**MINOR PROJECT REPORT ON**

### A Study on Factors Affecting Consumer Behaviour in E commerce

**FOR**

**THE PARTIAL FULFILMENT OF THE AWARD OF THE DEGREE OF “MASTER OF BUSINESS ADMINISTRATION” FROM GGSIP UNIVERSITY, NEW DELHI**

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**EXECUTIVE SUMMARY**

Consumer purchasing habits have been profoundly altered by the development of the digital economy, with e-commerce becoming the primary means of acquiring products and services. Understanding the primary factors influencing customer choices in the digital sphere is becoming more and more important for analysts, marketers, and business strategists as online retail platforms continue to gain traction. The goal of this study, "Factors Affecting Consumer Behavior in E-Commerce," is to investigate and assess the psychological, technological, and service-related elements that affect consumers' decisions to make purchases online.

The study's main goal is to pinpoint the essential elements that have a direct influence on a customer's decision to buy on e-commerce platforms, including pricing strategies, convenience, trust and security, product availability, delivery speed, brand reputation, website usability, and return policies. A systematic Google Form survey with 22 well crafted questions addressing different facets of customer attitudes and preferences was used to gather primary data in order to investigate these topics. 22 participants—mostly students and young adults—who frequently purchase online provided answers to the poll.

A non-probability convenience sampling strategy is used in this descriptive research methodology. To derive actionable insights, the gathered data was subjected to question-by-question interpretation and graphical analysis. The findings show that among the most important elements influencing customers' decision to make more purchases on e-commerce platforms are customer trust, reasonable prices, easy return procedures, and prompt delivery. Positive client views and loyalty are also shaped by other elements including user interface design, customer service, and payment security.

This study offers useful information for e-commerce companies, especially about how online shoppers weigh convenience, risk, and satisfaction before making a purchase. The results can help businesses optimize their platforms to enhance user experience, customize products, and create enduring connections with clients. Although the study provides insightful insights, its limitations include a small sample size and a geographically constrained pool of respondents.

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# Chapter-1 Introduction

## Chapter-1 Introduction

In today’s era, Understanding the elements affecting online purchase decisions is crucial since the development of e-commerce has drastically changed consumer purchasing behavior. Consumers today depend on a number of factors when making online purchases, including trust, user experience, tailored suggestions, social impact, and technical improvements, as a result of growing digitization and ubiquitous internet connectivity. Trust is one of the most important aspects of internet buying. Customers are more inclined to buy from e-commerce sites that guarantee transaction security, dependability, and openness. Encouraging purchases also heavily depends on a smooth and interesting user experience, which includes website design, usability, and effective customer service.

Additionally, tailored suggestions have become a revolutionary way to influence online purchasing decisions. E-commerce platforms may make appropriate product recommendations based on browsing history and previous purchases thanks to data-driven insights, which raises the possibility of conversions. Furthermore, social influence has a significant impact on buying decisions, especially when it comes to digital marketing tactics like influencer advertising and customer reviews. Before making their final decisions, consumers frequently consult expert advice and peer reviews.  
one of the most significant factors shaping online purchasing behavior is consumer trust. Trust in an e-commerce platform is built through secure payment gateways, transparent policies, positive customer reviews, and brand credibility. Consumers are more likely to purchase from platforms that ensure data privacy, provide clear return policies, and maintain high service quality. Without trust, even the most competitive pricing or attractive deals may fail to convert visitors into buyers.Even the best prices or alluring offers might not be able to turn visitors into customers if there is a lack of trust.User experience (UX) and website design are important factors that impact customer decisions in addition to trust. A website that is easy to use and well-structured improves the buying experience and lowers transactional friction. A smooth user experience that promotes conversions is facilitated by elements like quick-loading websites, user-friendly interfaces, excellent product photos, and thorough descriptions.

On the other side, high cart abandonment rates might result from a bad user experience.Targeted marketing and tailored advice are other important factors. In order to recommend pertinent items, e-commerce platforms use machine learning algorithms and artificial intelligence (AI) to examine customer preferences, past purchases, and behavior. Personalized suggestions foster a feeling of exclusivity and customized buying experiences, which not only boost user engagement but also raise the possibility of return business.

Online reviews and social influence are also quite important when it comes to customer decision-making. As peer recommendations, customer feedback, and digital influencers have grown in popularity, customers are increasingly depending on outside viewpoints before making a purchase. While unfavorable comments might turn off potential customers, positive reviews and ratings can boost consumer confidence. User-generated content, influencer marketing, and social media platforms are all very important in determining how consumers see brands and make judgments about what to buy.

Moreover, pricing strategies, discounts, and promotional campaigns significantly impact consumer behavior. Online shoppers are highly responsive to dynamic pricing, flash sales, limited-time offers, and exclusive membership discounts. E-commerce platforms strategically use behavioral pricing tactics to influence impulse buying and increase overall sales volume.

Automation and artificial intelligence (AI) are two examples of technological developments that have further changed the e-commerce scene. Virtual assistants, AI-powered chatbots, and predictive analytics improve consumer interactions, making shopping more effective and individualized.

