Research Article

"Unraveling The Impact Of Evolving Online Shopping Patterns On Consumer Purchase Behavior"

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ARTICLE INFO	ABSTRACT
	The emergence of the internet has revolutionized how consumers gather information, compare prices, and make purchases online. This shift necessitates marketers to pay close attention to online consumer behavior. To predict such behavior, marketers must understand where, why, and how consumers act in the digital space. This study will review various research to determine which online platforms consumers use during different stages of their buying journey. Additionally, it will analyze the reasoning and methods behind online consumers' purchasing decisions. The findings will help develop a more effective and updated marketing approach. This research explored consumers' attitudes towards online shopping, specifically regarding the perceived value of intended purchases. **Keywords:** Online Consumer Behavior, Digital Space, Buying Journey, Perceived Value

I. INTRODUCTION

The field of consumer behavior examines how individuals, groups, and organizations select, acquire, utilize, and dispose of ideas, products, and services to satisfy their needs and desires. It encompasses the actions and underlying motivations of consumers in the marketplace. This discipline draws from various fields, including economics, sociology, social anthropology, psychology, and behavioral economics. It investigates the impact of attitudes, preferences, and emotions on purchasing decisions. The internet's significant influence on consumer preferences and purchasing habits has generated interest among professionals and researchers in online shopping behavior. As a global phenomenon, the internet is transforming how individuals engage in commerce and conduct business transactions. This research aims to enhance understanding of consumer preferences regarding product value. In the contemporary globalized market, consumers tend to exhibit highly rational decision-making processes. Digital marketing involves the strategic utilization of electronic media platforms to promote brands, products, or services. These platforms include, but are not limited to, the Internet, mobile instant messaging, wireless text messaging, podcasts, online radio channels, digital television, and mobile applications. This approach enables businesses to analyze marketing efforts in real-time, identifying effective strategies and areas for improvement. Digital communication technologies have become an integral component of daily life for billions of individuals worldwide. In a global environment where over 170 million individuals utilize social media on a daily basis, it is imperative for all working professionals to possess a fundamental understanding of digital marketing principles.

Digital Marketing Strategy Categories

SEM (Search Engine Marketing) encompasses the promotion of a brand and its offerings through elevated search engine rankings. A comprehensive understanding of this concept is essential for the effective implementation of a digital marketing strategy. To enhance pay-per-click listings, it is imperative to increase visibility on search engine results pages.
SEO (Search Engine Optimization) SEO refers to the practice of optimizing content or websites to appear in search engine results, such as Google. Search engines determine which sites to display for a given query based on keywords within the site and incoming links. Consequently, SEO heavily relies on the utilization of

appropriate keywords or phrases in website copy or content intended for search results, as well as the acquisition of links to that webpage or content.

Content Marketing While adherence to the latest SEO guidelines is crucial, the primary objective is to attract potential customers. Content writers must consider that their language should be sufficiently persuasive to encourage readers to seek additional information about the organization. When creating narratives, proficient content writers primarily aim to establish both intellectual and emotional connections with their target audience.

Pay-per-click Advertising Promotional advertisements encountered online are designed to elicit clicks from users. These advertisements are linked to specific brands, and the brand owners remit a predetermined fee to third-party platforms and blogs that facilitated their visibility in that limited area upon clicking. Google Adsense manages the entire system.

Social Media Marketing (SMM)Social media platforms have emerged as one of the most efficacious digital marketing strategies, offering an expeditious method to capture public attention. This efficacy stems from the extensive user base of platforms such as Facebook, Twitter, and Instagram, with numerous users accessing these sites on a daily basis. This widespread utilization elucidates why news organizations and major corporations have established their own Facebook pages. Companies with compelling content and effective strategies for reaching their target demographic are likely to achieve success in this domain.

Email Marketing It is a prevalent practice for marketers to disseminate promotional emails to their subscribers, informing them about forthcoming products, initiatives, and promotions. While some individuals may not utilize social networking sites, the majority of internet users typically possess at least one email account. Recognizing this, marketers often deliver pertinent content to their target audience via electronic mail.

