

Impact of E-Purchasing Decisions in Ramanathapuram District-A Study

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Abstract: E-purchasing refers to the process of buying goods and services through electronic or online platforms, such as websites, mobile applications, or digital marketplaces, using the internet. It involves activities like searching for products, comparing prices, placing orders, making digital payments, and receiving products through home delivery or electronic transfer. In simple terms, e-purchasing is the practice of purchasing products or services online using digital technologies, offering benefits such as convenience, time savings, wider product choices, and easy access to information. The main objective of the study is to analyze the Impact of E-Purchasing Decisions. Both Primary and secondary data has been used for the study. Primary data has been collected from structure questionnaire. The sample size for the study is 385. The findings of the study shows that Time delivery of the product, Mode of payment is easier, Price of the product is less in online purchase, More discounts and offers for the product, Availability of detailed and accurate product information.

Keywords: E-purchasing, Consumer behaviour, online behavior.

1.1 Introduction

E-purchasing decisions significantly influence consumer buying behavior and business performance in the digital marketplace. Key factors such as convenience, price comparison, accessibility of product information, ease of payment, and delivery efficiency play a crucial role in shaping consumers' online purchasing decisions. Consequently, consumers increasingly prefer e-purchasing due to time savings, a wider range of product options, and personalized shopping experiences. From a business perspective, e-purchasing decisions directly impact sales growth, customer satisfaction, and brand loyalty. Positive online purchasing experiences foster trust and encourage repeat purchase intentions, whereas negative experiences related to security issues, product quality concerns, or delivery delays may discourage future purchases. Furthermore, e-purchasing trends compel firms to adopt advanced technologies, enhance digital platforms, and strengthen secure payment systems. Overall, the impact of e-purchasing decisions extends beyond individual consumers, influencing market competition, pricing strategies, and the overall expansion of e-commerce. A clear understanding of these decisions enables businesses to formulate effective digital strategies and deliver superior value in a highly competitive online environment.

1.2 Review of Literature

Huang and Benyoucef (2013) highlighted the growing importance of website design, user interface, and ease of navigation in shaping e-purchasing decisions. A well-designed digital interface improves user experience and encourages repeat purchases. In addition, **Laudon and Traver (2020)** emphasized that efficient delivery systems and after-sales services play a vital role in determining customer satisfaction and loyalty in e-commerce.

Kotler and Keller (2016) indicated that factors such as product information quality, price transparency, and convenience significantly influence online purchasing decisions. Consumers tend to prefer e-purchasing platforms that provide detailed product descriptions, customer reviews, and competitive pricing. These elements enhance perceived value and satisfaction, leading to positive purchasing intentions.

Musnaini et al. (2025) conducted a systematic literature review identifying *product quality, ratings and reviews, price, information quality, trust, security, service quality, perceived risk, and purchase intention* as consistent determinants of online purchasing decisions in e-commerce research. These factors collectively influence the likelihood of purchase and conversion rates on digital platforms.

Bandwagon (2025) explores behavioral factors such as the *bandwagon effect* where consumers are influenced by the popularity or number of positive reviews and *lifestyle and digital payment comfort*, showing how psychological and payment system aspects shape purchase decisions. Although this work is contextual rather than purely literature review, it reflects emerging themes in e-commerce research.

1.3 Objective of the study:

The Main objective of the study is to analyze the impact of e-purchasing decisions in Ramanathapuram district.

1.4 Research Methodology:

The study was carried out by collecting both primary as well as secondary data. Primary data were collected from 385 customers from Ramanathapuram. Secondary data were collected from the various articles and Journals.

1.4.1 Sampling Method and Size:

Simple Random sampling method was used to select the sample respondents. The sample size for the study is 385 collected from respondents. The sample size were selected by using row software calculation.

1.4.2 Tools used for the analysis:

Percentage analysis and Mean Score Analysis were used to analyze the data.

1.5 Data Analysis and Interpretation:

1.5.1 Demographic Profile of the Consumers:

In order to understand the demographic profile of the consumers, percentage analysis was used to identify the personal information like gender, age, marital status, residential status, education, monthly income, monthly savings, and family members engaged. The Table 4.1 shows the demographic profile of the consumers.