Businesses may increase client engagement, boost sales, and optimize their e-commerce strategy by being aware of these important variables. This study aims to explore the various determinants affecting consumer purchase decisions in online shopping, providing valuable insights for businesses and marketers to enhance their digital commerce models.

To sum up, a variety of factors, including technology, price tactics, social impact, tailored suggestions, user experience, and trust, influence customer purchasing decisions in e-commerce. Businesses need to concentrate on these crucial elements as the digital marketplace develops further in order to improve consumer interaction, create enduring bonds with clients, and stay competitive in the rapidly expanding e-commerce industry. By thoroughly examining these factors, this study seeks to offer insights that e-commerce companies may use to improve their tactics and adapt to the shifting demands of contemporary customers.

# CHAPTER 2 LITERATURE REVIEW

## CHAPTER 2 LITERATURE REVIEW

* A research by Neha, Sandra Suresh, and Dr. P. BHUJANGA RAO (2023) examined how Flipkart's Big Billion Days (BBD) sale affected customer behavior and sales figures. According to the survey, BBD (big billion days) is a strategically significant sales event that attracts a sizable number of online customers. Many of these buyers put off expensive purchases, especially those related to fashion, gadgets, and mobile phones, in order to take advantage of steep discounts and cashback incentives. The study also emphasizes how advertising and digital marketing, especially through influencer campaigns and social media, shaped customer tastes and increased sales throughout this time.
* Price sensitivity, convenience, product diversity, and trust were shown to be important predictors of customer behavior in a research by Drs. Anita Bajaj and Nitish Bagdi (2022) on the variables driving e-commerce sales in Delhi. Their study emphasizes how important advertising efforts, a variety of payment methods, mobile optimization, website usability, and effective logistics are in influencing online buying patterns. Notwithstanding these development factors, the industry is nonetheless hampered by problems with customer trust, market competitiveness, and infrastructural limitations. According to the survey, e-commerce platforms can maintain growth and foster customer confidence in the digital marketplace by improving the user experience, optimizing logistics, and implementing transparent business procedures.
* An empirical study was carried out by Bhatt and Nagvadia (2021) to investigate the main elements influencing customer behavior in online purchasing. The study identified trust, product knowledge, payment security, and convenience as the main motivators. According to the report, customer decisions are also influenced by demographics, cultural norms, and prior internet encounters. Quantitative investigation showed that although internet transactions are more convenient, security issues still pose a problem. According to the study, e-commerce platforms should improve user experience, security, and transparency in order to increase customer involvement and confidence.
* With an emphasis on how holidays like Black Friday, Cyber Monday, and Christmas, as well as seasonal shifts like summer and winter, affect consumer buying patterns, Pande (2025) examined the effects of seasonal trends on e-commerce sales. The study sought to identify tendencies in sales variations during these times and offer information on how e-commerce companies may use these patterns to improve their tactics and increase sales.The study made clear that in order to stay competitive and increase sales, e-commerce businesses must identify and react to seasonal patterns. By coordinating marketing strategies with these trends, companies may boost profitability and consumer happiness. Including these results in a literature study can provide insightful viewpoints on how crucial seasonal trends are in influencing customer behavior and e-commerce sales tactics.
* Kumar ravi Ranjan (2023) investigates the new developments, prospects, and difficulties in India's quickly expanding e-commerce industry. According to the survey, this development is the result of growing smartphone usage, internet penetration, and changing customer behavior, all of which have expanded the potential market for online firms. Growth is also being accelerated by technological developments such as supply chain improvements, digital payment systems, and AI-driven customization. But the study also identifies important issues including online fraud, cybersecurity dangers, logistical inefficiencies, complicated regulations, and a lack of digital literacy among some consumer groups. The report recommends strengthening cybersecurity safeguards, upgrading digital infrastructure, and putting laws that promote fair competition and consumer protection into place in order to overcome these obstacles. To fully realize the promise of e-commerce in India, the report emphasizes the necessity of smart policy interventions and investments in digital literacy.
* A research by Maurya (2022) looked at the main variables affecting online buying habits, particularly with regard to Flipkart.com. Convenience, product quality, and time efficiency were shown to be the main determinants of online purchasing behavior on Flipkart.com. The research found that electronics, clothing, and footwear were the most commonly purchased categories. A user-friendly interface contributed to a positive shopping experience, though concerns over payment security remained a challenge. The study recommended that Flipkart enhance website features, strengthen security measures, and highlight the benefits of online shopping to attract and retain more consumers. These insights are valuable for e-commerce platforms aiming to improve customer satisfaction and drive sales growth.
* A research by Nithya R.S., Dhanush K., and Priya Sequeira looked at the variables that affect how customers behave when they purchase online. Their study found that perceived risk, trust, convenience, and the impact of online reviews are some of the major factors influencing decisions to buy online. The study found that consumers frequently worry about the quality of items and the security of online transactions, which might discourage them from making purchases online. On the other hand, elements like excellent evaluations, time-saving features, and convenience of use might entice customers to purchase online. The authors emphasized that understanding these factors is crucial for e-commerce platforms aiming to enhance customer satisfaction and increase sales. By addressing consumer concerns and leveraging positive influencers, online retailers can better cater to the needs and preferences of their target audience.
* Kidane and Sharma investigated the crucial elements affecting customers' decisions to buy in the context of online shopping. According to their study, factors including website design, brand reputation, simplicity of payment, and information quality are crucial in determining consumer trust and buy inclinations. Customer trust and happiness were also shown to be influenced by elements such as return policies, cash-on-delivery choices, and after-sales services. The study also highlighted how perceived convenience, individual attitudes, and societal factors all affect how people purchase online. E-commerce platforms may improve user experience, encourage brand loyalty, and eventually increase sales performance by addressing these factors.
* A descriptive research by Anurag Pandey and Jitesh Parmar (2019) looked at how customers purchase online for Flipkart. They used questionnaires and judgmental sampling to get information from Kanpur city's internet consumers. The investigation showed that word-of-mouth and internet advertising were the main ways that customers learned about Flipkart. While customers valued features including a large selection of products, affordable prices, and an easy-to-use interface, they were also concerned about product quality problems and delayed delivery. Books, clothes, and gadgets were among the most popular purchases, while cash on delivery was the most popular mode of payment. Respondents were generally pleased with Flipkart's offerings. In order to increase customer happiness and loyalty, the study emphasizes how crucial it is for e-commerce platforms to address consumer issues and improve positive aspects.
* Jothimani, Mathur, Anand, and Mahajan (2023) reviewed the literature to investigate the main elements affecting e-commerce customers' decisions. To determine the key factors influencing online purchases, the study used knowledge from marketing, behavioral economics, and consumer psychology. It made clear how important individual elements like customer attitudes, perceived risk, and trust are in influencing purchasing decisions. Purchase decisions are also heavily influenced by social factors, such as word-of-mouth recommendations and internet reviews. Consumer involvement was also found to be influenced by situational factors such as price strategy, product presentation, and website design. According to the research, companies need to maximize these elements in order to boost sales and improve consumer happiness. This evaluation offers useful insights for e-commerce platforms looking to improve their tactics in the dynamic digital marketplace by compiling previous research.
* In their 2015 study, Arasuraja and Subrahmanian examined the major determinants of online consumer purchase behavior, with particular emphasis on elements including user experience, cost, convenience, and trust. According to their study, consumers' decisions to use safe payment methods and open policies—both crucial for the success of e-commerce—are frequently influenced by security concerns and perceived dangers. The study also found that the ease of website navigation, product diversity, and round-the-clock accessibility greatly increase the allure of online buying. Along with the importance of thorough product descriptions, excellent photos, and customer reviews in influencing purchasing decisions, competitive price, discounts, and promotion offers were shown to be powerful motivators. Additionally, it was shown that a smooth buying experience—which includes attractive websites, effective delivery services, and accommodating return policies—boosted customer confidence. According to the findings, online merchants may enhance their market position in the digital sphere by optimizing these parameters and increasing consumer happiness and retention.

