



Consumer Buying Behaviour on E-Commerce Platforms in Sikkim

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ABSTRACT

E-commerce has become an important part of modern shopping in India. With the increase in internet usage and Smartphone's, more people are now using online platforms like Amazon and Flipkart to buy products. This trend is not only seen in big cities but also in smaller states like Sikkim. Online shopping provides many benefits such as convenience, time saving, wide product variety, and home delivery. This study focuses on understanding consumer buying behaviour on e-commerce platforms in Sikkim. It mainly examines how product ratings and customer reviews influence the decisions of buyers. Since customers cannot physically see or touch products while shopping online, they depend on ratings and reviews to judge product quality and make decisions. For this research, primary data was collected through a Google Form survey from 90 respondents across different districts of Sikkim. The questionnaire included questions related to online shopping habits, use of e-commerce platforms, and the importance of ratings and reviews. The results of the study show that most respondents have experience with online shopping and regularly use e-commerce platforms. A majority of consumers check product ratings and read customer reviews before making a purchase. High ratings and positive reviews increase trust and encourage buying, while low ratings and negative reviews discourage consumers from purchasing products. The study concludes that ratings and reviews play a very important role in shaping consumer buying behaviour in Sikkim. To improve customer trust and satisfaction, e-commerce platforms should ensure that reviews are genuine and reliable. This will help consumers make better decisions and improve their overall online shopping experience.

Keywords: E-commerce, Consumer Buying Behaviour, Online Shopping, Product Ratings, Customer Reviews, Sikkim



1. INTRODUCTION

Online shopping has become popular because it is easy, fast, and convenient. E-commerce platforms like Amazon and Flipkart allow people to buy products anytime and from anywhere. In India, including Sikkim, more people are using online shopping for daily needs. Online shopping gives customers many benefits such as a wide range of products, price comparison, and home delivery. However, customers cannot check products physically before buying, which creates doubts about quality.

To reduce this uncertainty, customers depend on product ratings and reviews. Positive ratings and reviews increase trust and encourage buying, while negative reviews may stop customers from purchasing.

This study focuses on consumer buying behaviour in Sikkim and examines how ratings and reviews influence online purchase decisions and customer trust in e-commerce platforms.

Literature Review

Philip Kotler, Kevin Lane Keller (2016) explained that consumer behaviour is influenced by factors such as trust, information availability, and past experience. In online shopping, customers depend more on product descriptions, ratings, and reviews because they cannot physically examine the products before purchase. These factors strongly affect buying decisions and shape customer preferences on digital platforms.

Dave Chaffey (2015) highlighted that the rapid growth of e-commerce is mainly driven by convenience, easy access, and the availability of a wide variety of products. The study also explains that customers prefer online shopping because it saves time and helps them compare prices and products easily before making a purchase.

Kenneth C. Laudon, Carol Guercio Traver (2020), their research explained that trust is one of the most important factors influencing online shopping behaviour. Customers rely on digital platforms for purchasing decisions, and the reliability of the information provided plays a major role in building confidence and encouraging repeat purchases.

David Gefen, Elena Karahanna, Detmar Straub (2003), their study found that trust has a significant influence on online purchasing behaviour. Customers are more likely to buy products online when they trust both the e-commerce platform and the product information available. The findings emphasize that trust is essential for increasing customer satisfaction and purchase intention.



Judith A. Chevalier, Dina Mayzlin (2006), this study examined the effect of online customer reviews on sales performance. The researchers found that customer reviews strongly influence buying behaviour. Positive reviews increase product demand and customer confidence, while negative reviews reduce purchase intention and may affect sales performance.

Common Findings and Research Gap

- From the above studies, the following common points can be observed:
- Online shopping is increasing due to convenience and accessibility
- Product ratings and reviews play a very important role in decision-making
- Trust is a key factor in online shopping
- Positive reviews increase buying behaviour
- Negative reviews discourage purchases

Research Gap: Most of these studies focus on large cities or developed markets. There is limited research on smaller regions like Sikkim.

This study focuses on Sikkim to understand how consumers behave in a smaller state and how ratings and reviews influence their buying decisions.

Research Methodology

The research methodology is an important part of the study as it explains how the data was collected, analyzed, and interpreted. This study uses a descriptive research design to understand consumer buying behaviour on e-commerce platforms in Sikkim. The aim is to study how consumers make decisions and how factors like ratings and reviews influence their behaviour.

This study is based on both primary data and secondary data to provide a better and more complete understanding of the topic.

Definition of Primary Data

Primary data refers to the original data collected directly by the researcher for the purpose of the study. It is first-hand information collected from respondents.

