

## UNDERSTANDING E-COMMERCE CONSUMER PURCHASE MOTIVATIONS AND BEHAVIORS IN INDIA

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### ABSTRACT

In the modern era of information and technology, the Internet has become a crucial channel for business, having a significant influence on retail operations and customer behavior. This study looks at master's degree students' online buying preferences and purchase habits. Using a quantitative study methodology, information was gathered from 80 participants—39 of whom were men and 41 of whom were women—via structured questionnaires. This ensured that the sample was representative. According to the research, 41% of respondents would rather buy goods between Rs 5000 and Rs 10,000, while 19% would rather buy goods for less than Rs 5000. Furthermore, 10% of respondents said they would be likely to purchase goods between Rs 10,000 and Rs 20,000, while another 10% said they would rather purchase goods beyond Rs 20,000. The survey also demonstrates the important impact of online shopping deals, as indicated by the 75% of participants who concur that these offers make them make more purchases. These findings highlight how crucial targeted pricing tactics and incentives are in influencing master's degree candidates' online purchase decisions. The results offer insightful advice to online merchants who want to satisfy the requirements and tastes of youthful, well-educated customers.

**Keywords:** E-Commerce, Consumer Purchase, Motivations, Behaviours in India, Educated Consumers, Technology,

## 1. INTRODUCTION

In the modern era of information and technology, the Internet has shown to be the most effective information medium for exchanging ideas and readily learning about the outside world. Technique has a significant impact on our day-to-day existence. We work with computers, multimedia, and electronic gadgets on a daily basis. The Internet in particular, being one of the newest and most inventive modes of communication and undoubtedly "the" medium of the future, is becoming increasingly important to practically everyone. A retailer, or store, is, in the most basic sense of the word, an establishment that offers a variety of goods or services to customers in return for money or other goods. The act of a consumer browsing the goods or services provided by one or more retailers in order to make a decision on what to buy is known as shopping. Depending on the circumstances, it could be viewed as either an economic or a pleasure activity. Internet shopping is the act of making purchases of goods and services from internet merchants. Businesses have attempted to market their products and services to internet users ever since the World Wide Web initially emerged. Online shops can be perused by customers whether they are relaxing in their homes or while sat in front of a computer. Customers can purchase a wide range of products from online retailers, and companies that sell online can sell nearly anything. An online merchant offers hundreds of products, including books, clothing, toys, hardware, software, household appliances, and health insurance.

When we talk about online shopping, we generally mean the medium that allows people to utilize internet-connected devices to purchase products or support materials. Globally, online buying has become more and more popular over time. People find that shopping for deals from the comfort of their home, office, or any other access point is handy and simple. This is the act of making an online purchase of goods or services. The primary allure of internet shopping is that it eliminates the need to stand in large crowds or visit many stores in search of a certain item.

People buy necessities from a variety of sources. For those who can afford it, it could be enjoyable, but for the majority of purchasers, it serves as a means of meeting necessities or

obligations. Taking things and making payments are the most prevalent features for all classes anywhere in the globe.

## 2. LITERATURE REVIEW

**Bala, subramanian & Isswarya (2017)** examined and contrasted the experiences of Flipkart and Amazon consumers, namely those connected to academic institutions, in terms of customer fulfillment levels. Directly quantifiable techniques, such as a percentage breakdown, were employed as the instruments for the inquiry. The data came from 179 samples, the majority of whom were postgraduate students. The focus also takes into account the possibility of focusing an inquiry on the crucial factors that determine consumers' satisfaction levels with Flipkart and Amazon. The questionnaire focuses on a variety of factors that consumers often give top priority when they purchase online, including order fulfillment and shipping, website usability, item accessibility, and payment processing methods, among other things. In summary, the assessment concludes that Flipkart outperforms Amazon in the delivery system race by providing an accurate and user-friendly delivery system together with a feature that is second to none.

**Andersone, Leva (2009)** focused on the behavioral variations in consumer buying behavior between online and traditional shopping: Latvian case study has examined the behavioral variations that Latvian customers display between online and traditional retail shopping. According to the survey's findings, buyers are looking for information on the product, how often they shop, how much they spend, how big of a purchase they make, and how long they will take to make it. The purchasing process, the ability to interact with peers, the ability to save money, save time, take advantage of conveniences, and the ability to browse continuously online are the primary benefits of shopping in traditional establishments. According to the survey's findings, friends remain the most reliable source of information when looking for things, and the average amount of a purchase made through traditional retail is still larger than the average size of a purchase made online. Furthermore, the author stated that in the not-too-distant future, one may expect shifts in the role of the internet as a primary source and that there won't be a set day or time for shopping.

