



IMPACT OF E-COMMERCE PLATFORM ON CONSUMER'S MINDSET

DR. SANGEETA SAHNI ¹

¹ ASSISTANT PROFESSOR, DEPARTMENT OF COMMERECE, MAHARAJA MANSINGH COLLEGE, GWALIOR.

ABSTRACT:

The main objective of this paper is to present quantitative insights into the current state of internet shopping in India, highlighting its rapid growth and influence on consumer behaviour. The study is grounded in existing literature and complemented by primary data collected through questionnaires to analyze customer preferences and patterns. In addition, it explores the prospective development of online shopping and offers a cross-country comparison of consumer behaviour. The research emphasizes recent trends, emerging challenges, and critical factors shaping consumer choices in the digital marketplace. Findings indicate that consumer trust and perceived risks play a pivotal role in purchase decisions, with key concerns revolving around trust, privacy, and security issues.

KEYWORDS:

-

INTRODUCTION

E-COMMERCE: The term *electronic commerce* (or *e-commerce*) refers to business transactions that involve the exchange of information, goods, or services through the internet. In essence, it encompasses a wide range of activities where the internet serves as the medium for data transfer, financial transactions, and business communication.

HISTORY OF E-COMMERCE: The roots of e-commerce can be traced back to the early twentieth century with the invention of the telephone, which revolutionized communication. However, in the modern sense, e-commerce is often linked to the rise of Electronic Data Interchange (EDI), which marked the beginning of digital business networking and information sharing. Since the 1960s, large organizations have been investing in EDI, and by the 1980s, it gained broader acceptance. Over the past three decades, the concept of e-commerce has expanded significantly. Initially, it referred primarily to the use of technologies such as Electronic Data Interchange (EDI) and Electronic Funds Transfer (EFT), both introduced in the late 1970s. These systems enabled companies to exchange critical business documents—such as purchase orders and invoices—electronically, laying the foundation for today's vast and sophisticated e-commerce ecosystem.

LITERATURE OF REVIEW

Dr. Prafullkumar N. Tayade (March 2020) conducted research on (ROLE AND IMPACT OF ECOMMERCE IN BUSINESS AND TRADES)

Ecommerce represents a revolutionary shift in business. It is a "disruptive" innovation that is drastically altering standard business practice. Electronic commerce is a sort of business model, or a subset of a model, that allows a company or individual to conduct business over a

computer network most commonly the internet. Ecommerce refers to the purchasing and selling of goods and services, as well as the transfer of payments or data, over an electronic network, most commonly the Internet.

These are business-to-business, business-to-consumer, consumer-to-consumer, or consumer-to business interactions. The word retail refers to the transactional procedures that occur in the context of online retail. Ecommerce is carried out via a variety of tools, including email.

In a research on Factors Affecting on Online Shopping Behavior of Consumers, Dr. GAGANDEEP K NAGRA and Dr. R. GOPAL (June 2013) found that Indian consumers spend roughly 55 percent of their overall consumption expenditure on food goods. According to a poll done by ORG, no food expenditures have grown at a faster rate than food expenditures by 22 percent.

Consumers choose whether to buy, what to buy, when to buy, from whom to buy, where to buy, and how much to pay. However, due to the diverse features of consumers and the types of products and services offered, many variances in digital buying have been observed. Pizza Hut has recently launched an online pizza shop, while eBay and Amazon have taken the concept of digital buying to new heights.

Since 1996, digital shopping has been in full swing. Consumers who shop online are more likely to be well-informed. Internet buying is more intelligent when you have a higher level of computer literacy. E-commerce, according to Alireza Mohammadpour and Taher Roshandel Arbatani, enhances national and international communication and open economies by changing business methods and transforming existing marketplaces into new

ones. E-shopping is a new purchase method with a lot of benefits. This method is now used for the bulk of transactions all across the world. As a growing phenomenon, social media marketing plays a significant part in customer e-shopping preferences. Social media are those that are easily accessible and lead to the development of communication. The study's fundamental question is whether value capital, relationship capital, and brand capital all play a role.

In the interaction between social media marketing and clients' decision to utilise e-commerce, social media marketing plays a mediating role. E-commerce improves national and international communication and open economies by changing business methods and transforming existing marketplaces into new ones. Three mediating variables, relational, value, and brand capital, have a direct, positive, and significant impact on SMM. Afrina Yasmin, Sadia Tasneem, and Kaniz Fatema shared their stories. In addition to mobile and traditional TV and radio, digital marketing encompasses a wide range of service, product, and brand marketing methods that primarily leverage the Internet as a fundamental promotional channel. Canon picture Gateway allows users to share their digital photos with their pals via the internet.