# Objective and Limitations of Study

#### Objective of the Study:

* To investigate how demographic characteristics such as age, gender, income level, education, and occupation influence consumers' online shopping behavior.
* To explore consumer preferences regarding e-commerce platforms and the types of products they frequently purchase online..
* To assess the extent to which social media advertisements influence consumers' buying decisions and determine which platforms have the highest impact.

**Study Limitations:**

* As a non-probability sampling method is used, findings may not fully represent the entire population.
* Self-reported responses may include biases related to individual perceptions and experiences.
* The study is limited to online shoppers, excluding those who primarily shop offline.

# CHAPTER 3 RESEARCH METHODOLOGY

## CHAPTER 3 RESEARCH METHODOLOGY

* 1. **Research Approach**
  2. **Sample Selection**
  3. **Data Collection Method**
  4. **Sample Size**
  5. **Sampling Method**
  6. **Questionnaire designing**

**Research Approach**

The research conducted is a primary one in nature.

#### Sample Selection

* Individuals who actively shop online across different demographic categories (age, gender, income, education, and occupation).

#### Data Collection Methods:

* + - **Primary Data:** The primary data will be collected through surveys and observation. The survey will be designed to collect quantitative data on various aspects of the research.

#### Sample Size -:

In this present study survey population is people in which 110 responses out of 200 are collected in the study.

#### Sampling Method -:

A non-probability convenience sampling technique is employed, allowing responses to be collected based on availability and willingness to participate

#### Questionnaire -:

Research questionnaire is a form prepared and distributed in Google Forms to secure responses to my research questions.