In this study, primary data was collected through a Google Form questionnaire. The survey included simple questions related to:



Online shopping behaviour

Use of e-commerce platforms

Importance of ratings and reviews

Influence of positive and negative feedback

A total of 90 respondents from different districts of Sikkim participated in the survey. The respondents belonged to different age groups and genders, which helped in getting a wider understanding of consumer behaviour.

Definition of Secondary Data

Secondary data refers to data that has already been collected and published by other researchers, organizations, or institutions. It helps in supporting the study and understanding the topic in a broader way.

In this research, secondary data was collected from:

Books on marketing and e-commerce

Research journals and articles

Online sources and websites

Secondary data was used mainly for preparing the literature review and understanding previous studies related to consumer behaviour in e-commerce.

Sampling Method

The study used a convenience sampling method, where respondents were selected based on their availability and willingness to participate. This method was suitable because the survey was conducted online using Google Forms.

Data Collection Method

The data was collected through an online survey using Google Forms. The questionnaire was shared with people in different districts of Sikkim through digital platforms.

The questions were mostly simple and based on yes/no responses and multiple-choice options, making it easy for respondents to answer.

Method of Data Analysis

The collected data was analysed using percentage method. The responses were converted into percentages to understand patterns and trends in consumer behaviour.



The results were then presented in a clear and simple way using:

Percentages

Interpretations

Insights

This helped in understanding how consumers behave while shopping online and how ratings and reviews influence their decisions.

Objectives of the Study

The main objectives of this study are:

- To study the overall consumer buying behaviour on e-commerce platforms in Sikkim
- To understand the level of usage of online shopping platforms such as Amazon and Flipkart among consumers
- To analyze the importance of product ratings in influencing purchase decisions
- To examine the role of customer reviews in shaping consumer opinions and choices
- To identify how positive and negative reviews affect buying behaviour
- To understand the level of trust consumers have in online products and platforms
- To study the impact of ratings and reviews on product comparison
- To identify the problems faced by consumers while shopping online
- To provide suitable suggestions for improving the online shopping experience

Data Collection & Analysis

The data was collected through Google Forms from 90 respondents. The responses were analyzed using percentage method to understand consumer behaviour patterns.

Data Analysis and Interpretation

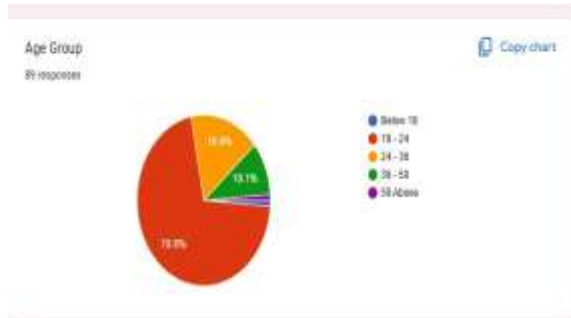
5.1 Demographics of Respondents

- Age Distribution

70.8% respondents are aged 18–24

16.9% are aged 24–36

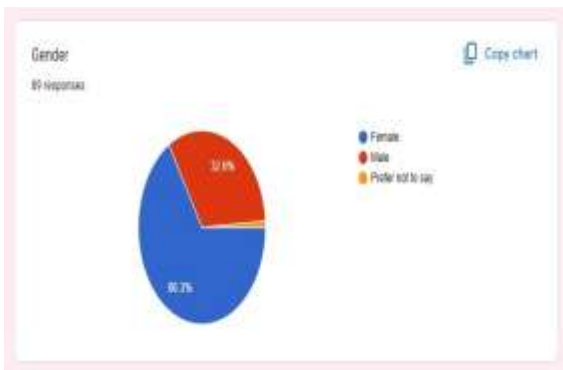
10.1% are aged 36–50



➤ Insight: Young people are the main users of e-commerce.

• Gender Distribution

- I. 66.3% Female
- II. 32.6% Male



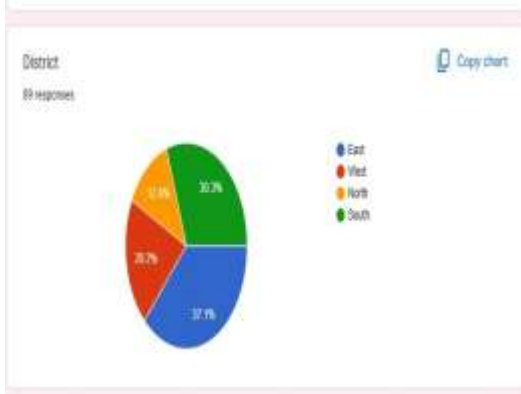
➤ Insight: Female participation is higher in online shopping.

