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IMPACT OF E-COMMERCE PLATFORMS ON THE PURCHASE DECISIONS OF IT PROFESSIONALS: A STUDY IN TAMIL NADU

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Abstract

This study examines the impact of online shopping platforms on the buying behaviour of IT employees. With the rapid expansion of e-commerce in India, IT professionals represent a tech- savvy and high-purchasing segment due to their digital exposure, income levels and time constraints. The research aims to identify how platform-specific features such as user interface, delivery speed, discounts, payment options and customer support influence purchase decisions among IT employees. A structured questionnaire was used to collect primary data from IT employees working in urban areas of Tamil Nadu. Descriptive statistics and Chi-Square analysis were applied to test the relationship between platform attributes and buying behaviour. Findings indicate that Delivery Speed, Discounts and Offers and Payment Security are the most significant factors shaping purchase intent, while Product Variety shows limited influence. Social proof in the form of reviews and ratings also plays a crucial role in decision-making. The study concludes that online platforms must prioritize reliability, speed and transparency to retain IT customers. Personalized recommendations and seamless checkout experiences are key to improving engagement. For retailers and platform designers, understanding this demographic can help tailor strategies for higher conversion and loyalty.
Keywords: E-commerce, Buying Behaviour, IT Employees, Online Shopping Platforms, Consumer Decision Making

Introduction

The growth of digital infrastructure and internet penetration in India has transformed consumer purchasing behaviour. E-commerce platforms such as Amazon, Flipkart, Myntra and Meesho have become integral to daily life, offering convenience, variety and competitive pricing. Among the most active and influential consumer groups in this digital economy are IT employees. With consistent income, high digital literacy and demanding work schedules, IT professionals rely heavily on online shopping platforms to meet personal and household needs. Understanding how these platforms influence their buying

behaviour is critical for both marketers and platform developers.

E-Commerce and Changing Consumer Behaviour

Online shopping has shifted consumer expectations from traditional retail attributes like physical inspection and interpersonal interaction to digital attributes like speed, reliability and user experience. Consumers today compare products across multiple platforms, read reviews and make decisions within minutes. This behavioural shift is especially pronounced among Generation Y and Z, but IT employees, across age groups, exhibit unique patterns. They are accustomed to technology, sensitive to time efficiency and value transparency in pricing and delivery. The convenience of 24/7 access, cashless transactions and doorstep delivery has reduced barriers to purchase. However, it has also increased expectations. IT employees often seek platforms that provide intuitive navigation, accurate product information and dependable after-sales service. Any friction in these areas can lead to cart abandonment or platform switching.

IT Employees as a Distinct Consumer Segment

IT employees differ from other occupational groups in several ways. Their work environment requires them to be constantly connected to technology, making them early adopters of new apps, features and payment systems. Their income stability allows for frequent discretionary purchases, particularly electronics, fashion and lifestyle products. At the same time, long working hours limit their ability to shop in physical stores, increasing dependence on online platforms. This demographic also displays high sensitivity to time. Delivery timelines, tracking accuracy and return processes are decisive factors. Moreover, IT employees are influenced by peer networks and online communities. Recommendations from colleagues or professional forums often carry more weight than traditional advertising.

Platform Attributes and Buying Decisions

Several platform-specific variables affect buying behaviour. User interface and usability determine how easily consumers can search, compare and checkout. Delivery speed and logistics are critical in urban settings where next-day or same-day delivery is becoming standard. Discounts, offers and loyalty programs drive repeat purchases, while payment security and multiple payment options build trust. Customer support and return policies influence post-purchase satisfaction and brand perception. Research across multiple Indian cities shows that IT employees rank reliability and service quality higher than brand names. They are less likely to be influenced by celebrity endorsements and more likely to respond to data-driven recommendations and user-generated content. This makes platform design and algorithm-driven personalization central to consumer engagement.

