



## **E-COMMERCE EVOLUTION AND DEMOGRAPHIC INFLUENCES ON CONSUMER BUYING BEHAVIOR IN MEERUT, INDIA**

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### **Abstract**

*The study delves into the meteoric rise of the e-commerce sector, which has emerged as one of the most rapidly growing domains globally, with a dramatic increase in sales from \$1548 billion in 2015 to an expected \$6542 billion in 2023. This growth is notably prominent in India, where the surge in internet and smartphone usage has fueled the expansion of the e-commerce market to an anticipated \$99 billion by 2024. The research encapsulates the evolutionary journey of e-commerce, highlighting key historical milestones and technological breakthroughs that have shaped its current landscape. It provides a nuanced understanding of consumer behavior in e-commerce, especially focusing on the Meerut area, using a structured questionnaire to analyze the influence of various demographic factors. The analysis of data collected indicates significant disparities in consumer perceptions towards buying behavior based on factors such as area, age, education, occupation, and family type. The study concludes that the e-commerce industry is a dynamic and evolving sector, profoundly influenced by technological advancements, shifting consumer preferences, and socio-economic factors. The insights from the research contribute to understanding the complex dynamics of consumer behavior in the digital era and offer strategic implications for businesses aiming to navigate the ever-expanding e-commerce market.*

*Keywords: E-commerce, Consumer Behavior, Online Shopping, Digital Transformation, Internet Usage, Smartphone Penetration, Demographic Factors, Consumer Perceptions, Market Evolution.*

### **1. Introduction**

E-commerce is one of the business sectors that is increasing at the fastest pace in the world, making it one of the businesses with the most rapid growth. In 2015, the total value of sales that were produced via internet commerce amounted to \$1548 billion throughout the world. Since that time, this number has increased to \$3,535 billion in 2019, and it is expected that it reach \$6,542 billion in 2023. Customers from both urban and rural areas make advantage of the services offered by electronic commerce in order to satisfy their need for products. The number of persons in India that participated in online shopping was 142.9 million in the year 2019, and it is projected that this number would increase to 167.8 million in the year 2020.

When it comes to a country like India, which is marked by a high degree of cultural and linguistic diversity, making the transition from traditional shopping to shopping online is not an easy one to do. The usage of traditional shopping methods is still widespread, despite the fact that buyers are gradually but slowly coming around to the concept of making purchases online. One of the Unique Selling Points (USP) that the e-commerce industry in India use in order to attract customers is the provision of larger discounts. If businesses that operate in e-commerce were to decide to cease providing discounts to customers in the future, it would be intriguing to see how customers would respond to this decision.

The ability to provide service around the clock, seven days a week is one of the most important qualities that an online retail organisation must possess. It is possible that the acceptance of online shopping by a substantial number of customers may also be ascribed to other benefits. These advantages include the availability of a wide variety of products, a wide variety of payment methods, and the ease of returns, amongst other things. People are increasing their familiarity with making purchases online for a number of reasons, one of the most important of which being the availability of an e-commerce app that can be downloaded onto their smartphones.

### **Global History of E-Commerce**



The internet is the basis of online shopping. Without the internet online shopping and E-commerce is not possible. On 29th October 1969, ARPANET – Advanced Research Projects Agency Network, has sent the first message ‘LOGIN’ from one computer to other. The message was very short, even though receiving computer has received only the first two characters “LO”. In 1970, further, development took place in communication technology, and scientists Robert Kahn invented a new technology for data transmission called “TCP / IP”. In 1983, ARPANET has used “TCP / IP” technology and assembled a “network of network” and was able to send a message from one computer to multiple computers successfully. In 1990-91, computer scientist Tim Berners-Lee from Switzerland introduced the World Wide Web, which makes it possible not only to send files from one computer to other but also made capable to anyone to retrieve information on the web who is on the internet. The invention of WWW has changed the world in one or more ways. The invention of the internet has opened a wide range of possibilities and e-commerce is one of them. Below given timeline helps to understand the global history of e-commerce.