# CHAPTER 4 DATA ANALYSIS

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#### Data Representation and Interpretation:

***Personal Information***

**Age Group:**

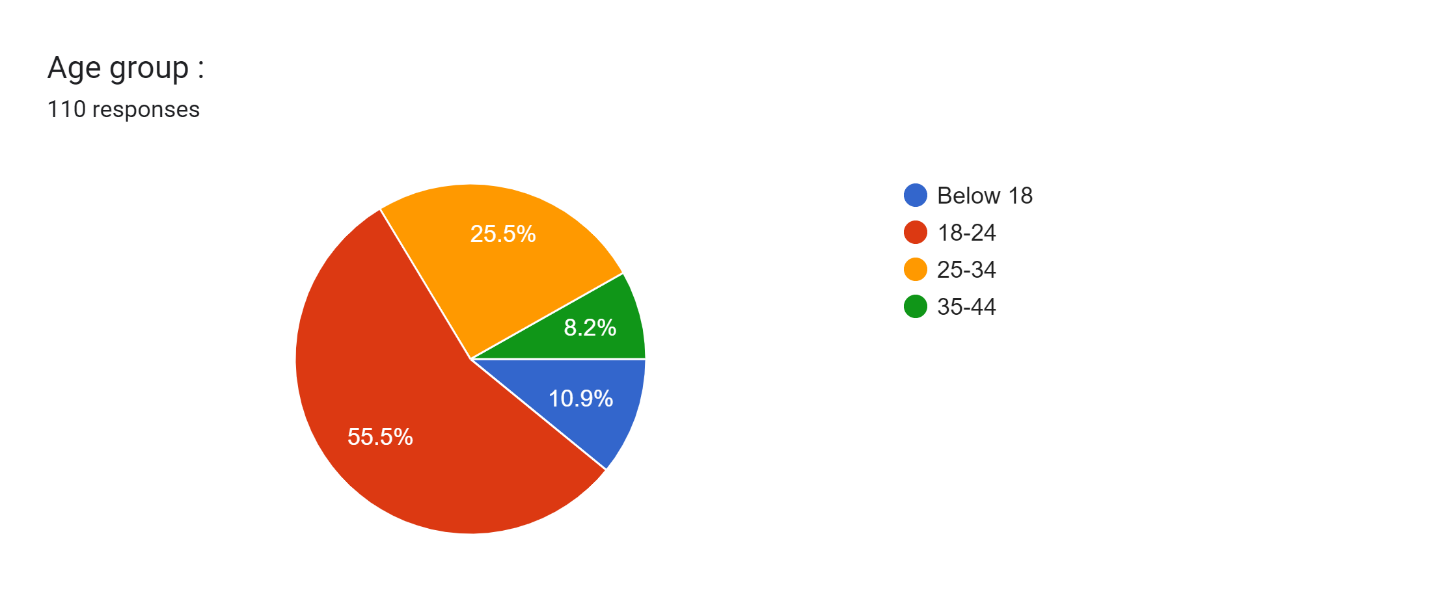


Chart Insight:  
The majority of respondents (over 65%) fall within the 18–25 age group, followed by a smaller portion in the 26–35 range. Other age groups are minimally represented.

Interpretation:  
This indicates that younger individuals, especially students and young professionals, are more engaged in e-commerce. This demographic is digitally active and familiar with online shopping platforms, making them a key target segment for e-commerce businesses.

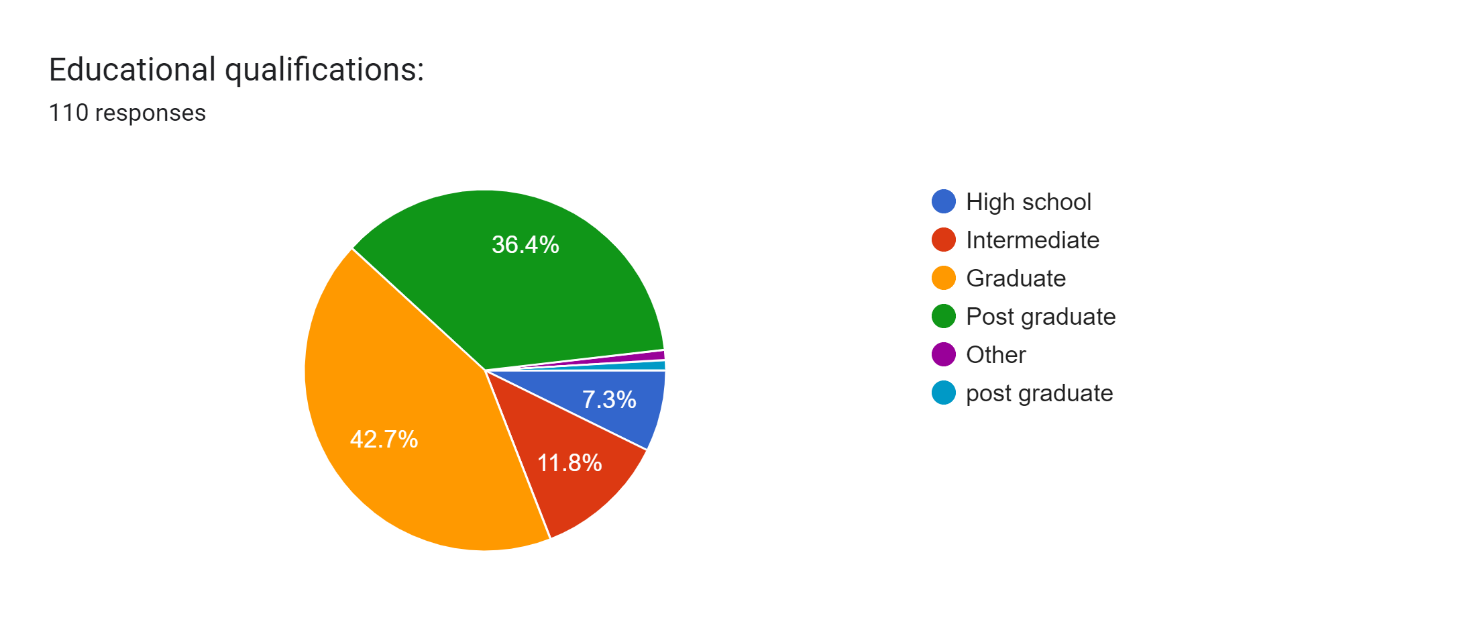
# Gender:

