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"The Higher Education is that which does not merely give us information but makes our life in harmony with all existence".

-Rabindranath Tagore.

Education is recognized as one of the life of the critical elements of the national development effort and higher education in particular is of vital importance for the nation. Indian higher education landscape is changing rapidly. Demographic bulge, expanding school education and rising aspirations has put considerable pressure for expansion of higher education due to the country's rapid economic growth, rising incomes outward orientation and growing optimism.

The role of higher education in promoting and facilitating the flow of knowledge and learning to society is universally recognized. Higher education institution through their contact with student volunteers, external organizations acts as valuable repositories of talent, creativity and enthusiasm. It helps in building trust and mutual understanding by engaging public with its activities.



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## “Changing Trends of Consumer Behaviour in Their Buying Decisions Due to E-Commerce or E-Business in India”

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### ABSTRACT

This article shows the changing trends of Consumer Behaviour in their buying decisions due to E-Business. E-Business involves the usage of the Internet to market the sell of goods or services. Considering the inter usage in Asia, it is found that China tops among the Asian countries that followed by Japan and India ranks 3<sup>rd</sup> in position. The use of the internet is exploding in India. People, now –a – days spend a lot of time on the Internet because there is a wealth of information to be found. Also many consumers feel comfortable purchasing online and value the Internet capacity for providing information about different products and services. As a result, Internet marketing has blossomed. The Internet has reduced costs associated with starting and running a small business, which allows these companies to have an internet to be an effective communication tool for customers, potential consumers, and other businesses, and along with that the advent of social media further enabled companies to connect and interact directly with consumers. The consumer's behaviour and buying patterns online began to interest scholars, with the help of technologies available

today. The internet is use in any and all industries – E-Business as a branding and marketing tool, as an internal communication tool, and as the start of most business transactions. E-commerce emphasis the generation & exploitation of new business opportunities & generates business values or does more with less. Today companies use the internet as one of the most powerful tools in a big number of ways.

**Key Words:** New Trends-Internet, Consumer Behaviour, E-commerce, E-Business,

### Introduction:

In the 21<sup>st</sup> century, the business world is marked by drastic changes these changes are paled by continuous innovations in computer and telecommunicating technologies. The science of computing & information systems has emerged as the major change in business & in society. There is revolution- taking place in electronic commerce. Global networking & other broadband technologies are being used as competitive weapons in today's business. Under pressure from technologies change, competition & decreasing prices of hardware, the world of network infrastructure began a speedy transformation to new technological advancement, local area network, protocols, routers & user friendly, software found market place that motivated individual initiative to experiment with net working.

Increasing the Internet users with Mobile or Smart Phones, the growing acceptability of online payments and favourable demographics has provided the online marketing in India to provide the unique opportunity to companies connect with their customers. Social Media Network like facebook, LinkedIn, Twitter, Google+, Instagram have become a medium for easy log-in and purchase. Moreover, the customers can stay updated via the posts published on this Medias. E-commerce is a modern business methodology that addresses the needs of the organization, merchants &

consumers to cut costs while improving the quality of goods & services and increase the speed of service delivery.

#### Objectives of the study:

1. To study the changing trends of Consumer buying behaviour in E-commerce.
2. To study regarding top online shopping sites for buying behaviour of consumers.
3. To determine the influence of efficient E-commerce/ E-business on the regularity of visits to the sites.

#### Research Methodology:

The study is based on the secondary data collected from various books, journals, and websites.

#### New Trends of buying decisions in Consumer Behaviour:

##### 1) E-commerce:

"E-commerce", this wave of technologies said to affect every faced, of one life style, home, as well as everyone's workplace. The business parameters have changed & so have the risks and pay offs and thereby consumer behaviour has changed. Electronic commerce emphasis the generation & exploitation of new business opportunities & generates business values or does more with less.

E-commerce can be broadly defined as 'any form of business transaction in which the parties interact electronically rather than by physical exchanges of documents or direct meetings amongst officials.' E-commerce is simply 'doing business online'. It can mean selling data directly from a website or offering applications for download after they're purchased online. It could mean paying your bills through your bank account or purchasing or trading stocks online. It can also mean utilizing the Internet as an alternative sales channel and the entire transaction can take place with no human intervention on the merchant's side.

##### 2) E-Business:

E- Business refers to all those

commercial activities performed over the internet by using web based technologies. It creates value and strengthens relationship with customers, suppliers, business partners, share holders and employees by connecting them via internet, intranet and extranet. E-business affects the whole business and the value chains in which it operates. E-business may be defined as the conduct of industry, trade and commerce using the computer networks. It enables a much more integrated level of collaboration between the different components of a value chain than ever before. It uses e-information to boost performance and create value by forming new relationships between and businesses and customers. Adopting E-Business also allow companies to reduce costs and reduce customer response time.

According to Lou Gerstner, IBM's CEO: "E-business is all about cycle time, speed, globalization, enhanced productivity, reaching new customers and sharing knowledge across institutions for competitive advantage."