- 1979 – Michael Aldrich has connected domestic television and computer with a telephone line for selling groceries online. This system was named AKA VideoTex.
- 1981 – Thomson Holidays, selected 66 travel agents from England and connected all of them so they can extract Thomson Holidays information online which made them able to understand what Thomson Holidays offer to their customers so they can serve customers instantly. This event is considered as first Business to Business (B2B) online shopping.
- 1982 – Minitel (an online service that can be accessed by telephone lines) was invented by a France-based telecom company. Minitel was used to make online shopping, booking of train tickets, chat with others, and other basic things that we are doing today on the internet.
- 1984 – Tesco launched its first online shopping system. It was the first online Business to Customer (B2C) system. This online shopping system coined a new concept Online Shopping Basket which was then renamed as Online Shopping Trolley.
- 1990 – Introduction of first-ever web browser World Wide Web (WWW) by Tim Berners-Lee. Later on, the name web browser changed to Nexus. The invention of WWW is the real milestone in the history of e-commerce and the internet.
- 1991 – The NSFNET was the backbone of the internet but was not available for commercial use. In 1991, NSF (National Science Foundation) was allowed to use NET for commercial purposes. This gave a major boost to the e-commerce industry. In 1991 only, the University of Minnesota launched “Gopher”, the first ‘point and click’ web browser which can be used to navigate files on the internet.
- 1992 – J.H.Snyder had published a book called “Future Shop: How new technologies will change the way we shop and what we buy”. The book was much effective and represents the future of the E-Commerce business and how it will evolve with the Internet.
- 1994 – Netscape came up with an encryption certificate which became a very trustworthy means of transmission of data over the internet. Due to encryption technology, people started trusting to share personal information over the internet. This year, Pizza Hut offers online ordering on its webpage.
- 1995 – It is the year when NSF started to charge fees for the registration of Domain names. About 12000 Dot Com (.com) domains get registered in that year only. Domain yahoo.com also got registered in 1995. Pierre Omidyar founded eBay.com and today's e-commerce giant Amazon started selling books online in 1995 for the first time.
- 1996 – The number of internet users reached 400 million and online sales surpass over \$1 billion for the year.
- 1998 – PayPal came into existence. It makes online payment easy, secure, and trustworthy. This year google.com was launched by the Google Corporation.



- 2003 – Apple launched iTunes, the first major commercial digital music store.
- 2008 – Online purchases are made through mobile phones for the first time. It makes online shopping more convenient than ever.
- 2012 – Online sales surpass \$1 trillion.

### ***Evolution of E-Commerce in India***

India is seeing a tremendous expansion in the adoption of internet and smartphone technologies as a direct consequence of the rapid development of communication technology. The number of people who use the internet reached 718.74 million in 2019, while the number of people who use smartphones reached 502 million in 2019. This was due to the introduction of 4G technology and the availability of internet data at cheap costs respectively. The fast expansion of the e-commerce business in India may be attributed to the growing number of people who take use of the internet and their smartphones. The e-commerce sector in India has reached \$50 billion, and it is anticipated that it will reach \$99 billion by the year 2024. Shopping has been altered in a variety of ways as a result of the expansion of online commerce. There is a significant number of individuals who would rather make purchases of goods and services on the internet as opposed to visiting to a real shop. This pattern of expansion in e-commerce will continue to accelerate in the years to come as a result of the many benefits that online shopping offers in comparison to traditional purchasing. The present growth is not the product of some short period of time, such as one or two days; rather, it is the outcome of a lengthy voyage. Because of this, it is essential to have a solid understanding of the history of online commerce in India. One may better comprehend the history of e-commerce in India by referring to the timeline that is provided below.

- 1995 – Launch of dialup internet in 6 cities of India
- 1996-97 – Launched first online matrimonial site bharatmatrimony.com in India.
- 1997 – Launch of online banking by ICICI bank
- 1999 – Launch of first online departmental store fabmart.com, later it was renamed as Indiaplaza. Rediff also introduced online shopping this year.
- 2000 – Online shopping site launched by IndiaTimes. In the same year, bazee.com was launched which is dedicated to buy and sell pre-owned products. Later on, bazee.com was acquired by USA-based company eBay.
- 2002 – Launched online rail ticket booking facility by Indian Railway. First- time Indian people feel safe while making online payments through credit cards because this site was under the surveillance of the government.
- 2003 – Launch of online air ticket booking by Air Deccan.
- 2005 – Launched online air ticket booking site MakeMyTrip.com.
- 2007 – Launched bookmyshow.com, dedicated to making online booking of movies show in the multiplex.
- 2007 – Sachin Bansal and Binny Bansal from India launched Flipkart. Flipkart introduced many new ideas in online shopping. Deep Discount strategy and excellent customer service have created a long-lasting impact on online shoppers. Flipkart makes online shopping popular and convenient. Flipkart was acquired by US-based retail chain Walmart in 2018.
- 2009 – launched Myntra.com, initially engaged in personalized products. Later, the company expanded its catalog to retail fashion and lifestyle products.