# Forms response chart. Question title: Gender:   . Number of responses: 110 responses.

Chart Insight:  
There is a fairly balanced gender distribution among respondents, with a slight majority being male.

Interpretation:  
The nearly equal representation suggests that online shopping appeals broadly across genders. However, marketing strategies can still be tailored based on product preferences which might differ between male and female consumers.

# Educational Qualification:



**Chart Insight:**

Most respondents hold a graduate or postgraduate degree, with very few below graduation level.

**Interpretation:**

This highlights that educated individuals are more likely to engage in online shopping, possibly due to better digital literacy and understanding of online platforms.

# Monthly Income:

# Forms response chart. Question title: Monthly Income. Number of responses: 110 responses.

**Chart Insight:**A majority of respondents shop online once or twice a month, while a smaller portion do so weekly.

**Interpretation:**Consumers view online shopping as a regular but not daily activity. Most purchases may be driven by specific needs rather than impulsive behavior, indicating planned buying patterns.

# Occupation:

# Forms response chart. Question title: Occupation:. Number of responses: 110 responses.

# Chart Insight: Most respondents are students, with a smaller portion being working professionals.

# Interpretation: Students are a key consumer segment for e-commerce platforms. Their usage indicates the need for student-friendly offers, affordable products, and flexible payment options.

# Forms response chart. Question title:   How often do you shop online?   . Number of responses: 109 responses.

**Chart Insight:**  
Most people shop online once or twice a month.

**Interpretation:**  
This shows a regular yet controlled buying behavior. Consumers plan their purchases and use e-commerce platforms based on needs rather than impulse.

# Forms response chart. Question title:   Which e-commerce platform do you use the most?   . Number of responses: 110 responses.

**Chart Insight:**  
Amazon is the most preferred platform, followed by Flipkart.

**Interpretation:**  
Amazon and Flipkart dominate the Indian market due to their wide product range, reliability, competitive pricing, and efficient service.

# Forms response chart. Question title:  What type of products do you mostly purchase online?   . Number of responses: 110 responses.

**Chart Insight:**

Fashion and electronics are the most purchased categories.

**Interpretation:**

Customers prefer buying fashion and electronic items online due to variety and better deals.  
These categories offer convenience, comparisons, and trendy options.  
E-commerce platforms must ensure quality control and fast delivery in these segments.

# Forms response chart. Question title: Which payment method do you prefer the most while shopping online?   . Number of responses: 110 responses.

**Chart Insight:**  
The chart displays UPI’s rise, showing ease of use and security as influencing payment behavior.

**Interpretation:**UPI payments are the most preferred method, surpassing even cash on delivery and card payments. This reflects growing comfort with digital transactions among Indian consumers.

# Forms response chart. Question title:  Do you wait for discounts before making an online purchase?   . Number of responses: 109 responses.

**Chart Insight:**  
The bar chart emphasizes discount sensitivity, which can directly affect timing and frequency of purchases.

**Interpretation:**Most respondents admitted that they often or always wait for discounts before buying, suggesting that pricing and deals play a pivotal role in decision-making.

# Forms response chart. Question title:  Do you trust online platforms with your payment details?   . Number of responses: 109 responses.

**Chart Insight:**  
The visual reflects growing but cautious trust, signaling a need for platforms to boost digital safety awareness.

**Interpretation:**  
The majority of participants trust e-commerce platforms with their payment information, although a significant portion remains unsure, indicating room for improvement in perceived security and transparency.

# Forms response chart. Question title:  Have you ever faced any issues while shopping online?   . Number of responses: 110 responses.

**Chart Insight:**  
The issue frequency chart shows customer experience remains a key area needing better resolution and logistics handling.

**Interpretation:**A large number of users reported issues such as delivery delays and product mismatches, revealing the importance of improving service quality and return mechanisms**.**

# Forms response chart. Question title: what factors increase your trust in an e commerce website?. Number of responses: 110 responses.

