USAGE OF ANALYTICS IN E-COMMERCE INDUSTRY TO IMPROVE THE BUSINESS OF THE COMPANIES: A CASE STUDY OF AMAZON*

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Abstract:

Global E-commerce Analytics market report provides key statistics on the state of the industry and is a valuable source of guidance and direction for companies and individuals interested in the market. The E-commerce Analytics industry development trends and marketing channels are analyzed. Finally, the feasibility of new investment projects is assessed and overall research conclusions offered. The report focuses on the E-commerce Analytics market size, segment size (mainly covering product type, application, and geography), competitor landscape, recent status, and development trends. Furthermore, the report provides detailed cost analysis, supply chain.

Technological innovation and advancement will further optimize the performance of the product, making it more widely used in downstream applications. Moreover, Consumer behavior analysis and market dynamics (drivers, restraints, opportunities) provides crucial information for knowing the E-commerce Analytics market. By analyzing data from multiple sources, ecommerce businesses can gain insights into how their store is performing, identify areas for improvement, and make data-driven decisions to optimize their online sales and marketing efforts.

The mode of shopping has transformed and with the advancement of technology, eCommerce has introduced users to continue shopping from anywhere in the world at any time. Technology has innovated the eCommerce industry and it has changed the trends of shopping and purchasing. Everyone is majorly dependent on mobile shopping and it has moulded customer experience to change their needs. Data analytics has brought informational data to ensure stock availability, optimize price rates and predict risks, etc.

Key Words: Usage of analytics in e-commerce- retail, financial services- business analytics- consumers about internet purchasing

Introduction:

In marketing management, one of the most popular topics has been business analytics. The main forces behind business analytics are the growth in data volumes, the complexity and globalisation of businesses, and the accelerated decision-making of marketing managers and executives. To determine corporate decisions and related activities, business analytics use large data sets, statistical and quantitative analysis, explanatory and predictive models. Over the last ten years, business analytics has evolved from a theoretical idea to a practical application in a variety of industries, including retail, financial services, and telecommunication.

Figure 1.1 E-Commerce Analytics

The goal of this project is to better understand how Amazon, the industry leader in e-commerce worldwide, uses click-stream data and past customer purchase information to display personalised results on personalised web pages on their platform, giving their customers the best possible experience. Additionally, this study aims to understand the true attitudes of Indian consumers about internet purchasing. To this end, primary source data has been gathered. In line with my perspective, the study also includes recommendations and a conclusion that, in my opinion, would help business businesses.

This essay aims to define business analytics' (BA) importance and application in e-commerce, as well as the problems and developments related to BA in e-commerce. It methodically goes over the literature on BA, concentrating on E-commerce in particular. BA is essential to e-commerce. Website usage analysis and consumer analysis have both made use of BA. Customers are the primary determinant of the value of E-commerce BA. Additionally, this study proposes an E-commerce BA research model that distinguishes between outcomes from BA analysis at the functional and competitive levels and explains the iterative process of BA from data to analysis, decision, and estimation. The issues raised in this paper have theoretical as well as practical ramifications. Future research may use quantitative analysis to gain a deeper comprehension of BA.

Statement of the problem

This study has reviewed the ways in which business analytics in customer-specific predictive algorithms, the use of big data environments to analyse structured and unstructured data, the use of the newest system recommendations and other cutting-edge information technology tools in sales and services, and other factors have affected E-Commerce businesses and the retail industry. Ultimately, it was determined that E-commerce companies could only achieve sustainable success in the data science era if they integrated business analytics into their strategy and developed core capabilities. The benefit for consumers who don't purchase in person is increased.

Recommender systems are typically used to connect with clients online and help them locate the appropriate products at the appropriate time and location. Predictive analytics is used in marketing to predict customer behaviour before it happens. Marketers may be more proactive by using audience profiling data to predict customer preferences. This allows them to upsell items, build enduring relationships with customers, and identify market movements before competitors.

The purpose of the study is to evaluate how well retail analytics are used and used in order to analyse marketing mixes and identify any gaps in order to choose the mix that would produce the best sales. With the use of this framework/model, novice researchers would be able to do additional study across a variety of domains.

Nowadays, the majority of individuals occasionally shop online using websites and portals. More people prefer to shop online than to make in-person product purchases. The number of Indians using online portals to make purchases is rising along with the country's internet user base. Online purchasing has become more feasible due to a greater choice of products, reduced price points, and more discounts. One such Seattle-based online retailer is Amazon.com. Cloud computing, digital streaming, artificial intelligence, and e-commerce are its main areas of interest. In February 2012, Amazon started as a retail website in India.