**Cho, Chang-Hoan, Kang, Jaewon and Cheon, Hongsik (2006)** The results of the analysis showed that a number of additional sets of delay characteristics were linked to various aspects of hesitancy while making online purchases. This finding has managerial implications because it allows online marketers to create various hesitation-reduction tools or decision-assistance agents to improve consumers' purchase completion at every stage of the online decision-production process. These tools can be developed by observing various delay reasons linked to various aspects of consumers' hesitation when making purchases online. This finding may be ascertained by looking at the many delay causes linked to various hesitation-related features of online buying. By using devices that reduce several factors that contribute to delay during the shopping truck stage—such as price comparison, unfavorable past experiences, and website dependability, for example—consumers may find it easier to complete their online purchases and spend less time second-guessing their choices. These devices include professional advice, reference appeal, customer endorsements, pricing connection with other online or physical businesses, and anything else that could fit into this category.

**Katawetawaraks and Wang (2011)** According to the authors of the study "Online Shopper Behavior: Influences of Online Shopping Decision," a company or seller may use a few different approaches to persuade people who don't buy online to show greater interest in their products and maybe become clients. By distinguishing between offline and online decision-production and identifying the factors that influence consumers' decisions to make an online purchase or not, this study aims to provide an overview of the decision-production process involved in online shopping. In order to grow their customer base, sellers should look for ways to create websites that are dependable and secure, visually appealing and practical, provide online services, and provide more opportunities. On the other hand, it has been found that offline vs online customers have distinct marketing contact processes. Online merchants are creating management implications for their companies in order to improve their websites.

**Constantinides (2004)** In a review paper titled "Influencing the Online Consumer's Behavior: The Web Experience," the functioning of the website, the mental factors, and the content elements are recognized as the fundamental parts of the online experience. In this article, the four

essential elements of the online experience are defined. These three categories of variables are the primary tools at the e-marketer's disposal when it comes to internet marketing. This study explores strategies for persuading consumers to buy a product or service in the fiercely competitive internet marketplace. This study intends to investigate the variables that influence the behavior of online consumers as well as the ways in which e-marketers can influence the outcome of virtual interactions and the purchasing process by concentrating their marketing efforts on variables that impact the customer's virtual experience, or Web experience. When it comes to building and maintaining a compelling online presence, the most important aspects are figuring out what makes up the Web experience and knowing how these pieces affect the decision-making process of online customers. The features that deal with the website's usability and interactivity as well as the psychological factors that are intended to lessen the customer's fear by instilling confidence in the authenticity of the online retailer and the website are all included in the usefulness of the website.

### **3. RESEARCH MEHODOLOGY**

#### **3.1 Research Design**

The study uses a quantitative research approach to examine master's degree students' online shopping preferences and purchase behavior. This method makes it possible to gather numerical data and then analyze it statistically to find patterns and trends in the population.

#### **3.2 Sample Size**

Eighty respondents make up the sample size for this study, with approximately equal numbers of male (39) and female (41) participants. The results are guaranteed to be representative of both genders and to be applicable to a greater number of master's degree candidates thanks to this balanced representation.

#### **3.3 Data Collection**

A systematic questionnaire was given to master's degree candidates in order to gather data. In addition to asking specific questions about their preferences for online shopping, the price range

of things they are willing to buy, and whether or not online shopping offers encourage people to buy more frequently, the questionnaire also contained demographic questions.

