

HOW ECOMMERCE AFFECT CONSUMER BUYING BEHAVIOUR

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Abstract:

Ecommerce industry is growing rapidly, as it is able to make its foot in the market by setting new trends which were nowhere close to the traditional way of purchasing goods. Not only it provide goods online but also it covers many different strategies to serve to its customer at best level as there is a lot of competition out there in the market. There are different benefits which customer gets out of these online sites but also they have great impact in affecting consumer behavior. . In this research paper we are analyzing how ecommerce sites are affecting consumer buying behavior.

Keywords:

Myntra, jabong, HUL, Traditional buying, ecommerce strategies, individual factors, purchasing conditions, online pattern, ecommerce experience, polices and conditions, risk factors, social media impact.

Introduction:

- Previous buying:

There was time when people takes a particular day off from their work and go out for shopping as it is a big task and they physically need to be in stores for hours to get few things. Back then it was task which happens in a week or even in month once only, where people make a list and get the offers detail from other people and then one day plan to get things for next month or week.

- Current buying:

Current situation is more over oriented from the way ecommerce has made it and the convince which ecommerce provide to different consumers. Ecommerce come with their own way of selling products where people are more dependent on the ecommerce site and their protocol.

Literature review:

Myntra has grown from an ecommerce website to an Omni channel retail platform over the past few years. With its own brand & offline stores and partnerships with over 1900 plus brands, Myntra has emerged as marketplace leader in fashion. Myntra partnership with international style emblem H&M, which has offline & online presence in India for four years now. Curiously, the logo is launching only on Myntra, and now not on Myntra-owned Jabong

Online fashion major, Myntra has recently announced the introduction of 'Try and Buy' (T&B). 'Try and Buy is a crucial step towards offering consumers a hassle free online shopping experience and inspiring more offline buyers to shop online. This new strategy will help online fashion to tap new section of buyers, Co-founder, Myntra, and Ashutosh Lawania, said in an officer statement. The 30 day exchange policy will still be good on products purchased through T&B. Try and Buy will initially be available in NCR, Hyderabad, Kolkata, Pune, Chennai etc.

Their study reveals of understanding how FMCG Companies are creating exclusive rural marketing strategies and also the initiatives of the "HINDUSTAN UNILEVER LIMITED" undertaken by touching the lives of most of the Indians. In (2000) HUL started a project named "SHAKTI" to sell its products through Women self-help groups. With this new distribution model, the smaller markets are now being mentioned as "Shakti Markets" In (2001) HUL participated in an exceedingly rural communication program called "Grameenonke Beech" that the program launched by rural communications and marketing PVT Ltd place of work that specialized in rural advertising and marketing.

Online shopping is that the method of buying goods and services from merchants who sell on the online. The study also shows how socio-demographic (age, income and occupation), pattern of online buying (types of products, e-commerce experience and hours use on internet) and obtain perception about product, service and risk) it affects consumers' perception & attitude towards e-shopping. Data were collected via questionnaire. ANOVA were used to assess the differences between variables like age, income, occupation and purchasing behavior and dependant variable like attitude towards online shopping. This also interpret that there is an important relationship between product perception and attitude towards online shopping among the consumer.

This paper is additionally valuable for online retailers; because it'll help them to draw in consumers and enable to raise form their e-marketing strategies allowing knowing the consumers' changing needs and lifestyles additionally on to draw in them with relevance their online shopping experience. This can help e-business houses to make their marketing strategy, identify and take away the hurdles which can create convenient e-shopping service to customers. This means that the foremost factors influencing consumers to buy for online are convenience, simplicity and better price. This can be done by encouraging consumers to buy through online. Advantages like security, fast delivery, right price, convenience and a

wider choice. The objective of this paper is to look at the factors driving e-shopping and to develop an understanding of the factors influencing the e-shopping by the consumers.

Consumer to consumer might be a growing sector for interactions & transactions. During this it shows the danger & trust associated with the client & seller by developing attitude towards purchasing for purchaser & selling for sellers. During this study we've to be compelled to grasp the both trust of the seller & risk of the seller influence the buyer's attitude towards purchasing. These models changes for seller's attitude towards selling, trust and attitude are combined into one variable and risk isn't found to be an influence.

