

**Study on the Impact of Digitalization on Consumer Buying  
Behaviour in E-Commerce**

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**Abstract**

*In the present scenario of technological development, digitalisation has revolutionised the way of marketing and broadened the accessibility and availability of products for customers. The study analyse the effect of digitalisation on buying behaviour of consumer's on e-commerce platforms and mainly focused to examines the influence of digitalisation-related factors such as trust, perceived value, and positive reviews on purchasing decisions of consumers. The study adopted a descriptive and analytical research. The study selected a sample of 313 customers from the Kannur district in Kerala by using simple random sampling method and collected first hand data using a method of questionnaire. The analysis, conducted by using one-sample t-tests and multiple regression, reveals significant insights. Trust towards E-Commerce and perceived value in E-Commerce are found to positively affect consumer buying decisions within the E-Commerce. The presence of positive reviews on e-commerce platforms exhibits a significant positive influence on consumer buying decisions. These findings emphasise the dynamic relationship between digitalisation-related factors and consumer behaviour in e-commerce, highlighting the need for businesses to prioritise trust-building, perceived value enhancement strategies.*

**Key Words**

Digitalisation, E-Commerce, Trust, Perceived value

**Introduction**

In recent years, the world has experienced rapid technological up gradation that have primarily transformed traditional markets into digital ones, this technological advancement significantly influencing consumer behaviour. Digital marketing, or the promotion and sale of products and services by using electronic media, has enlarged due to the internet and digitalisation, adopt suitable strategies based on how

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consumers interact with brands and make buying decisions. This shift towards digital platforms has demanded a deeper understanding of the changed shopping patterns, highlighting the significance of digital marketing in present business strategies. As consumers mostly prefer online platforms for their purchases, driven by the convenience and personalized experiences offered, it becomes vital for businesses to grasp how digital marketing impacts consumer behaviour. This knowledge and understanding is essential for improving effective marketing strategies to run a successful business.

## **Literature Review**

(Simran Kaur, Nidhi Tandon, & Shivani Malik, 2018) analysed the influence of digital marketing on customer buying behaviour. Their study highlighted the changes in customer behaviour driven by technological growth and developments and emphasized the importance of creating awareness through campaigns and implementing other relevant measures to enhance the growth and of digital marketing.

(Komal Nagrani & B.V.D. S Sai Pavan Kumar, 2021) investigated the effect of trust, perceived value, and positive response on consumer buying behaviour. Their research observed a positive influence of all these variables on buying behaviour, highlighting their significance in shaping consumer decisions.

(Tirpude, 2022) The study examined how digital marketing impacts the buying behavior of young people, finding that benefits like time savings and convenience motivate them to choose digital marketing platforms for purchasing products.

(Prashant H. Bhagat, 2021) examined customer attitudes towards digital marketing, its influence, and the security concerns customers have within digital marketing contexts. The findings revealed that customers are positively influenced by marketing through digital media. However, they also express concerns about the security systems in place within digital marketing.

(Petra Jilova, 2019) examined and analysed the effect of the economic system on e-commerce and analysed the connection between consumer buying behaviour, e-commerce, and various economic indicators. The findings of the study observed that digital marketing usage has increased in the study area.

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## Objectives of study

1. To assess the factors influencing consumer buying behavior in E-Commerce.
2. To examine the influence of digitalization-related factors such as trust, perceived value, and positive reviews on consumer buying decisions within the context of E-Commerce.

## Research Methodology

The research follows a descriptive and analytical research design to explore the impact of digitalization-related factors namely trust, perceived value, and positive reviews on consumer purchasing decisions within the E-Commerce domain. It selects a sample of 313 customers from Kannur district in Kerala through simple random sampling. Questionnaire is used to collect primary data. Cronbach's alpha is used to ensure questionnaire reliability, Cronbach's alpha values of all scaled questions were greater than 0.8, it indicating that all scaled questions possess acceptable reliability. One sample t test and multiple regression are employed to analyse the effect of digitalization on consumer buying decisions within the context of E-Commerce.

## Analysis and Discussion

**Table1.Profile of the data**

Variables		Frequency	Percent
Gender	Male	102	32.6
	Female	211	67.4
Age	Below20	98	31.31
	20-30	80	25.56
	30-40	74	23.64
	Above 40	61	19.49
Occupation	Salaried	76	24.28
	Self Employed	20	6.39
	Student	99	31.63
	Others	118	37.70

Source:Primary data

Demographic details of 313 customers presented in Table 1, 102 (32.6%) were male, while 211 (67.3%) were female. The presented data reveals that the highest portion of customers, falls below 20 years old (31.31%). While individuals aged above 40 represent only 19.49% of the total. In terms of occupation, the highest portion of

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customers, constituting 37.7%, are categorized as "others", "reflecting a diverse range of employment statuses and individuals identifying as self-employed form the smallest section, comprising only 6.39% of the total sample.

