

“Adoption of E-Commerce and Its Influence on Consumer Buying Behaviour and Retail Sales in Bhojpur District, Bihar”

Dr. Shiv Kumar Ravidas¹, Sikha Simran²

¹HOD, Department of Commerce, S.P. College, Sasaram, V.K.S. University, Ara

²Research Scholar, P.G. Department of Commerce and Business Management, V.K.S. University, Ara

Abstract:

The rapid expansion of e-commerce has significantly transformed consumer buying behaviour and retail business dynamics across India. With increasing internet penetration, smartphone usage, and digital payment adoption, even semi-urban and rural regions are witnessing a shift in purchasing patterns. The present study examines the adoption of e-commerce and its influence on consumer buying behaviour and retail sales in Bhojpur District, Bihar. The study aims to analyze the extent of e-commerce usage among consumers, changes in buying preferences, and the impact of online platforms on traditional retail sales and customer footfall. Using secondary data from academic journals, government reports, industry studies, and digital economy publications, the research explores factors influencing consumer acceptance of e-commerce, including price competitiveness, convenience, product variety, delivery services, and digital literacy. The findings indicate that while e-commerce has enhanced consumer access, choice, and price transparency, it has also posed challenges to traditional retail stores by reducing footfall and altering purchase frequency. However, the study also reveals that offline retail continues to retain relevance due to trust, personal interaction, and immediate product availability. The paper concludes that e-commerce and traditional retail are increasingly coexisting, with hybrid consumer behaviour emerging in Bhojpur District. Strengthening digital infrastructure, improving digital literacy, and enabling traditional retailers to adopt digital tools can ensure balanced retail sector growth and sustainable economic development.

Keywords: E-Commerce Adoption, Consumer Buying Behaviour, Retail Sales, Digital Literacy, Online Shopping, Bhojpur District.

I. INTRODUCTION

The retail sector has undergone a significant transformation with the advent of e-commerce, fundamentally altering the way consumers search, evaluate, and purchase products. E-commerce refers to the buying and selling of goods and services through electronic platforms, primarily the internet. In India, the rapid growth of e-commerce has been driven by increasing smartphone penetration, affordable internet services, digital payment systems, and supportive government initiatives such as Digital India and Startup India.

Traditionally, Indian consumers relied heavily on brick-and-mortar retail stores for their purchasing needs. However, over the last decade, e-commerce platforms such as Amazon, Flipkart, Meesho, and JioMart have expanded their reach beyond metropolitan cities into tier-II, tier-III, and rural markets. This expansion has reshaped consumer buying behaviour by offering convenience, wider product variety, competitive pricing, doorstep delivery, and easy return policies.

Consumer buying behaviour is influenced by multiple factors, including cultural, social, psychological, and technological elements. The rise of e-commerce has introduced new determinants such as online reviews, digital promotions, personalized recommendations, and mobile applications. Consumers today

increasingly compare prices online, seek convenience, and value time-saving purchasing options, leading to more informed and rational buying decisions.

Bihar, traditionally perceived as a less digitally advanced state, has experienced rapid improvements in internet connectivity and digital payment adoption in recent years. Bhojpur District, with its mix of urban centers like Ara and surrounding rural areas, presents a unique context to study the impact of e-commerce adoption. Consumers in the district are gradually embracing online shopping for products such as apparel, electronics, household goods, and groceries, while still depending on local retailers for daily essentials.

The growth of e-commerce has had mixed implications for traditional retail businesses. On one hand, online platforms have increased competition, reduced customer footfall, and exerted pricing pressure on small retailers. On the other hand, they have increased consumer awareness, improved market efficiency, and created opportunities for retailers to adopt digital tools and hybrid business models. Understanding this dynamic is essential for policymakers, retailers, and marketers.

This study seeks to analyze how e-commerce adoption has influenced consumer buying behaviour and retail sales in Bhojpur District. By examining consumer preferences, retail impacts, and digital readiness, the research contributes to the broader discourse on digital transformation and inclusive economic development in semi-urban India.