In e-commerce, data analytics is becoming more and more significant. Businesses can improve their inventory management, pricing strategies, marketing efforts, and decision-making by utilising data to obtain insightful knowledge about customer behaviour, preferences, and trends.
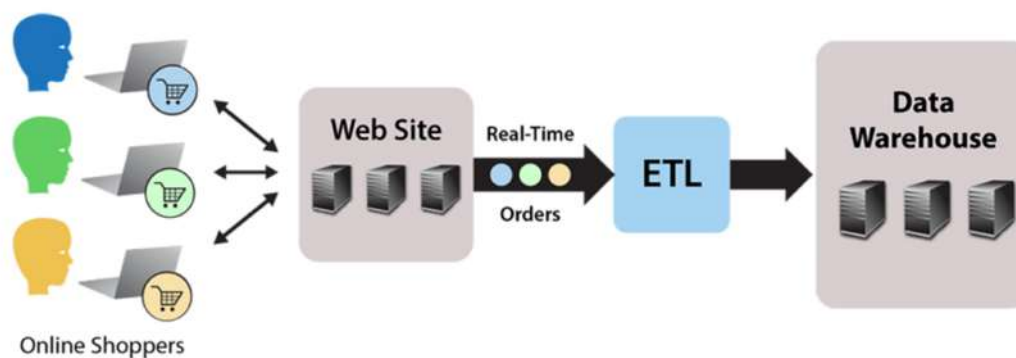

Figure:1.2 Business Analytics process

The e-commerce business is growing and innovating a lot these days. It has altered how business appears. A vast quantity of data is gathered in e-commerce. A person's name, contact information, and even card details are entered into an online platform. They put more money aside for future purchases. Not only does this website tailor a person's entire purchasing experience, but similar ones also store user preferences or previously viewed products. In this approach, the entire purchasing experience is made more unique and tailored to each customer. The purpose of this study is to determine consumer satisfaction levels with the company's services as well as the whole range of data-driven technologies utilised in the modern e-commerce sector. The percentage of people who genuinely favour internet purchasing over in-store shopping is what we are interested in knowing.

Use of Analytics to grow business:

Big data has applications for e-commerce firms. In order to give their customers better services, e-commerce businesses nowadays are developing increasingly sophisticated machine learning models that leverage big data and integrating them into their websites. Offers, exclusive savings, and tailored suggestions. With a vast consumer base that includes over 100 million Amazon Prime members, Amazon leverages big data to forecast sales, provide tailored product recommendations, and streamline its supply chains. Additionally, it makes use of big data to provide weekly and daily promotional deals, such as "Great Indian Festival Sales," during holiday seasons. The machine learning algorithms that underpin Amazon's website models gather data from every transaction, expanding the training data set. The algorithm used to translate projected sales later learned that "bigger the training data set, better the algorithm's learning." Customer Relationship Management: A successful business depends on having an integrated CRM database, which is why a lot of merchants funding the creation of a database with 28 entries. Retailers are also concentrating on using analytical tools and methods to identify fresh revenue streams in order to maximise their operations and create lucrative CRM. CRM tactics in the modern online retail sales environment should be time, location, channel, and customer specific in order to fully benefit from big data.

Figure:1.3 Retailers use data analytics to improve inventory management, marketing efforts, pricing, and product allocations.

The most common use of computers and information technology for maintaining and organising company and financial records is e-commerce, often known as e-business. It facilitates the transfer of any quantity of money between locations across the globe. We can use our credit and debit cards to make any kind of online purchase. Applications for e-commerce include billing clients, tracking down payments that have been made and those

that still need to be made, as well as tracking down supplies and goods that are created, stored, shipped, and sold.

1.1 OBJECTIVES OF THE STUDY

1.	To study the functions supported by Analytics in E-Commerce industry
2.	To study the ways in which Big Data analytics are helping e-commerce companies
3.	To find out trends prevailing in E-commerce industry in India and to identify all the possible data points an online retailer can collect and use
4.	To study analytics tools and techniques that can be used to attain the objective of maximizing sales (market basket, recommender system, etc.)
5.	To find how Analytics can be used to enhance Business and the Consumer Perspective towards Online Shopping

Hypothesis of the study:

The basis for efficient e-commerce optimisation is data analytics. Businesses may improve inventory management, study customer behaviour, hone pricing strategies, and increase conversion rates by utilising the knowledge it offers.

In e-commerce, data analytics is becoming more and more significant. Businesses can improve their inventory management, pricing strategies, marketing efforts, and decision-making by utilising data to obtain insightful knowledge about customer behaviour, preferences, and trends.

Hypothesis:

H01: There is no significant impact of Business Analytics in E-Commerce Industry business development

Ho2: There is no significant impact of Analytics in E-Commerce company consumer's satisfaction

Research Methodology

One approach to methodically addressing the research difficulties is through research technique. It might be viewed as a science that studies scientific research methodology. It covers the general study design, the sampling process, the technique for gathering data, and the analytic process.

Research methodologies can be broadly classified into three categories: mono, mixed, and multi. Because of time constraints, the mono technique was employed for this study. The

mono approach collects and analyses data using a single technique. For instance, while gathering and analysing data, use either the quantitative or qualitative methods. The mono technique is a type of quantitative method utilised in contemporary investigations. Owing to scheduling constraints, online survey questionnaires are used. The current study uses a deductive technique to arrive at a hypothesis based on a survey of the literature. To validate these theories, data collection and quantitative analysis are used to test them.

RESEARCH DESIGN

A research design is regarded as the framework or study plan that aids in and directs data collecting and analysis. Research Design that is Descriptive A study using descriptive research aims to accurately portray the participants. To put it another way, the main focus of descriptive research is on characterising study participants.

Primary Data

Primary data, by contrast, are collected by the investigator conducting the research.

Questionnaire The questionnaire tried to capture the responses of the customers mainly on the key deliverables, derived from the survey conducted, and a few questions have been included to gauge the level of satisfaction and to gain insight into customer expectations.

Secondary Data sources

 Secondary data refers to data that was collected by someone other than the user. Common sources of secondary data for Journal, Books, Websites.