- 2012 – An Indian fashion and lifestyle e-commerce portal jobong.com was launched. It was the most visited site in India in 2013.
- 2013 – An USA base company Amazon launched its site in India. Initially, it started with electronics products and now expanded into fashion, lifestyle, kitchen Appliances, healthcare, digital content, and many more. Amazon is India's top e-commerce site.
- 2014 – Flipkart acquired online portal Myntra.
- 2017 – Flipkart acquired online portal eBay.in.

### ***Global Scenario of E-Commerce Sales***

The Worldwide E-commerce industry is growing very rapidly. Yet the share of the offline retail market is much more than the online retail market but the growth of e-commerce shopping cannot be ignored. E-commerce playing a very important role in providing huge employment opportunities to people directly and indirectly. An increase in the number of internet users is one important reason for the rapid growth of the e-commerce industry in the world.



**Figure 1.1 : Growth of Worldwide E-commerce Sales**

(Source: emarketer.com, Market Analysis, 202011)

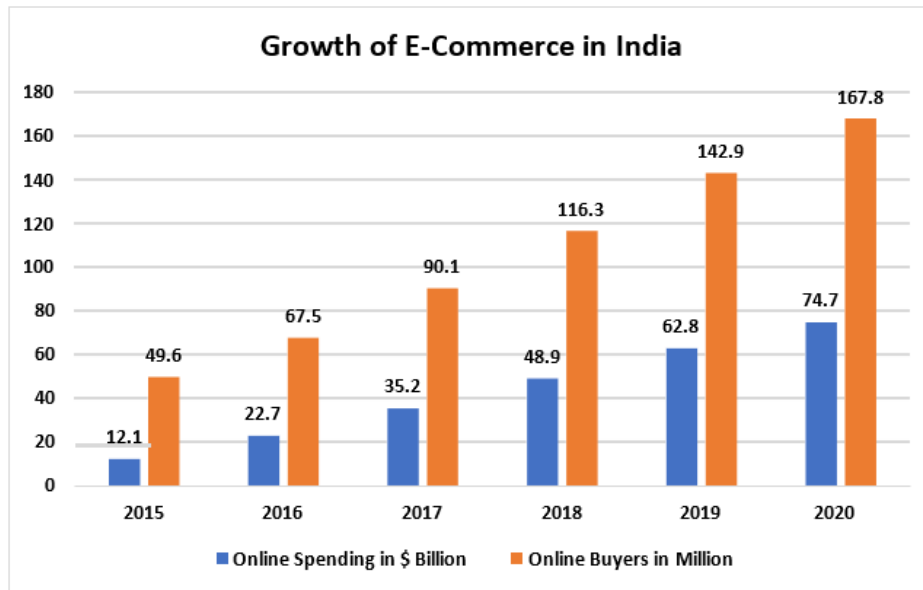
### **Forecasted Data**

Figure no. 1.1 shows that the sale of e-commerce in the world was \$1548 billion in 2015 and it increased to \$ 3535 billion in 2019. It means sales is increased by 128% from 2015 to 2019. It is further forecasted that worldwide e-commerce sales will increase to \$ 4206 billion in 2020 and it will reach \$ 6542 billion in 2023.

### ***Growth of E-Commerce in India***

Indian market is one of the large markets in the world. Business organizations from around the globe are attracted to the Indian market due to the large number of consumers in the Indian market. In India, e-commerce is not attracting customers from city areas but also attracting customers from rural areas. Customers from rural areas are getting habited gradually to use branded products. With rising smartphone penetration, rise in internet penetration, and increasing consumer disposable income, the E-commerce business in India is expected to reach \$200 billion by 202712.

