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IMPACT OF CONSUMER BEHAVIOR IN ONLINE SHOPPING

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ABSTRACT

Consumer behavior plays a pivotal role in shaping the dynamics of online shopping, influencing both market trends and business strategies. The convenience and accessibility of online platforms have led to a shift in consumer preferences, with increasing reliance on e-commerce for everyday purchases. This behavior has driven businesses to enhance user-friendly interfaces, provide personalized recommendations, and offer diverse payment options to meet consumer demands. Factors such as competitive pricing, easy returns, and customer reviews significantly impact purchasing decisions, pushing businesses to maintain high standards of transparency and service quality. Consumer behavior also dictates marketing strategies, with data analytics and targeted advertising becoming essential tools for understanding and predicting buyer needs. Social media and influencer marketing have further amplified the role of consumer behavior, as buyers often rely on peer reviews and online endorsements. However, impulsive buying tendencies and the demand for instant gratification have also led to challenges, such as increased returns and a greater environmental footprint due to excessive packaging. The impact extends to small businesses and startups, which leverage consumer trust in online marketplaces to reach broader audiences. Ultimately, evolving consumer behavior continues to transform the online shopping ecosystem, driving innovation while compelling businesses to address challenges like cyber security, sustainability, and customer satisfaction.