E-commerce channels cater to online sellers who select products, add them to their carts, and check out in accordance with their needs. Business analytics is used to monitor the whole customer journey, from landing page access to product selection and online payment completion. Additionally, it supports online marketing analytics teams that bid on advertisements on Google or other websites. The product team typically works on forecasting product sales and the customer satisfaction rating of a product. One typical industry that is unavoidably impacted by business analytics' capabilities is e-commerce. With the development of new technologies, e-commerce can improve competitiveness, business prospects, economic growth, and better, more profitable market access. The e-commerce sector uses business analytics to manage its seven-point marketing mix, which includes people, process, physical evidence, promotion, place, price, and product. All of these marketing factors must work in harmony to give the company the best return on investment.

Figure:1.4 E-Commerce Survey Questions

Following are the tangible benefits using analytics tool

1. Traffic - How many are visiting your Web site and their demographic data

2. Bounce Rate – How much time a user spends in visiting your site and which product page.

3. Source – Reference of Campaign/Promotion using iPad, Mobile, Desktop or Laptop,

4. Purchasing Behavior and Pricing Mix etc.

The e-commerce industry has experienced significant growth in recent years. It's one of those industries that will continue to grow rapidly in the future. It is surprising to learn that the sector has taken off and established itself throughout India. Numerous factors that will aid in the company's business growth have been brought to light by this investigation. First and foremost, a brand's reputation is highly valued in this nation. People's trust in a well-established, widely recognised brand naturally rises with its network. The second finding was that while developing the brand, preserving client relationships becomes just as crucial. People may prefer to shop at physical stores, but they may also value the reductions offered by e-commerce companies more. In addition to the discounts, customers like the large selection of goods, the ease of payment, personalised communications, and the fact that they don't need to go far to purchase. These are a few factors that make people more likely to shop online. Ads on social media are also quite important in drawing young people to the websites.

The majority of audience members acknowledged that they had clicked on an advertisement. Many have acknowledged that they have bought a product based on an advertisement or even a recommendation from the system.
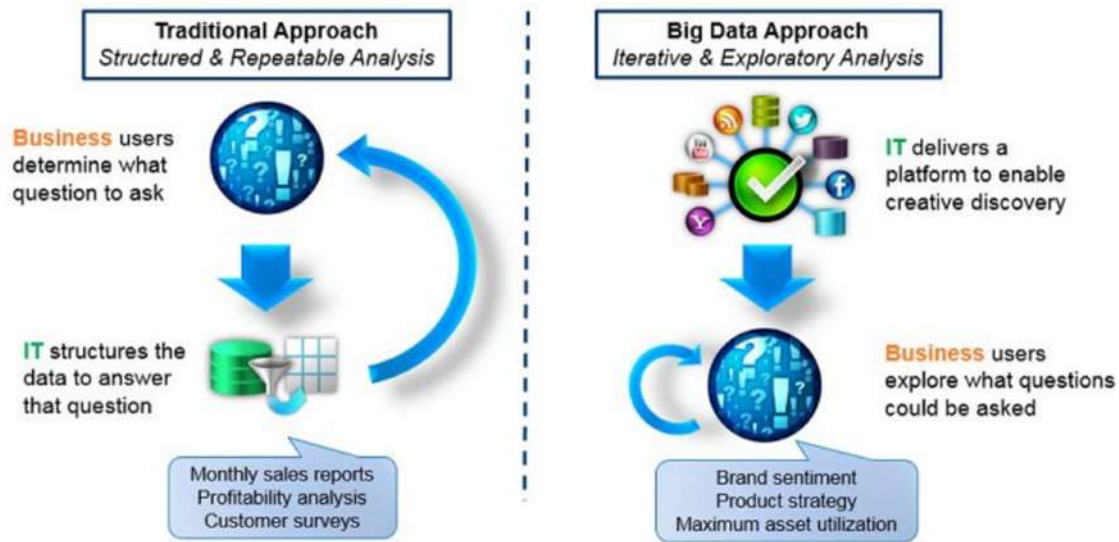

Figure:1.5 Big data analytics in retail business

These strategies aid in converting prospective clients into actual customers. Another finding from the research analysis was that although consumers prefer to shop online since it's convenient to make payments, they nevertheless experience anxiety or hesitation when making purchases online. Most consumers are aware that credit card companies store their card details and may access them at a later time. Customers also worry about return policies, expensive delivery, extra charges, excessive shipping prices, and the possibility of receiving something different from what they ordered when they shop online. This demonstrates that while e-commerce is still at its peak, there are still certain things that need to be improved. However, by earning the trust of more customers, they will be able to attract more clients.

Online business transactions are referred to as e-commerce. Alternatively expressed, e-commerce refers to the use of IT information technology, or computer technology and electronic communication, to do business. It is the use of digital information processing and electronic communication technologies for the purchase and sale of goods and services over the Internet. One of the first types of e-commerce was Electronic Data Interchange, or EDI. the usage of proprietary standards, exorbitant expense, etc.