Online penetration of retail was 4.7% in 2019 and is expected to reach 10.7% by 2024. Indian e-commerce business will touch \$99 billion by 2024, increasing at 27% CAGR over 2019-2024. Grocery and fashion/Apparels items are likely to be the key driver in the growth of e-commerce. The Government e-marketplace was launched in 2016. After three years of the inauguration, saw the total cumulative procurement by state and central governments of Rs.24183 crores (\$3.46 billion) in the financial year 2019 and has determined a target of Rs.50000 crore (\$7.15 billion) in the financial year 2020.



**Figure 1.2 : Growth of Online Users and Spending by Online Users in India**

Forecasted data

(Source: Forrester Research Online Retail Forecast, 2015-2020, Asia-Pacific15. )

Figure no. 1.2 shows that the number of online buyers in India is increased at a high rate from 49.6 million in 2015 to 142.9 million in 2019 and these numbers are expected to rise to 167.8 million by 2020. There are many reasons behind the rapid growth of e-commerce users including convenience, increase in disposable income, variety of products offered by e-commerce portals, discounts, etc. The spending by online users also increased by a very high rate from \$ 12.1 billion in 2015 to \$ 62.8 billion in 2019. This spending is likely to be reached to \$ 74.7 billion in 2020. The rapid growth in spending on online shopping shows that the disposable income of Indian people is increasing very speedily. It shows the tendency of people to save less and spend more. India's e-commerce market

## 2. Literature Review

Jukariya and Singhvi (2018) conducted a study to discover the elements that influence the online buying habits of post-graduate students from Udaipur. They have inquired about 23 queries regarding internet purchasing. The research highlights that a variety of payment choices, the security of personal data, the calibre of products and their cost, the promptness of delivery, and the level of customer support all play a significant role in shaping consumer behaviour when making purchases online. It is worth noting that the enhancement in service of e-commerce companies can result in a shift in customers' purchasing habits.

In a study conducted by Rungta Nikita (2018), the focus was on analysing how consumers in Thane city behave when it comes to shopping, both offline and online. In the research, it has been noted that when it comes to food and groceries, customers lean towards in-person shopping, while for clothing and electronics, both physical stores and online platforms are equally favoured.



Gurme (2017) conducted a study to examine the level of knowledge and influence of internet-based purchasing in Pune. Research indicates that various demographic elements, such as age, income, and gender, have an impact on the online shopping habits in India. The findings indicate that a significant majority of participants, approximately 75%, possess knowledge regarding e-commerce platforms. Research indicates that the presence of a product is the primary consideration when making a purchasing choice, closely followed by its calibre, cost, and level of protection.

Bastam and colleagues (2017) conducted a study at Gigikala Online store to examine the factors that impact consumers' online purchasing decisions. The study's findings highlight that appealing and user-friendly interfaces, the accuracy of product details, secure data handling, a broader selection of items, and reduced prices are the primary drivers for online shopping. These elements have a favourable influence on the attitudes of online shoppers and motivate them to make purchases on the internet.

In their study, Wang and Hong (2017) examined how the return policies of e-commerce companies influence consumer purchasing behaviour. They explored various aspects such as consumer perception, return policy, and consumer purchase behaviour. By examining the accomplishments of those who came before, we can categorise the return policy into three aspects: time limit for returns, cost of returns, and efforts required for returns. Consumer perception of a return policy can be broken down into three key factors: how they view the quality of the product, the level of risk they associate with returning it, and their perception of how fair the policy is. The return policy, being crucial information, greatly influences the buying and returning habits of customers.

Jothi and Gaffoor (2017) mention in their study that social media has revolutionised the methods of communication, exchanging information, and expressing interests. The exponential expansion of social media platforms, particularly in India, is offering marketers a fresh avenue to connect with customers. The research aims to explore the influence of utilising social platforms on the process of making purchasing decisions by consumers. The research uncovers that social networking is among the extensively utilised instruments for amusement and for acquiring knowledge on fresh labels. In addition, the feedback and viewpoints shared on social media have a significant impact on the process of making a purchase. The inclination to exchange their post-purchase encounters is unexpectedly positive.