**Table 2: Trust towards Digital marketing**

Variables		Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Mean	S.D	t	Sig.
The information provided on this e-commerce platform is accurate and reliable.	N	10	112	140	51	10	3.74	0.764	17.16	0.000
	%	3.2	35.8	44.7	16.3	3.2				
The products or services advertised on this platform accurately represent what is delivered	N	51	0	100	142	20	3.26	1.14	3.96	0.000
	%	16.3	0	31.9	45.4	6.4				
I feel secure when providing my personal and financial information on this platform	N	21	51	140	101	0	3.03	0.869	0.52	0.603
	%	6.7	16.3	44.7	32.3	0				
The security measures implemented by this e-commerce site to protect my data are trustworthy.	N	0	50	102	151	10	3.39	0.789	8.66	0.000
	%	0	16	32.6	48.2	3.2				
The policies and terms of service of this e-commerce platform are transparent.	N	0	30	110	142	31	3.56	0.799	12.31	0.000
	%	0	9.6	35.1	45.4	9.9				

Source: Primary data

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All variables assessing trust towards digital marketing are significantly higher than the neutral value of 3, except for the aspect of security regarding personal and financial information provided in E-Commerce platforms, where the mean score (M=3.03) is equivalent to 3.

The analysis highlights the largest level of agreement towards the variable reliability of information provided one-commerce platforms(M=3.74,S.D=0.764),evidenced by a significant t-value of 17.16 and a p-value of 0.000. Furthermore the result showed substantial agreement with the transparency of policies and terms of service (M=3.56) and the trustworthiness of security measures implemented by e-commerce sites to safeguard personal data (M=3.39).In addition to this, test results showed a comparatively high degree of agreement that the products or services advertised on e-commerce platforms accurately represent what is delivered (M=3.26).

The findings show positive perception of trust towards digital marketing aspects, with notable emphasis on reliability, transparency, and accuracy of information provided by e-commerce platforms. However, the findings also highlight a significant concern regarding the security of personal and financial data, suggesting a crucial area for improvement to enhance consumer trust and confidence in digital marketing practices.

**Table3: Perceived values in digital marketing**

Variables		Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Mean	S.D	t	Sig.
6.1 The quality of products/services offered by this e-commerce platform meets or exceeds my expectations	N	0	51	91	151	20	3.45	0.839	9.437	.000
	%	0	16.3	29.1	48.2	6.4				
6.2 I believe that the prices on this e-commerce platform are fair for the value received.	N	0	10	122	163	18	3.6	0.648	16.494	.000
	%	0	3.2	39	52.1	5.8				

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Variables		Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Mean	S.D	t	Sig.
6.3 The convenience provided by this e-commerce platform adds value to my overall shopping experience.	N	21	50	98	134	10	3.2	0.974	3.6	.000
	%	6.7	16	31.3	42.8	3.2				
6.4 Based on the perceived value, I am likely to make future Purchases from this e-commerce platform.	N	41	10	80	134	48	3.44	1.18	6.575	.000
	%	13.1	3.2	25.6	42.8	15.3				

*Source: Primary data*

The mean value for all variables assessing perceived values in digital marketing exceed the neutral value of 3 significantly. The table 3 showed the highest degree of agreement regarding the fairness of prices on the e-commerce platform for the value received ( $M=3.6, S.D=0.648$ ), ( $t=16.49, P=0.000$ ). Furthermore, respondents indicated considerable agreement that the quality of products/services offered by the e-commerce platform either meets or exceeds their expectations ( $M=3.45$ ) and expressed willingness to make future purchases from the platform ( $M=3.44$ ). Additionally, respondents acknowledged the convenience provided by the e-commerce platform as adding value to their overall shopping experience ( $M=3.2$ ). These findings suggest that consumers perceive the e-commerce platform positively in terms of pricing fairness, product quality, future purchase intent, and overall convenience, highlighting key strengths and areas of satisfaction in their digital shopping experiences.

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**Table4: Positive reviews on Digital marketing**

Variables		Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Mean	S.D	t	Sig.
Positive reviews play a significant role in influencing my purchasing decisions one-commerce platform.	N	30	31	90	103	59	3.42	1.18	6.216	.000
	%	9.6	9.9	28.8	32.9	18.8				
I trust that positive reviews on this e-commerce platform accurately reflect the experiences of other customers	N	21	60	60	89	83	3.49	1.25	6.899	.000
	%	6.7	19.2	19.2	28.4	26.5				
7.3 Positive reviews on this platform make me more likely to recommend it to friends or family.ng my trust in this e-commerce platform.	N	31	80	143	59	31	3.64	1.09	10.24	.000
	%	9.9	25.6	45.7	18.8	9.9				

*Source:Primary data*

It could be seen from the table 4 that the highest level of agreement shows the statement "Positive reviews on this platform make me more likely to recommend it to friends or family" (M=3.64, S.D=1.09), (t=10.24, P=0.000).Moreover, respondents indicated considerable agreement that positive reviews on this e-commerce platform accurately reflect the experiences of other customers (M=3.49)and play a key role in influencing their purchasing decisions (M=3.42). These shows the importance of positive reviews in shaping consumer behaviour and perceptions, highlighting their substantial impact on trust, recommendation, and purchasing decisions with in the digital marketing.

