IMPACT OF E-COMMERCE ON CONSUMER BUYING BEHAVIOUR (WITH SPECIAL REFERENCE TO GROCERY PRODUCTS, CONSUMER OF BHOPAL)

Vivek Pashine[1], Dr. Shaifali Tripathi[2]
Research Scholar, Department of Management, Mansarovar Global University, MP[1]
Professor, Department of Mansarovar Global University, MP[2]

Abstract

E-commerce is one of the enormous sectors of today era. The adoption of e-commerce growing every day. In today almost 90% of companies have a website or even companies that don't offer e-commerce services, (Chadwick, 2011).E-commerce is one of the leading sectors. Several kinds of research have done on the impact of e-commerce on consumer behaviour.

With the change in technology consumer's lifestyle, the standard of living, preferences, choice, need and buying habit of consumers also changes. This study is conducted to understand consumers buying behaviour with technology change. This study tried to fill the time gap between existing literature and the current literature. This study will help e-commerce firms to understand the need and wants of consumers, and it also helps to follow current market trends. It aids firms to respond very quickly to change in technology, needs and wants of consumers.

This study studied both the positive and negative of consumers because both behaviours have an equal impact on consumers buying behaviour. This study aid e-commerce firms to well understand preferences, choices, needs, and the desire of consumers. It also aids firms in identifying, what the liking and disliking of consumers are regarding online shopping.

Keywords: *E-commerce, Technology, Consumer's Behaviour, Lifestyle, Online Shopping.*

1. Introduction

The term internet refers to a vast communication network that connects a network across the world. It allows people to share information, thoughts, reviews, etcetera. The Internet not only changes our day to day lifestyle but also completely changes the business world. Internet not only changes the way the businessman conduct their business but also the way consumers make a purchase decision. Many companies started e-commerce to reduce market cost, which results in a reduction in the price of products and services. It assists a businessperson in understanding customers taste, choices, and needs in terms of goods and services. Internet helps consumers, to know more about products and services, and it also tells the positive and negative experience of other consumers. Many experts are hopeful about the likelihood of online business.

Definitions

1. Internet: Internet is a network connection that connects the entire world. Internet is a mode of sharing an idea, thoughts, information, etcetera, from one place to another. It allows people to share anything from any corner of the world at any time.

2. E-commerce: E-commerce stands for electronic commerce, It's a kind of business that offered products and services. E-commerce not only means buying and selling goods, but it also included services like online bill payment, online movie watching, online song listening, e-learning, social media, net banking, etcetera.

Electronic commerce is a branch of electronic business. It deals exclusively in the distribution of goods and services,(Gandhi, 2018-19).

3. Consumer Buying Behaviour: According to (Solomon, 1995), consumer buying behaviour is a process of choosing, purchasing, using and disposing of products and services by individuals and groups to satisfy their needs and wants.

4. Online Grocery Shopping: As per this research, online grocery shopping is the art of buying grocery products via an internet connection. It's similar to buying any other goods online.

5. Bhopal City: Bhopal is the capital of Madhya Pradesh. Bhopal located in central India. Bhopal is well known as a city of lake. Bhopal city has uneven elevation and has small hills. Bhopal is a beautiful tourist spot, and it is full of natural resources. Bhopal city is one of India's greenest city.

Introduction to Industry: Advanced internet technology is attracting people for the last two decades, and it not only changes the day to day lifestyle of people, but it also transformed the way the organization has done its business to survive in a competitive globalized market. Development in internet technology makes life innovative. Now, people are doing business online innovatively. It gives birth to electronic commerce. The Internet era largely contributed to the growth of E-commerce. E-commerce completely changes the business world.

2. Literature Review

Morrish, 2020, E-commerce achieving success since its beginnings, with its sales projected to grow to 599.2 billion USD by 2024. The Covid-19 outbreak increases e-commerce sales by 25% in March 2020 alone.

Miva, 2011, E-commerce is the process of buying and selling goods with an internet connection. E-commerce doesn't only mean buying and selling goods with an internet connection, but it also includes services like online bill payment, online ticket booking, mobile recharge, ordering food, etcetera, are the example of e-commerce. Online shopping was inverted in 1979 by Michael Aldrich in the UK. The first World Wide Web server created by Tim Berners-Leein in 1990 and 1991 opened for commercial use. Amazon started in 1995 in the US market who start selling products. Many companies come after Amazon, which started ecommerce.

Vincent Conitzer (2019) has conducted a study on "Designing Preferences, Beliefs, and Identities for Artificial Intelligence" has identified the well found theories of, and methodologies and algorithms for, how to design preferences, identities, and beliefs. This paper lays out an approach to address these problems from a rigorous foundation in decision theory, game theory, social choice theory, and the algorithmic and computational aspects of these fields.

Vanessa Putnam, Cristina Conati (2019) in their study "Exploring the Need for Explainable Artificial Intelligence (XAI) In Intelligent Tutoring Systems (ITS)" has identified student attitudes towards incorporating explanations to an ITS, by asking participants for suggestions on the type of explanations, if any, that they would like to see. Their results indicate an overall positive sentiment towards wanting explanation and suggest a few design directions for incorporating explanation into an

existing IT.