In a study conducted by Salter and Jelavic (2016), it was discovered that the issue of data privacy varies among various age and income brackets. The study uncovers that there are no adverse effects of apprehension regarding data privacy on the behaviour of purchasing goods or services online. Research indicates that individuals with a higher income and level of education tend to prioritise data privacy, although this does not impact their decision to make purchases online.

Kavya (2016) conducted a study to examine the influence of e-commerce on merchants and buyers. The retail industry plays a significant role in India's GDP, accounting for approximately 10 percent. As a result, it is crucial to examine how this modern sector affects the more traditional sectors. The research uncovers that numerous corporations have initiated a merchandising enterprise by establishing their own online platforms. They are striving to incorporate additional products and services with alluring promotions in order to entice a larger clientele. Online stores offer greater convenience to customers, allowing them to make purchases at their convenience and from any location. This study examines the advantages of purchasing items online compared to traditional in-store shopping, as well as the potential obstacles faced by brick-and-mortar retailers.

V. Ammu (2016) examined the factors that inspire, the way people perceive, their level of awareness, and overall satisfaction of customers in Chennai city. The study uncovered that individuals in the 35-45 age range exhibit a greater inclination towards online shopping compared to other demographic segments. The research additionally revealed that individuals residing in a nuclear household exhibit a greater inclination towards engaging in e-commerce. It was observed that the customer examines the refund policy of the online shopping platform and is less inclined to make a purchase if there is no option to return the product.

Bashir and his colleagues (2015) conducted a study to explore the different elements that influence the purchasing patterns of individuals who shop online. The research indicates that Trust and convenience play a crucial role in influencing the buying choice when it comes to online shopping. The research also uncovers that, when it comes to the younger demographic, the element of trust holds greater significance than convenience. The research additionally indicates that consumers display minimal concern when it comes to sharing their personal information on the internet.



### 3. Research Methodology

In the study focused on the impact of e-commerce on consumer behavior, with a specific emphasis on the Meerut area, a meticulous research methodology was employed to gather and analyze data. The research was predominantly quantitative, using structured questionnaires to collect information from a diverse population within Meerut, ensuring a comprehensive representation of the consumer base. The questionnaire was meticulously designed to cover various aspects of e-commerce, including consumer perception towards online shopping, the convenience of web stores, trustworthiness, product information accuracy, payment options, and the overall online shopping experience. The sampling method was carefully chosen to target a demographically diverse group, ensuring the inclusion of various age groups, genders, income levels, and educational backgrounds. Data analysis was performed using advanced statistical techniques such as One Sample t-test, ANOVA (Analysis of Variance), DMRT (Duncan Multiple Range Test), and Independent t-test. These techniques helped in determining the significance of the data collected and in understanding the nuanced relationship between demographic factors and consumer perceptions towards e-commerce. The study's aim was to draw meaningful insights into the prevailing consumer behavior in the Meerut area, focusing on how different demographic segments perceive and interact with e-commerce platforms, and how these interactions influence their shopping habits and decision-making processes. Through this rigorous methodological approach, the research aimed to provide a detailed and nuanced understanding of the e-commerce landscape in Meerut, reflecting the broader trends in consumer behavior and the implications for businesses operating in the online shopping domain.

### 4. Data Analysis

On the basis of data collected from respondents regarding perception towards Buying Behaviour, the association between perception towards product and promotion with demographic factors like age, gender, family type, area, occupation, educational qualification and income has been analyzed to understand if there is the influence of these demographic factors on the perception of Buying Behaviour.

#### (A) Average Level of Opinion regarding Statements on Perception towards Buying Behaviour

**Null Hypothesis :** Opinion regarding Statements on Perception towards Buying Behaviour is equal to Average Level

To test the above hypothesis, one sample t-test has been applied.