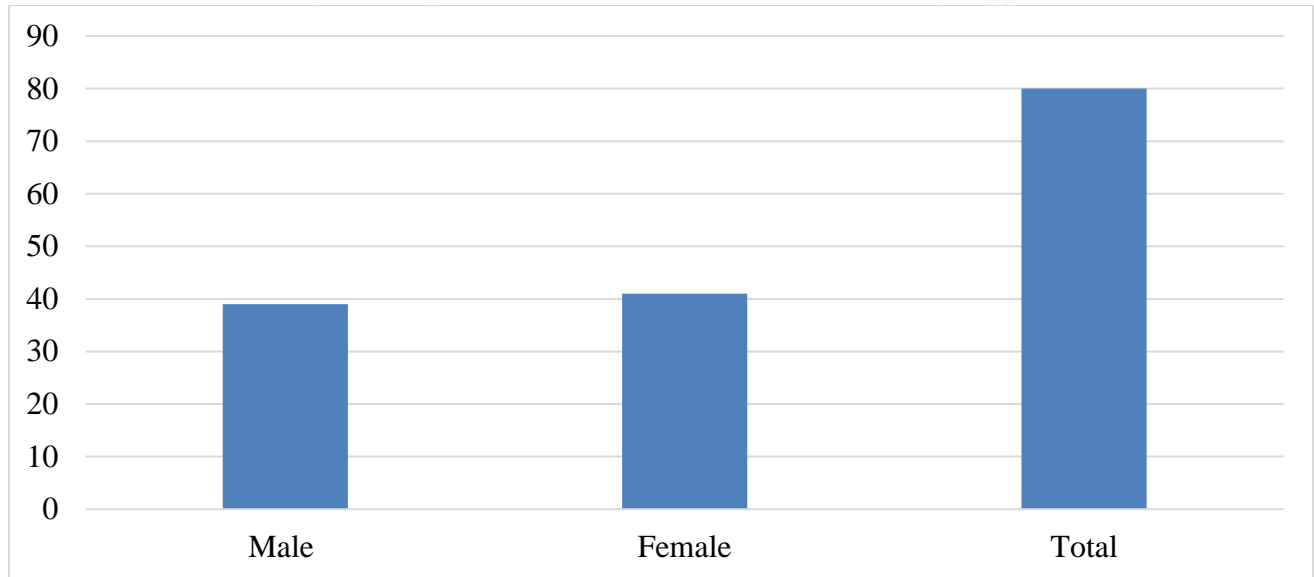
### 3.4 Data Analysis

This quantitative study examines the preferences and online buying habits of master's degree candidates. Data was gathered from a well-balanced sample of 80 respondents (41 women and 39 men) using a standardized questionnaire. Price ranges, purchase habits, demographic information, and the impact of online shopping offers were all included in the questionnaire. According to data analysis, 41% of respondents said they preferred items priced between Rs 5000 and Rs 10,000, while 19% said they preferred products priced less Rs 5000 and 10% said they preferred products priced between Rs 10,000 and Rs 20,000 and over Rs 20,000. Furthermore, 75% of respondents said that they made more purchases as a result of online shopping incentives, underscoring the importance of promotions.

## 4. DATA ANALYSIS

**Table 1. Profile of Demographics**

Male	39
Female	41
Total	80

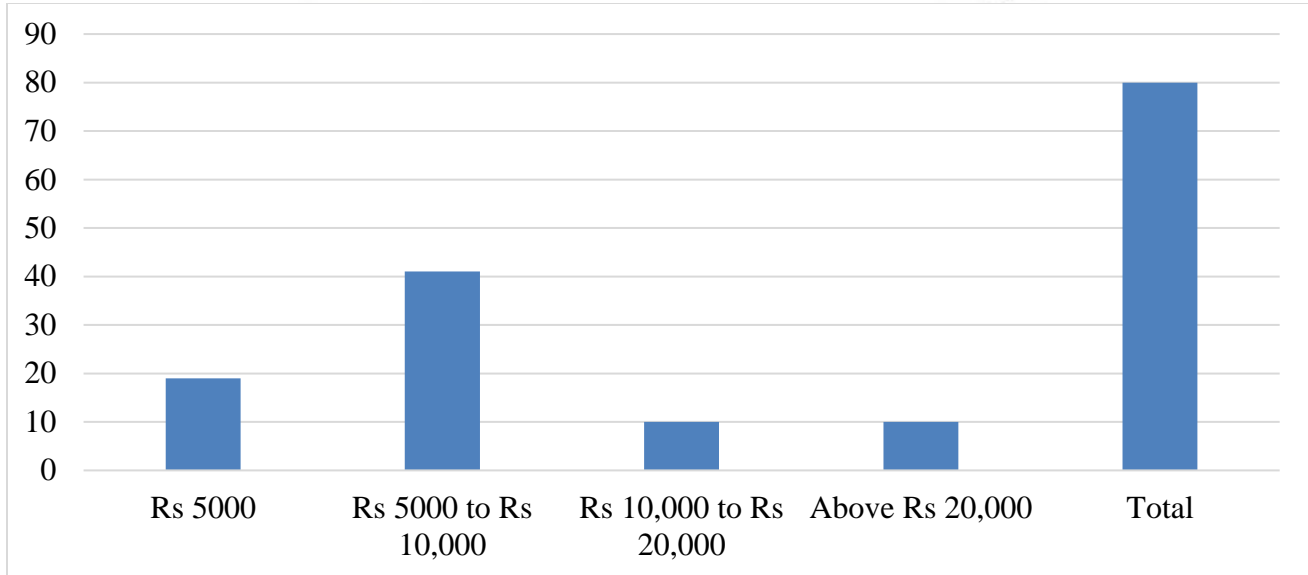


**Figure 1: Profile of Demographics**

A total of eighty individuals who participated in the survey are students pursuing a master's degree. That is to say, the proportion of male and female responses in this sample size is about equal. 39 the male and 41 the female.