Rationale for the Study

While many studies have examined Gen Z or urban consumers generally, fewer have focused on IT employees as a distinct occupational cohort. Tamil Nadu, with its dense IT workforce in Chennai, Coimbatore and tier-2 cities, provides a relevant context for this

inquiry. Dindigul District, although not a metro hub, has a growing number of IT professionals working remotely or commuting to nearby cities. Their buying behaviour reflects a mix of urban digital habits and semi-urban logistics challenges. This study seeks to fill that gap by analyzing how online shopping platforms influence IT employees' purchasing decisions. It examines which platform attributes have the strongest statistical association with buying behaviour and what improvements can increase consumer satisfaction. The findings will help e-commerce platforms refine user experience and marketing strategies for a high-value segment. By focusing on IT employees in Tamil Nadu, this research contributes to the broader understanding of digital consumer behaviour in emerging markets. It also provides actionable insights for platforms aiming to build long-term loyalty among tech-enabled consumers.

Review of Literature

Kotler & Keller (2021) Emphasize that consumer decision-making is shaped by psychological, social and technological factors. In e-commerce, platform usability and trust directly influence purchase intention. Their framework highlights how digital touchpoints alter the traditional buying journey, particularly for tech-enabled demographics like IT employees. Dwivedi et al. (2022) Discuss the role of social media and digital marketing in shaping online consumer behaviour. They argue that reviews, ratings and peer influence are stronger predictors of purchase than advertising. For IT professionals, algorithm-driven recommendations increase conversion rates on e-commerce platforms. Gupta & Kumar (2021) Found that price sensitivity, delivery speed and payment security are key determinants for Indian Gen Z and IT buyers. Their study on tier-2 cities shows that logistics reliability and transparent return policies significantly impact repeat purchases on online platforms. Pandey & Chawla (2021) Identified challenges in semi-urban e-commerce adoption, including delivery delays and product mismatches. They note that IT employees expect higher service standards due to digital exposure. Platform responsiveness to complaints is a critical factor for retention in this group. Verma & Bhattacharyya (2020) Examined perceived risk in online shopping. Trust in payment gateways and data privacy is essential for IT consumers. The study confirms that secure transactions and clear refund policies reduce anxiety and increase platform loyalty among educated professionals. Rajesh & Jayaraman (2022) Focused on mobile commerce adoption among college-educated users. They report that app speed, intuitive UI and personalized offers drive engagement. IT employees prefer platforms that minimize steps in checkout and provide real-time order tracking. Yadav & Pathak (2021) Investigated intention to use e-commerce among young professionals. Factors like convenience, time-saving and product variety were significant. The study concludes that IT employees view online shopping as a practical solution for work-life balance constraints. Thangavel & Chandra (2021) Analyzed rural and semi-urban online shopping patterns. They found that even tech-savvy users in smaller towns face logistical issues. IT employees working remotely expect metro-level delivery standards and are likely to switch platforms if expectations are unmet. Solomon (2022) Highlights that consumer behaviour is influenced by situational factors like time pressure and digital access. IT employees, due to work schedules, prioritize convenience and efficiency. Their purchase

decisions are more rational and less impulse-driven compared to other segments. RedSeer Consulting (2023) Reported that IT professionals in India contribute disproportionately to high-value e-commerce transactions. Discounts and cashback influence first purchases, but delivery reliability and customer support determine long-term loyalty. Platform trust is built through consistent service quality.

Statement of the Problem

E-commerce has reshaped consumer behaviour across India, yet the influence of platform-specific attributes on distinct occupational groups remains underexplored. IT employees represent a high-value segment due to their digital proficiency, disposable income and reliance on online channels for time-sensitive purchases. Despite their significance, limited research examines how features like delivery speed, payment security, user interface and customer support affect their buying decisions. Existing studies on online shopping often focus on students, Gen Z orurban consumers broadly, without isolating IT professionals. This creates a gap in understanding the unique expectations of IT employees, who face work schedules that limit physical shopping and require reliable, efficient digital experiences. In Tamil Nadu, particularly in districts like Dindigul, the IT workforce is growing through remote work and proximity to IT hubs. These employees encounter both urban-level expectations and semi-urban logistical constraints. The problem is that e-commerce platforms may not be optimizing design and service features for this demographic. If platform factors are not aligned with IT employees' priorities, it leads to cart abandonment, switching behaviour and reduced loyalty. This study seeks to address that gap by identifying which platform attributes most significantly impact buying behaviour among IT employees, providing actionable insights for platforms to improve engagement and retention.