##### 3) Consumer Behaviour:

A vast public web of computer networks that connect users of all types around the world to each other an amazingly large information repository. Increasing the Internet users with Mobile or Smart Phones, the growing accept ability of online payments and favourable demographics has provided the online marketing in India to provide the unique opportunity to companies connect with their customers. Consumer buyer Behaviour is influence by four key sets of buyer characteristics i.e. cultural, social, personal and psychological. These are useful in identifying interested buyers and shaping products and apples to serve consumers needs better. Buying behaviour may vary greatly across different types of products and buying decisions.

The simplest model of Consumer buyer Behaviour is the stimulates- response model according to this model, marketing stimuli i.e.

the four P's – product, price, promotion and physical distribution and other major forces are economic, technological, political and cultural enter the consumer's "black box" and produce certain responses. Once in the black box, these inputs produce observable buyer responses, such as product choice, brand choice, purchase timing and purchase amount.

### These inter related New Trends are playing a critical role in changing the Consumers Buying Behaviour Decisions:

Online shopping differs from traditional offline shopping in both consumer approaches to buying and consumer responses to marketing. In the online exchange process, customers initiate and control the contact. Buyers actively select which online sites and shopping apps they will use and what marketing information they will receive about which products. Consumers undertake complex buying behaviour when they are highly involved in a purchase and perceive significant differences among brands when making a purchase, a buyer goes through a decision process consisting of need recognition, information search, evaluation of alternatives, purchase decision and post purchase behaviour. The marketer's job is to understand the buyer's behaviour at each stage and the influences that are operating.

Online purchasing has grown rapidly in recent years and is standard procedure for most companies today. Wide spread use of the internet is having a dramatic impact on buyers these days, people connect with the internet at almost anytime and from almost anywhere using their computers, smart phones, tablets or even TV's and game devices. The internet has fundamentally changed customer's notions of convenience, speed, price, product information and service. As a result, it has given marketers a whole new way to create value for customers and build relationship with them. Online business efforts to market products and services and build customer relationship over the

internet. The so called dot-com's which operate online only i.e. Amazon.com, Flipcart.com, Snapdeal.com, etc.

Now Sunil Sood, Managing Director and CEO of Vodafone, India says – the Indian telecommunication industry has created a billion mobile connections, positively impacting the lives of the people and the economy. Significant investments have gone into creating telecom infrastructure – 2G voice and data covers nearly 97 per cent of Indian, while 3G/4G services are available to 68 per cent of the population. About 87 per cent of the internet connected population accesses it on the mobile phone. Hence, mobile technology will continue to remain at the forefront of driving online business. Three major inter related trends are playing a critical role in taking this forward.

1. Rising penetration of smart phones – although India has 220 million smart phone users and is the second largest smart phone market in the world, the overall penetration is still just about 30 per cent of the population. Here underlies the potential for rapid growth.

2. Growing use of mobile data, while voice continues to be the biggest revenue generator for the telecom industry, mobile data consumption has been the biggest growth driver consistently for several quarters – a trend expected to continue.

3. Digital Literacy and access – The digital divide can be bridged only if communities have access to digital channels and are aware of how to use them. As part of the Digital India programme 2050000/- access points are being set up for delivering various electronics services to villages also.

In e-commerce, the type of business to consumers, the sellers and consumers both benefit through round the clock shopping accessibility from any part of the world, with increased opportunity for effective direct marketing, customization and online customer service. It is suitable for the following type of

goods.

1. Books, music, videos, software packages as they can be transformed into digital format.
2. Cheap items where savings outweigh risks.
3. Item in which standard specification are there such as printer ribbons, ink cartridges, etc.
4. Highly rated branded items such as Dell and Compaq computers, etc.

The advertising of and problems in these on-line shopping websites like e-bay, Flipcart.com, Amazon.com, Snapdeal.com has increased the chances of success of generating transactions to many folds. Now above websites made up their own apps. With the help of these online Business apps they promote their business too.

#### Conclusion:

Now customers are more sophisticated about using their online shopping. Consumer Behaviour refers to the behaviour that the consumer display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs. Consumer purchases are influenced strongly by four factors i.e., Cultural, Social, Personal and Psychological factors. Because many more variety of online companies products are available to consumer on one click and consumer compare that products to different competitor companies too. On one click consumers to know the products specification, description, price, sellers identification, colour, brand, etc. and consumer find its final product, consumer buy that product with different options like cash on delivery, cash paid through debit or credit card, free shipping, etc. From these options consumer prefer cash on delivery and that product will come at consumers door step. This cash on delivery options is very popular, preferable and more convenient for consumers. Nowadays, many online companies provide these facilities

increasingly to the consumers. Due to this facility, consumers more attract online shopping except offline. Thus consumers change their attitude behind the offline shopping and consumers reflected their buying behaviour more towards online shopping.

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