



The effect of shopping platform and product type on antecedents of online Consumer Behaviour – A Proposed Framework

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Abstract

From selling furniture to local grocery through e-commerce portals, Indian e-commerce market has come a long way (Radhakrishnan, 2016). As per ASSOCHAM-Deloitte joint study 2015, the global e-commerce industry is generating revenue of \$2.4 million every minute (Narasimhan, 2015). Every year, the investments made by foreign players in India keep increasing for the burgeoning e-commerce Indian market. Every new player, as their first step, is trying to understand the complex and vexing Indian consumer. In the last two decades, substantial amount of studies have been done in e-commerce sector to understand the online shopping behaviour of consumers. Mostly these studies have been conducted in foreign context, especially in United States, China, and some European and South-east Asian countries. In this paper, critical analysis of these studies has been done and discussed. Afterwards, few critical factors are identified and a theoretical model is proposed to understand the Indian online consumer.

Keywords: online consumer behaviour, mobile-commerce, electronic-commerce