It indicate that trust on elements like product guarantees, secured transactions, and proper ordering processes are initial for initiating the bond through the promise of trust in E-Marketing. The character of trust within the net shopping has also been explored by the researcher Michelle Daignault & Michael Shepherd (2002) in their study. They found that trust that support the promotion of online trust in their research. It represents trust that addressed when building infrastructure to back online trust. Trust depends on following: on identity; Second/Third party ratings are important in developing trust; First party information is incredibly important in developing trust is vital in developing trust.

These are the factors which influence consumer while purchasing. Consumer attitudes, demographic features, and views influence purchase decisions from traditional stores to purchases from e-commerce sites. The study of e-commerce is new. E-commerce research draws attention upon consumer choice and buyer behavior, complementing each other in E commerce. Considering the propensity of the consumer how they behave after the use of new technology. As online purchasing has been in trend. It is very trending among Millennial; over time it's reasonable to expect that buyer characteristics apart from age and gender will increasingly affect the buying process. This focus on four components which are attitude, demographic Features, views, and brand perception— that are main components which influence consumer.

Objectives-

1. To study different types of changes which ecommerce sites has evolved.
2. To study how consumer buying behaviour is affected by ecommerce features.

Methodology-

This research paper is based on desk research, the analysis is descriptive type. We have gathered information from published papers, journals and online websites of different companies like myntra, amazon etc. we also used some published articles.

How ecommerce affected consumer buying behaviour

There are different benefits which ecommerce websites provide to customer in order to get more customers. There is a lot of competition which is out there in the market and to be different and choice of the customer every website or application come up with altogether new format where customer feels for pampered and special

Features of ecommerce:

➤ Convince:

This is the first and biggest thing which attracted every customer as it is providing door step service with any physical presence of the customer in the store. It comes up with different policy and strategies where customer is the top most priority for the company as they know how tough the competition is outside

➤ Geographically independent:

Ecommerce sites come up with all varieties from every corner of the country and world at best price possible which makes customer feasibility of particular need at their door step. Not only it is providing feasibility but also it provides access to a special product of a place available to a different region in few days.

➤ Time:

Ecommerce it is not only giving service and comfort but also provide a time bounded service where it provide service within few days and now it is in a single day as well where people know that they don't need to wait for a product or its availability as now people know how it will be available by sitting at home in few days.

➤ International brand and different brand:

As we all know if we visit to a single store we are not available to purchase other brands but ecommerce will provide all international and national brand in single platform and give benefit of other companies which not having a physical store but customer can buy it with ecommerce sites.

How individuals personal factors affect buying on ecommerce:

There are always goods and experience which are meant for a specific person and characteristics related to them. Ecommerce site divide its categories accordingly, there are goods available for every individuals which help customer more relatable:

Following are the factors which are under consideration:

➤ Age:

Age plays a vital role in buying behaviour over online platform as it shows the perception about the online experience versus offline experience. Ecommerce also provide goods for every age group to have a wide range of variety and availability of everything possible.

➤ Income:

Income affect the actual offer and price which get onto the online site as compared to offline store because companies always try to showcase the same and even low price on online platform as people will get attracted to the offer and variety available on a single platform.

➤ Occupation:

Occupation provides information about the buying behaviour and nature of the goods they will be buying. As it is important way to judge the range and characteristics of good a specific online platform will offer to the customer.

Pattern of Online Buying:

➤ Type of goods:

Ecommerce is having biggest point of difference from offline store as it provide number of goods under single roof which makes it different and more convent than other offline store. Types of goods are not only viable but also at different price a single good is available in order to suit everyone's needs.

➤ Experience:

Experience is created through the service which ecommerce site provide as it make sure to give as much comfort to customer as possible without any Hassel. Experience is created by the delivery timing and updates regarding order shipped to order delivery with verified delivery person and having a true and genuine service and product at cheapest price.

➤ Hours spend on internet:

Ecommerce sites are very interesting and beautiful as it makes sure to grab as much attention as possible because it is created and designed in that way. Also as internet is not a luxury anymore everyone is easily accessible to have internet service 24*7 which help different ecommerce site to grab customer attention by having different and unique notifications.