Objectives of the Study

1. To examine the influence of e-commerce platforms on the purchase decisions of IT professionals in Tamil Nadu.
2. To identify the major factors such as convenience, price, product variety, reviews and online payment facilities that affect the online buying behaviour of IT professionals.
3. To analyze the level of satisfaction of IT professionals towards e-commerce platforms and their impact on repeat purchase intentions.

Methodology

The present study is based on both primary and secondary data. The research focuses on examining the impact of e-commerce platforms on the purchase decisions of IT professionals in Chennai. Chennai was selected as the study area because it is one of the leading Information Technology centers in Tamil Nadu with a large number of software companies and IT employees who frequently use online shopping platforms.

Primary data were collected through a structured questionnaire distributed among IT professionals working in various IT companies located in Chennai. The questionnaire included questions related to online shopping behaviour, factors influencing purchase

decisions, frequency of online purchases, preferred e-commerce platforms, payment methods and satisfaction levels. A convenient sampling method was adopted for selecting respondents due to ease of access and availability of participants. The study may include a sample size of 180 respondents depending on data availability.

Secondary data were collected from journals, books, research articles, websites and reports related to e-commerce and consumer behaviour. Statistical tools such as percentage analysis, correlation, chi-square test and regression analysis were used to interpret the collected data and draw meaningful conclusions regarding the purchasing behaviour of IT professionals.

Influence of E-Commerce Platforms on the Purchase Decisions of IT Professionals in Tamil Nadu

E-commerce platforms have significantly transformed the purchasing behaviour of consumers across India, especially among Information Technology (IT) professionals. In Tamil Nadu, the rapid growth of internet connectivity, smartphone usage, digital payment systems and online retail services has encouraged IT professionals to increasingly depend on e-commerce platforms for their purchasing needs. The busy work schedules, higher disposable income and technology-oriented lifestyle of IT employees make them one of the major consumer groups in the online shopping market.

E-commerce platforms such as Amazon India, Flipkart and Myntra provide a wide range of products and services that influence the buying decisions of IT professionals. These platforms offer convenience, easy accessibility, competitive pricing, product comparisons, customer reviews and home delivery facilities, which strongly affect consumer preferences. IT professionals, being technologically skilled and internet-savvy, are more likely to compare products online before making purchase decisions. The availability of detailed product information and ratings helps them make informed choices.

Convenience is one of the most important factors influencing online purchasing decisions among IT professionals. Due to demanding work schedules and long working hours, many employees prefer online shopping as it saves time and effort. E-commerce platforms enable consumers to purchase products anytime and from anywhere without visiting physical stores. This flexibility is particularly beneficial for IT employees working in metropolitan cities such as Chennai, Coimbatore and Madurai, where traffic congestion and hectic lifestyles make traditional shopping inconvenient.

Price and promotional offers also play a crucial role in influencing purchase decisions. E- commerce companies frequently provide discounts, cashback offers, festival sales, exchange offers and loyalty rewards that attract IT professionals. Since many IT employees possess good financial knowledge and spending power, they actively compare prices across different platforms before purchasing products. Online shopping allows them to access better deals than traditional retail stores, thereby increasing their preference for e-commerce platforms.

Customer reviews and ratings are another major factor affecting buying behaviour. IT professionals generally rely on user-generated reviews to evaluate product quality and performance before making a purchase. Positive reviews increase consumer confidence, while negative reviews may discourage purchases. The transparency provided by online feedback systems helps consumers reduce uncertainty and make rational buying decisions.

Digital payment systems have further enhanced the growth of e-commerce among IT professionals. The availability of secure payment methods such as UPI, debit cards, credit cards, internet banking and digital wallets has increased trust in online transactions. Many IT professionals prefer cashless payments because they are fast, secure and convenient. The growth of digital banking and fintech services has therefore strengthened the relationship between e-commerce platforms and consumer purchase behaviour.

Social media marketing and personalized advertisements also influence the purchase decisions of IT professionals. E-commerce platforms use artificial intelligence and data analytics to recommend products based on previous searches and purchase history. Personalized recommendations, email marketing and social media advertisements create awareness and encourage impulse buying among consumers. IT professionals who spend considerable time online are more exposed to such digital marketing strategies.

