of Consumers On Internet Buying. Reputation And The Advertising Strategy Were Shown To Have A Strong Favorable Impact On Consumers' Attitudes On Online Buying. Local's Attitudes and Behaviors toward Internet Purchasing Are Influenced by Their Reality and Culture. [3]

Zuroni And Goh (2012), “Factors Influencing Consumers' Attitudes Towards E- Commerce Purchases Through Online Shopping” Revealed That The Consumer's Attitude Toward Making An Online Purchase Was Significantly Influenced By Their E- Commerce Experience, Assessment Of The Product, And Customer Service. The Study Came To The Conclusion That There Is No Discernible Association Between Consumer Risk And E-Commerce Transactions Made Through Online Shopping.[4]

Dr. Supriyo Patra[2021], “A Study On Consumer Behavior Towards Online Shopping In Kolkata” How Often And How Much They Spend On A Single Purchase, As Well As The Factors That Influence Online Purchases And Payment Gateway Selection. The Main Factors Influencing Their Opinion Were The Different Discounts, Simple Payment Options, Simple Return Policies, And Prompt And Expedited Delivery.[5]

Manjit Kaur Chauhan And Hemani Malhotra [2015, “Consumers' Behavior Towards Online” Customers' Purchasing Behavior When They Shop Online Is Significantly Influenced By Their Online Buying Experiences, Perceptions Of Products, Safety Concerns With Online Payments, And Customer Service.[6]

Kothari And Maindargi (2016) In This Research Work, “A Study On Customers Attitude Towards Online Shopping In India And Its Impact” Observed That Clients Can Save Time And Money By Purchasing Online. Customers Are Attracted To Online Shopping By Its Many Advantages, Which Include Comprehensive Product Information, A Simple Payment Method, The Ability To Compare Prices, And An Entirely Hassle-Free Shopping Experience.[7]

### Significance of Research Study-

These Research Studies On E-Commerce Have Contributed To A Better Understanding Of Stakeholders Who Read This Paper Will Be Able To Determine Which Companies Grow Fast, Creating Good Returns, And Offering Safe Investment Opportunities. Editors And Bloggers Will Also Benefit From This Research Study's Understanding Of The Rapidly Expanding E-Commerce Platform, Consumer Preferences, And Market Demand. Gives Online Retailers An Opportunity To Better Understand And Reassess Marketing Tactics In Order To Thrive In The Market, As Well As To Comprehend Consumer Demand In Virtual Marketplaces And Enhance The Quality Of Online Shopping Experiences. This Study Aims To Educate Customers On The Benefits And Drawbacks Of Both Online And

### Objectives-

- ⌚ To Study The Consumer Demand Of Selected E-Commerce Sectors And Platforms Operating In India.
- ⌚ Study The Consumer Satisfaction After Using The E-Commerce Platforms.

### Hypothesis – 1

- ⌚ **(H0):-** There Is No Significant Difference Between The Consumer Demand Of Selected E-Commerce Sectors And Platforms Operating In India.
- ⌚ **(H1):-** There Is A Significant Difference Between The Consumer Demand Of Selected E-Commerce Sectors And Platforms Operating In India.

### Hypothesis – 2

- ⌚ **(Ho):-**There Is No Significant Difference Between The Consumer Satisfaction After Using The E-Commerce Platforms.
- ⌚ **(H1):-** There Is A Significant Difference Between The Consumer Satisfaction After Using The E-Commerce Platforms.

### Research Methodology-

The Study Will Use Both Primary And Secondary Data To Achieve Its Goal. Using The Direct Personal Interview Approach And Questionnaire Method, Primary Data Will Be Gathered From Chhattisgarh State Customers. There Will Be Forced Responses and Multiple Choice Questions In The Questionnaire. However, Secondary Data Were Also Gathered Through Reading Articles From Newspapers, Magazines, Books, And Journals, Among Other Sources.