II. REVIEW OF LITERATURE

Recent studies highlight that e-commerce has significantly altered consumer purchasing patterns in India. Kumar and Goyal (2021) observed that convenience, pricing, and delivery speed are major drivers of online shopping adoption. Verma and Sharma (2022) found that consumers increasingly use e-commerce platforms for information search even when purchasing offline, indicating the rise of omnichannel behaviour.

Sinha and Singh (2022) emphasized that small retailers face declining footfall due to aggressive online pricing but can remain competitive by adopting digital payment systems and home delivery services. Gupta (2023) reported that digital literacy plays a crucial role in e-commerce adoption in semi-urban areas, with younger and educated consumers showing higher acceptance levels.

Mehta and Jain (2023) examined the impact of e-commerce on traditional retail sales and found a shift in consumer spending from offline to online channels, particularly for non-essential goods. Chawla and Arora (2024) highlighted that trust, return policies, and payment security significantly influence consumer acceptance of e-commerce in rural India.

Key Insights Across Years

- E-commerce adoption has steadily increased beyond urban markets.
- Consumer buying behaviour has shifted toward convenience and price sensitivity.
- Traditional retail faces reduced footfall but remains relevant for daily needs.
- Digital literacy and internet access are critical determinants of e-commerce usage.
- Hybrid retail models are emerging as a sustainable solution.

III. OBJECTIVE OF THE STUDY

- To study the extent of e-commerce adoption among consumers in Bhojpur District.
- To analyze changes in consumer buying behaviour due to the growth of e-commerce platforms.
- To examine the impact of e-commerce on sales volume and customer footfall of traditional retail stores.
- To assess consumer preferences between online and offline retail channels.

- To identify key factors influencing consumer acceptance of e-commerce such as price, convenience, variety, and delivery services.
- To evaluate the role of digital literacy and internet accessibility in shaping e-commerce usage in the district.

IV. RESEARCH METHODOLOGY

The present study is based on secondary data collected from reliable academic and institutional sources. Data were obtained from peer-reviewed journals, books, government reports, industry studies, and digital economy publications. Reputed databases such as Google Scholar, JSTOR, Scopus, SSRN, and Shodhganga were reviewed. Statistical data were sourced from NSSO, Census of India, TRAI reports, Economic Survey of India, and industry reports by IBEF and KPMG. The data were analyzed using descriptive and comparative analysis. Only studies published between 2020 and October 2024 were considered to ensure relevance.

V. DISCUSSION AND FINDINGS

- E-commerce adoption among consumers in Bhojpur District has increased significantly, particularly among youth and urban households.
- Online shopping has altered buying behaviour by increasing price comparison, impulsive buying, and demand for convenience.
- Traditional retailers have experienced reduced customer footfall, especially for electronics and apparel.
- Consumers prefer online channels for variety and discounts, while offline stores remain preferred for immediacy and trust.
- Digital literacy and internet accessibility strongly influence e-commerce usage.

Table: Impact of E-Commerce on Retail and Consumers

Dimension	Observation
Consumer Convenience	High due to doorstep delivery
Retail Footfall	Declining in non-essential goods
Price Sensitivity	Increased due to online comparison
Digital Payments	Widely adopted
Retail Adaptation	Growing use of hybrid models

VI. CONCLUSION

The study concludes that e-commerce has significantly influenced consumer buying behaviour and retail sales in Bhojpur District, Bihar. Consumers increasingly value convenience, variety, and price transparency offered by online platforms, leading to changes in purchase frequency and channel preference. While traditional retailers face competitive pressure and reduced footfall, they continue to play a vital role in meeting daily consumer needs and maintaining trust-based relationships. The coexistence of online and offline retail formats highlights the emergence of hybrid consumer behaviour. Strengthening digital literacy, infrastructure, and retail adaptation strategies is essential for balanced and inclusive retail sector growth.

VII. SUGGESTIONS

- Improve digital literacy programs for consumers and retailers.
- Encourage traditional retailers to adopt digital payments and online ordering.
- Strengthen internet infrastructure in rural areas.
- Promote hybrid retail models combining online and offline strengths.
- Implement supportive policies for small retailers to adapt to e-commerce growth.

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