



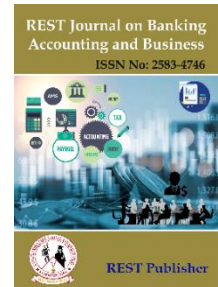
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Rise and Impact of E-Commerce in Bangalore

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Abstract: A Look into The E-Commerce Landscape in Bangalore, India It highlights the massive growth of business, which is expected to reach \$ 100 billion by 2022. (SATHYAPRIYA & Manochitra, 2023). It encapsulates how internet buying has changed the purchasing behavior through e-commerce, handy pricing elements versus product variety and logo reputation via those summaries. Bangalore has the highest multiplied recollect cost for both price, comfort, and product variety while purchasing online so it is a completely competitive virtual marketplace. Those facts, which depicts just enough details of how cell phones have intersected upward push in technology and converting consumer calls for was once related to the boom or drop. To cater to the consumer experience and provide personalized value propositions, businesses are now more occupied in order to satisfy every expectation of convenience, product accessibility or trust. The COVID-19 pandemic has made the transition to online shopping even quicker, prompting shoppers of essentials such as clothing among other items to turn towards digital platforms for their everyday needs. In their turn, traditional retailers are becoming more like e-commerce businesses with home delivery and a broader range of products. The report also touches upon Flipkart's marketing strategies using big data analytics, digital media, affordable pricing and mobile engagement to alter consumer behavior towards its platform thereby driving transactions. The higher the share of market they capture online market in Bangalore, companies should prioritize competitive pricing, convenience, variety, and brand reputation, while continuously innovating to meet the evolving preferences of tech-savvy consumers.

1. INTRODUCTION

Electronic commerce, or e-commerce, as the name suggests, has been a revolution in terms of how business is done in a fast-growing economy, and the effect has been phenomenal. With its robust technology eco system, educated populace, quick adoption of digitization – Bangalore is fast emerging as one of the hubs for e commerce activity in India. Internet connectivity as well as the rush of proliferation of smartphones have aided in the growth of e-commerce business in India and Bangalore's boom is crucial. In today's digital era, where traditional retail shopping is slowing down and more people are shifting to convenience and diversity e commerce is offering, e commerce has seen a huge change and has come a long way. Seeing the rise of giants like Flipkart and Amazon that changed the local retail atmosphere by putting access of various products and services under the same roof, the e-commerce rise in Bangalore has also been seen. Due the incredible time saving and accessibility for the customer for online shopping, it is very easy to get the customers to take up online shopping as the population of the city is so highly urbanized and tech savvy. As of now, eCommerce has seen a further increase in demand due to the lockdown and social distancing measures that makes people not move out to do their shopping but request for online platforms. Along with the fast-growing e-commerce market in Bangalore also has come a new wave of innovation in the sphere for logistics as well as supply chain management. The need to deliver on time, given this city's traffic congestion infamy, has forced delivery systems to become increasingly sophisticated, including last-mile and micro warehouse. eCommerce continues to change and as a result the competitive dynamic between online and brick and mortar retail is shifting and forcing brick and mortar stores to adopt hybrid business models. Along with government's digitization initiatives such as 'Digital India' campaign and the introduction of Goods and Services Tax (GST) have also supported this business transformation as e-commerce businesses were made to have a simpler tax structure. The decent digital payment system such as UPI

(Unified Payments Interface) has facilitated ease and security of transactions while adding to the expansion of e-commerce. To the extent of Bangalore, e-commerce is expected to be on the up in terms of continued growth and business will continue to innovate consumer experience through data analytics, artificial intelligence and machine learning in providing personalised services and increasing the efficiency of operations. The evolution of e-commerce in Bangalore, its effect on consumer behaviour, the issues of logistics and infrastructure and government policy in framing the future of e-commerce are examined in this review. This background is followed by the studies of e-commerce dimensions such as its effect on retail, its effect on consumer behavior, and its impact on the total economy of Bangalore

2. OBJECTIVES

This study on the rise and effects of e-commerce in Bangalore is undertaken to have a detailed look at how the e-commerce segment has progressed and how it comes across various aspects influencing consumer behavior, retail and logistics. As a basis for understanding e-commerce region growth dynamics and its impact on the regional business environment, the following objectives will be used:

To analyze the growth of e-commerce in Bangalore:

The objectives of the study are to review the rapid e-commerce expansion in Bangalore and factors for the same. So, it also involves looking into how technological changes including the use of smartphones, penetration of the internet and the diffusion of the digital payment system has helped move online shopping in the city.

To study consumer behavior in e-commerce:

This objective is to study the impact of growth of e-commerce in consumer behavior. The investigation will involve an assessment of factors such as convenience, time saving, pricing and product variety and how these factors have led the development of a client base moving from traditional to Online platforms. It also attempts to dissect demographics (i.e., age and income) and their impact on online shopping behavior in Bangalore.

