

Chapter 14

Impact and Assessment of Electronic Commerce on Consumer Buying Behaviour

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ABSTRACT

Electronic commerce (E-com) is now adopted by most of the firms, especially after the first phase of the COVID-19 pandemic. Consumers are conscious of increasing online purchases and demand sustainable consumption friendly actions. This study aims to analyze the intellectual, conceptual, and social knowledge of consumer buying behavior in E-com research to generate new understandings for online consumer behavior. A survey on LinkedIn was conducted to measure the impact of E-com on consumer behavior and results are shown on Likert's five scale. The survey questions were closed ended and not specific to any industry or firm rather general questions to measure the impact of E-com on consumer buying behavior. The questions were based on factors of customer satisfaction, security, information quality, payment methods, shipping, time, and delivery services. Analysis shows a variation in types, factors, and method of consumer buying behavior in an online environment.

INTRODUCTION

Electronic commerce (E-com) is growing as a means of doing business and shows every sign of continuing to expand at a rapid rate. The rise of this new medium is attracting increasing attention in policy circles (Bandara et al., 2019). Nevertheless, a lack of adequate data on the magnitude and relevance of electronic supply has made policy-making decisions all the more difficult. E-com can be divided into three stages: first, the pre-purchase stage including advertising and information-seeking; second, the purchase stage, including purchase and payment; and third, the delivery stage (Bandara et al., 2019). In

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principle, all types of products can be advertised and purchased over electronic networks. The potential for electronic delivery, however, is more limited. It requires that a final product can be presented as digitalized information and transmitted electronically, typically over the Internet (Broome, 2016). Many services can be supplied as digitalized information, including financial transactions or legal advice. Some information and entertainment products typically characterized as goods, such as books, software, music and videos embody digitalized information that can also be supplied electronically over the Internet. Figure 1 shows the process of E-com working in the general scenario.

Figure 1. The process of e-commerce working

Source: Naim (2021)



E-commerce will impinge upon some of the functions of wholesalers and retailers by connecting producers and consumers directly (Castaneda et al., 2009). Thus, they are likely to adopt new distribution methods to avoid being bypassed as a result of the information technology revolution. E-com is also likely to transform the way many financial and business services are provided, including accounting, computing and advertising. Figure 2 shows the E-Com development for any business.

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