**Chart Insight:**  
The bar chart highlights how buyer confidence is driven more by policy clarity and less by brand name alone.

**Interpretation:**Key trust boosters include return policies, verified sellers, and customer reviews. These factors strongly influence a consumer’s decision to buy and indicate expectations for transparency and security.

# Forms response chart. Question title: Do social media ads influence your purchase decisions?. Number of responses: 110 responses.

**Chart Insight:**  
The frequency distribution indicates mild to moderate influence, not complete dependence, on social advertising.

**Interpretation:**Most users stated that they are sometimes influenced by social media ads, showing that while ads create awareness, actual purchase decisions are more research-driven.

# Forms response chart. Question title: Which social media platform influences your shopping decisions the most?   . Number of responses: 109 responses.

**Chart Insight:**The bar graph confirms Instagram’s dominance, reflecting the power of aesthetics and short-form content in e-commerce.

**Interpretation:**Instagram is the most influential platform, followed by YouTube. This highlights the impact of visual storytelling and influencer marketing in shaping online consumer behavior.

# Forms response chart. Question title: Would you like AI-based personalized product recommendations while shopping online?   . Number of responses: 111 responses.

**Chart Insight:**The chart reflects growing acceptance of AI tools, offering opportunities for e-commerce sites to tailor recommendations effectively.

**Interpretation:**Most users responded positively or neutrally toward AI-based suggestions, indicating openness to personalization, as long as it adds value and doesn't feel intrusive.

# Forms response chart. Question title: What motivates you the most to shop online instead of offline?   . Number of responses: 110 responses.

**Chart Insight:**The comparative chart underlines time efficiency as the biggest competitive edge of e-commerce platforms.

**Interpretation:**Convenience and better pricing are the leading motivators for online shopping. This suggests that saving time and accessing deals are the primary reasons consumers choose digital over physical retail.

# Forms response chart. Question title: How does the packaging of an online order impact your shopping experience?   . Number of responses: 110 responses.

**Chart Insight:**The responses indicate that packaging influences brand perception and likelihood of repeat purchases.

**Interpretation:**The majority said packaging significantly impacts their shopping experience. Well-packaged products create a sense of professionalism and enhance customer satisfaction.

# Forms response chart. Question title: How do you feel about paying for premium memberships (like Amazon Prime) for faster delivery and exclusive discounts?   . Number of responses: 110 responses.

**Chart Insight:**The data suggests value-driven adoption of paid services, especially among frequent buyers.

**Interpretation:**Many respondents are either premium members or open to the idea. This shows that faster delivery and special perks are compelling enough for users to pay an additional fee.

# Forms response chart. Question title: How do unexpected delivery charges or hidden fees affect your purchase decision? . Number of responses: 110 responses.

**Chart Insight:**The bar chart clearly shows price transparency is non-negotiable for the modern online shopper.

**Interpretation:**Most users said they abandon the purchase if unexpected charges appear at checkout. Hidden costs negatively impact trust and result in cart abandonment.

# Forms response chart. Question title: What is your preferred mode of customer support while resolving an issue with an e-commerce platform?   . Number of responses: 110 responses.

**Chart Insight:**Support preferences lean heavily toward real-time assistance, underlining the value of interactive customer service.

**Interpretation:**Live chat and phone support are preferred over chatbots and emails, highlighting that customers want quick, human-centered solutions for their issues.

# Forms response chart. Question title: How does the presence of detailed product descriptions and specifications affect your purchase decision?. Number of responses: 110 responses.

**Chart Insight:**The chart confirms that insufficient or unclear product details can reduce conversion rates.

**Interpretation:**Detailed descriptions are highly valued, and most respondents rely on them for final decisions. They help reduce post-purchase dissatisfaction and build confidence in the product.

# Forms response chart. Question title: How often do you compare prices across multiple platforms before making a purchase?. Number of responses: 110 responses.

**Chart Insight:**The frequency data proves that price comparison is a standard part of the buyer’s journey, making competitive pricing crucial for brands.

**Interpretation:**A large portion of consumers said they always or often compare prices before purchasing. This demonstrates the informed and analytical nature of modern online shoppers.

# CHAPTER 5 FINDINGS AND DISCUSSION:

## CHAPTER 5: FINDINGS AND DISCUSSION

**Demographics:**

Age Distribution of Respondents:  
A significant 77.3% of the respondents fall in the 18–25 years age group, indicating that young adults dominate the sample. This suggests that the behavioral patterns and preferences captured in the study reflect the mindset of digitally-savvy consumers, particularly those who are either students or young professionals. The remaining 22.7% of respondents belong to the 26–35 years bracket, representing slightly older, working individuals who also actively engage with e-commerce platforms.

Gender Composition:  
The gender analysis reveals that 54.5% of participants were male, while 45.5% were female. This relatively balanced distribution shows that online shopping is popular among both genders, though the slightly higher male representation may suggest either a greater engagement in online shopping or higher survey participation among males in this particular sample.