To evaluate the impact of e-commerce on traditional retail:

The evaluation focused primarily on determining the impact of trade on established merchandise business in Bangalore the research explores the process by which a brick-and-mortar store adapt to the web-based market determines whether physical stores remain operational after transitioning to e-commerce the study aims to establish strategies which help traditional retailers fight against e-commerce platforms

Assessing the role of logistics and supply chain in e-commerce:

It will look into the impact of logistics and the supply chain management in the successful shipping of e-commerce platforms. With Bangalore's infrastructure problems, the intent is to understand how companies are innovating logistics particularly last mile delivery to deal with traffic congestion and delivery delays.

To explore the role of government policies in shaping e-commerce:

The second study looks at the effects of Government policies on the growth and regulation of e-commerce in Bangalore. This means reviewing how, for example projects such as Digital India and the implementation of the Goods and Services Tax (GST), have paved the path for businesses in the e-commerce space to function more effectively.

To explore future trends and innovations in e-commerce:

In the end, the goal is to understand what will happen in the future with e-commerce and predict and find innovations that will lead the next round of growth. It also encompasses looking at how artificial intelligence, machine learning and data analytics can enhance customer experience, personalize services offered and enhance the operational efficiency of e-commerce platforms in Bangalore.

Such objectives will facilitate a fuller picture of Bangalore's e-commerce ecosystem, and how it is affecting the city economy and society at large

3. RESEARCH METHODOLOGY

This chapter reports on the research methods used to examine the growth and impacts of e-commerce in Bangalore. The method consists of both quantitative and qualitative approaches that together shall reveal the reasons of e-commerce growth, affect of e-commerce on consumers behavior, and the role of traditional revival, logistics, and public policy.

- **Research Design:** This study was conducted using an exploratory and descriptive research design. The research area is to discover the developing trends, purchaser inclinations, and logistics issues relevant in the e-business segment. The purpose of descriptive part has been to quantify how e-commerce affects consumer behavior and traditional retail by putting relationship and pattern in the data obtained from the primary and secondary sources.
- **Data Collection Methodology:**
 - a. **Secondary Data Collection:** Existing literature, reports and databases are used as source of secondary data. These include: Industry associations, KPMG, Deloitte, are industry reports used for studying the overall growth trends and forecasts in the e-commerce sector. Academic Journals and Articles: The context is to review principles of behavioral marketing, logistics, and public policy related to e-commerce based on peer reviews articles and research articles which explored previously studied on consumer behavior, logistics and public policies in e-commerce in Bangalore (in India). Government and Regulations: To analyze the impact of government policies on the industry we study various such policies such as Digital India initiative, GST implementation, regulations on e-commerce etc.
- **Data Analysis:**
 - a. **Qualitative Analysis:** Only qualitatively, the collected data is analysed. The qualitative interview data is thematically analyzed in order to identify dominant themes and patterns, including operational challenges faced by logistics companies, strategies adopted by traditional retailers, and the effect of government policies on e-commerce. **Content Analysis:** The secondary sources data, i.e. reports, articles and government documents were interpreted to capture the overall industry trends/implications on e-commerce in Bangalore.
- **Limitations of the Study Geographic Scope:** The study is undertaken in Bangalore however; the result cannot be fully generalized to other Indian cities with varying degrees of penetration of technology or their buyers' liberties to consume. **Response Bias:** In surveys where people might be overrating or underrating themselves in regard to online shopping, you get a biased response. **Dynamic Nature of E-Commerce:** New technologies and new market entrants are changing e-commerce fast. This may be particularly dynamic and thus it may not be possible to predict longer term trends based on data you are witnessing currently.
- **Ethical Considerations:** Ethical research follows this standard of such as: **Informed Consent** – all participants are informed about the purpose of this research and the participant must give the consent before they participate. **Confidentiality:** Participants' data will be treated confidentially and none of the personal information will be divulged in results or reports. **Transparency:** The methods and procedures of data analysis will be explained clearly so that the results would not be misrepresented by anyone. It gives a systematic methodology for the study of growth of e-commerce in Bangalore using both the primary as well as secondary data to cover the subject in a more detailed manner

4. LITERATURE REVIEW

A Study on Impact of E-Commerce on India's Commerce: This study delves into the influence of online shopping, on businesses within India. Delves back to the 1970s for its origins. It emphasizes the drivers behind the expansion of online shopping within India like broadband access, speedy smartphone integration and enhanced living standards. The prediction is for shopping within India to hit \$100 billion by 2022 and phone-based transactions expected to make up, then half of all sales. The article also highlights the advantages of shopping such as reduced costs and a greater variety of products while saving time, for shoppers alike with the increasing dependence on internet platforms, for buying pre owned goods. (SATHYAPRIYA & Manochitra, 2023)