Haluk Demirkan, James C. Spohrer, Ralph Badinelli (2019) Human- centered smart service systems for business and society can be characterized by: the types of offerings to their customers and/or citizens, the types of jobs or roles for people within them, and the types of returns they offer investors interested in growth and development, through improved use of technology, talent, or organizational and governance forms, which create disincentives that (re)shape behaviors. An important trend in smart service systems is the increasing availability of cognitive assistants.

Pat Langley (2019) principles in a proposed course that teaches students not only about component methods, such as pattern matching and decision making, but also about their combination into higher-level abilities for reasoning, sequential control, plan generation, and integrated intelligent agents. We also present a curriculum that instantiates this organization, including sample programming exercises and a project that requires system integration. Participants also gain experience building knowledge-based agents that use their software to produce intelligent behavior.

Nadimpalli M (2017) the concept of artificial intelligence is valuable in several domains, and it is receiving vast attention. Many researchers from different fields now understand the effects of AI to the different daily human lives. They went ahead to outline its influence on but not limited to retail, health care, crime investigation, and employment.

Shyna K and Vishal M (2017) in their study "A Study on Artificial Intelligence in E-Commerce" has identified the applications in the e-commerce sector such as real time product targeting, visual search, AI based hiring process, voice powered search, assortment intelligence tool, conversational commerce, customer service, virtual personal shoppers, virtual assistance, AI fake reviews detection, AI based sales process, customer centric advertisements.

3. Timeline of E-Commerce

1. In the year 1969, CompuServe is invented, and it founded by Dr John R. Goltz and Jeffrey Wilkin. CompuServe built utilizing dial-up-connection.
2. In 1979, Michael Aldrich invented online shopping by connecting modified TV to the transaction-processing computer via a telephone line. Michael Aldrich is also known as the father of e-commerce.

3. In 1982, the Bonston Computer exchange invernted. It was a world-first e-commerce company. It allowed people to sell their used computers.

4. In 1992, Charles M.Stack founded Book Stacks Limited. It was the first online book shop. In 1994 switched to the internet and operated from the Books.com domain.

5. In 1994, Netscape Navigator launches, Marc Andreessen and Jim Clarl co-created it as a web browser.

6. In 1995, Amazon inverted. Jeff Bezos is the founder of Amazon. Primarily Amazon is an ecommerce platform for books.

7. In 1998, Paypal inverted as the e-commerce payment system. In 2000, it merged with Elon Musk's online banking company.

8. In 1999, Alibaba inverted as an online marketplace.

9. In 2000, Google launches Google AdWords as an online advertising tool for business.

10. In 2004, Shopify launches. It is subscription-based software that allows anyone to start their business online.

11. In 2005, Amazon launches Amazon Prime Membership. In 2005, Etsy inverted. It is an American e-commerce website which allows crafters, and small seller to sell their goods.

12. In 2009, BigCommerce was invented. It founded by Eddie Machaalani and Mitchell Harper. It headquartered in Austin, San, Fransico.

13. In 2011, Google Wallet launches as an online payment method, now knows as Google pay. In 2011 Stripe launches founded by John and Patrick Collison.

14. In 2014, Apple pay invented as a mobile payment method. In 2014, Jet.com introduced. It founded by Marc Lore.

15. In 2017, Shoppable Instagram is introduced.

16. In 2020, the growth of e-commerce rises because of covid-19 people switch to online shopping, especially for grocery, entertainment, etcetera.

4. Company Introduction

It becomes difficult for grocery stores to survive in this era of modernization without having an online shopping site. Online grocery shopping is the process of buying grocery products online. It is similar to ordering any other product online. In the earlier 1990s, online grocery shopping started. HomeGrocer.com was the first online grocery shopping website, which was started in1997 in Washington. In Today's era, almost 80% of the population used online grocery shopping. Online grocery shopping has some advantages and some disadvantages.

5. Advantages and Disadvantages of Online Grocery Shopping

5.1 Advantages

- Online grocery shopping save time consumers does not need to go to different stores.
- Online grocery shopping offered 24*7services.
- Online shopping provides several choices for products and services.
- A most important advantage is that online grocery shopping is convenient.
- Online shopping gives complete information about products like quality, demerits, and characteristics.
- It also provides the positive and negative experience of other consumers so the buyer can easily decide whether to purchase or not.

5.2 Disadvantage

- One of the disadvantages of online grocery shopping is that you cannot touch the products.
- Sometimes, because of some reason, there can be a delay in delivery
- In online grocery shopping, there are chances of fraud.
- In online grocery shopping, there are chances of wrong delivery of products.
- Online grocery mainly depends on the internet, if a consumer doesn't have an internet connection, he is unable to buy e-grocery.