Viral Marketing Terms such as "viral" and "trending" have become widely recognized. Viral marketing refers to video content that rapidly gains popularity, often within the initial few days or overnight, surpassing a certain threshold. This form of online advertising is deliberately designed to maximize its dissemination across various platforms, including websites, messaging applications, and mobile applications.

Mobile Phone Advertising Digital marketing can be conducted through mobile devices. Users frequently access platforms such as Facebook, Instagram, and Google on their smartphones. However, there exist additional forms of mobile marketing that do not fall under the aforementioned categories.

Digital Marketing on Smartphones Smartphones can be utilized for digital marketing purposes. It is probable that individuals are already accessing platforms such as Facebook, Instagram, and Google on their mobile devices. However, there exist other forms of mobile marketing that do not fall under these categories.

Television Advertising Many marketing professionals consider television the premier platform for targeted advertising, given its capacity to reach billions of reliable viewers across various geographic regions.

A 30- or 60-second commercial aired during a major sporting event, such as the Super Bowl or Olympic Games, has the potential to reach billions of prospective customers. While television advertising is more costly to produce and broadcast compared to other marketing methods, it offers the largest simultaneous audience reach.

The 5 Components of Digital Marketing
Contemporary digital marketing extends beyond electronic communications and online customer engagement. To establish the optimal timing and methodology for implementing the 5Ds, our organization must evaluate consumer receptivity to each:
1. Electronic Devices: Consumers interact with enterprises through a diverse array of digital apparatus, including desktop computers, smartphones, tablets, television sets, and gaming devices.
2. Online Platforms: Individuals primarily access these devices via web browsers or applications developed by major platforms and services, including Facebook, Google (encompassing YouTube), LinkedIn, and Twitter.
3. Digital Channels: Organizations utilize paid, owned, and earned communication channels to connect with and engage audiences, comprising social media networks, electronic mail and messaging platforms, and advertising.
4. Digital Information: Presently, most governmental bodies mandate that enterprises maintain records of the data they collect regarding their audience's characteristics and interactions.
5. Digital Innovation: Enterprises develop interactive experiences through websites, mobile applications, in-store digital displays, and email campaigns by leveraging marketing technology, also referred to as martech.

II. LITERATURE REVIEW

Research by Adnan (2014) indicates that consumer attitudes and purchasing behavior are positively influenced by perceived benefits and psychological factors. A previous survey in Nairobi County identified several factors contributing to the adoption of online purchasing in Kenya (Ngugi, 2014). These include efficient use of time, quick product comparisons, more competitive pricing for online goods, expert and user product evaluations, and unrestricted market access. Bashir (2013) contends that... Internet consumers consistently seek unique products, aesthetically appealing designs, and, most significantly, cost-effective options that align with their financial resources. Conducting online transactions from one's residence or any location within their financial means is the most efficient method to optimize time and monetary resources.

There are no limitations with regard to engaging in e-commerce..Huizingh & Broekhuizen (2009) emphasize that creating web designs and portals with distinctiveness, aesthetic appeal, and a welcoming atmosphere is crucial for attracting visitors. Furthermore, e-commerce businesses aiming to convert visitors into buyers should enhance their websites by implementing a streamlined, efficient design that facilitates navigation and usability, along with clear language.

This can be achieved by developing an expeditious website that is also logical and engaging.   Goswami, Adrita, et al. (2013) conducted a study titled "Customer Satisfaction Towards Online Shopping: A Specific Focus on the Teenage Group of Jorhat Town," which reveals that online shoppers are satisfied. The research demonstrates that internet marketers should focus on two key areas: post-purchase services and pricing. In the current highly competitive environment, online retailers must prioritize customer satisfaction to retain existing clients and acquire new ones.