E-Commerce and its Impact on Consumer Buying Behavior: A Study with Reference to Retail Industry in Bangalore This paper briefly synthesizes literature that analyzes the effects of electronic commerce on the purchasing

behavior of consumers, focusing on the case of retail business in Bangalore. The study revealed the following variables with regard to online shopping: perceived value, technological novelty in certain domains and types of shopping trips and orientation into impulse buying and brand selection. The literature review reveals that e-shopping is preferred because of the ease of shopping as the use of the internet expands globally, and it becomes the backbone of the economy. Other parameters including availability of further information concerning certain types of products, as well as different promotions have also played a crucial role in e-commerce industry development, where dominant players are Amazon and Flipkart. The literature also considers the shopping orientation finding that consumers with different preferences, like buying in malls or at home, react differently to online buying. For instance, while those shoppers who selected at home were more interested in e-commerce, shoppers in the malls were less interested. This review proves that organizations should alter the ways they interact with the consumers to enhance satisfaction and sales performance. Bangalore being a fast moving city this article has been useful in developing some understanding on the trend of e-commerce in this city.

Analysis Of Factors Affecting Customer Retention On E-Commerce With Reference To Bangalore (B & Dr. p.sunantha, 2024): The following paper focuses on the following specific question: what are various customer retention determinants in an e-commerce site in Bangalore, India? The studies applied cross-sectional surveys and a mix of quantitative and qualitative methodologies with operational measures and discount, of supplier cooperation and transparency and trust, social media marketing and interaction, customer feedback and online reviews, post-purchase communication and order completion and delivery. A major influence on e-commerce is occasioned. E-business needs to understand the emerging agendas in the new digital environment and provide solutions for developing and sustaining customer relationship. Good communication skills and a focused effort to remain abreast of the latest trends develop a good customer relationship.

Taming the Amazon: The Domestication of Online Shopping in Bangalore, India (Chandra & Chen, 2019): The focus of this research paper is to identify various aspects of how online shopping is being incorporated into the context of retail in Bangalore. He also discusses how attitudes, employer environment and metastructure facilitate its use in the culture, technology, innovation and architecture spaces. Many organizations experience a resistance to new technologies when using the **Technology Diffusion Model** that depicts the manner in which innovations occur among early adopting individuals. The **Technology Acceptance Model (TAM)**, which only considers the issues related with acceptance and ease of use and does not take into account culture and tradition. The concept that has particular value for analyzing the change is the **Domestication Theory** which aims at studying technology implementation and intervention. This approach could give a better understanding of the real picture of online shopping options in cities.

An Empirical Study on the Impact of Online Marketing on Consumer Behaviour in Bangalore (V & Y, 2023): The objective of this research paper is to analyse effect of internet marketing on consumers of Bangalore. It establishes commonalities that hit the customer, including convenience, time, website layout and security. The study also points out trust and usability to be equally important factors that drive customers' traffic especially in the different e-commerce platforms. Numerous research has revealed that with regard to the region's young consumers and females, customers who patronize shopping online are many or probably many than those who do not since the service entails door to door delivery and is favored by easy access to information. The choice, brand, media and satisfaction are key elements which are stressed in the ads. It also carries out perceived risk and security that the consumer considers before trusting the online shopping sites. Despite the fact that I prefer online shopping, I said that the firms must enhance the security problem and carry on creating the online businesses to fulfil clients requirements. To be most effective, this comprehensive review shapes the overall knowledge about how online marketing affects purchase behavior and ongoing shifts in consumer preferences.

A Study on the Usage of Smart Phone for E-Commerce in Bengaluru (Thomas, 2021): This literature review focuses on reviewing articles with regards to the utilisation of Smartphones in eCommerce activities and also the effect of technology, particularly the Internet and Smartphones to consumer buying behaviour and marketing. Key points of the paper include:

The evolution of e-commerce: E Commerce is often described as the buying and selling of goods or services through electronics communications and other electronic means without physical exchange. Since the availability of internet, many enterprises are adopting commerce to improve the relations with their customers and gain competitive advantage. The amazon Company, as well as eBay Company is a contributor of e-commerce innovation, it has developed trends that alter the way consumers shop and have set a precedent for modern e-shops. There is evidence

that mobile phones have influenced the purchase of products online. Portability means that the information can be accessed easily and in an instant and the information can be personalized. Influence such as convenience, availability of the product and price variations control online buying. Studies also point that actual consumer confidence is another vital factor that influences the websites' usage and adoption regarding e-commerce developments. For example, B2B, B2C, C2C, C2B are important. Click only business for example Amazon and firms which are both click and click firms illustrate two distinct strategies to dealing with online customers.