There are two broad types of questions open ended or open questions, and closed ended or closed questions. Open questions enable respondents to answer as they wish. Closed questions provide respondents with a list of options from which they choose
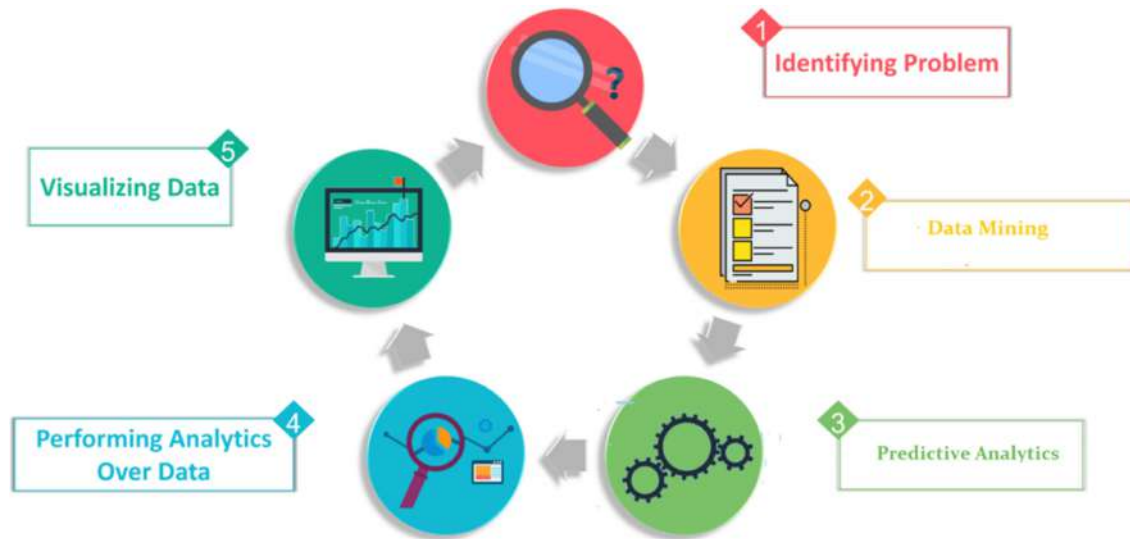

Figure:1.6 Benefits of Big Data Analytics for Businesses

Sampling technique

Convenience sampling method a convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

Sample size sample size means the number of sampling units selected from the population for investigation. It helps to achieve the objective of research. The sample size taken for the study is 200.

Statistical tools

The analytical tools used in SPSS are,

• Percentage Analysis

• Chi-Square test

• correlation

• ANOVA in SPSS

Ecommerce analytics is the collection and analysis of data from an online store to inform business decisions. It tracks metrics like sales, customer behavior, and website performance,

providing insights to optimize marketing strategies, improve customer experience, and increase overall profitability.

Analytics offers useful techniques to handle this problem by organizing data to develop metrics that are most useful for continuously monitoring business performance," Balasubramanian says. "The focus of analytics is on issues that matter most to the business, and the performance metrics are helpful in identifying and solving problems in real time."

Review of Literature:

Gupta (2021) in her paper "E-Commerce: Role of ecommerce in today's business", presents a far reaching meaning of internet business while detaching it from business. The paper enrols the different internet business models for example B2B, B2C, B2G and C2C, narratively breaking down the nitty grittiest of each. Rina (2016) also expounds the various utilizations of web based business in "Challenges and Future Scope of E-commerce in India", simultaneously, characterizing how much they are functional in the country.

Pandey and Parmar,(2019) expected To examine the variables influencing shopper's web based shopping behavior, The concentrate on results recommend that consumers 'online shopping conduct is being impacted by a few elements like segment factors, social variables, customer internet shopping experience, information on utilizing web and PC, web architecture, virtual entertainment, situational factors, working with conditions, item qualities, deals limited time plot, instalment choice, conveyance of products and after deals administrations assumes a significant part in internet shopping. Through "Problems and Prospects of ECommerce".

DATA ANALYSIS AND INTREPRETATION

Question 1 Gender:

Table 4.1 Table showing the Gender of Respondents

Gender	Respondents	Percentage
Male	44	46.32%
Female	51	53.68%
Total	95	100%

Source: Data compiled from field survey

The above Table 4.1 shows that out of the total 95 respondents, 53.68% of the
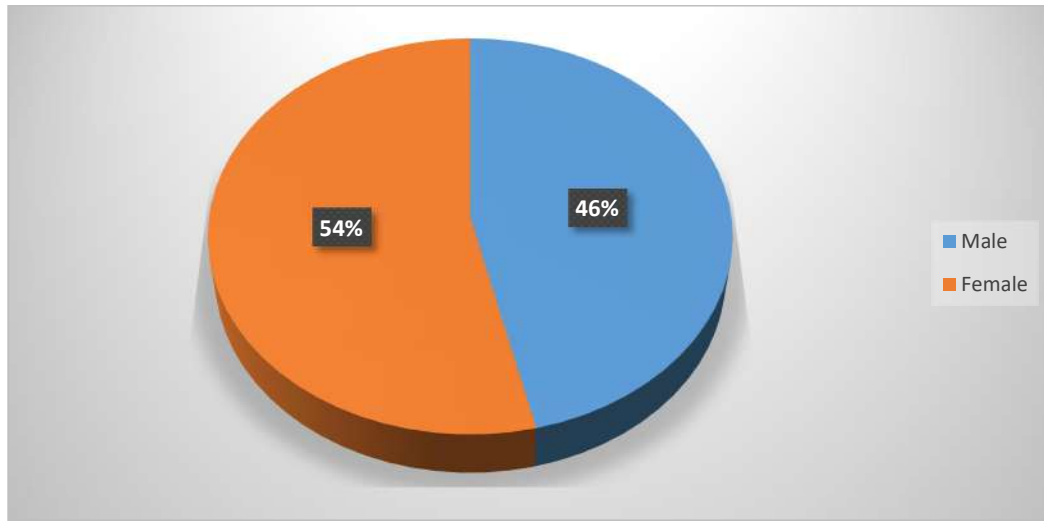
participants were women and 46.32% were male.