**Table 4.1 One Sample t-test for Specified value (Average = 3) of Statements on Perception towards Buying Behaviour**

Statement	Mean	Std. Deviation	t Value	P Value
I compare the price of the product with the retail store before an actual purchase	3.94	1.094	22.430	<0.001**
Sometimes, I postponed my shopping and wait for Big Sale offers organizes by leading e-commerce companies	3.85	1.085	20.455	<0.001**
In some cases, I check product reviews online and buy the product at the retail store	3.90	1.082	21.581	<0.001**
I buy the product online even if the price of that product is the same in the retail market	3.88	1.079	21.236	<0.001**
I generally bargain with a local retailer on the basis of the process shown on the e-commerce portal	4.05	1.007	27.122	<0.001**
I prefer more branded products than	3.92	1.077	22.183	<0.001**



earlier due to online shopping				
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(Source : Compiled by a researcher ) Note : \*\* denotes significant at 1% level

The null hypothesis is rejected at the 1% level of significance for all statements on perception towards buying behaviour as the P values are less than 0.01 for all of them. This means that there is a wide disparity in opinion with respect to any claims made about consumers' perspectives on their purchasing habits. The average score indicates that there is a higher-than-average degree of opinion with respect to all claims about the perception of purchasing behaviour. All the comments on perception towards purchasing conduct were met with good responses from the respondents.

### **(B) Association between Area and Perception towards Buying Behavior**

**Null Hypothesis :** There is no significant difference between Rural and Urban areas with respect to Perception towards Buying Behavior

To test above stated hypothesis, an Independent t-test has been applied.

**Table 4.2 Independent t-test for significant difference between Rural and Urban area with respect to Perception towards Buying Behaviour**

Factor	Area	N	Mean	Std. Dev.	t Value	P Value
Perception towards Buying Behaviour	Rural	255	23.96	5.676	1.372	0.171
	Urban	421	23.30	6.286		

(Source : Compiled by a researcher )

Since the P value is more than 0.05, we may conclude that there is no statistically significant difference between rural and urban consumers' perspectives on purchasing behaviour. At the 5% level of significance, the null hypothesis about perception towards purchasing behaviour is accepted. Customers in urban areas and those in rural areas seem to react similarly to the purchasing practices of e-commerce sites.

### **(C) Association between Gender and Perception towards Buying Behaviour**

**Null Hypothesis :** There is no significant difference among Age Group with respect to Perception towards Buying Behaviour

To test the above hypothesis, ANOVA and DMRT has been applied

**Table 4.3 ANOVA for significant difference among Age Group with respect to Perception towards Buying Behaviour**

Factor	Age	N	Mean	Std. Deviation	F Value	P Value
sPerception	Less Than 25 years	142	26.33b	3.366		



towards Buying Behaviour	Between 26 to 35 Years	255	21.95a	7.577	23.586	<0.001**
	Between 36 to 45 Years	210	22.74a	4.971		
	46 Years and above	69	26.17b	4.084		

(Source : Compiled by a researcher )

Note : 1. \*\* denotes significant at 1% level

2. Different alphabets among Age group in years denotes significant at 5% level using Duncan Multiple Range Test (DMRT)

Regarding the impression of purchasing behaviour, the null hypothesis is rejected at the 1% significance level as the P value is less than 0.01. Consequently, there is a marked disparity in the perception of purchasing behaviour among client age groups. According to the average score, consumers under the age of 25 had the most favourable impressions of convenience and webstore when asked about their opinions.

According to the Duncan Multiple Range Test (DMRT), there is a statistically significant difference (at the 5% level) between the age groups of 26–35 and 36–45, as well as between the age groups of less than 25 and 46 and above. There is no discernible difference between the age groups of 46 and above and those under 25. When comparing the age groups of 26–35 and 36–45, there is no statistically significant difference at the 5% level.

#### **(D) Association between Educational Qualifications and Perception towards Buying Behaviour**

**Null Hypothesis :** There is no significant difference among Educational Qualifications with respect to Perception towards Buying Behaviour

To test above stated hypothesis, ANOVA and DMRT has been applied.

**Table 4.4 ANOVA for significant difference among Educational Qualifications with respect to Perception towards Buying Behaviour**

Factor	Educational Qualification	N	Mean	Std. Deviation	F Value	P Value
Perception towards	HSC	51	24.59b	4.177	16.379	<0.001**
	Diploma	65	25.71b	3.786		
	Degree	357	24.50b	5.109		
Buying Behaviour	Post Graduate	89	21.80a	4.784		
	Other	114	20.23a	9.187		

(Source : Compiled by a researcher )



Note : 1. \*\* denotes significant at 1% level

2. Different alphabets among Age group in years denotes significant at 5% level using Duncan Multiple Range Test (DMRT)

Regarding the impression of purchasing behaviour, the null hypothesis is rejected at the 5% significance level as the P value is less than 0.05. In light of this, there is a notable disparity in the way consumers' perceptions of the value of education influence their purchasing decisions. Customers with diplomas had the most favourable opinions on statements about how they see purchasing activity, according to the mean score.