Growth of E-commerce in India and Bangalore (Thomas, 2021): Cross regarding technological advancements and growing internet penetration has led to the growth of e-commerce in India, especially Bangalore. According to a report by KPMG India (2018), the country's e-commerce sector is expanding rapidly, spurred on by an expanding middle class, increased savings in disposable income, and increased ease with digital advertising. An IT hub, Bengaluru has always stood out to be one of the primary places in e-commerce owing to the people and technological infrastructure it has. It's been a sea change with the emergence of local giants, Flipkart, and globally established players, Amazon, changing the retail game in Bengaluru.

Consumer Behavior in E-commerce: Chowdhury and Pillai (2016) conducted a study about the factors affecting consumer behavior of the Bangalore e-commerce market. The study revealed that being able to access, being time saving, as well as being on attractive discounts were reasons that enticed people to shift from the brick and mortar stores to online platforms. Though online transactions have been made more secure, concerns about the security still exists and, to some extent, the fact that physical inspection of products is no longer possible. Hows that the e-commerce sector in the country is growing rapidly, driven by the expansion of the middle class, increasing savings of disposable income, and increasing comfort with digital marketing. Bengaluru, an IT hub, has always emerged as one of the central locations for e-commerce due to its talented people and technological infrastructure. The emergence of local giants like Flipkart and global players like Amazon has changed the retail landscape in Bengaluru.

Patronising E-tailers Despite the Presence of Traditional Retailers: An Empirical Study with Special Reference to Bangalore City: The focus of this paper is to review the present state and future capability of the e-tailing business in India, focusing particularly on Bangalore — that undermines the conventional physical retail shops. Wrought with home delivery, cheaper price of products, variety of other factors, retail e-tailers like Amazon and Flipkart are taking consumers away from physical stores. Such advantages have changed the preferences of the consumers significantly and overcome the conventional traders with new threats. The purpose of the study is twofold: it first investigates how the emerging market of e-tailers is perceived by offline retailers, and how well these retailers are placed to respond to the competition, and it also seeks to explain the switch in their sales as the e-tail market grew. In fact, the study offers some recommendations on strategies the old retailers should adopt, for example, providing deliveries, revising prices, and broadening the catalogue. In the end of the paper is about how the data from this study can be used towards existing literature on traditional retailer's role in today's retail environment. And thus the data is used in this study to analyse how traditional retailers will continue their way to be the survive in changing retail environment. Second, this empirical study enables substantial benefits in explaining the functions of traditional retailing and how they are to be combined with the internet.

5. CONSUMER PERCEPTION ON E-MARKETING IN BANGALORE CITY

Largely in focus is how consumers worldwide perceive e-marketing, this research leaves no chance of discussing and analyzing the ways e-marketing is perceived in the Indian city of Bangalore where it is considered to be of central importance for the interaction between businesses and consumers through electronic means. Benefits of e-marketing include superior shopping experience, comparing available products and being able to purchase what cannot be obtained in the market area. An e-marketing based survey collected responses from a total of 120 respondents (students and business associates) and indicated that e-marketing is a good marketing strategy since the consumers enjoy various advantages including low costs, multiple access channels and the ability to access goods all the time. Reality Check on Online Shopping: With Relation to Consumer Protection in the City of Bangalore This study investigates the surge in e-commerce adoption across India while highlighting significant gaps in consumer protection frameworks. The research recognizes the growing preference for internet shopping due to its efficiency in conserving time, resources, and energy. While examining payment methods like Cash on Delivery (COD), the paper identifies numerous challenges including security vulnerabilities, product visualization issues, and logistics complications. Through qualitative analysis involving in-depth interviews with 100 participants in Bengaluru, supplemented by secondary data sources, the findings reveal that crucial post-purchase processes including returns, exchanges, warranty claims, and

