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## A STUDY ON THE INFLUENCE OF E-COMMERCE ON CONSUMER BUYING BEHAVIOUR OF GROCERY AND FMCG PRODUCTS IN TENKASI DISTRICT

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### **Abstract**

The rapid advancement of digital technology has significantly transformed the retail landscape, particularly through the emergence of e-commerce platforms. This study aims to analyze the influence of e-commerce on consumer buying behaviour with special reference to grocery and Fast-Moving Consumer Goods (FMCG) products in Tenkasi District. The research is based on both primary and secondary data. Primary data were collected from 75 respondents using a structured questionnaire. The study examines demographic factors, purchasing patterns, influencing factors, and satisfaction levels. The findings indicate that convenience, availability of discounts, and time-saving are the major factors influencing online purchases, whereas issues such as product quality, delivery delays, and security concerns continue to affect consumer trust. The study concludes with suggestions to improve service quality and enhance customer satisfaction.

**Keywords:** *E-commerce, Consumer Buying Behaviour, Online Shopping, Grocery Products, FMCG Products, Consumer Satisfaction*

### **INTRODUCTION**

E-commerce has emerged as one of the most dynamic and rapidly expanding sectors of the global economy. The advancement of information and communication technology, along with the widespread availability of internet services, has transformed the traditional methods of buying and selling goods and services. E-commerce enables consumers to purchase products through online platforms without the limitations of geographical boundaries, time constraints, or physical market accessibility. The growing adoption of smartphones, digital payment systems, and internet connectivity has significantly accelerated the growth of online shopping across both urban and rural regions.

In recent years, the grocery and Fast-Moving Consumer Goods (FMCG) sectors have experienced remarkable growth in online transactions. Consumers increasingly prefer online platforms for purchasing daily essentials, groceries, personal care products, and household items due to the convenience and flexibility offered by e-commerce services. The emergence of online grocery applications and e-commerce platforms such as Amazon, Flipkart, BigBasket, JioMart, and Blinkit has revolutionized the shopping experience by offering home delivery services, multiple product choices, discounts, and easy payment options. The COVID-19 pandemic further accelerated the adoption of online shopping behavior as consumers shifted toward contactless purchasing methods and digital transactions.

Convenience is considered one of the most important benefits, as consumers can purchase products anytime and from any location without visiting physical stores. E-commerce platforms offer a wide range of product varieties, competitive pricing, comparison facilities, attractive discounts, and promotional offers, which influence consumer purchasing decisions. Doorstep delivery services save time and effort, especially for working individuals and households with busy lifestyles. Additionally, digital payment methods, customer reviews, and personalized recommendations have enhanced customer satisfaction and shopping experiences. Despite these advantages, online shopping also faces certain challenges and limitations. Security concerns related to online payments, data privacy, and fraudulent transactions continue to affect consumer trust in e-commerce platforms. Delivery delays, incorrect product delivery, hidden charges, and difficulties in return or refund processes also create dissatisfaction among consumers. In rural and semi-urban areas, inadequate internet connectivity, low digital literacy, and limited awareness regarding online shopping platforms further restrict the effective utilization of e-commerce services.

Consumer buying behaviour has undergone significant transformation due to the influence of e-commerce platforms. Factors such as convenience, price sensitivity, product availability, promotional offers, social influence, and technological adoption play an important role in shaping online purchasing decisions. Understanding consumer perceptions, preferences, satisfaction levels, and buying patterns is essential for e-commerce companies and marketers to improve service quality and customer experience.

Tenkasi District, which consists of both rural and semi-urban populations, has also witnessed increasing adoption of online shopping for grocery and FMCG products. Consumers in the district are gradually shifting from traditional retail stores to online platforms due to changing lifestyles, digital awareness, and improved internet accessibility. However, the extent of consumer acceptance, challenges faced during online shopping, and the impact of e-commerce on buying behaviour in the district require systematic examination.

Against this background, the present study attempts to evaluate the impact of e-commerce on consumer buying behaviour in the context of grocery and FMCG products in Tenkasi District. The study aims to analyze consumer preferences, frequency of online purchases, factors influencing buying decisions, satisfaction levels, and challenges associated with online shopping. The findings of the study are expected to provide valuable insights for marketers, retailers, e-commerce companies, and policymakers in understanding changing consumer behaviour and improving online retail services in the region.