**Table 2. Preference for buying valuable things**

Expense Range	Number of Consumers
Rs 5000	19
Rs 5000 to Rs 10,000	41
Rs 10,000 to Rs 20,000	10
Above Rs 20,000	10
<b>Total</b>	<b>80</b>



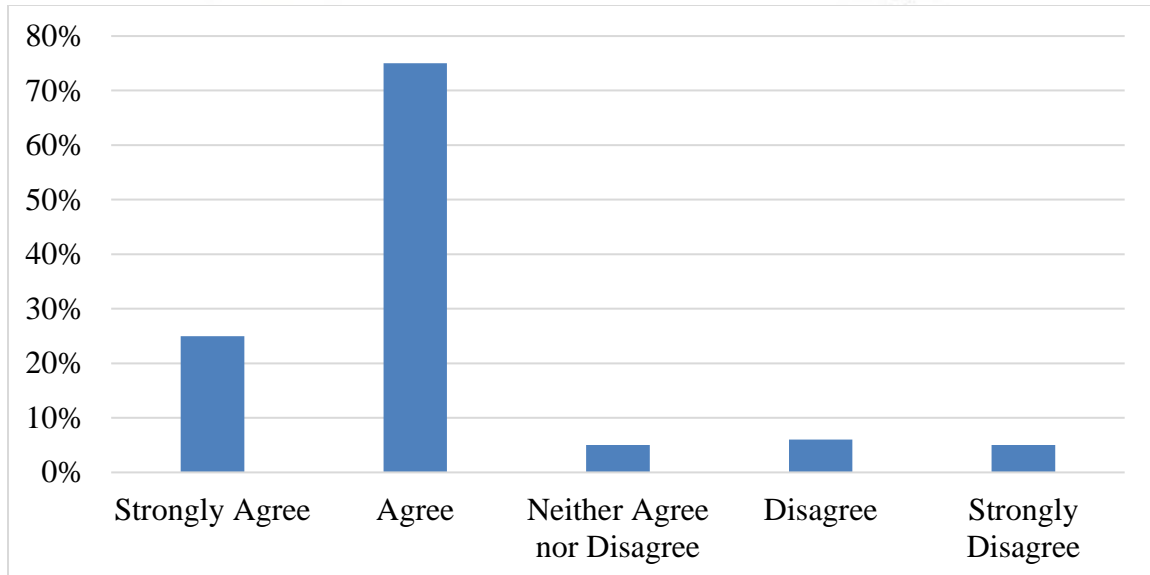
**Figure 2: Preference for buying valuable things**

The data displayed in the aforementioned table and graph indicates that 41% of participants are open to making purchases online for items under Rs 10,000. Among the respondents, 19% are willing to purchase things with a price that is less than Rs. 5000, while the remaining 10% are willing to purchase products with a price that falls between Rs. 10,000 and Rs. 20,000. Only items priced at Rs 20,000 or higher are available for purchase by the remaining 10%.

**Table 3. Due to their offerings, online retailers encourage customers to make regular purchases**

Response Option	Percentage
Strongly Agree	25%
Agree	75%
Neither Agree nor Disagree	5%
Disagree	6%
Strongly Disagree	5%





**Figure 3: Online retailers encourage repeat purchases with their offers.**

## 5. CONCLUSION

This survey offers insightful information on the preferences and purchasing habits of master's degree candidates who purchase online. Several significant conclusions are drawn from the examination of data gathered from 80 respondents, nearly equally divided between male (39) and female (41) participants. First off, a sizable percentage of respondents (41%) said they would rather buy goods costing between Rs 5000 and Rs 10,000, suggesting a predisposition toward moderate expenditure. Furthermore, 19% of respondents prefer things that cost less than Rs 5000, 10% are prepared to spend between Rs 10,000 and Rs 20,000, and 10% prefer products that cost more than Rs 20,000. The survey also demonstrates how online shopping promos affect customer behavior, as seen by the 75% of respondents who concur that these deals make them make more purchases. These results highlight the significance of focused pricing tactics and incentives in shaping master's degree candidates' online purchase decisions. All things considered, the research offers a thorough grasp of the buying habits and demographics of this market, providing insightful information for internet merchants hoping to meet the demands and tastes of youthful, well-educated customers.

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