complaint resolutions frequently operate under dubious practices without proper accountability. The analysis suggests that despite their intended purposes, both the Indian Consumer Protection Act (CPA) and Information Technology Act create merely an illusion of consumer safeguards, as significant issues persist regarding payment security and transparency throughout the e-commerce customer journey. A Study On Consumer Perception Towards Online Shopping - With Reference To Bengaluru North: The research looks at and analyzes the consumers' behavior, specifically in North Bengaluru, concerning online shopping and more overwhelmed aspects of the expansion statistics, showing that the Indian e-commerce industry is one of the fastest growing concentrating at nearly 500 billion rupees and steadily growing at about 50% per year. Even with such numeric advantages, the situation is that only a very small 18% of shoppers make purchases online owing to the blending of concerns which range from the quality of products, security issues and reliability to some extent. Data from 100 online shoppers have been examined using Chi-square and Cronbach's Alpha in testing hypotheses for customer satisfaction; product quality, concerns on security, and other crimes were also examined. Apart from the need for variation and attention capturing competitive prices, free intrusions on the cost of shipping while considering online shopping, risks like getting one's identity stolen, and not getting what was advertised after purchasing are also quite alarming. It ends the very important role that consumer perception plays with successful online retailing. It takes a note of the fact that this is where the business needed to concentrate on solving security and quality problems successfully to ensure maximum satisfaction of online shoppers. Shopping mall vs Online Retail- Consumer shopping preference in the city of Bengaluru. This study explores the transformation in consumer shopping patterns from physical retail to digital platforms, particularly in the aftermath of the COVID-19 pandemic. Despite traditional malls historically serving as hubs for socialization and entertainment, e-commerce adoption accelerated significantly during the pandemic period. Through analysis of 120 survey respondents from Bengaluru, the research contrasts shopping preferences before and after COVID-19's emergence. Digital retail has gained substantial popularity due to its streamlined experience, extensive product selection, and convenience in bridging geographical gaps, though certain categories like apparel and footwear continue driving traffic to brick-and-mortar locations where tactile interaction remains valued. Nevertheless, shopping centers maintain crucial relevance in urban lifestyles by functioning as community gathering spaces and offering diverse experiences that persist despite the continuing growth of online commerce.

A Study On Role Of E-Commerce In Today's Business: E-commerce represents all business transactions using electronic channels along with internet transactions the market patterns along with customer behavior transform with advancements in electronic infrastructure backed by b2b b2c c2c business structures and new market configurations the widespread development of internet commerce into a global business platform restructured market competitions in all industries at its base technology has delivered internet-based platforms which steadily break down traditional markets so company size and capital no longer provide companies with insurmountable advantage the growth of e-commerce in india appears to exceed international market trends considerably the countrys online market growth attributes to improved internet accessibility and affordable device availability and the expanding use of the internet

A Study on E-Commerce and Retail Process: This study examines existing public data regarding e-commerce's impact on traditional retail sectors. Rather than generating new evidence, it synthesizes established findings. The research focuses less on analyzing sales patterns across different product categories and more on examining the underlying processes that enable Business-to-Consumer (B2C) transactions, recognizing how e-commerce is fundamentally reshaping retail operational frameworks and procedures. The paper presents two key conclusions. First, major retail corporations are strategically leveraging Internet-enabled capabilities to gain competitive advantages in process efficiency, organizational structure, and partnership arrangements while simultaneously reducing operational costs. Second, while consumer reactions to these emerging hybrid physical-digital retail environments will ultimately determine which business models succeed or fail, these response patterns have not yet been comprehensively analyzed or understood.

A Study On Introduction To E-Commerce: the research paper introduction to electronic commerce 2e by rayport and jaworski provides complete coverage of electronic commerce through its strategic perspective instead of the typical technical approach the structured format of the book resembles the typical texts of the marketing principles after its introductory section which makes it appropriate for educators who emphasize the commercial strategy beyond the implementation of technology the instruction method particularly attracts educators in marketing and strategy together with management and entrepreneurship who want their approach to remain business oriented instead of specialized technicians this text conducts in -depth studies of all aspects of internet business management through the use of a balanced and systematic method that first teaches basic principles followed by real implementation applications the book presents the foundations that managers need to make solid commercial decisions that focus on

the capital infrastructure requirements together with issues of public policies and technological principles and strategic development together with execution methods and aspects of internet infrastructure the commercial strategy serves as a central component within the framework by which four essential infrastructure elements including media infrastructure technological infrastructure public policy regulations and capital infrastructure surround it the extensive model illustrates how different operating systems maintain the success of electronic commerce

A Study on Advantages and Disadvantages of E-Commerce: The analysis investigates the intricacies of digital commerce and illuminates the negative consequences that affect businesses together with their patrons the dual comprehension of online commerce advantages is essential to grasp why users frequently transform into barriers for enterprises established organizations assess current industry variables with accuracy prior to implementing tactical choices the examination finishes by asserting that digital commerce exhibits constraints and opportunities that both shoppers and corporations find compelling in their transactions the swift progression of innovation suggests that upcoming advancements may tackle and rectify the present technical deficiencies identified on virtual marketplace systems

A Study on Business to Business E-Commerce: The digital revolution produces fundamental changes to commercial operations of companies similar to how the industrial revolution dynamically automated manufacturing operations. Business-to-business (B2B) electronic commerce create four types of productivity enhancements which include operational efficiency through transaction automation together with emerging market intermediary benefits and structured exchange aggregation of supply and demand and changes in corporate vertical integration. The research investigates market structures for B2B e-commerce by analyzing digital intermediary features through evaluations of offered merchandise and market rules and operating models.