### **Statement of the Problem**

Although e-commerce has gained widespread acceptance, consumers continue to face several challenges while purchasing grocery and FMCG products online. Issues such as delayed delivery, poor product quality, payment security concerns, and lack of trust hinder the growth of online retail.

Therefore, it is essential to analyze the factors influencing consumer behaviour and identify the problems faced by them in order to develop effective strategies for improving online shopping experiences.

### **Objectives of the Study**

1. To examine the demographic profile of the respondents
2. To study consumer buying behaviour towards online grocery and FMCG products
3. To identify the factors influencing online purchasing decisions
4. To analyze the level of satisfaction among consumers
5. To evaluate the impact of e-commerce on consumer buying behaviour
6. To provide suitable suggestions based on the findings

### **Scope of the Study**

The study is confined to Tenkasi District and focuses on consumers who purchase grocery and FMCG products through online platforms. It primarily considers consumer opinions, preferences, and problems associated with online shopping.

### **Limitations of the Study**

- The study is limited to Tenkasi District, so results cannot be generalized to other areas.
- The sample size is restricted to 75 respondents, which may not represent the entire population.
- Convenience sampling is used, which may lead to biased results.
- The study is based on respondents' opinions, which may not always be accurate or reliable.
- The study covers only a short time period (Dec 2023 – Apr 2024), so changes over time are not considered.

## **REVIEW OF LITERATURE**

Previous studies have emphasized that online shopping behaviour is influenced by various factors such as convenience, pricing, trust, technological advancements, and changing consumer lifestyles. The rapid growth of internet penetration, smartphone usage, and digital payment systems has significantly transformed consumer purchasing patterns across the world. Researchers have highlighted that e-commerce platforms provide consumers with flexibility, product variety, competitive pricing, and convenience, thereby influencing buying behaviour toward online shopping.

According to Jayasree (2017), online grocery shopping is expected to witness substantial growth in the coming years due to increasing consumer preference for convenience and home delivery services. However, the study also pointed out that online retail may not completely replace traditional retail stores because consumers still prefer physical inspection of products, especially in the grocery sector.

Similarly, Vaishnav (2023) stated that consumer buying behaviour is shaped by both internal and external factors such as culture, social influence, perception, motivation, economic conditions, and technological exposure. The study emphasized that online shopping decisions are highly influenced by changing consumer attitudes and lifestyle patterns.

Alwani and Yadav (2021) highlighted that online shopping platforms provide convenience, time-saving benefits, and ease of product comparison, which make them attractive to consumers. Their study revealed that busy work schedules and changing lifestyles encourage consumers to prefer online shopping over traditional retail purchasing. Likewise, Singh (2013) found that factors such as price discounts, convenience, availability of products, and time-saving significantly influence online purchase decisions. Consumers are increasingly attracted toward online shopping because it reduces physical effort and provides access to a wide range of products from multiple sellers.

Several researchers have also examined the role of trust and security in online shopping behaviour. Male (2018) observed that concerns related to online payment security, privacy protection, and fraudulent transactions negatively affect consumer trust in e-commerce platforms. Consumers often hesitate to purchase products online due to fear of misuse of personal and financial information. Similarly, Thaker (2022) identified that issues related to product quality, fake reviews, delayed delivery, and return policies continue to create dissatisfaction among online shoppers. The study emphasized that maintaining customer trust is essential for the sustainable growth of e-commerce businesses.

A study conducted by Kumar and Dange (2014) found that convenience, website design, and ease of navigation significantly influence online buying behaviour among consumers. The study also revealed that customer satisfaction increases when e-commerce platforms provide user-friendly interfaces, quick search options, and secure payment gateways. Likewise, Chaffey (2015) stated that digital marketing strategies, online advertisements, and personalized recommendations play an important role in influencing consumer purchase intentions in e-commerce environments. Research by Ling et al. (2010) identified that perceived usefulness, perceived ease of use, and trust are major determinants of online purchase intention. The study revealed that consumers are more likely to engage in online shopping when they perceive the platform to be reliable, convenient, and beneficial.