Table 1: Showing e-grocery shopping is costly than offline shopping or not

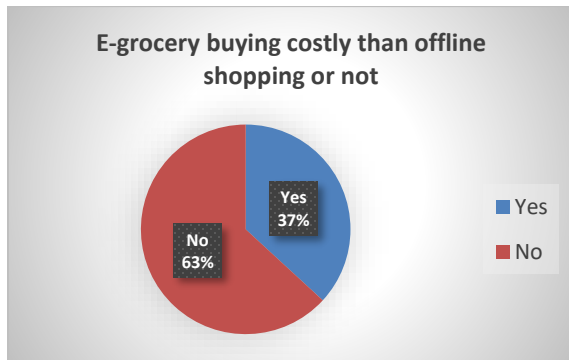| Options	Respondents	Percentage
Yes	35	36.84%
No	60	63.16%
Total	**95**	**100%**

Fig. 1 Graph shows the comparison between online and offline purchasing of grocery

The above table and diagram depict that many of the respondents agree that buying groceries is not costly. It means that out of the total respondents most of the respondents believe that buying groceries online is cheaper than offline grocery shopping.

6. Online Grocery Companies

1. Big Basket: Big basket was incorporated in December 2011 and headquartered in Bangalore. It is an Indian Online grocery store that plays an enormous role in India's online grocery market. They have a website and an app that allows consumers to shop for groceries online Big Basketalso has partnerships with local merchants. They pick goods from the closest suppliers and deliver them quickly.

2**. Amazon pantry:** Amazon Pantry started in 2014 in India. Amazon pantry offered its services in almost 300 cities in India. Amazon Pantry is well known online grocery store in the world. As its name implies that, it is an Amazon brand. While selecting the Amazon Pantry option on their website or app, consumers can buy groceries. It offered a different variety of grocery products. It offered services to only those consumers who are members of Amazon Prime.

3. D-Mart Online: D-mart is an Indian company. RadhakishanDamani is the owner of the Dmart. D-mart headquartered in Powai, Mumbai, India. It offered offline and online services.

4. Flipkart Grocery: Flipkart started in 2007. It has its headquarters in Banglore, Karnataka, and registered in India. Flipkart is one of the leading online stores, Flipkart also started selling grocery. It offered the best quality of grocery products. It also offers clothes, footwear, electronic goods, stationery products, books, and etcetera.

7. Suggestions and Conclusions

From the above analysis, it is clear that time-saving, convenience, variety of products, quality, speed, etcetera, are the factors that influence consumers to shop grocery online. It also finds that if consumers are unable to find information about specific products or services they deny the purchase decision, so the e-commerce platform should design in such a way so that consumers can easily find information that they are looking for regarding specific products and services. The firm should create awareness by adopting different advertising mediums regarding shopping stores or products and services. Freshness and quality are two important factors while making an e-grocery purchase decision, so the firm should provide grocery products in refrigerator cool box to keep them fresh. Inability to touch and feel products is one of the major disadvantages of online shopping. Many consumers still wish to see products before purchasing them; however, an attempt should be made to change this attitude of consumers by educating them about the advantages of grocery shopping.

In an era of the fastest-growing technology with changes in technology, consumers behaviour also changes continuously. For a better understanding of consumers preference, wants, needs, choices, etcetera, the firm should continuously evaluate consumers behaviour by taking the survey, feedback. Consumer buying behaviour should continuously be studied because with the change in technology consumers behaviour also changes. It also helps the firm to understand consumers behaviour in a better way.

References

[1] Bhalla, P. (2021). The History of e-commerce and its evolution-Atimeline.

[2] Bhatiasevi, P. L. (2018, oct 26). Elucidating the Behavior of Consumers toward Online Grocery Shopping: The Role of Shopping Orientation. Journal of Internet Commerce, Volume 17, 2018 - Issue 4 , 418-455.

[3] Chris Hand, F. D. (2009). Online grocery shopping;the influence of suitational factorin . European Journal of Marketing .

[4] Dr. Kanjer Hanif, M. K. (2015). AN EMPIRICAL STUDY ON CONSUMER SPENDING PATTERNS ON ONLINE GROCERIES PORTALS. International Journal of Management (IJM).

[5] Dr.C.R Kothari, D. (2019). Research Methodology . New Age International

Publisher; Fourth Edition.

[6] Gandhi, P. (2018-19). Emeerging modes of Business. VK Global Publication Pvt.Ltd.

[7] George Adamides, G. M. (2006). Traditional vs Online Attitude Towards Grocery Shopping in Cyprus. Computers in Agriculture and Natural Resources, 4th World Congress Conference .

[8] Guo Jun, N. I. (2011). A Study on Consumers' Attitude towards Online Shopping in China. International Journal of Business and Social Science .

[9] Hanus, G. (2016). Consumer Behavioiur during online grocery shopping. WWW.CBUNI.CZ,WWW.JOURNAL.CZ .

[10] Hayes, A. (2020, March 3). .Dotdash. Retrieved 2020, from Investopedia: https://www.investopedia.com/terma/stratified _random_sampling.asp Himanshu Budhiraja, K. M. (n.d.). Consumer's Purchase Intentions for E-Grocery Shopping in India. IOSR Journal of Business and Management (IOSR-JBM)..