A Study on Theory and Practice of Electronic Commerce: Electronic commerce has gained generalized popularity as international commercial practice most consumers begin their search for products through online platforms to find descriptions along with high standards and features before finishing their purchase the traditional hours of operation of the store become less relevant because companies throughout the market establish virtual stores that allow customers to buy based on their convenience users benefit from online purchases because it eliminates traditional store hunting for specific products the article evaluates the principles of electronic commerce together with its current position in lithuania and its advantages and challenges

6. COVID-19 AWARENESS AND ITS EFFECT ON CONSUMER PERCEIVED BENEFITS ON ONLINE SHOPPING, BANGALORE

With effect from the onset of the Covid19, online shopping becomes a large space of opportunity to grow significantly in Bangalore. The scope of this study is to study how online consumers changed their purchasing behavior including perceived benefits during the pandemic. Latest consulting firm figures and community data platform data as at the end of April 2021 shows 34 per cent of Bangalore households buying their stuff from e-commerce sites and 16 per cent from local vendors. The number of orders are high, more than double what they were in February 2021 at 21% and March 2021 at 33%, which is a sharp rise, especially for some e-grocery services. Similarly, senior executives at apparel brands pointed to a steep rise of online sales, from 10 to 15 percent of total sales to 30 to 40 percent. However, expected demand variations spread this growth to 25 percent, the executive projected. In this research, the impact of COVID-19 on consumer behaviour is explored and specifically on the awareness of perceived benefits of spending. During this pandemic, customers perceive benefits differently giving rise to online shopping. Societal preferences too are driving consumer behavior, and this results in loss of clarity on online shopping trends. Furthermore, response to COVID19 pandemic and associated promotion has not impacted online shopping trends substantially, compared to prior studies. Understanding these insights can improve the understanding of consumer behavior, allowing other businesses to effectively empower themselves and intervene with such challenges in the future.

A study on buying behavior of consumer towards online shopping with reference to Bangalore city: The fundamental objective of this research paper is to investigate consumer attitudes regarding online shopping in Bangalore, analyzing elements such as convenience, selection and pricing that influence digital purchases. It correlates demographic variables including age, income and profession with purchasing preferences. Furthermore, it examines how the rivalry between conventional retail and internet commerce impacts local enterprises. The analysis further encompasses logistical challenges like final-stage delivery and infrastructure pressure that e-commerce introduces to

Bangalore's urban environment. The research indicates that e-commerce expansion has been propelled by younger shoppers, predominantly teenagers and young adults, whose technological enthusiasm frequently surpasses that of older generations, including most businesses. Additionally, it addresses the difficulties of competing for physical retail locations and distribution complications within the expanding e-commerce industry.

A Study on Purchasing Behaviour of Online Buyers with Reference to Bengaluru City, Karnataka: This research paper assesses the tendencies of buying products electronically by the residents of Bengaluru, and the factors that determine their decision to buy the same. The research based on data collected from 500 respondents has established that price comes first, with three quarters of them being in agreement. Another is comfort as 70% of customers esteem its ease and proficiency. Product range is also important where 65% do not mind the availability of many products so they can compare them. Moreover, brand picture influences 60% of customers, which shows the part played by the idea of believe in e-commerce. On the whole, Bangalore online shoppers maintain focus on pricing, convenience, variety and brands.

A Case Study on the Buying Behaviour of Online Customers in Bangalore: This study focuses on the rising E-commerce adoption rate in India alongside its consumer strategies and relation innovations. The growing technological progress and major competition within online retailing leads to increased retail developments which enhance consumer experiences and consumer trust levels. The market's consumer-dominated environment has resulted in consumers developing better awareness which leads them to look for thrift shopping options from their sellers. The online retail sector maintains strong performance because the country receives continuous innovations along with active support from the government despite market obstacles. Personalization together with brand equity remain crucial factors in attracting customers despite the fact that digital transformation still presents difficulties to the marketplace. Customer inclination has shifted toward electronic shopping along with safety measures enabled by price comparison tools for wise purchasing decisions.

A Study on Marketing Strategy with Relevance to Flipkart Bangalore: This research explores the relationship between consumer behavior and its marketing approaches, taking into consideration her achievements in the competitive e-commerce market of India, the case of Flipkart. Citing Kotler and Keller (2012), the creators point out that it is additionally basic to bargain with mental, social, and financial issues that impact buys. Data-driven and consumer-centric particularly social media, SEO, and computerized promoting approaches have come to out to urban clients successfully. Innovative strategies like 'Big Billion Days' as well as various forms of discounting, exclusive launches and other price related sales promotion gimmicks all appeal to the price conscious shoppers. Given the boom in portable utilization, the company has too created and propelled a few versatile applications in arrange to improve client engagement and increment the rate of deals.