The Duncan Multiple Range Test (DMRT) shows that, at the 5% level of significance, there is a significant difference between the educational qualification groups Other and Post Graduate and all other groups. There is little to no difference between the Post Graduate and Other categories of educational qualifications. There is no statistically significant difference between the three educational qualification groups (HSC, Diploma, and Degree) at the 5% level.

**(E) Association between Occupation and Perception towards Buying Behaviour**

**Null Hypothesis :** There is no significant difference among Occupations with respect to Perception towards Buying Behaviour

To test the above hypothesis, ANOVA and DMRT have been applied.

**Table 4.5 ANOVA for significant difference among Occupations with respect to Perception towards Buying Behaviour**

Factor	Occupation	N	Mean	Std.	F	P Value
Perception towards Buying Behaviour	Service	361	23.72b	5.513	7.867	<0.001**
	Business	165	21.85a	8.307		
	Profession	81	24.48bc	3.366		
	Housewife	69	25.59c	3.508		

(Source : Compiled by a researcher )

Note : 1. \*\* denotes significant at 1% level

2. Different alphabets among Age group in years denotes significant at 5% level using Duncan Multiple Range Test (DMRT)

Regarding the impression of Convenience and Webstore, the null hypothesis is rejected at the 1% significance level as the P value is less than 0.01. Therefore, in terms of how consumers perceive their own purchasing activity, there is a considerable disparity between client jobs. Customers who identify as housewives had the most favourable view on statements about perceptions of purchasing behaviour, according to the mean score.

According to the Duncan Multiple Range Test (DMRT), there is a 5% level of significance between the business



occupational group and other occupational groups. Compared to the Business and Housewives occupational groups, the Service group is quite different. At the 5% level of significance, there is no difference between the Profession occupational group and the Service and Housewife occupational groups.

#### **(F) Association between Family Type and Perception towards Buying Behaviour**

**Null Hypothesis :** There is no significant difference between Nuclear and Joint Family with respect to Perception towards Buying Behaviour

To test above stated hypothesis, an independent t-test has been applied.

**Table 4.6 Independent t-test for significant difference between Nuclear and Joint Family with respect to Perception towards Buying Behaviour**

<b>Factor</b>	<b>Family Type</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>T Value</b>	<b>P Value</b>
Perception towards Buying Behaviour	Nuclear	114	24.96	4.814	2.735	0.006**
	Joint	562	23.26	6.256		

(Source : Compiled by a researcher ) Note : \*\* denotes significant at 1% level

Regarding Perception towards Buying Behaviour, the null hypothesis is rejected at the 1% significance level because the P value is less than 0.05. Customers' perspectives on their own purchasing habits vary significantly between those of combined and nuclear families. According to the average score, consumers hailing from nuclear households tend to have very favourable views on statements about their perceptions of purchasing behaviour.

#### **5. Conclusion**

The comprehensive study of e-commerce and its evolution, both globally and in India, unveils a rapidly growing sector characterized by increasingly sophisticated consumer behavior and technological advancements. The exponential growth in e-commerce sales from \$1548 billion in 2015 to an anticipated \$6542 billion in 2023 underscores the sector's significant impact on global markets. Particularly in India, the surge in internet and smartphone users has propelled e-commerce growth, with expectations to hit \$99 billion by 2024. This growth is reflected in the changing consumer preferences and behaviors, moving from traditional shopping to online platforms, driven by the convenience, variety, and service quality that e-commerce offers. The study affirms the dynamic and rapidly evolving landscape of e-commerce, shaped by technological advancements, changing consumer preferences, and socio-economic factors. As online platforms become increasingly integrated into people's lives, understanding the intricate web of factors that influence buying behavior becomes crucial for businesses aiming to capitalize on the burgeoning e-commerce market. The insights gleaned from this research not only contribute to the academic understanding of consumer behavior in the digital age but also offer valuable implications for businesses strategizing to meet the evolving needs and preferences of the modern, connected consumer.

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