Figure 4.1 Gender details

Question 2 Age:

Table 4.2 Table showing Age of the Respondents

Age	Respondents	Percentage
20-30	86	90.53%
30-40	5	5.26%
40-50	3	3.16%
50 above	1	1.05%
Total	95	100%

Source: Data compiled from field survey

Interpretation:

The above table 4.2 show that out of the total respondents, 90.53% were between 20- 30, and 5.26% were between 5.26%, 3.16% were between 40-50, and only 1.05% were 50 above respondents were participated in the survey. Demographics (age and gender) data is collected along with Interests data which relates to interests that your users express through their online behaviour and purchases. It means that the majority of respondent who were participated in survey between the age group of 20-30.
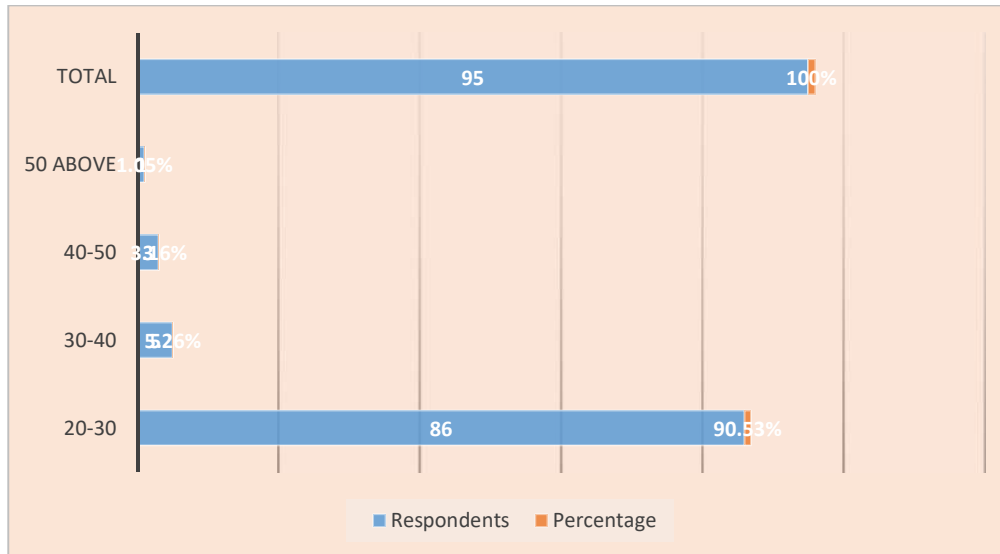
Figure 4.2 Age details

Question 3 Preference for online shopping

Table 4.3 Table showing the preference for online shopping

Preference of E-shopping	Respondents	Percentage
Yes	90	94.74%
No	5	5.26%
Total	100	100%

Source: Data compiled from field survey

Table 4.3 show that out of the total respondents, 94.74% preferred online shopping, or only 5.26% don't prefer it. It means that the majority of respondents preferred online shopping. Analytics plays a major role in streamlining the demand-supply chain. On the basis of parameters like demographics, geographies, festivals etc. analytics help eCommerce players in accurately predicting the demand for products. With this, the companies can effectively plan and manage their inventory to fulfill the customer demand on time and also appropriately coordinate with the merchant network for an effective supply chain management.
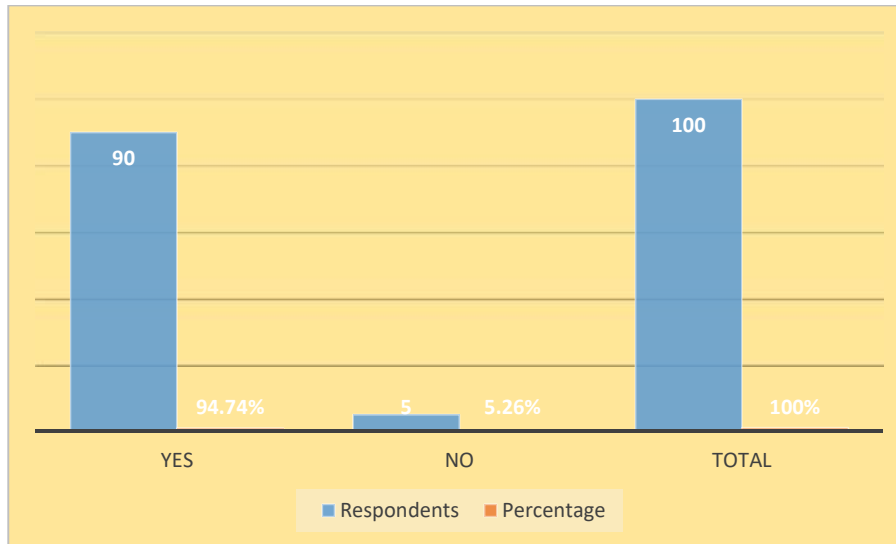
Figure 4.3 preference for online shopping

Question 4 Products Preferred in Online Shopping :(In this question people select more than one checkbox, so % are more than 100 and respondents are more than 95.)