• District Distribution

- I. 37.1% East
- II. 30.3% South



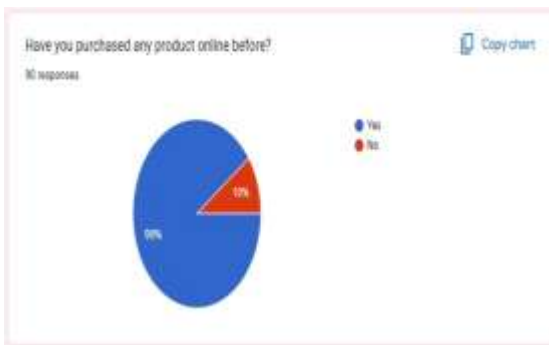
- III. 20.2% West
- IV. 12.4% North



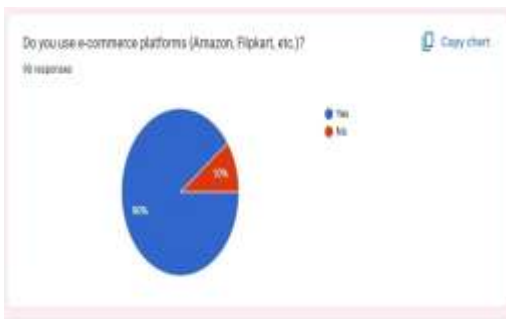
➤ Insight: East and South districts have higher usage.

5.2 Usage of E-Commerce Platforms

- 90% have purchased online



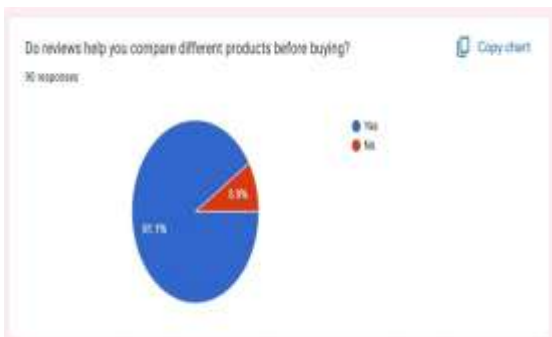
- 90% use e-commerce platforms



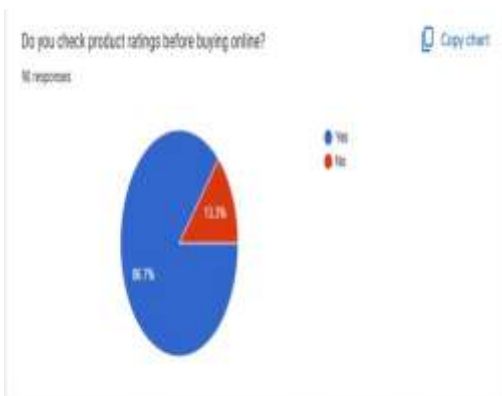
- Insight: Online shopping is widely used.

