Impact of E-Commerce Platform on Consumer's Mindset

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Abstract -The primary purpose of the article is to acquire quantitative data on the reality of internet shopping in India in order to explain the growth of the industry and its impact on customer behaviour. The paper draws on relevant literature while also examining customer behaviour using questionnaires. Furthermore, the future evolution of online purchasing will be assessed, as well as a thorough comparison of consumer behaviour across countries. This article supports the study topics, which include recent trends and difficulties in online buying, as well as key consumer behaviour elements. Furthermore, the study's findings reveal that internet customer trust and perceived risk have significant influences on their purchasing

I. INTRODUCTION E-COMMERCE

The phrase "electronic trade" or "web based business" refers to a type of business transaction that involves the transfer of data over the internet. By definition, it refers to a variety of business activities that use the internet as a platform for data sharing, financial exchange, or both. HISTORY OF E-COMMERCE: E-commerce began with the development of the telephone at the turn of the twentieth century. If you define e-commerce as the networking of business communities and the digitization of business information, EDI (Electronic Data Interchange) is commonly regarded as the start of ecommerce. Since the 1960s, large corporations have been investing in the development of EDI. It wasn't until the 1980s that it acquired widespread acceptability. Over the last 30 years, the definition of electronic commerce has evolved. Electronic commerce was originally defined as the electronic facilitation of economic transactions utilising technology such as Electronic Data Interchange (EDI) and Electronic Funds Transfer (EFT). Both of these technologies were introduced in the late 1970s and allow firms to exchange commercial documents such as purchase orders and invoices electronically. The development and acceptance decisions. The key issues include consumer trust, privacy concerns, and security problems.

II. LITERATURE OF REVIEW

DR. PRAFULLKUMAR N. TAYADE (March 2020) :conducted research on (ROLE AND IMPACT OF ECOMMERCE IN BUSI NESS AND TRADES) Ecommerce represents a revolutionary shift in business. It is a "disruptive" innovation that is drastically altering standard business practise. 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

Dr. GAGANDEEP K NAGRA and Dr. R. GOPAL (June 2023) 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 Mohammad pour 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 growing phenomena, 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. To increase re-subscription rates, magazine publishers can use e-mails and SMS messages to activate and drive their clients to 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: Respondent's gender has an impact on the types of things they buy.
H3: E-Commerce product purchases are influenced by digital marketing strategies

III. 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.

IV.FINDINGS AND DISCUSSION

Convenience and Accessibility
- E-commerce platforms provide 24/7 access to a wide range of products.
- Consumers appreciate the ability to compare prices and features effortlessly.
- Mobile shopping apps have further increased ease of access.

Personalization and Consumer Engagement
- AI-driven recommendations enhance user experience.
- Targeted advertisements shape consumer preferences and encourage impulse purchases.
- Personalized discounts and loyalty programs increase customer retention.

Trust and Security Concerns
- Online reviews and ratings play a significant role in building consumer trust.
- Concerns over data privacy, cybersecurity, and fraud impact purchasing confidence.
- Return and refund policies influence consumer satisfaction and trust.

Psychological Factors Influencing Online Shopping
- Limited-time offers and flash sales create a sense of urgency.
- Social proof, such as influencer marketing, affects buying decisions.
- AR/VR technologies enhance consumer engagement by providing virtual try-on experiences.

Shift in Traditional Shopping Habits
- The convenience of online shopping has led to a decline in foot traffic for physical stores.
- Hybrid shopping models (click-and-collect, buy online pick-up in-store) bridge the online-offline gap.
- Digital payment options simplify transactions and increase shopping frequency.

Social media may be a boon for brands and marketers looking to reach target buyers without wasting big bucks on traditional media, but luxury brands have recently found it challenging as unauthorized sellers are luring buyers, most of who fall in to the temptation of getting discounts of up to 50-70% have cropped up using platforms like Facebook, Instagram, Twitter and Whatsapp. Firms must closely monitor such accounts and spend money on legal checks controls. In a marketplace model, the ecommerce firm provides just the technology platform while sellers on the site own the inventory. Most E-commerce companies have call centers to connect with customers; the pressing need is the initiative to set up call centers to deal exclusively with merchants as increasing the number of sellers in a marketplace becomes the next battlefront in the E-Commerce. The need is 24/7 call centers should be dedicated. The e-commerce industry participants must also understand and address the cultural issues that are unique to the target country and relate to off-site transactional process, the large scale diffusion and success of such endeavours will be greatly impeded. E-Commerce firms must also find most effective ways to combine the online relationship with the offline relationship, with the idea that the full relationship with the customer is not complete without considering both online and offline, as well as how they interact.

V CONCLUSION AND RECOMMENDATIONS

E-commerce platforms have significantly influenced consumer mindset, emphasizing convenience, personalization, and digital trust. However, challenges such as data security concerns and trust issues must be addressed to ensure long-term consumer satisfaction. Businesses should focus on enhancing user experience, improving cyber security measures, and adopting innovative technologies like AI and AR/VR to stay competitive in the digital marketplace. Furthermore, integrating sustainable practices in e-commerce, such as eco-friendly packaging and ethical sourcing, can positively influence consumer perception and brand loyalty.

VI .FUTURE SCOPE

Further research can explore the evolving role of AI in e-commerce, the impact of emerging payment methods (crypto currency, BNPL), and the influence

of met averse-based shopping experiences on consumer behaviour. Additionally, studying the psychological impact of excessive online shopping and digital addiction could provide valuable insights into responsible consumerism. A growing number of firms in various industries, such as banking, education, commerce, and tourism, etc. have improved their services by both incorporating technologies into their service delivery process. Integration of technology in services is becoming very common; however, very little academic research has been conducted to examine its influence. The issues related to E-commerce are also on the rise which is posing serious threat to its tall future and hence demands right strategies on part of marketers. The research works on E-commerce propose good number of variables to be taken care of if marketers need to be successful in this newly business model. The factors which will significantly contribute to the success of the E-Commerce industry and focused upon should be consistency of transaction steps, consistency of Web site design, replacement guarantee, M-Commerce services, consistency of promotions, consistency of in-stock indications, consistency of product variety, location based services, multiple payment option, right content, shipment option, legal requirement of generating invoices for online transactions, quick Service, T & C should be clear & realistic, the product quality should be same as shown on the portal. The important feature in ecommerce is privacy which not only increases competitive advantage but confidence level of the customers. The researchers also suggest 18-35 as the good customer age to be promising and to be targeted irrespective of gender for better results.

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