Educational Qualification:  
A majority 63.6% of the respondents are graduates, followed by 27.3% who have attained a postgraduate degree. A smaller group, 9.1%, indicated "Others" under educational qualification. This educational composition confirms that the participants possess adequate digital literacy and exposure to online platforms, allowing them to navigate and make informed choices in e-commerce environments.

Employment Status:  
The employment profile indicates that 54.5% of the respondents are students, followed by 36.4% who are employed. Only 9.1% of participants fall into the other category (which may include self-employed or unemployed individuals). This reinforces that a significant proportion of responses come from younger individuals, often with more flexible schedules and a higher frequency of digital interaction, making them a key demographic for e-commerce platforms.

Frequency of Online Shopping:  
The survey findings reveal that the majority of participants engage in online shopping either on a weekly or monthly basis. This consistent frequency indicates a strong level of dependence and integration of e-commerce platforms into their routine consumption behavior. Daily online shoppers were relatively fewer, suggesting that while the adoption is widespread, it is not excessively impulsive for most users.

Most Preferred E-Commerce Platform:  
Amazon emerged as the leading e-commerce platform among the respondents, followed by Flipkart. The dominance of Amazon suggests that users prioritize platforms with reliable delivery services, extensive product ranges, and superior customer experience. Platforms like Meesho, Myntra, and Ajio were also popular but served more niche preferences in fashion and lifestyle categories.

Frequently Purchased Product Categories:  
Electronics and fashion & apparel were identified as the most commonly purchased categories. This reflects consumer inclination towards tech and lifestyle-related products, which are often associated with better deals and a broader range online. A relatively smaller proportion of respondents also bought groceries, beauty products, and home essentials online.

Preferred Online Payment Method:  
UPI-based transactions (Google Pay, PhonePe, Paytm, etc.) were the most widely preferred payment method, indicating a growing trust in digital payment systems and real-time transaction ease. However, a considerable percentage still preferred Cash on Delivery, reflecting lingering trust issues with online payments or a preference for post-delivery transactions.

Discount-Oriented Purchase Behavior:  
A significant number of participants disclosed that they either always or sometimes wait for discounts before finalizing their online purchases. This behavior highlights the cost-sensitive nature of online consumers and the strong impact of seasonal sales, festival offers, and flash deals in driving purchase decisions.

Trust in Sharing Payment Information:  
While many consumers expressed trust in online platforms for payment-related transactions, a notable proportion remained uncertain or distrusting. This emphasizes the ongoing challenge for e-commerce platforms to improve transparency, cybersecurity, and user education around secure payment practices.

Common Shopping Issues Experienced:  
Respondents reported several issues such as fake or poor-quality products, delayed deliveries, and payment failures. These recurring concerns point toward the need for enhanced vendor verification, logistics optimization, and customer grievance redressal mechanisms to ensure a smoother shopping experience.

Elements That Build Trust in E-Commerce Sites:  
Trust-enhancing features such as verified seller badges, high customer ratings, secure payment gateways, and clear refund policies were rated as highly influential. These findings underscore that consumers seek visible indicators of reliability before engaging with an unfamiliar e-commerce portal.

Influence of Social Media Advertisements:  
The data suggests that social media advertisements—especially on visually dynamic platforms like Instagram and YouTube—play a considerable role in shaping consumer purchase intentions. Frequent exposure to product ads often leads to brand recognition and impulse buying behavior among digital consumers.

Platform with Most Influence on Purchase Decisions:  
Instagram was the most influential social media platform in terms of impacting online purchase decisions, followed by YouTube. These platforms leverage influencer content, product reviews, and targeted advertising to reach potential buyers in a visually compelling manner.

Interest in AI-Based Product Recommendations:  
The majority of respondents indicated openness toward receiving AI-driven personalized product suggestions. This demonstrates a readiness among modern consumers to adopt advanced technological features that enhance relevance, convenience, and personalization in the shopping experience.

Top Motivations to Shop Online:  
Convenience was the leading motivation for shopping online, followed closely by better pricing and broader product variety. These factors collectively indicate that consumers are drawn to platforms that offer time-saving options, competitive pricing, and easy access to diverse choices from the comfort of home.

Impact of Product Packaging:  
Packaging was considered an important factor by a large section of consumers. Good packaging not only protects the product but also creates a strong brand impression, contributing to customer trust and satisfaction. For some, packaging was neutral, but few dismissed it entirely.

Opinions on Paid Memberships:  
A divided view was observed regarding premium memberships. While some users were willing to pay for benefits like fast delivery and exclusive deals, others preferred sticking to free services. The decision largely depended on individual purchasing frequency and perceived value of benefits.

Effect of Unexpected Charges or Hidden Fees:  
Unexpected costs at checkout, such as delivery fees or taxes, significantly discouraged purchases. Many users reported abandoning their carts due to these hidden costs, indicating the importance of pricing transparency in ensuring conversion and customer satisfaction.

Preferred Customer Support Channels:  
Live chat and phone support were the top choices for resolving issues, signifying a preference for real-time, human-centric assistance. AI chatbots, emails, and social media complaints were less favored, especially in cases involving complex or urgent matters.