➤ Purchase perception:

It was the most difficult area where every ecommerce site worked the most as they need to change the perception which is associated with the offline store and to check and feel a product before actually purchasing it so they come up with different strategies which target the mind-set of the customer and how they can believe in the quality and aesthetics of the product.

➤ Risk

Risk is something which is still in people's mind regarding the online product and somewhere there are few things which are risky but ecommerce site overcome it through the service and specially the after service they provide, where they make sure if there is any problem customer should not feel a single pain and overcome it with other product or even full return of money.

Feature which affect consumer buying behaviour on ecommerce sites:

➤ personalized experience:

For every individual there is something available on ecommerce site regardless of price, colour and features. It makes sure to capture the whole market to provide service to every consumer out there. They make sure to customize the service in accordance with the service; product and style which make customer feel special.

➤ Special offer for loyal customer:

It creates different and special offers which are viable only for the customer in order to entertain as many customers as much. Not only this they make sure to give you extra premium offer and discount which gives you immense happiness as they pamper you for being loyal to them.

➤ Looks out of clothes :

There are different clothing features where they give you what other accessories or even what other clothes to put together in order to look more attractive and smart, this feature target the mind of male as they are not so much into fashion so they can know what other clothing piece to purchase.

➤ Messages:

Many ecommerce sites have different messages for their entire customer including their birthdays, anniversary etc. which make sure to have great impact. It also have message

regarding previous purchase and how much they miss you because you haven't shop for while from their site.

➤ Question and answer

There are many doubt regarding a purchase in the minds of customer in order to answer all of them it is important to have platform where every customer ask question and within few minutes they get the answer of their query which makes them very responsible towards the customer.

➤ Return and exchange

Return and exchange polices are as simple as they can get as it makes sure to have not too many problems which customer needs to face while return a product. In fact the process is as simple as customer doesn't even care of ordering something extra some times. Ecommerce site provide a simple process where you can even select a time where the person will come at your door step and pick up the product and you will get your money back or else some other product.

➤ Sales alert

Sales alert is one feature which is the most attractive feature where at times consumer gets a sales alert and timing of sales from then they can purchase product at great deal which make sure to give them great comfort and products at great prices. Sales alerts are not easily feasible for offline store as they don't give any notification and people need to physically visit a store to know about an offer.

➤ Filter option:

There are different filter which are available for the customer so that they don't waste the time and can easily select what they want and get that thing only as it will save their time and make sure to give and show the precise information only. There are many filters which are available which gives Avery precise product and serve the customer in least time.

➤ Detailed billing:

In the bill customer can actually see how much each product cost and what is tax and what was the offer which give them more detailed option as it make sure that customer and judge and decide themselves in order to have clear picture about their purchase and to stick onto the budget and not over spend on something which they don't need.

➤ Coupons and referrals:

There are different coupons which are available in order to have extra percentage of offer and discount which make sure to give extra benefit to the customer and have a great welcome on to the new ecommerce site and also they provide it with different purchases which they do and can earn more no. of coupons.

➤ Easy payment:

There are altogether different payment methods which are available in order to suit the customer need and it is very easy for customer to select one of them and many times they have offer related to payment method as well which provide more benefit to customer and attract more people.

➤ Social media activity:

There are many social media presences which ecommerce site does in order to gain more attention of the customer as it will create a new platform for creating awareness about the product through which people can have positive word of mouth which is created by influencers on the social media sites.

➤ CSR activity:

Not only they try to fetch as many customers as possible but also they show responsibility towards the environment by having paper bags and boxes and to also donate money to others and by showing different majors for disposal of the waste which show their responsibility towards the nature as it is the most important aspect of any business.

Conclusion:

Ecommerce is evolved through the services and facilities which it brings for its customer, not only services but taking all the responsibility of before and after sale of the product was not expected in traditional buying. It satisfy customer by every possible convince and features. Ecommerce involves many different strategies to entice customer to increase the sale of the company and in this paper we have covered few of them and how they segment their market on the demographic of each individual in order to gain their trust on the site.

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