They should develop daily strategies to attract new customers. Contemporary marketing elements of digital communication have provided global consumers with numerous options. These changes have necessitated a reassessment of many traditional concepts of business, influence, and marketing. Additionally, many experts acknowledge that customer satisfaction serves as a reasonable indicator of market success. The sale of technological devices on e-commerce platforms experiences a remarkable yearly growth of 200 percent, driven by the demand from urban and rural consumers for smartphones, iPods, and MP3 players. Clothing and accessories (30%) have become the second most popular product category, trailing behind consumer electronics (34%), with expectations to overtake it this year.

Among the most frequently searched categories, books account for 15%, followed by beauty and personal care products (10%), home and decor items (6%), baby products (2%), and health-related goods (2%). Punjabi consumers show a particular interest in fashion items like eyewear, as well as fitness equipment such as treadmills. Some prominent e-commerce websites in India include Myntra.com, www.Homeshop18.com, www.flipkart.com, and www.yebhi.com. In 2012, the e-commerce giant Amazon.com, valued at $48 billion, entered the Indian market by launching Junglee.com, an Amazon.com-powered online marketplace.

Objective of the study
1. To investigate consumer attitudes towards online shopping practices.
2. To examine the influence of product value on customer purchasing decisions.

III. RESEARCH METHODOLOGY

This study employs a descriptive approach, aiming to identify factors influencing students. The research utilized a survey method, with a total of 100 participants.
Data Sources:
1. Primary Data: This information was collected firsthand by the researcher through direct interaction with study subjects. For this research, primary data was gathered by administering questionnaires to students.
2. Secondary Data: This information was obtained from existing published materials, including periodicals, journals, and articles.
Sampling Method: The study employed simple random sampling, a type of probability sampling technique. The population was not stratified into distinct groups. The sample size consisted of 100 units.

III. RESEARCH METHODOLOGY

This study employs a descriptive approach to examine factors influencing students. The research utilized a survey method, encompassing 100 participants.
Data Collection:
1. Primary Data: The researcher collected this information directly from study participants. In this investigation, primary data was acquired through questionnaires administered to students.

2. Secondary Data: This information was obtained from existing published sources, such as periodicals, journals, and articles.   Sampling Technique: The study employed simple random sampling, a probability-based method. The population was not stratified into distinct groups. The sample consisted of 100 units.

IV. FINDINGS & RECOMMENDATION

Flipkart, an Indian e-commerce platform, has demonstrated success since its inception, as evidenced by the survey results. However, Amazon, a global competitor, is rapidly gaining market share. The average student expenditure per shopping session ranges from 500 to 1000 rupees, indicating a substantial market for affordable, high-quality products within this price range. A majority (55%) of survey participants engage in online shopping at least once every two weeks, providing e-retailers with a large and sustainable customer base. Price is a critical factor in purchasing decisions, with special offers, promotions, and seasonal sales serving as significant attractions for consumers. Clothing and apparel are the most frequently purchased items through online channels. Respondents express considerable concerns regarding online payment security and potential credit card information theft. Addressing these issues through preventive measures could enhance consumer confidence in online shopping. Tailored promotions, discounts, and additional incentives have the potential to create a unique retail experience for student consumers.

V. CONCLUSION

In conclusion, online shopping has significantly impacted society as a whole. Factor analysis results indicate that Experimental Uniqueness, Customer Service, and Convenience are three primary factors influencing consumers' preference for online purchasing. The landscape has undergone a substantial transformation in recent times. In the contemporary context, the prefix "E" is frequently associated with commerce, Electronic Data Interchange, Mail, and Business. India's technological revolution has facilitated unprecedented access to information through connectivity. The utilization of this technology has generated novel possibilities and avenues, enhancing the convenience of modern life. The e-commerce sector is experiencing rapid growth. When implemented effectively, it will thrive in a dynamic and highly competitive market by ensuring secure transactions. As the consumer is considered the primary stakeholder in the market, they warrant commensurate treatment. Despite the prevalent portrayal of the internet as a borderless marketplace, certain obstacles persist.

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