7. DISCUSSION

The e-commerce industry of Bangalore demonstrates a compelling examination of digital change processes in an expediently expanding metropolitan area. The paper examines how Bangalore establishes itself as a prime e-commerce environment through its synergy between technological excellence and educated manpower alongside modern government policy approaches. By 2022 the e-commerce market of Bangalore will surpass \$100 billion while surpassing the growth of other Indian cities because it serves as India's primary technological hub and accommodates numerous tech companies which have educated citizens about digital technologies. The substantial consumer behavior changes across Bangalore reflect national cultural and social patterns that are currently underway. Despite the importance of economic elements like competitive prices the paper shows that e-commerce presents additional value beyond organizational discounting power. Deriving efficiency from their time has become crucial for Bangalore's professionals so the benefit of direct delivery proves highly appealing. The Technology Domestication Theory explains digital shopping platform evolution through their user-driven adoption and system-wide acceptance that changed them from novelty to essential service mainly because younger consumers embrace online transactions. Traditional retailers in Bangalore have proven their capability to adapt their operations because of e-commerce competition which reveals the business ecosystem's adaptive strength. Bangalore shops now adopt omnichannel retail methods rather than making a direct swap from physical spaces to digital storefronts. Artful Business Translation shows the local establishments that find success through combined operations of physical shop windows and digital resources that combine the convenience of the consumer contact point with electronic orders methods. The specific challenges of Bangalore's infrastructure create substantial barriers that degrade operations at every level. The dense transportation situation of the city creates blockages in delivery routes which negatively impact both speed and

productivity of last-mile transportation. Several new electronic commerce solutions based on micro storage platforms and delivery systems reddened by AI and local satisfaction models demonstrate how the challenges for logistics systems stimulate innovations with vision of the future that remodel the operational structures throughout the sector. The Digital India initiative and GST implementation represent core policies at the government level which disabled e-commerce operations. Tax systems became simpler to understand and online payments through UPI addressed security concerns preventing trust between buyers and sellers. The regulatory interventions established by governments show an ability to either speed up or slow down digital commerce change processes. The future of e-commerce in Bangalore seems to follow sophisticated technology which will both customize shopping experiences and improve their quality. The next phase of electronic commerce in Bangalore will be driven by artificial intelligence for dynamic prices along with custom recommendations and blockchain technology for safe transactions and augmented reality for virtual Try-Ons and voice-activated purchasing Try-ons. Sustainability initiatives now play an important role because consumers are shifting their values toward responsible purchasing along with their traditional purchasing values of convenience and cost-effectiveness. The transformative processes alter the method of buying and selling products because they restructure both current business frameworks along with supply networks and customer demands and urban growth in Bangalore. Every actor in the retail sphere needs to regularly update their business approaches because e-commerce maintains an upward growth path while continuing digital market innovation.

8. FINDINGS

E-Commerce Growth and Market Transformation: Electronic commerce sector growth in Bangalore became substantial during the previous decade because of transforming consumer behaviors alongside technological progress and retail practice advancement. Traditional retailers started implementing digital physical hybrid models as the COVID-19 pandemic lowered their operational speed. The city of Bangalore experiences two key hurdles for electronic commerce success because of its complex logistics infrastructure accompanied by poor traffic flow limitations in final delivery stages. Organizations implement routing algorithms through AI while they develop micro-guards as well as build local delivery networks. The implementation of GST brought about commercial operation improvements as well as Indian digital program development though data privacy safeguards generated trust among consumers.

Customer Retention Factors in E-Commerce: Organizations seeking success in Bangalore's e-commerce market need to combine competitive pricing with discount offers while maintaining supplier transparency for product authenticity and using social media engagement and delivering efficient post-purchase service and personalized recommendations. These business factors help organizations achieve greater customer retention and rise in sales revenue and stronger customer loyalty.

Digital Payments and Trust Issues: People can shop safely online through UPI networks and payment platforms to reduce their need for cash while getting better transaction flexibility for e-commerce growth throughout Bangalore. Customers utilizing encryption and two-factor authentication feel cautious about their privacy loss and potential theft of funds along with fraud but remain protected through these security measures. Security protocols which include rigid requirements and academic sessions about protected payment processes alongside advanced fraud_aves must be deployed to build customer trust.

Impact of Big Data and AI on Consumer Behavior: E-commerce businesses in Bangalore have witnessed a radical change in customer conduct because of how big data and AI operate. Amazon and Flipkart use AI implementations to recommend products to users through systems that update pricing through market data merges with competitor observation feedback integrated with the Chatbot service that employs predictive evaluation to understand consumer behavior.

Traditional Retailers Shifting to E-Commerce Models: Local retailers throughout Bangalore have transitioned to digital shopping through creating online marketplaces while allowing buyers to preview and collect purchases from stores and deploy AI-based analytical tools and add digital payment platforms such as electronic wallets and installment plans. By using this methodology retailers expand their market reach but still provide physical retail spots catering to clients who prefer shopping in person.

