



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

IMPACT OF E-COMMERCE ON CONSUMER BUYING BEHAVIOUR

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Abstract

The rapid expansion of e-commerce has fundamentally transformed the landscape of retail and consumer behaviour. With the proliferation of internet access, smartphones, and digital payment systems, consumers increasingly prefer online platforms for purchasing goods and services. E-commerce offers unparalleled convenience, competitive pricing, wider product variety, and personalised shopping experiences. However, concerns related to data privacy, cyber fraud, digital literacy, and logistics inefficiency continue to challenge widespread adoption. This study examines the impact of e-commerce on consumer buying behaviour by analysing factors such as ease of use, trust, product information quality, pricing strategies, and after-sales service. The study is conceptual and descriptive in nature, based on secondary data collected from academic journals, research articles, industry reports, and online sources.

The paper highlights the key drivers of online buying behaviour and concludes that e-commerce significantly influences consumer decision-making when usability, trust, and value proposition are effectively maintained.

Keywords: E-Commerce, Consumer Buying Behaviour, Online Shopping, Digital Marketing, Purchase Intention

Introduction

The evolution of information technology has revolutionised the way businesses operate and consumers shop. E-commerce, or electronic commerce, refers to the buying and selling of products and services through digital channels such as websites, mobile applications, and social media platforms. Over the past two decades, e-commerce has grown exponentially, reshaping traditional retail structures and altering consumer expectations.



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Consumer buying behaviour encompasses the processes by which individuals identify needs, search for information, evaluate alternatives, make purchase decisions, and assess post-purchase outcomes. In the context of e-commerce, these processes are influenced by digital stimuli, peer reviews, algorithmic recommendations, promotional strategies, and the overall user experience of online platforms.

Understanding the dynamics of e-commerce adoption and its effect on buying behaviour is essential for marketers, policymakers, and businesses aiming to design effective digital strategies that cater to the evolving needs of modern consumers.

Review of Literature

- **Davis (1989)** proposed the Technology Acceptance Model (TAM), which highlights that perceived usefulness and ease of use are the primary determinants of consumer intention to adopt new technologies, including e-commerce platforms.
- **Pavlou (2003)** examined the role of trust in e-commerce adoption and found that perceived risk and institutional-based trust significantly influence consumers' intentions to transact online.
- **Gefen, Karahanna, and Straub (2003)** established that familiarity and trust reduce uncertainty in online shopping, positively affecting purchase intention and repeat buying behaviour.
- **Monswé, Dellaert, and Ruyter (2004)** developed a framework of online shopping

intentions, identifying attitude, subjective norms, perceived enjoyment, and website quality as key determinants of e-shopping behaviour.

- **Rao, Vempati, and Rao (2014)** explored Indian e-commerce consumers and found that product variety, competitive pricing, and convenience were the most significant factors driving online purchase decisions.
- **Sivanesan (2017)** studied online consumer behaviour in the Indian context and concluded that ease of navigation, secure payment gateways, and timely delivery positively influence consumer satisfaction and loyalty.
- **Chopra and Manchanda (2020)** analysed the growth of e-commerce in India post-COVID-19 and found that contactless shopping, digital payments, and home delivery significantly accelerated online buying behaviour across age groups.

Concept of E-Commerce

E-commerce refers to commercial transactions conducted electronically over the internet. It encompasses a wide range of business models, including Business-to-Consumer (B2C), Business-to-Business (B2B), Consumer-to-Consumer (C2C), and Consumer-to-Business (C2B). E-commerce platforms such as Amazon, Flipkart, Meesho, Myntra, and Nykaa have transformed retail by offering digital storefronts accessible to consumers at any time and from any location.

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Key Elements of E-Commerce

- User-friendly website and mobile application interface
- Secure and diverse digital payment options
- Wide product range and accurate product descriptions
- Efficient logistics and timely delivery mechanisms
- Customer reviews, ratings, and personalised recommendations
- E-commerce aims to create seamless, convenient, and value-driven shopping experiences that replace or complement the traditional brick-and-mortar retail model.