### Limitations of the Study

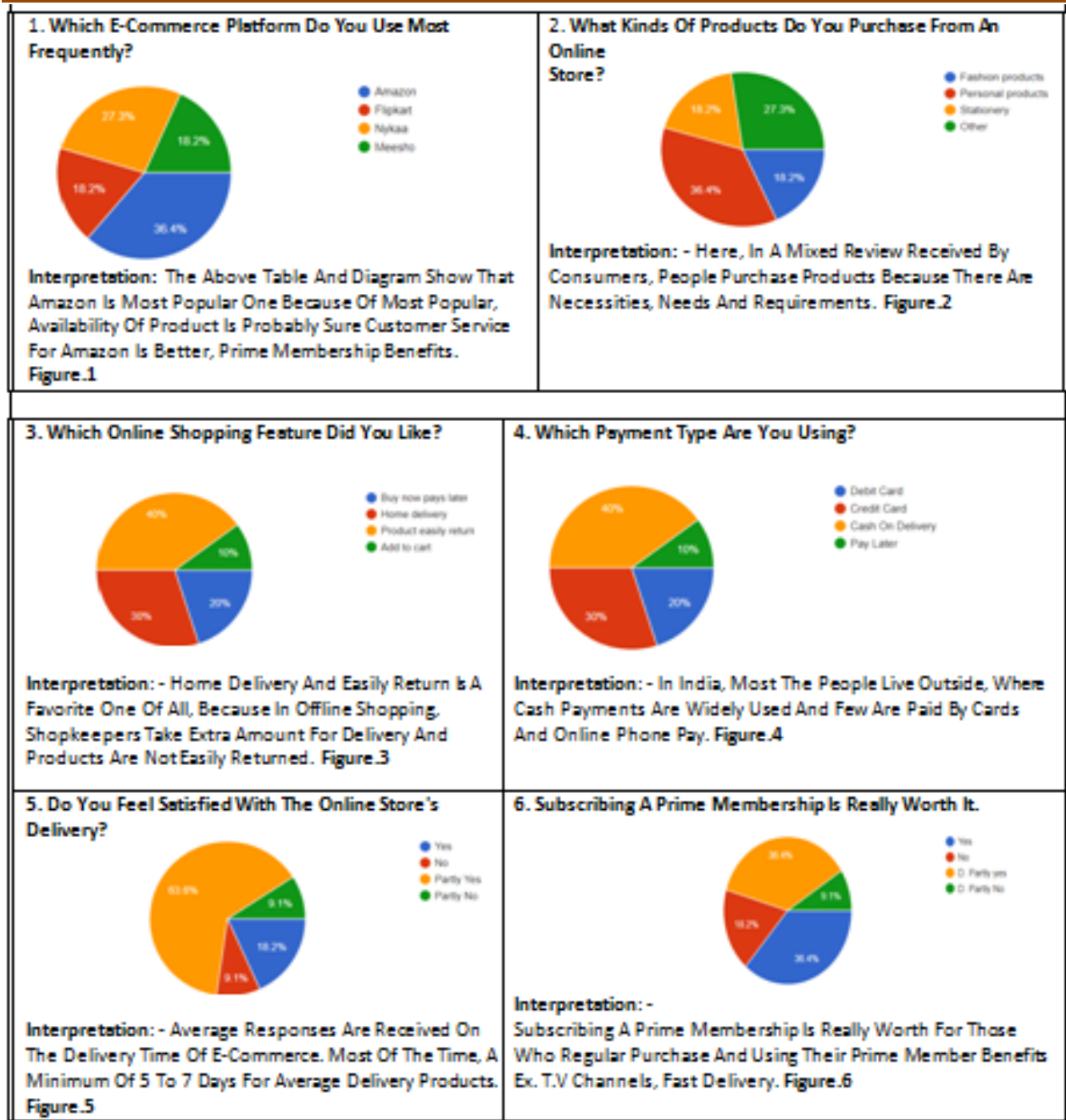
Several Limitations Could Be Identified In This Analysis. Respondent Biases May Have An Impact On The Study's Findings. The Results Of The Research May Be Impacted By Respondents' Unwillingness To Share Their Responses. The Results Of The Study May Soon Become Old, Which Would Reduce Their Value In The Long Run. When It Comes To E- Commerce, Consumer Behavior Is Changing Quickly Because Of Both Shifting Preferences And Technology Improvements. 9]

Analysis of product demands by consumers

Age:	Electronics And Gadgets:	Fashion And Apparel:	Beauty And Personal Care:	Home And Kitchen:	Books And Education:
15-25	45%	35%	8%	2%	10%
26-35	33%	40%	12%	8%	7%
35 Or More	26%	30%	28%	11%	5%