Logistics and Infrastructure Challenges: The urban developments and traffic congestion problems in Bangalore result in critical e-commerce delivery difficulties such as transportation delays and elevated operational expenses as well as space optimization issues in warehousing. Businesses deliver solutions through micro-warehousing and dark

stores to speed up deliveries and implement AI optimization for route management alongside regional delivery services to handle traffic-bound areas. The introduced solutions create both operational improvements and better customer satisfaction.

Future Innovations in E-Commerce: The future of e-commerce in Bangalore depends on the adoption of blockchain technology to guarantee security and supply chain visibility along with drone delivery as a solution to transportation problems and virtual reality solutions for product previews and voice shopping interfaces and environmentally sound package delivery. These technological advancements will advance digital retail revolution in Bangalore to its next stage.

9. SOLUTIONS

Advanced Logistics Solutions: Innovative logistics approaches become essential for the e-commerce market of Bangalore. The method establishes a chain of small warehouses which use AI for inventory placement to shorten delivery routes. The implementation of smart delivery solutions will use optimized routes and study electric bicycles and drones for their effectiveness in urban delivery routes.

Building Consumer Trust and Security: Online businesses need to build a solid security framework to achieve e-commerce development. The implementation of advanced encryption technologies should be combined with multiple secure payment choices and comprehensive programs for quality assurance. Transparent policies which state clear return procedures and provide detailed cost information at the beginning of transactions will increase customer trust and minimize buying risks.

Traditional Retail Transformation: Traditional retail businesses need essential backing as they develop their digital capabilities. The strategy includes multiple technological components that enable businesses to connect their offline and online functions while providing them with training and assistance. Through these technologies retailers will receive guidance to establish one-of-a-kind retail environments which enhance the digital buying experience.

Hyper – ecosystem personalization: Personalization drives customer loyalty in the digital marketplace. Strong customer relationships between businesses and consumers will develop through AI recommendation systems and targeted marketing along with full post-sales interactions. Feedback technology will operate at a high level to support continuous development and delighted customers.

Inclusive digital democracy: The important goal of the moment is to broaden the accessibility of online shopping. The development of age-proficient user interfaces combined with flexible payment solutions and customized approaches for the diverse Bangalore cultural setting forms the basis for economic inclusivity. Online shopping needs to become available to people from every social group as well as economic level.

Collaborative Governance Model: Sustainable e-commerce development emerges from private sector government agency cooperative work relationships. The strategy works to build better digital infrastructure as well as support e-commerce friendly policies and create standard regulations for consumer protection and innovation development.

Strategic Implementation Trajectory: The strategy is divided into different phases for its execution.

- Short-term (0-6 months): This includes initial security and infrastructure development.
- Medium-term (6-18 months): More advanced AI and personalization systems.
- Long-term (18-36 months): The full development of the entire ecosystem and the achievement of industry standardization.

10. CONCLUSION

The e-commerce transformation in Bangalore functions as a specific digital evolution space of India's technological capital complex. Furthermore, Bangalore stands apart from all other Indian metropolitan areas because its combined strength of technical abilities intellectual resources and entrepreneurial drive developed an exclusive e-commerce system which goes beyond digital transactions. The digital commerce lab of this metropolitan city has become home to domestic companies like Flipkart while Amazon and other global organizations pursue strategic market entry thus

creating a competitive environment which constantly improves consumer interactions. The town's tech-destructive population with superior digital proficiency and rapid tech-acceptance principles has shifted customer expectations by requiring easy shopping that delivers premium products. Consumers in the area display complex shopping routines by balancing their sensitivity to prices with their loyalty to specific brands which compels platforms to develop sophisticated features that override basic discount methods. The growing sophistication of consumers has expanded rapidly since COVID-19 caused people to adopt digital platforms as necessities which developed into preferred choices for loyalty. Agency software expertise in Bangalore represents an unusual situation since the city leads tech innovation but faces major traffic congestion issues. Market need has triggered innovative delivery systems which unite AI with local product distribution strategies to develop networks of micro-warehouses and forecast delivery systems into new operational edge. The marketplace growth and consumer safeguard measures have expressed direct correlation with evolving regulations as Digital India and GST implementation establish regulatory rules to balance these aspects. UPI-based payment systems have fixed traditional digital transaction faith issues which enables secure growth for e-commerce businesses. The forthcoming era for e-commerce in Bangalore shows great promise for total transformative adoption of emerging technologies which includes blockchain-based supply chain visibility and augmented reality product visualization and voice-activated commerce without user interfaces. These innovative developments will exceed basic shopping experience improvements by changing how people shop in urban India. The end of the document presents a three-stage strategic plan which includes immediate security improvements and intermediate logistics optimization and long-term omnichannel integration. Bangalore's e-commerce success will depend on establishing a digital marketplace which welcomes various linguistic groups alongside diverse economic and technological levels to prevent any consumer in India's technology capital from being left out.

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