Table 4.4 Table showing products preferred in E-shopping

Products	Respondents	Percentage
Grocery	36	37.9%
Electronic Goods	50	52.6%
Cloths	75	78.9%
Footwear	46	48.4%
Accessories	48	50.5%
Cosmetic Products	32	33.7%
Other (Bags a Furniture's)	2	2.2%

Source: Data compiled from field survey

The above table 4.4 revealed that the majority of respondents purchase Clothes. Electronic goods, Accessories, and Footwear are the second most preferred Products. It also shows that the majority of women buy Grocery and Cosmetic products. The other items that are sold in e-shopping are bags and furniture's.
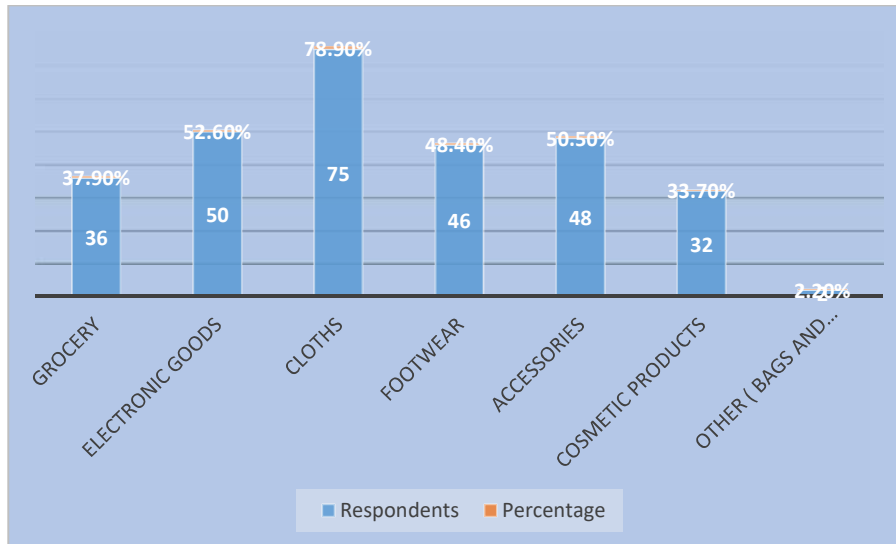
Figure 4.4 products preferred in E-shopping

Question 5 Most preferred E-shopping App and Sites :(In this question respondents select more than one checkbox, that's why % are more than 100 and total respondents more than 95)

Table 4.5 Table showing most preferred E-shopping App and Sites

E-shopping Sites	Respondents	Percentage
Amazon	80	84.2%
Big Bazzar	16	16.8%
Walmart Grocery	5	5.3%
Flipkart	79	83.2%
Big Basket	14	14.7%
Other (Mynta)	14	14.7%
(Nykaa and Purple)	4	4.21%
(Ondoor and Grofer)	3	3.15%
(Ajio)	2	2.2%
(Koovs and Symtten)	2	2.2%

Source: Data compiled from field survey

Table 4.5 depicts that the majority of respondents purchase product and services from Amazon and Flipkart. It means that Amazon and Flipkart are the most trustable brands. The increasing use of smartphones is creating a benchmark for brands to spend in mobile app Optimisation and build a target marketing strategy to enhance mobile shopper engagement,

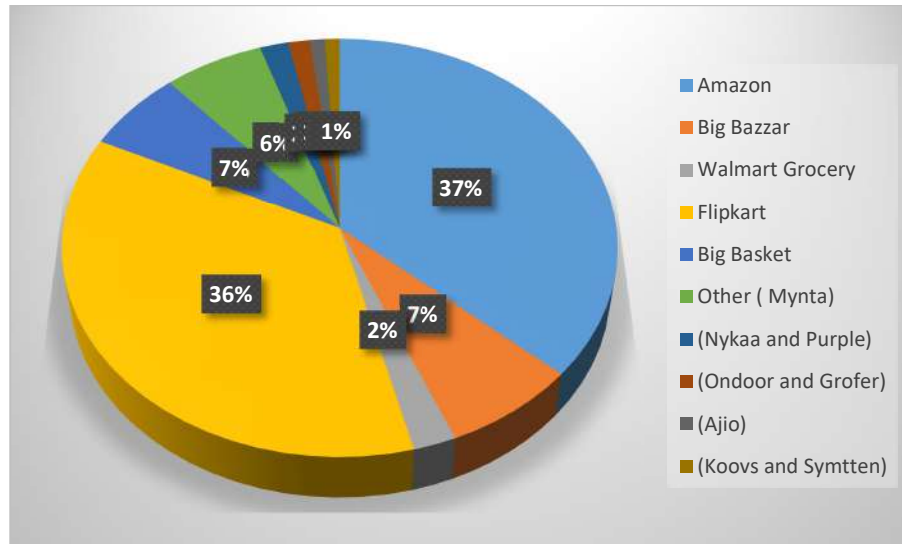which leads to increased sales. Big Bazaar, Big Basket, Myntra are the second-most usable sites and app.

Figure 4.5 preferred E-shopping App and Sites

Question 6 How often respondents buy grocery products online?

