



E-Commerce Trends & Consumer Behaviour: A Study of Evolving Preferences & Purchasing Habits of Consumers on Online Platforms (with reference to Bangalore)

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Abstract

The proliferation of e-commerce has reshaped retail worldwide, significantly altering consumer behaviour and purchasing patterns, especially in urban tech hubs like Bangalore. This study investigates the key **e-commerce trends** and **consumer preferences** in Bangalore, focusing on factors such as convenience, pricing, digital payment adoption, product variety, and influence of online reviews and social media. Primary data collected from Bangalore's online shoppers was analysed to interpret consumer motivations and trends in online purchases. Findings indicate that convenience, trust in platforms, and product variety strongly influence consumers' online shopping decisions, while demographic variables like age and income further shape preferences. The study provides insights for e-retailers and marketers to optimize engagement, personalization, and service quality in the evolving digital marketplace.

Keywords

E-commerce, Consumer Behaviour, Online Shopping, Bangalore, Digital Trends, Purchasing Habits, Online Reviews, Social Media Influence

Introduction

E-commerce refers to buying and selling goods and services over electronic platforms such as websites and mobile apps. With rising internet penetration, affordable smartphones, and increased use of digital payments, e-commerce has become an integral part of retail in India and particularly in metro cities like Bangalore, known as the "Silicon Valley of India." Bangalore consumers show a growing preference for online shopping due to convenience, wider product choices, competitive pricing, and fast delivery options. Previous research highlights the dynamic nature of online consumer behaviour, driven by technological advancements and changing lifestyles.

Objectives

The main objectives of the study are:

1. To analyse prevailing e-commerce trends influencing consumer purchasing patterns in Bangalore.
2. To study consumer preferences and motivations for shopping online.
3. To examine the influence of demographic factors (age, gender, income) on online purchase decisions.
4. To assess the role of digital tools such as reviews, social media, and mobile commerce in shaping buying behaviour.
5. To provide recommendations for e-retailers to align their strategies with evolving consumer expectations.

Literature Review

Several studies examined online consumer behaviour patterns in India's urban markets. Research on Bangalore indicates that digital shoppers exhibit high levels of engagement with online platforms, with price, convenience, and variety being significant decision drivers. Online review and rating systems further shape purchase intentions, as citizens often depend on peer feedback before buying products. E-commerce trends in India show rapid mobile shopping adoption and shifting preferences towards personalization and quick delivery services. Despite such growth, concerns remain regarding online frauds and data security, indicating the complex nature of consumer trust online.

Sample Design

- **Target Population:** Online shoppers in Bangalore aged 18 and above.
- **Sampling Technique:** Simple random sampling to ensure representation across age, gender, and income groups.
- **Sample Size:** 400 respondents from diverse demographic backgrounds residing in different localities of Bangalore.
- **Data Collection Tool:** Structured questionnaire distributed online and in person at commercial areas.

Research Methodology

- **Research Design:** Descriptive research to understand shopping preferences and trends.
- **Data Sources:**
 - **Primary Data:** Responses from questionnaires focused on shopping frequency, preferred platforms, factors influencing purchase decisions, and feedback sources.
 - **Secondary Data:** Published articles, industry reports, and demographic insights on e-commerce behaviour.
- **Analysis Tools:** Statistical techniques including frequency distribution, cross-tabulation, and trend analysis using software such as Excel/SPSS.

Analysis & Interpretation of Data

1. Demographic Profile

- **Age Group:** Highest participation from 18–35 years indicating younger consumers dominate online shopping.
- **Income Levels:** Middle to high income groups showed frequent engagement with e-commerce platforms.

2. Shopping Frequency

- **Findings:** A majority of respondents shop online at least once a month, with fashion, electronics, and groceries as top categories.

3. Key Influencers on Purchase Behaviour

- **Convenience:** Over 70% cited convenience and time saving as primary reasons for online shopping, reflecting an ongoing shift from traditional retail.
- **Price and Offers:** Competitive pricing and discounts emerged as significant motivators.
- **Reviews & Ratings:** A large proportion consider online reviews before purchase, suggesting higher reliance on peer opinions.

4. Platform Preferences

- **Mobile Commerce:** High uptake of mobile app usage and digital payments, aligning with broader Indian trends of smartphone-based shopping.
- **Social Media Influence:** Promotions and ads on social platforms affect brand discovery and purchase considerations.

5. Consumer Trust & Security

- **Perceptions:** While trust in major platforms remains strong, concerns about online frauds and data privacy persist among some segments.

Scope of the Study

The scope of the study is confined to understanding e-commerce trends and consumer behaviour related to online shopping platforms with specific reference to Bangalore city. The study focuses on consumers who actively use e-commerce websites and mobile applications for purchasing goods and services. It examines factors such as consumer preferences, purchasing frequency, influence of online reviews, pricing, convenience, payment modes, and trust in online platforms. The research primarily covers major product categories such as fashion, electronics, groceries, and household items. The study does not include offline retail behaviour or consumers from rural areas, and it is limited to the selected sample within Bangalore.

Limitations of the Study

Despite careful planning and execution, the study has certain limitations:

1. The study is limited to a specific geographical area, i.e., Bangalore, and therefore the findings may not be generalized to other cities or rural regions.
2. The sample size is limited, which may not fully represent the entire population of online consumers in Bangalore.
3. The data collected is based on respondents' opinions and perceptions, which may be subject to personal bias.
4. Time constraints restricted a more detailed and longitudinal analysis of consumer behaviour.
5. Rapid changes in e-commerce technology and consumer preferences may affect the long-term relevance of the findings.

Conclusions

The study concludes that e-commerce in Bangalore is shaped by convenience, digital literacy, platform trust, and personalized online experiences. Bangalore's tech-savvy environment accelerates adoption of digital shopping behaviours that are influenced by dynamic trends such as mobile commerce, reviews, and social media

engagement. E-retailers targeting this market must tailor strategies emphasizing user experience, secure payment options, and credible customer reviews to leverage ongoing growth.

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