DEFINITION OF THE PROBLEM

In India, e-commerce is regarded as a massive opportunity with a high success rate. In the market, there are numerous large and small businesses. Are they truly going to last in the market for a long time, and do they have a good chance of succeeding? What do customers anticipate from them, and are they prepared to meet those expectations? The goal of the research is to figure out how the E-commerce platform affects customer mindset.

RESEARCH OBJECTIVES

1. To gain a better understanding of the current state and trends in e-commerce.
2. Recognize the factors that influence customer visits to e-commerce sites.
3. To determine whether or not the buyer is aware of e-commerce.
4. To investigate the impact of e-commerce sites on customer perceptions

SCOPE OF THE STUDY

Digital marketing is a broad word that refers to the focused, measurable, and interactive marketing of products and services through the use of digital technology to reach and convert leads into customers, as well as keep them. The impact of digital marketing on ecommerce sites is examined in this study, which aids in understanding the digital era's current factors, promotional techniques, and raising awareness of e-commerce sites.

PROBLEM STATEMENT

When we first started purchasing online, we encountered a slew of issues. Amazon, Flipkart, and other online

shopping applications sites have now reached millions of consumers all over the world. Customers a variety of issues, including:

*Product defects cause customers' peace of mind to deteriorate; *Delay in delivery of goods and products is another issue that affects customers' tranquilly.

*Some goods or products that customers require may not be available at the customer's address. *Some goods or products that customers require may not be available at the customer's address.

HYPOTHESIS FORMULATION:

H1: Respondent qualification influences E-commerce Site selection.

H2: Respondents' gender has an impact on the types of things they buy.

H3: E-Commerce product purchases are influenced by digital marketing strategies.

RESEARCH METHODOLOGY

RESEARCH DESIGN:

- This study will be a DESCRIPTIVE RESEARCH that employs the survey approach by design.
- As a result, the research will be a fact-finding mission with appropriate interpretation.
- It will concentrate on certain features or dimensions of the problems that have been identified.
- The study's goal will be to collect descriptive data.
- The information will be gathered through the use of a questionnaire.
- The data will be analysed using statistical procedures that are in line with the study's goals.

COLLECTION OF DATA AND DATA SOURCES

The information needed for the study will be gathered from both primary and secondary sources.

1. Primary Data: With the help of a questionnaire, convenience respondents will collect primary data.

2. Secondary Data: It will be gathered from a variety of sources, including books on the subject, articles in reputable journals, newspaper articles, government publications, websites, and Google.

The study's population The estimated population of users of E-Commerce sites for purchasing the product is 1000 or more.

Unit for sampling: Individuals such as students, business owners, employees, and others make up the sampling unit.

Frame for sampling The people who are willing to shop on E-Commerce sites make up the sampling frame. Customers of all ages made up the respondents for this study.

Size of a sample A total of 277 people took part in the survey. The data for this study was gathered via a self-administered questionnaire that was sent to respondents via Google Forms.

Method of sampling The rules and techniques by which

some parts of the population are included in the sample are referred to as the sampling method. The study's sample method is a simple random sampling method, in which the participants are chosen at random.

IV. QUESTIONNAIRE

The questionnaire has been meticulously constructed to fulfil the research's needs. To further validate the research, the questions were adapted from prior literature on the impact of E-Commerce sites on customer mindset, and some of the questions were self-structured to meet a wide range of research topics. The questionnaire is divided into two sections, the first of which is primarily concerned with demographic questions. The second section of the survey will look at internal and external issues such as digital marketing techniques and buyer awareness of E-Commerce products.

Part A: This section is primarily about the demographics. Personal and sensitive questions about Gender, Age, and Occupation are included in this section.

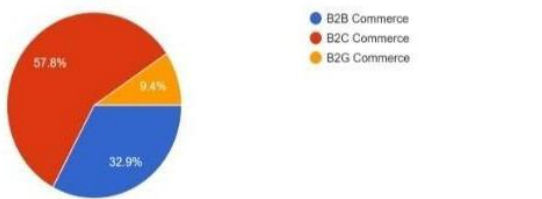
2. For how many years you are using E-commerce
277 responses