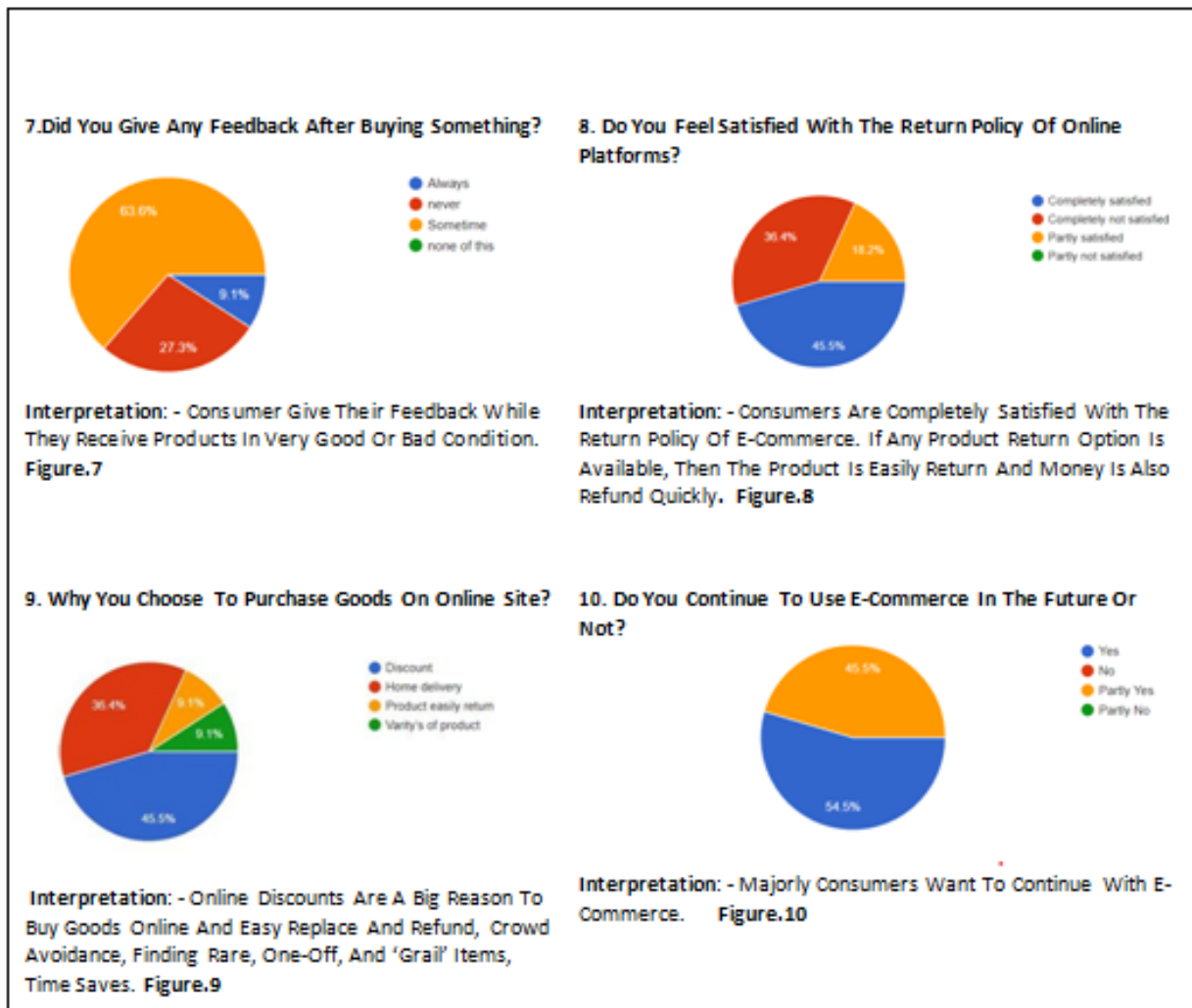
Table .01 Source: - © Statista 2023, A. Minhas, Nov 1, 2023[11]

### Analysis of Consumer Satisfaction After Using E-Commerce Platforms



Interpretation: - Consumers Are Completely Satisfied With The Return Policy Of E-Commerce. If Any Product Return Option Is Available, Then The Product Is Easily Return And Money Is Also Refund Quickly. Figure.8

## 7. Why You Choose To Purchase Goods On Online Site?



**Table.1 Explanation:** - Young People Between The Ages Of 15 And 25 Usually Buy More Electronics And Gadgets Like Laptops, Tablets, And Smartphones Than They Do Clothes, Shoes, Or Other Accessories. They Also Spend Money On Cosmetics And Home And Kitchen Appliances, And A Small Percentage Of These Individuals Also Like To Buy Books And Novels. The 2nd Younger Generation Age Between 26 And 36 Mostly Buy Fashion Products. One Of The Reasons Is That, At The Age Of 25 Or More, Many People Are Doing Jobs And A Secure Life Doing Shopping As They Want And Electronics And Gadgets Are Purchased. 35 Year Or More Age People Do Some Mixed Type Of Shopping.

### Conclusion-

In this paper we explored A Significant Shift in Consumer Behavior Favoring Online Shopping Due To Ease of Use, Time and Fuel Savings, The Ability to Shop Whenever You Want, And A Large Variety. There Is A Relationship Between Post-Purchase Behaviors And Demographic Factors Such Location, Gender, Age Group, Family Size, And Monthly Income. One Of The

Biggest Issues Facing Internet Shopping Sites Is Consumer Data Privacy. It Is Important To Take The Right Precautions To Preserve The Privacy Of Customer Data. The Study Also Showed That Consumers Prefer To Shop Offline Because They Feel More Comfortable About Their Personal Information, Payment Options, And Product Quality. Personalized Advertising Strategies And Efficient Interfaces For Consumers And Mention Solution For Problems Arises In Online Shopping Use Of Reputable Payment Options, Such As Trustworthy Payment Wallets Or Credit/Debit Cards, Prior To Buying, Read Customer Reviews And Product Ratings, If Receiving The Wrong Item Or Variant Contact With Customer Service Immediately And Share The Order Details, For Security Breaches Make Use Of Secure Networks. Don't Lose Your Login Information. Change Passwords on a Regular Basis. Keep An Eye Out For Any Unlawful Transactions On Your Bank Statements. The Study Shows That There Is A Positive Impact On Consumer Demand For Selected E-Commerce Sectors And Platforms Operating In India In Urban areas, the Average Person Using an Online Platform To Purchase The Good And Future Of E-Commerce Is Also Wide And Bright. In The Analysis And Research In This Research Paper, We Find That There Is A Positive Impact On Consumer Satisfaction. After Using The E-Commerce Platforms, Most Customers, Once Using Platform Continue With Such Sites.

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