5.3 Role of Ratings and Reviews

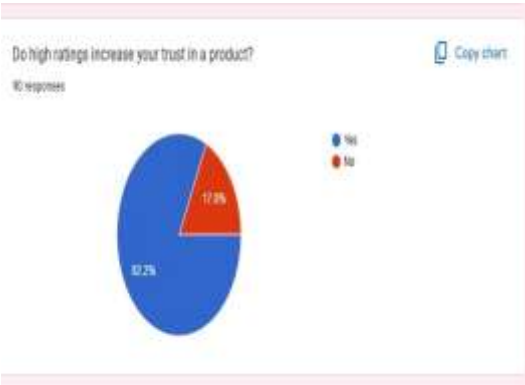
- 91.1% use reviews to compare products



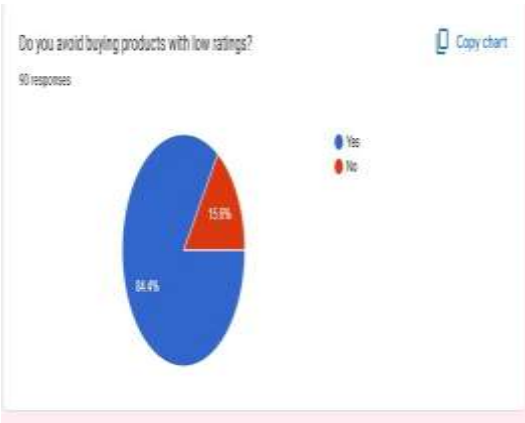
- 86.7% check ratings before buying



- 82.2% trust high ratings



- 84.4% avoid low ratings



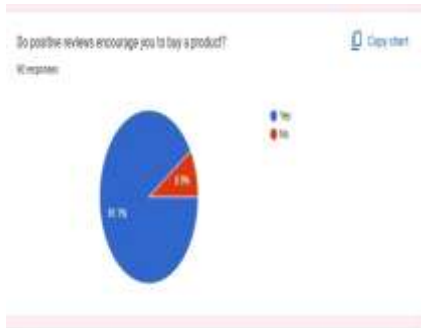
- 87.6% read reviews



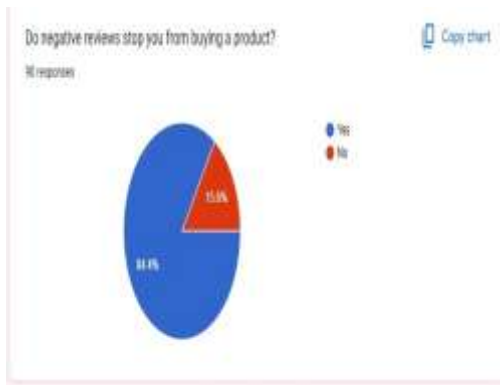
➤ Insight: Ratings and reviews are very important

5.4 Impact on Buying Behaviour

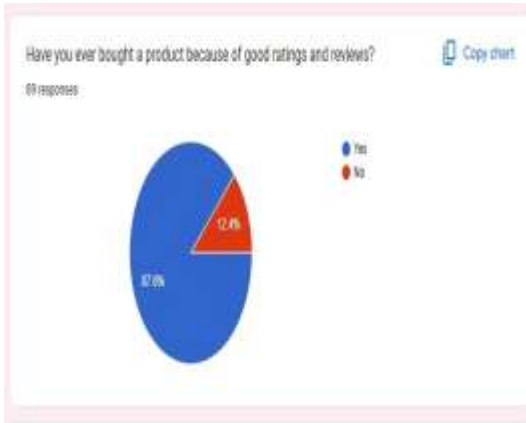
- 91.1% encouraged by positive reviews



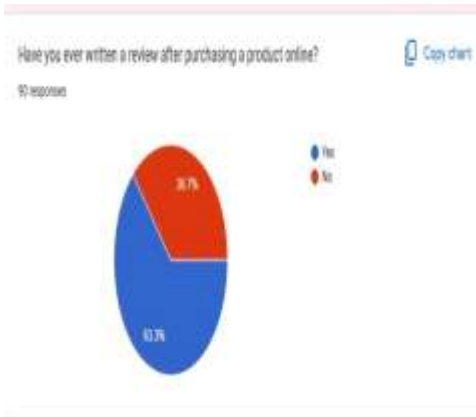
- 84.4% stopped by negative reviews



- 87.6% bought products based on reviews



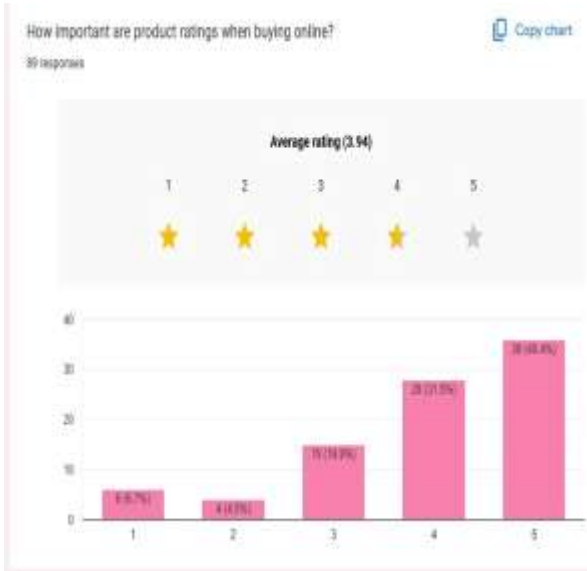
- 63.3% have written reviews



- Insight: Reviews directly influence buying decisions.

5.5 Importance of Ratings

- Average rating: 3.94 / 5



- Insight: Ratings are considered important by most users.

Findings and Discussion

- E-commerce usage is high in Sikkim
- Young people are the main users
- Ratings and reviews strongly influence decisions
- Positive reviews increase trust
- Negative reviews reduce confidence
- Consumers depend on online feedback

Suggestions and Recommendations

- Ensure genuine and verified reviews
- Remove fake reviews
- Improve product information
- Encourage customers to give feedback
- Improve customer service



Conclusion

E-commerce platforms are growing rapidly in Sikkim and have become an important part of daily life. Consumers prefer online shopping due to convenience and availability of products.

However, since customers cannot physically check products, they depend on ratings and reviews. This study shows that these factors strongly influence buying decisions.

Positive reviews and high ratings build trust, while negative reviews discourage buying. Therefore, it is important for e-commerce platforms to provide reliable and honest information.

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