Table 4.6 Table showing the frequency of e- grocery purchase

Options	Respondents	Percentage
Always	7	7.37%
Often	15	15.79%
Sometime	39	41.05%
Rarely	19	20.00%
Never	15	15.79%
Total	95	100%

Source: Data compiled from field survey

Table 4.6 depict that out of total respondents, 41.05% sometimes bought e- grocery, and only 7.37% of respondents were always buying e-grocery. It means that out of the total respondents, the majority of respondents sometimes buy online grocery. analytics help eCommerce players in accurately predicting the demand for products. With this, the companies can effectively plan and manage their inventory to fulfill the customer demand on

time and also appropriately coordinate with the merchant network for an effective supply chain management. Business Analytics has been one of the most popular subjects in Marketing Management. The primary drivers of business analytics are the increase volumes of data, increased globalization & business complexity and increased speed of decision making for marketing managers & executives. Business analytics uses extensive data, statistical and quantitative analysis, explanatory and predictive models to derive business decisions and corresponding actions.
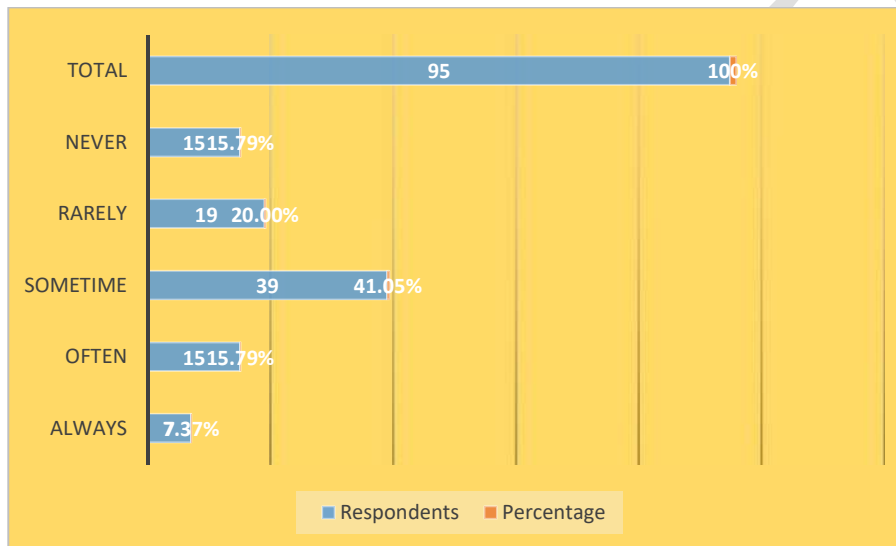

Figure 4.6 Frequency of e- grocery purchase

H01: There is no significant impact of Business Analytics in E-Commerce Industry business development

Table 4.7 The Customer satisfaction: Purchase process of the E-Commerce companies

Factors	Mean	SD	CV (%)
Product quality	4.52	0.65	14.4
Attractive offers	4.42	0.68	15.4
Pricing	4.36	0.65	14.9
Financial options	4.67	0.62	13.3
Quick & Efficient booking process	4.52	0.78	17.3
Delivery of the product or service	4.54	0.72	15.9

Satisfaction	4.65	0.70	15.1

Source: Data compiled from the field study   CV (%) : Coefficient of variation (%)

The descriptive statistics for variable purchase process in respect of the Product quality, different offers, pricing, financial options, booking process effectiveness, Delivery of the product or service and satisfaction. The customer satisfaction towards the purchase process through E-commerce in Amazon and Flipkart companies has proved to be good for retaining more number of customers. The coefficient of variation (%) indicated that it ranged from a minimum of 13.3% for the different financial options to a maximum of 17.3% for the quick and efficient booking process factor.

Customers today have numerous options to buy what they desire. Even a single unpleasant experience for them can trigger a negative mind for the company and they might never come back. For companies to sustain, they have to ensure an effective customer care service is in place. Analytics can help companies with intelligent data on complaints, chat requests, on-call support services to make their service desk more competent and user-friendly.

Ho2: There is no significant impact of Analytics in E-Commerce company consumer's satisfaction

Table: 4.8 The Customer Satisfaction: Loyalty of E-Commerce firms

Factors	Mean	SD	CV (%)
Preference for online purchases	3.95	1.06	26.8
Price and discount offers	3.86	0.85	22.0
Product Choice	4.21	0.92	21.9
Brand Image	4.22	0.87	20.6
After sale service	4.42	0.84	19.0
Performance	4.52	0.86	19.0
Responsiveness	4.62	0.81	17.5
Reliability	4.62	0.96	20.8

Source: Data compiled from the field study   CV (%) : Coefficient of variation (%)

The mean, standard deviation and coefficient of variation (%) values of different factors for

deriving the customer satisfaction viz., preference for online purchases, product choice, brand image, after sale service, performance, responsiveness and reliability. The customer satisfaction towards the loyalty aspects in the E-commerce companies indicated that the preference for online purchases is a highly improved source for the E-commerce companies, followed by price discounts wide choice, brand image, after sale service, reliability etc. were also found to be significantly influencing the performance of the E-commerce companies. The coefficient of variation (%) which is derived as a ratio of standard deviation and mean for each factor ranged from 17.5% for responsiveness to a maximum of 26.8% for the preference for the online purchases made by the customers.