In addition, Monsuwe, Dellaert, and Ruyter (2004) emphasized that psychological factors such as attitudes, beliefs, and previous shopping experiences significantly influence consumer adoption of online shopping platforms. Bibiyana et al. (2025) realised that customer engagement is strongly influenced by using augmented reality as shopping interface. This experience shall be immersive, personalised and highly interactive.

Technological advancements have also transformed online shopping patterns in the grocery and FMCG sectors. According to Gupta and Kim (2010), the growth of mobile commerce and digital payment systems has improved accessibility and convenience for consumers, leading to increased online shopping adoption. Similarly, Ramanathan (2011) observed that fast delivery services, promotional offers, and customer service quality positively affect customer satisfaction and repurchase intentions in e-commerce platforms.

In rural and semi-urban areas, the adoption of online shopping is gradually increasing due to improved internet connectivity and smartphone penetration. However, studies indicate that barriers such as low digital literacy, inadequate internet access, and lack of awareness continue to affect e-commerce usage in rural regions. According to Sharma and Lijuan (2015), consumers in rural areas often face challenges related to technological understanding, trust issues, and delivery accessibility, which limit effective participation in online shopping activities.

Overall, the literature indicates that convenience, pricing, trust, security, product quality, and technological accessibility are major factors influencing online consumer buying behaviour. Although e-commerce offers significant benefits, challenges related to security, delivery efficiency, digital literacy, and consumer trust continue to affect online shopping adoption. The existing studies mainly focus on urban consumers, while limited research has been conducted on the impact of e-commerce on consumer buying behaviour in grocery and FMCG sectors within semi-urban and rural districts such as Tenkasi. Therefore, the present study attempts to fill this research gap by analyzing consumer perceptions and buying behaviour toward online shopping in Tenkasi District.

## **RESEARCH METHODOLOGY**

The present study adopts both **descriptive and analytical research designs** to examine the impact of e-commerce on consumer buying behaviour with special reference to grocery and FMCG products in Tenkasi District.

The descriptive research design helps in understanding and describing the existing patterns of consumer behaviour, online shopping preferences, awareness levels, and satisfaction regarding e-commerce platforms. The analytical research design is used to examine the relationships between various factors influencing online purchasing decisions, such as convenience, pricing, product availability, promotional offers, and delivery services.

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### **Sources of Data**

The study is based on both **primary data** and **secondary data** to ensure a comprehensive and reliable analysis of the research problem.

#### ***Primary Data***

Primary data were collected directly from consumers through a structured questionnaire. The questionnaire was carefully designed to gather information regarding demographic characteristics, online shopping frequency, preferred e-commerce platforms, factors influencing buying behaviour, satisfaction levels, and challenges faced while purchasing grocery and FMCG products online. The respondents were personally contacted to obtain accurate and unbiased responses. The questionnaire method was selected because it is economical, convenient, and suitable for collecting information from a large number of respondents within a limited period.

#### ***Secondary Data***

Secondary data were collected from various sources such as books, research journals, articles, magazines, websites, reports, and previous studies related to e-commerce, online shopping behaviour, and consumer buying behaviour. These sources provided theoretical support, conceptual understanding, and background information for the study. Secondary data also helped in understanding recent trends, technological developments, and growth patterns in the e-commerce sector.

### **Sample Size**

The sample size for the study consists of **75 respondents** selected from different areas of Tenkasi District. The respondents include consumers who purchase grocery and FMCG products through online platforms. The selected sample represents individuals from various age groups, occupations, educational backgrounds, and income levels to ensure diversity and reliability in the collected data.

### **Sampling Technique**

The study uses the **convenience sampling technique** for selecting respondents. Convenience sampling was adopted because it allows the researcher to collect data easily from respondents who are readily available and willing to participate in the survey. This method is suitable for the present study due to time constraints, accessibility, and ease of data collection. Although convenience sampling may not provide complete representation of the entire population, it helps in obtaining practical insights into consumer buying behaviour related to e-commerce usage.