Table 1.1 Demographic profile of the consumers

Demographic Profile of the farmers	Options	Frequency	Percent
Gender	Male	158	31.3
	Female	346	68.7
	Total	504	100
Age	Up to 25 years	138	27.4
	25 to 35 years	232	46.0
	35 to 45 years	71	14.1
	45 to 55 years	45	8.7
	More than 55 years	18	3.5
	Total	504	100
Marital status	Married	408	81
	Unmarried	92	19
	Total	504	100
Educational Qualification	Professional Degree	85	16.9
	Post-Graduation	114	22.6
	Under Graduation	209	41.5

	Diploma	67	13.3
	Schooling	29	5.8
	Total	504	100
Members of family	Up to 2 members	140	27.8
	3 – 4 members	327	64.9
	5 – 6 members	18	3.6
	7 – 8 members	8	1.6
	More than 8 members	11	2.2
	Total	504	100
Occupation Level	Government Employee	21	5
	Private Employee	237	47.0
	Self-Employee	63	12.3
	Home maker	180	35.7
	Total	504	100
Monthly Income	Less than Rs.20,000	5	1
	Rs.20,001 to Rs.30,000	90	17.8
	Rs.30,001 to Rs.40,000	161	31.9
	Rs.40,001 to Rs.50,000	167	33.1
	Above Rs. 50,001	81	16.1
	Total	504	100
Monthly Savings	Less than Rs.5000	5	1
	Rs.5001 to Rs.10,000	90	17.8
	Rs.10001 to Rs.15000	161	31.9
	Rs.15001 to Rs.20,000	167	33.1
	Above Rs. 20,001	81	16.1
	Total	504	100

Source: Primary Data

Gender: Among 504 respondents considered for the study, 158 respondents (31.3%) are males, and 346 respondents (68.7%) are females. It is observed that majority of the respondents are females.

Age: Age of the consumers plays a major role in while using online purchasing. Age is one of the most important factors for a human being and age also serves as a yard stick to participate or discontinue in any occupation or profession. Among 504 respondents considered for the study; 138 respondents (27.4%) were less than 25 years, 232 respondents (46%) were in the age group of 25 to 35 years, 71 respondents (14.1%) were in the age group of 35 to 45 years, 45 respondents (8.7%) belong to the age group between 45 to 55 years and 18 respondents (3.5%) were above 55 years. Thus, majority of the consumers contacted are in the age group of 25 to 35 years. Therefore, the middle aged people are using online purchasing.

Marital status: Marital status gives a person social recognition. It increases the responsibility of a person in the society and in his family. Among 504 respondents considered for the study, 408 respondents (81%) are married and 92 respondents (19%) are not married. Hence, majority of the respondents contacted for the study are married.

Educational Qualification: Education is one of the most important factors that influences a person in the society to a large extent. So an attempt is made to analyze the level of education of consumers. Among 504 respondents considered for the study, 85 respondents (16.9%) are qualified with professional degree, 114 respondents (22.6%) have completed their post-graduation, 209 respondents (41.5%) are qualified with under graduation, 67 respondents (13.3%) are Diploma, and 29 respondents (5.8%) are categorized as belonging to schooling group. Therefore, majority of the consumers are completed their graduation degree.

Members of Family: The role of family members' is significant in purchasing commodities for the usage of home or either personal usage. The researcher has classified the family members into different categories such as up to 2 members, 3-4 members, 5-6 members, 7-8 members and more than 8 members. Among 504 respondents considered for the study, 140 respondents (27.8%) have their family up to 2 members, 327 respondents (64.9%) have their family 3 - 4 members, 18

respondents (3.6%) have their family 5 - 6 members, 8 respondents (1.6%) are have their family 7-8 members and 11 respondents (22%) are have their family more than 8 members. Therefore, majority of them have family 3 -4 members.

Occupation of the Consumers: The role of occupation plays major role to earn income. Among 504 respondents, 21 respondents (5%) have occupied as government employee, 237 respondents (47%) have occupied as Private employee, 63 respondents (12.3%) have occupied as self-employee, 180 respondents (35.7%) occupied as home maker. Therefore, majority of them occupied as self-employee and they are using more online shopping.

Monthly Income: Among 504 respondents considered for the study, 5 respondents' (10%) monthly income between Less than Rs.20,000, 90 respondents' (17.8%) monthly income between Rs.20,000 to Rs.30,000, 161 respondents' (31.9%) monthly income is between Rs.30,001 to Rs.40,001, 167 respondents'(33.1%) monthly income is between Rs.40,001 to Rs.50,000 and 81 respondents'(16%) monthly income is above Rs. 50,001. It shows that majority of the monthly income is Above Rs. 20,000.

Monthly Savings: Among 504 respondents considered for the study, 5 respondents' (1%) monthly savings between Less than Rs.5000, 90 respondents' (17.8%) monthly savings between Rs.5001 to Rs.10,000, 161 respondents' (31.9%) monthly savings is between Rs.10,001 to Rs.15,000, 167 respondents'(33.1%) monthly savings is between Rs.15,001 to Rs.20,000 and 81 respondents'(16%) monthly savings is above Rs. 20,001. It shows that majority of the monthly savings is Above Rs. 20,001.

1.5.2 Impact of Purchase Decision related to the product - Mean Score Analysis:

The rank analysis was performed on the mean score variables to identify which is the most impact of purchase decision related to the product. The Table 1.2 depicts the impact of purchase decision among the people by using rank analysis.