Results of Test of Hypothesis:

H01: There is no significant impact of Business Analytics in E-Commerce Industry business development	Null Hypothesis Rejected
Ho2: There is no significant impact of Analytics in E-Commerce company consumer's satisfaction	Null Hypothesis Rejected

Findings, suggestions and conclusions:

Using analytics, eCommerce players can study and evaluate the buying patterns of their customers and leverage this business intelligence to fine-tune their marketing strategy. Armed with the customer information, they can curate offers that suit their target audience. This can help tremendously in the up-sell or cross-sell of products. Companies also integrate analytics with their CRM and send very personalized and specific offers to the customers that trigger a buying need in the customer's mind.

Key Findings:

This study has conducted in Hyderabad City among 95 respondents. The above-collected data, in this study, observes that young people falling between the age group of 20-30 years are more likely to purchase online.

This study finds that the majority of respondents prefer Amazon and Flipkart as a primary platform for online shopping.

This study also finds that the majority of respondent think buying groceries online is beneficial than buying groceries from the offline store, and it is also cheaper than offline

shopping.

The above-collected data also revealed that price, delivery time, freshness, quality of products, speed, time-saving, etcetera are the most significant factors for consumers while making an online grocery purchase decision.

In the above-collected data, one condition is given to the respondent (if there were annual membership fee but not delivery charges, how likely would you be to buy groceries online) majority of respondents likely to accept the situation.

This study also shows that the majority of the respondent avoid items if they didn't get information of items or due to unspecified production practice of items, unsafe handling during delivery.

This study finds that the e-shopping platform offers discount and reward.

It also revealed that the majority of respondent prefers, cash on delivery as a mode of payment for online shopping.

The above-collected data also finds that majority of respondent think e-shopping platform provide payment security.

This study also depicts that inability to touch and feel products, poor return policy, wrong delivery of products, lack of after-sale services, etcetera, are enormous disadvantages of e-shopping.

From the above analysis, it is clear that time-saving, convenience, variety of products, quality, speed, etcetera, are the factors that influence consumers to shop grocery online. It also finds that if consumers are unable to find information about specific products or services they deny the purchase decision, so the e-commerce platform should design in such a way so that consumers can easily find information that they are looking for regarding specific products and services. The firm should create awareness by adopting different advertising mediums regarding shopping stores or products and services.

Freshness and quality are two important factors while making an e-grocery purchase decision, so the firm should provide grocery products in refrigerator cool box to keep them fresh.

Inability to touch and feel products is one of the major disadvantages of online shopping. Many consumers still wish to see products before purchasing them; however, an attempt should be made to change this attitude of consumers by educating them about the advantages of grocery shopping.

The above-collected data also find that out of the total respondent 37.9%, were neither agreed nor disagreed that the e-shopping platform offer discounts and rewards. To attract new consumers firm should offer various schemes and festive deals, as well as cash discounts on bulk purchases, etcetera. It also helps e-commerce businesses in increasing their productivity.

Rather than going the traditional e-commerce path, the company could begin by getting an established retailer online. The firm should educate its consumers about e-commerce, including safety tips such as reading the item listing, checking for the seller's feedback ratings, asking questions, spotting spoof emails, and being informed about new online crimes that occur regularly.

In an era of the fastest-growing technology with changes in technology, consumers behaviour also changes continuously. For a better understanding of consumers preference, wants, needs, choices, etcetera, the firm should continuously evaluate consumers behaviour by taking the survey, feedback.

Conclusion:

The Indian electronic commerce market has experienced significant growth over the last two decades. The two key causes of this are increased use of internet access and cell phone penetration. Furthermore, the increase in acceptance of internet purchases, as well as favourable demographics, have altered how businesses connect, engage, and conduct business with consumers. It has changed the way India's e-commerce industry operates. As the Internet continues to play a significant role in connecting information and individuals, the demand on markets that have already adopted online services, especially markets where selling goods online is new, has increased.

This study mainly focused on understanding what factors influence consumers buying behaviour to shop groceries online. This study also tried to determine the most preferred e-commerce app and sites. It also studies the impact of e-commerce on consumer buying behaviour. This study also determines online grocery shopping is beneficial or not. The last objective of this study is to identify which model of payment prefers more for online shopping.

In this study, to collect primary data, a questionnaire method was, employed in Hyderabad

City among 95 respondents. The findings of this study found that factors like time-saving, quality, speed, customer services, variety of products are the factors that influence consumers to shop grocery online. It also revealed that the majority of respondent think that buying grocery online is beneficial. This study found that Amazon and Flipkart are the most preferred e-shopping sites. The above-collected data depict that majority of respondents preferred cash on delivery as a mode of payment for online shopping, most of the consumers think e-commerce platform provides payment security. This study also finds that inability to touch products, poor return policy, wrong delivery of products, etcetera are the prime disadvantages of online shopping, may this are the reasons that most of the consumers hesitate to shop online.

Consumer buying behaviour should continuously be studied because with the change in technology consumers behaviour also changes. It also helps the firm to understand consumers behaviour in a better way.

E-commerce is a sector which has been growing over the years. It is also one such industry which infect is going to grow immensely over the years. Surprisingly, the industry has also flourished in India and has spread the roots all over the country. This research has brought front many aspects which will help the company's grow their business. The very first being, Brand name has a lot of importance in this country. If the brand is well established and has a lot of network the trust people have in the brand increases automatically.

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