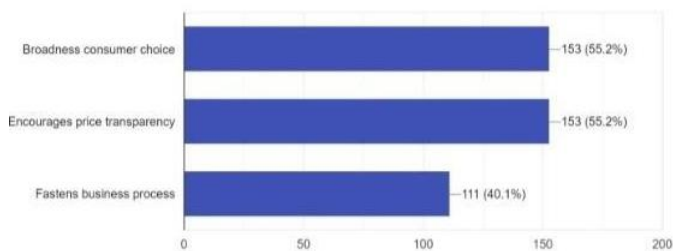
3. For What purpose do you use E-commerce?
277 responses



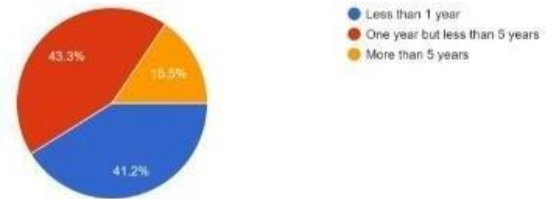
4. From the various type of E-commerce, what according to you has the largest marketing share?
277 responses



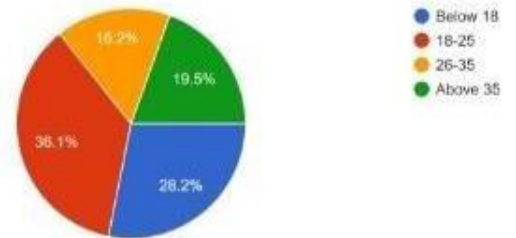
5. According to you how is E-Commerce helpful to the consumer in the business domain?
277 responses



2. For how many years you are using E-commerce
277 responses

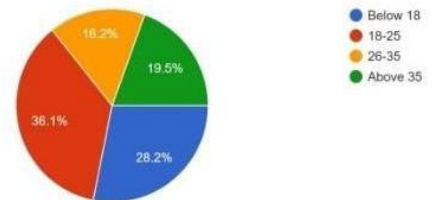


AGE
277 responses



Forms response chart. Question title: AGE. Number of responses: 277 responses.

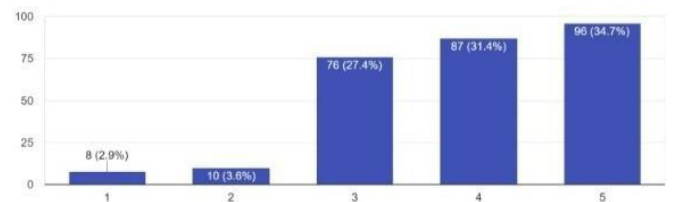
AGE
277 responses



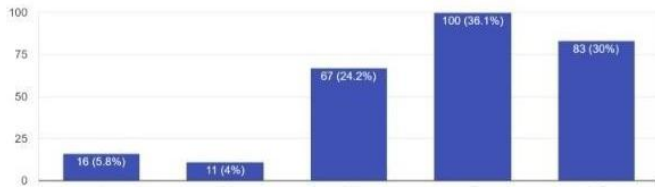
1. Which E-Commerce platform you prefer the most?
277 responses



8. Does E-commerce changes your mindset about the company or the brand?
277 responses



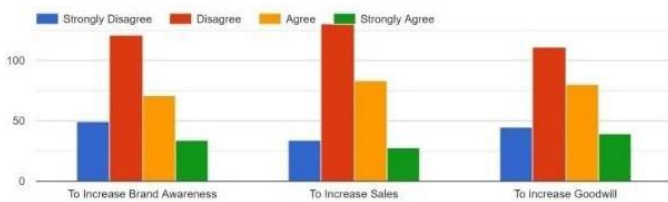
9. Google reviews affect the image of any E-commerce platform?
277 responses



6. What is the most essential Components of E-commerce?



7. How E-Commerce helps the company building up digitally?



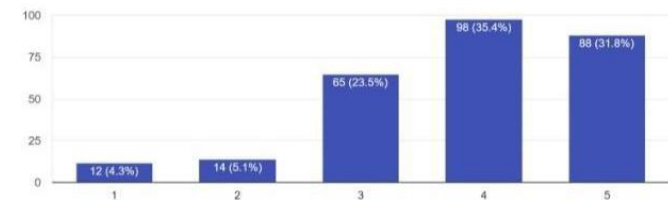
11. What is the most prominent domain in which E-commerce is used in India?
277 responses



12. What do you think, Is E-commerce the future of Indian Market?
277 responses



10. Do you Agree that E-Commerce can provide an alternative marketing channel by eliminating the middle man?
277 responses



RESULTS AND FINDINGS

Consumers have more trust and confidence in e-commerce sites with superior information quality, professional design, and authentic protection of financial data, according to this survey, and are more likely to make purchases.