### **Study Period**

The study was conducted during the period from **December 2025 to April 2026**. During this period, data were collected, classified, analyzed, and interpreted to understand the impact of e-commerce on consumer buying behaviour in the grocery and FMCG sectors. The selected study period helped in capturing recent trends and consumer preferences in online shopping practices within the district.

## ANALYSIS AND INTERPRETATION

The analysis of data collected from 75 respondents reveals the following:

<b>Age Group</b>	<b>Number of Respondents</b>	<b>Percentage</b>
Below 20 years	10	13.3
20–30 years	18	24
30–40 years	28	37.3
Above 40 years	19	25.4
<b>Total</b>	<b>75</b>	<b>100</b>

The above table shows that the majority of respondents (37.3%) belong to the age group of 30–40 years. This indicates that middle-aged consumers are more actively engaged in online shopping of grocery and FMCG products. Consumers in this age category are more familiar with digital platforms and prefer convenient shopping methods due to busy work schedules and family responsibilities.

<b>Gender</b>	<b>Number of Respondents</b>	<b>Percentage</b>
Male	31	41.3
Female	44	58.7
<b>Total</b>	<b>75</b>	<b>100</b>

The table reveals that female consumers constitute a higher proportion (58.7%) of online shoppers compared to male consumers. This finding indicates that women prefer online shopping for grocery and FMCG products because of convenience, home delivery services, and time-saving benefits.

<b>Occupation</b>	<b>Number of Respondents</b>	<b>Percentage</b>
Government Employee	12	16
Private Employee	29	38.7
Business	14	18.7
Student	9	12
Others	11	14.6
<b>Total</b>	<b>75</b>	<b>100</b>

The majority of respondents (38.7%) are private employees. This shows that working professionals prefer online shopping due to limited time availability and the convenience offered by e-commerce platforms.

Monthly Income	Number of Respondents	Percentage
Below ₹10,000	32	42.7
₹10,000 – ₹20,000	21	28
₹20,000 – ₹30,000	13	17.3
Above ₹30,000	9	12
<b>Total</b>	<b>75</b>	<b>100</b>

The table indicates that the majority of respondents (42.7%) earn below ₹10,000 per month. This finding suggests that online shopping platforms attract low-income consumers mainly through discounts, cashback offers, and affordable pricing.

Frequency	Number of Respondents	Percentage
Weekly	16	21.3
Monthly	39	52
Occasionally	20	26.7
<b>Total</b>	<b>75</b>	<b>100</b>

The majority of respondents (52%) purchase grocery and FMCG products online on a monthly basis. This indicates that consumers use online shopping mainly for planned household purchases rather than daily requirements.

Source of Information	Number of Respondents	Percentage
Friends and Relatives	33	44
Social Media	18	24
Advertisements	14	18.7
Television	10	13.3
<b>Total</b>	<b>75</b>	<b>100</b>

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The table reveals that friends and relatives are the primary source of information (44%) regarding online shopping. This indicates that word-of-mouth communication and personal recommendations strongly influence consumer buying behaviour.

<b>Table 7: Reason for Choosing Online Shopping</b>		
<b>Reason</b>	<b>Number of Respondents</b>	<b>Percentage</b>
Discounts and Offers	31	41.3
Convenience	22	29.3
Home Delivery	13	17.3
Product Variety	9	12.1
<b>Total</b>	<b>75</b>	<b>100</b>

The majority of respondents (41.3%) prefer online shopping mainly because of discounts and promotional offers. This indicates that pricing strategies significantly influence consumer buying decisions in e-commerce platforms.

**Table 8: Preferred Mode of Payment**

<b>Mode of Payment</b>	<b>Number of Respondents</b>	<b>Percentage</b>
Cash on Delivery	36	48
UPI Payment	20	26.7
Debit/Credit Card	11	14.6
Net Banking	8	10.7
<b>Total</b>	<b>75</b>	<b>100</b>

The table shows that Cash on Delivery (48%) is the most preferred payment mode among respondents. This reflects consumer concerns regarding online payment security and preference for safer payment methods.