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**Table5:Buying behavior on digital marketing**

Variables		Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Mean	S.D	t	Sig.
I frequently make purchases on this e-commerce platform.	N	11	80	120	82	20	3.06	0.955	1.18	0.238
	%	3.5	25.6	38.3	26.2	6.4				
Promotional offers and discounts significantly impact my buying decisions on this e-commerce platform.	N	21	10	80	130	72	3.71	1.06	11.77	0.000
	%	6.7	3.2	25.6	41.5	23				
	N	20	10	70	162	51	3.68	0.996	12.14	0.000
I prefer buying products online on this platform compared to traditional brick-and-mortar stores.	%	6.4	3.2	22.4	51.8	16.3				

Source:Primary data

The degree of agreement among respondents regarding their buying behavior one-commerce platform presented in above table. The statement " Promotional offers and discounts significantly impact my buying decisions on this e-commerce platform" (M=3.71, S.D=1.06), (t=11.77, P=0.000) shows highest significant mean score. Additionally, respondents expressed considerable agreement that they prefer buying products online on this platform compared to traditional brick-and-mortar stores(M=3.68). However, the statement "I frequently make purchases on this e-commerce platform" received a mean score (M=3.06) equivalent to the neutral value of 3, suggesting a lack of strong agreement. These findings suggest that while promotional offers and online purchasing preferences strongly influence buying decisions, the frequency of purchases on the platform remains relatively neutral, indicating potential areas for further investigation or improvement to encourage greater engagement and loyalty.

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**Table 8:Influence of digitalization-related factors such as trust, perceived value, and positive reviews on consumer purchasing decisions within the context of E-Commerce.**

Hypotheses	Regression weights	B	t	Pvalue	Results	VIF
H1	TS → BR	0.180	3.398	0.001	Supported	1.194
H2	PV → BR	0.630	11.626	0.000	Supported	2.164
H3	PR → BR	0.223	4.569	0.000	Supported	1.109

$R^2=0.437$  F(3,309) 79.791, P=0.000

Durbin Watson 1.5

*Note: P<0.05, TS-trust towards E-Commerce, PV-perceived value in ECommerce, PR-Positive reviews on E-Commerce, BR-Buying behaviour on E-Commerce*

H1: Trust towards E-commerce positively influences consumer purchasing decisions within E-Commerce

H2: Perceived values in E-Commerce positively influences consumer purchasing decisions within E-Commerce

H3: Positive reviews on E-Commerce positively influence consumer purchasing decisions within E-Commerce

The hypothesis tested by considering trust towards E-Commerce, perceived value in E-Commerce and positive reviews on E-Commerce as independent variables and Buying behaviour on E-Commerce as dependent variable.

Regression model met the assumptions of normality of residuals, homoscedasticity, and the absence of serial correlation. Furthermore, each independent variable's VIF values show that multicollinearity is absent.

Study observed that trust towards E-Commerce, perceived value in E-Commerce and Positive reviews on E-

Commerce as independent variables significantly influenced the buying behaviour on E-Commerce with  $F(3,309) = 79.791$  and  $P = 0.000$ . Moreover, the R-squared value of 0.437 indicates that approximately 43.7% of the variance in buying behaviour is explained by the digitalization-related factors.

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The influence of independent variables on the buying behaviour of customers in e-commerce was evaluated. The result indicated that 'Trust towards E-commerce(H1) has a significant positive influence on consumer purchasing decisions within E-Commerce (B = 0.180, t = 3.398, p = 0.001). Perceived value in E-commerce also has a significant positive influence on consumer purchasing decisions within E-Commerce (B = 0.630, t = 11.626, p = 0.000). Additionally reviews on E-Commerce has significant positive influence on consumer purchasing decisions within E-Commerce (B = 0.223, t = 4.569, p = 0.000).

Based on the findings, it can be concluded that trust towards E-Commerce and perceived value in E-Commerce positively influence consumer purchasing decisions within the E-Commerce domain. Additionally, the presence of positive reviews on E-Commerce platforms exhibits a significant positive influence on consumer purchasing decisions

## **Findings and Conclusion**

The study examined and studied the transformative effects of digitalization on consumer buying behaviour within the E-Commerce. Findings of the study underscored the key roles of trust and perceived value in shaping consumer purchasing decisions positively, highlighting their significance in directing the digital market place. However, the presence of positive reviews on E-Commerce platforms revealed significant positive influence on consumer buying decisions. These findings highlight how digital factors affect businesses online, stressing the need to give importance in building trust and enhancing value. Trust and Value are important to induce the customers in repeat purchase. They also suggest managing online reviews to improve consumer experiences and promote long-term growth in E-Commerce.

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