Importance of Product Descriptions:  
Detailed and accurate product descriptions were viewed as essential by the majority of respondents. These details help consumers assess product suitability, particularly in categories like electronics and fashion, where specifications, sizes, and features significantly impact buying decisions.

Price Comparison Habits:  
Many participants actively compared prices across multiple platforms before completing a purchase. This behavior shows a high level of consumer awareness and strategic buying, often motivated by the goal of getting the best value for money.

Action Taken When Product is Out of Stock:  
When desired products were unavailable, most users either waited for restocking or searched for the same product on another platform. This suggests a combination of brand loyalty and platform-switching behavior, depending on urgency and availability.

Impact of Influencer Marketing on Trust:  
Mixed opinions were observed regarding influencer marketing. While some respondents trusted platforms promoted by influencers, others viewed such promotions with skepticism. This implies that the authenticity of influencer endorsements remains a crucial factor in determining their effectiveness.

Role of Sustainability in Purchase Decisions:  
A portion of respondents favored brands that practiced sustainability through eco-friendly packaging or policies. However, for many, sustainability was a secondary factor and did not directly influence purchase decisions unless prominently highlighted.

Impact of Flash Sales and Time-Limited Deals:  
Time-sensitive offers and exclusive online deals significantly influenced purchase behavior. Many respondents stated that they were likely to buy products during such promotions, though a segment remained indifferent, preferring need-based rather than impulse-driven shopping.

**CHAPTER 6:**

**CONCLUSION**

**&**

**RECOMMENDATIONS:**

## CHAPTER 6

**CONCLUSION, RECOMMENDATIONS :**

**Conclusion:**

The research conducted on factors influencing consumer behavior in the e-commerce sector provides comprehensive insights into the evolving preferences and expectations of modern-day online shoppers. The findings clearly show that convenience, wider product selection, competitive pricing, and time-saving features are the primary drivers behind the shift from offline to online shopping platforms. Among the platforms, Amazon and Flipkart emerged as the most frequently used, owing to their strong logistics, trusted brand image, and seamless customer experiences.

Trust plays a pivotal role in e-commerce transactions. Consumers showed a strong inclination toward platforms that offer verified sellers, secure payment methods, transparent return policies, and high customer ratings. The presence of detailed product descriptions and easy navigation also positively influenced purchasing decisions. Interestingly, a significant number of respondents admitted to being influenced by limited-time deals and discounts, highlighting the impact of time-sensitive marketing strategies.

Moreover, the study reveals that personalized product suggestions powered by artificial intelligence, user-friendly interfaces, and responsiveness of customer support channels can further enhance user satisfaction. Social media platforms, particularly Instagram and YouTube, have gained importance in shaping purchase behavior, especially among younger consumers. However, concerns such as delivery delays, hidden charges, and payment issues still affect consumer trust and may hinder repeat purchases.

In essence, the study concludes that e-commerce consumer behavior is guided by a combination of rational and emotional factors. Businesses that prioritize customer-centric policies, technological innovation, transparency, and post-sale support are more likely to gain a competitive edge and sustain consumer loyalty in the digital marketplace.

**Suggestions:**

**Enhance User Experience with AI Integration**  
E-commerce platforms should invest in AI-driven personalized shopping experiences to recommend products based on browsing behavior, past purchases, and preferences. This will help improve customer engagement and satisfaction.

**Build Trust Through Transparent Policies**  
Clearly defined return and refund policies, secure payment gateways, and verified seller badges should be prominently displayed. These measures foster confidence and can reduce cart abandonment rates.

**Offer Better Pricing Strategies & Flash Deals**  
Since a significant number of respondents are price-sensitive and respond positively to limited-time offers, companies should plan periodic flash sales, combo deals, and festival discounts to boost sales volumes.

**Improve Packaging and Delivery Standards**  
Ensuring quality packaging and timely delivery helps create a positive post-purchase experience. It not only influences customer perception but also reduces complaints related to damaged or delayed items.

**Optimize Social Media Marketing**  
With social media playing a significant role in influencing buying decisions, businesses should actively collaborate with influencers and run targeted campaigns on platforms like Instagram and YouTube to increase visibility.

**Expand Customer Support Options**  
Offering multiple support options such as live chat, phone calls, and responsive social media handling can help resolve consumer issues quickly and build stronger relationships with customers.

**Promote Eco-Friendly Practices**  
Given the rising awareness about sustainability, brands can differentiate themselves by using recyclable packaging, promoting green products, and communicating their eco-friendly practices clearly.

**Address Hidden Charges Transparently**  
All costs, including delivery fees or taxes, should be disclosed upfront. Transparent pricing avoids negative customer experiences and helps retain trust in the platform.

**Utilize Consumer Feedback for Improvement**  
Regularly analyzing customer feedback and reviews can help platforms identify areas for improvement and address recurring issues proactively.

**Leverage Technology for Seamless Operations**  
From inventory management to automated customer service bots, adopting technology across the supply chain can streamline operations and reduce errors in the consumer journey.

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