<b>Table 9: Satisfaction Level of Respondents</b>		
<b>Satisfaction Level</b>	<b>Number of Respondents</b>	<b>Percentage</b>
Highly Satisfied	14	18.7
Moderately Satisfied	41	54.6
Dissatisfied	20	26.7
<b>Total</b>	<b>75</b>	<b>100</b>

The majority of respondents (54.6%) are moderately satisfied with online shopping services. Consumers appreciate convenience and product availability, but issues such as delayed delivery, damaged products, and payment concerns reduce overall satisfaction levels.

Table 10: Relationship between Convenience and Consumer Satisfaction

Variables	Correlation Coefficient (r)	Significance
Convenience and Consumer Satisfaction	0.684	Significant at 5% level

The correlation analysis reveals a positive correlation ( $r = 0.684$ ) between convenience and consumer satisfaction. This indicates that higher convenience in online shopping, such as easy ordering, home delivery, and time-saving features, significantly increases consumer satisfaction levels.

Table 11: Relationship between Discounts and Purchase Frequency

Variables	Correlation Coefficient (r)	Significance
Discounts and Purchase Frequency	0.592	Significant at 5% level

The correlation result indicates a moderate positive relationship between discounts/offers and purchase frequency. This shows that attractive discounts and promotional offers encourage consumers to shop online more frequently.

## FINDINGS

The study reveals that e-commerce has significantly transformed consumer buying behaviour in the grocery and FMCG sectors in Tenkasi District. Convenience, time-saving, affordability, and easy accessibility are the key factors driving consumers toward online shopping. Female consumers and private-sector employees represent a major share of online shoppers, while lower-income consumers are also increasingly adopting online platforms due to attractive discounts, cashback offers, and promotional schemes. Monthly purchasing is the most common shopping pattern, and recommendations from friends and relatives play a crucial role in creating awareness and influencing adoption. Cash on Delivery remains the preferred payment method because of concerns about online transaction security. Although consumers generally exhibit moderate satisfaction with online shopping services due to convenience and product availability, challenges such as trust and security issues, delayed deliveries, damaged or incorrect products, and inadequate delivery infrastructure in rural and semi-urban areas continue to affect customer experience. Overall, the findings indicate a gradual shift from traditional retail shopping to e-commerce platforms driven by convenience, affordability, and social influence.

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## Suggestions

The recommendations emphasize the need for e-commerce companies to enhance customer satisfaction and trust by improving product quality, packaging standards, and delivery reliability. Transparent return and refund policies, along with stronger online payment security measures, can help increase consumer confidence in online shopping. Companies should also focus on providing efficient customer support, quick complaint resolution, and effective after-sales services. Improving delivery infrastructure in rural and semi-urban areas is essential for ensuring wider accessibility and uninterrupted service. Accurate product information, genuine customer reviews, and quality assurance can further reduce consumer dissatisfaction. Additionally, continuing attractive discounts, loyalty programs, and promotional offers can encourage customer retention and repeat purchases. Finally, digital literacy programs and awareness campaigns on safe online shopping, secure payments, and fraud prevention can strengthen consumer confidence and promote greater adoption of e-commerce platforms.

## Conclusion

The study concludes that e-commerce has significantly transformed consumer buying behaviour in the grocery and FMCG sectors of Tenkasi District. Factors such as convenience, time savings, wider product variety, competitive pricing, doorstep delivery, discounts, and promotional offers have encouraged consumers to shift from traditional shopping to online platforms. Female consumers, working professionals, and even lower-income groups increasingly prefer online shopping due to its accessibility and affordability. However, challenges such as payment security concerns, delayed deliveries, damaged products, return and refund issues, and inadequate infrastructure in rural and semi-urban areas continue to affect consumer trust and satisfaction. The study highlights the importance of customer satisfaction, secure payment systems, reliable logistics, quality products, transparent policies, and responsive customer support for the sustainable growth of e-commerce businesses. It also emphasizes the need for digital literacy initiatives, improved technological infrastructure, and personalized services to enhance consumer confidence and expand e-commerce adoption. Overall, e-commerce has become a major driver of modern consumer purchasing behaviour, and addressing existing challenges will help strengthen customer loyalty, trust, and long-term business success.

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