E-commerce also saves time because the selection and payment process in online purchasing is quite quick. There is no need to visit physical stores, so you can save on travel time as well. Lower Prices: Many middlemen were involved in offline stores, causing consumers to spend more. This study discovered that E-commerce has caused a significant shift in the way customers think. E-commerce also saves time, as does the procedure of online purchasing selection and payment.

There is no need to visit physical stores, giving customers a delightful experience right at their fingertips. And after some time, the stuff will arrive at your door.

It was also discovered that while e-commerce has numerous advantages, it also has certain drawbacks. E-commerce is helpful not just to customers but also to sellers. It has the ability to help you grow your business without having to move. For example, if Sam has an electronic equipment firm in Mumbai, he can only sell in his city; but, if he goes online, he may reach a global audience. That is why we believe that e-commerce has enormous potential.

Consumers have a wide range of things to choose from in online stores because they can buy from anywhere in the world.

Also, because the business is online, the seller does not have to worry about space, so they can offer as many things as they like.

Ecommerce also saves time because the selection and payment process in online purchasing is quite quick. There is no need to visit physical stores, so you can save on travel time as well.

In our country, we have a consumer protection law called the Right to Inform, which states that everyone has the right to know about the product's quality, quantity, purity, and price in order to protect customers from unfair practices. Online stores provide him with this right. Anyone may compare products, read reviews, and then purchase the item.

LIMITATIONS

- The survey was restricted to a specific age group because the respondents willing to fill out the survey were college students. The analysis was focused on the respondents' individual opinions, rather than any focus groups or specialists.
- The sample size and age distribution of the sample employed in this investigation are both limitations of this study. Because the sample size is so small (only 277 people), and around half of the people in the sample were under the age of 25, the results

may not be applicable to customers between the ages of 30 and 35. Based on the findings of this investigation, we can create a regression model. Gwalior and Agra was chosen as the study's location

<https://www.statista.com>

9. Kapoor, A., & Vij, M. (2021). Digital marketing and its impact on Indian e-commerce. *Journal of Business and Management*, 23(4), 10

CONCLUSIONS

Current State of E-Commerce in India This research examines the present state of e-commerce in India, beginning with an overview of online business practices, consumer purchasing behaviour, and the ways in which these factors shape consumer mindsets. Within the scope of the study, digital marketing is described as a targeted, measurable, and interactive approach to promoting products and services through digital technologies, with the aim of converting potential leads into loyal customers and retaining them over time. The study further investigates the impact of digital marketing strategies on e-commerce platforms, focusing on their role in enhancing consumer awareness, shaping promotional techniques, and adapting to the dynamics of the digital era. Based on the findings, the research identifies two promising directions for future inquiry: first, a deeper exploration of evolving consumer behaviour in the online marketplace, and second, a closer examination of advanced digital marketing practices that can contribute to the sustainable growth of e-commerce in India.

REFERENCES

1. Sanjay Mishra, Charu Rastogi, CMA Panigrahi, Ranjan Upadhyaya, PP Raichurkar International Journal 2 (1), 2016 [https://www.google.com/ Studies in Indian Place Names, vol. 40, no. 69, 2020, pp. 345-351 E-Commerce-Research-Paper.pdf \(ijcams.com\)](https://www.google.com/ Studies in Indian Place Names, vol. 40, no. 69, 2020, pp. 345-351 E-Commerce-Research-Paper.pdf (ijcams.com))
2. E-Commerce Research Paper (researchgate.net) Information Systems Consumer-to-Consumer e-Commerce Research Journal of Internet Commerce, Volume 9, Numbers 3-4 (tandfonline.com) Impact-e-commerce-consumer-buying-behaviour.php
3. <https://economictimes.indiatimes.com/small-biz/sme-sector/the-impact-of-consumer-behavior-on-the-future-of-commerce/85122276.cms>
4. Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing: Strategy, Implementation and Practice*. Pearson Education.
5. Laudon, K. C., & Traver, C. G. (2021). *E-commerce 2021: Business, Technology, Society*. Pearson.
6. Nasscom & PwC (2020). *Future of E-Commerce: The Indian Perspective*. New Delhi: NASSCOM.
7. Singh, N., & Srivastava, S. (2019). Impact of e-commerce on consumer behaviour: Evidence from India. *International Journal of Management Studies*, 6(2), 45–55.
8. Statista Research Department (2023). *E-commerce market in India – Statistics and Facts*. Retrieved from