Consumer Buying Behaviour in E-Commerce

Consumer buying behaviour in e-commerce is influenced by a combination of psychological, social, cultural, and technological factors. Unlike traditional shopping, online buying involves a greater degree of information processing, comparison, and reliance on digital cues such as product images, descriptions, and customer reviews.

The online purchase decision-making process typically involves five stages: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. Digital marketing strategies such as targeted advertisements, retargeting, and personalised email campaigns

influence consumers at each stage of this journey.

Benefits of E-Commerce on Consumer Buying Behaviour

- Provides 24/7 shopping convenience irrespective of geographical location
- Enables price comparison across multiple platforms for informed decisions
- Offers a wider variety of products unavailable in local retail stores
- Facilitates access to customer reviews, ratings, and product demonstrations
- Supports personalised recommendations based on browsing and purchase history



Fig 1: Benefits of E-Commerce on Consumer Buying Behaviour



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Challenges in E-Commerce Adoption

- Concerns about data privacy and online payment fraud
- Inability to physically inspect products before purchase
- Challenges related to product returns, refund policies, and after-sales service
- Digital divide resulting from low internet literacy in rural areas
- Counterfeit products and misleading product descriptions on online platforms

Addressing these challenges requires robust consumer protection legislation, transparent business practices, and investment in digital literacy and infrastructure.

Research Methodology

The present study is conceptual and descriptive in nature and is based entirely on secondary data. Data were collected from academic journals, books, research articles, industry reports, and credible online sources related to e-commerce and consumer buying behaviour. The study employed systematic literature review and content analysis to examine the relationship between e-commerce practices and consumer decision-making. As the study is theoretical, no primary data collection or statistical tools were used.

Objectives of the Study

- To understand the concept and scope of e-commerce
- To examine the factors influencing consumer buying behaviour in online platforms
- To analyse the impact of e-commerce on consumer purchase decisions
- To identify the benefits and challenges of e-commerce for consumers

Scope of the Study

The scope of the study is limited to a conceptual analysis of e-commerce and its impact on consumer buying behaviour. The study focuses on general e-commerce practices across product categories and digital platforms without emphasising any specific brand or region. The findings are useful for academicians, marketing professionals, and policymakers seeking insights into digital consumer behaviour and effective e-commerce strategies.

Findings of the Study

- E-commerce significantly enhances consumer convenience by enabling anytime, anywhere access to products and services.
- Trust, perceived security, and ease of use are the most critical factors determining online purchase intention.
- Product reviews and ratings play a pivotal role in shaping consumer



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attitudes and post-purchase satisfaction.

- Personalisation and targeted recommendations enhance consumer engagement and repeat purchase behaviour.
- Concerns about data privacy, fraud, and product authenticity remain significant barriers to full e-commerce adoption.

online consumers to measure the direct impact of e-commerce features on buying behaviour and satisfaction. Comparative studies across urban and rural consumer segments, age groups, or product categories can provide deeper insights. Further research may also examine the role of artificial intelligence-driven personalisation, voice commerce, and social commerce in shaping consumer preferences and purchase outcomes in the evolving digital marketplace.

Conclusion

E-commerce has emerged as a transformative force in modern commerce, significantly influencing consumer buying behaviour through improved convenience, product diversity, competitive pricing, and personalised experiences. The study concludes that e-commerce positively impacts consumer purchase decisions when trust, usability, and value are effectively communicated through digital channels.

Businesses must focus on building consumer trust through transparent practices, robust data security, and superior customer service. By leveraging technology and data analytics, e-commerce platforms can deliver enriched, personalised experiences that strengthen consumer loyalty and drive sustainable business growth.

Future Research of the Study

Future studies may adopt an empirical approach by collecting primary data from

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