Table 1.2 Impact of Purchase decision related to the product - Rank Analysis

S.No	Factors	Mean	Rank
1	Product comparison is easier	3.721	8
2	Price of the product is less in Online Purchase	4.652	3
3	Awareness to latest styles and variety of products	4.213	6
4	Availability of detailed and accurate product information	4.456	5
5	Product quality and descriptions match with the orders	3.894	7
6	Timely delivery of the product	4.894	1
7	More discounts and offers for the product	4.523	4
8	Delivery of the product at remote places	3.586	9
9	Life span of the product	3.486	10
10	Preference to branded products in online	3.242	11
11	Mode of payment is easier	4.784	2
12	Interested to make repeated	3.214	12

Source: Primary Data

From the rank analysis performed using the overall mean score on factors, the following factors are found to be important for the impact of purchase decision related to the product; it is inferred from the table that out of 12 Variables the high mean scored variables are Time delivery of the product (4.894), Mode of payment is easier (4.784), Price of the product is less in online purchase (4.652), More discounts and offers for the product (4.523), Availability of detailed and accurate product information (4.456). The above variables are highly impact the purchase decision related to the product.

1.5.3 Impact of Decision related to the Website - Mean Score Analysis:

The rank analysis was performed on the mean score variables to identify which is the most impact of purchase decision related to the website. The Table 1.3 depicts the impact of purchase decision related to the website among the people by using rank analysis.

Table 1.3 Impact of Purchase decision related to the website - Rank Analysis

S.No	Factors	Mean	Rank
1	Security & privacy of transactions in online shopping	4.286	4
2	Sites help to find out the lowest price during online shopping	2.284	18
3	Website product features are attractive	4.653	3
4	Reliable and trustworthy information provided by websites	4.754	2
5	Safety transactions	3.728	8
6	Website layout helps to identify the right product	3.845	7
7	Familiarity affects the choice of the website	2.361	17
8	Easy accessibility of the website	4.891	1
9	Reviews regarding the product provides additional information	2.941	14
10	Easy procedure in product purchase	2.632	16
11	Help features of website provide easy navigation	3.945	6
12	Grievances and complaints are properly addressed	2.786	15
13	Cancellation/return of the product in the website can be made easily	3.581	9
14	Ease in downloading of applications	3.428	11
15	Information on the status of product in transit	3.476	10
16	Watch the websites for daily offers	3.384	12
17	Feeling of high attachment to the website	3.291	13
18	Curiosity towards online shopping is increased over the time	4.154	5

Source: Primary Data

From the rank analysis performed using the overall mean score on factors, the following factors are found to be important factors for the impact of purchase decision related to the website; it is inferred from the table that out of 18 Variables the high mean scored variables are Easy accessibility of the website (4.891), Reliable and trustworthy information provided by websites (4.754), Website product features are attractive (4.653), Security & privacy of transactions in online shopping (4.286) and Curiosity towards online shopping is increased over the time (4.154). The above variables are highly impact the purchase decision related to the website.

1.5.4 Overall high impact of online purchase among the people:

The rank analysis was performed on the mean score variables to identify which is the most impact of purchase decision related to the website. The Table 1.4 depicts the impact of online purchase among the people by using rank analysis.

Table 1.4 Overall high impact of online purchase among the people

S.No	Factors	Mean	Rank
Impact of Purchase decision related to the Product			
1	Timely delivery of the product	4.894	1
2	Mode of payment is easier	4.784	2
3	Price of the product is less in Online Purchase	4.652	3
4	More discounts and offers for the product	4.523	4
5	Availability of detailed and accurate product information	4.456	5
Impact of Purchase decision related to the Website			
1	Easy accessibility of the website	4.891	1
2	Reliable and trustworthy information provided by websites	4.754	2
3	Website product features are attractive	4.653	3
4	Security & privacy of transactions in online shopping	4.286	4
5	Curiosity towards online shopping is increased over the time	4.154	5

Source: Primary Data

1.6 Conclusion

The study concludes that e-purchasing decisions have a substantial influence on consumer buying behaviour and the overall performance of businesses in the digital marketplace. Consumers' online purchasing choices are largely shaped by factors such as convenience, price comparison, quality of product information, trust, security, ease of payment, and delivery efficiency. When these factors are positively perceived, consumers demonstrate higher purchase intention, satisfaction, and repeat buying behavior.

From an organizational perspective, e-purchasing decisions significantly affect sales growth, customer retention, and brand loyalty. Positive online shopping experiences strengthen consumer trust and long-term relationships, whereas negative experiences related to security risks, delayed delivery, or poor product quality discourage future purchases. Moreover, evolving e-purchasing behaviour compels firms to adopt advanced digital technologies, improve website and mobile app interfaces, and enhance secure and reliable payment systems. Overall, the impact of e-purchasing decisions extends beyond individual consumers by influencing market competition, pricing strategies, and the sustainable growth of e-commerce. A clear understanding of e-purchasing decision determinants enables businesses to design effective digital strategies, enhance customer experience, and maintain competitiveness in an increasingly technology-driven marketplace.

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