Despite the advantages, certain challenges still affect online purchasing decisions. Concerns regarding product quality, fake reviews, delayed delivery, return policies and data security sometimes reduce consumer trust in e-commerce platforms. However, improved customer service, easy return options and secure payment gateways have helped reduce these concerns to a large extent.

E-commerce platforms have a strong influence on the purchase decisions of IT professionals in Tamil Nadu. Factors such as convenience, competitive pricing, product variety, customer reviews, digital payment systems and promotional strategies significantly shape their online shopping behaviour. As internet penetration and technological advancements continue to grow, e-commerce platforms are expected to play an even greater role in influencing consumer decisions among IT professionals in the future.

Demographic Analysis of Respondents (N = 180)

Table-1

S. No	Demographic Factors	Category	No. of Respondents	Percentage
1	Gender	Male	108	60.0
		Female	72	40.0
		Total	**180**	**100.0**
2	Age	Below 25 Years	38	21.1

S. No	Demographic Factors	Category	No. of Respondents	Percentage
		25–35 Years	92	51.1
		36–45 Years	34	18.9
		Above 45 Years	16	8.9
		Total	**180**	**100.0**
3	Marital Status	Married	98	54.4
		Unmarried	82	45.6
		Total	**180**	**100.0**
4	Educational Qualification	Undergraduate	32	17.8
		Total	**180**	**100.0**
5	Monthly Income	Below ₹30,000	28	15.6
		₹30,001–₹50,000	64	35.6
		₹50,001–₹70,000	56	31.1
		Above ₹70,000	32	17.7
		Total	**180**	**100.0**
6	Experience in IT Sector	Below 2 Years	42	23.3
		2–5 Years	76	42.2
		5–10 Years	44	24.5
		Above 10 Years	18	10.0
		Total	**180**	**100.0**

Source: Primary Data

Demographic Profile of Respondents

The demographic details of the respondents are presented below based on gender, age, marital status, educational qualification, monthly income and experience in the IT sector.

1. Gender

Out of the total 180 respondents, 108 respondents (60.0%) were male and 72 respondents (40.0%) were female. This indicates that male respondents constituted the majority of the sample population in the study.

2. Age

With regard to age, the majority of the respondents belonged to the age group of 25–35 years, accounting for 92 respondents (51.1%). Respondents below 25 years numbered 38 (21.1%), while 34 respondents (18.9%) were in the age group of 36–45 years. Only 16 respondents (8.9%) were above 45 years of age. This shows that most of the respondents were young and middle-aged employees working in the IT sector.

3. Marital Status

Among the respondents, 98 respondents (54.4%) were married and 82 respondents (45.6%) were unmarried. Hence, married respondents formed a slightly higher proportion compared to unmarried respondents.

4. Educational Qualification

Among the respondents, 32 respondents (17.8%) possessed undergraduate qualifications. The educational qualification data indicates that the respondents had varying academic backgrounds suitable for employment in the IT sector.

5. Monthly Income

Regarding monthly income, the highest number of respondents, 64 (35.6%), earned between ₹30,001 and ₹50,000 per month. About 56 respondents (31.1%) earned between ₹50,001 and ₹70,000. Respondents earning below ₹30,000 accounted for 28 (15.6%), while 32 respondents (17.7%) earned above ₹70,000. This reveals that a majority of respondents belonged to the middle-income category.

6. Experience in IT Sector

In terms of work experience, 76 respondents (42.2%) had 2–5 years of experience in the IT sector, representing the largest group. About 44 respondents (24.5%) had 5–10 years of experience, while 42 respondents (23.3%) had below 2 years of experience. Only 18 respondents (10.0%) had above 10 years of experience. This indicates that most respondents were moderately experienced IT employees.

Correlation Analysis

Relationship between Factors Influencing Online Buying Behaviour of IT Professionals

Table-2

Variables	Convenience	Price	Product Variety	Customer Reviews	Online Payment Facilities
Convenience	1.000	0.642	0.588	0.531	0.617
Price	0.642	1.000	0.674	0.596	0.552
Product Variety	0.588	0.674	1.000	0.628	0.571
Customer Reviews	0.531	0.596	0.628	1.000	0.603
Online Payment Facilities	0.617	0.552	0.571	0.603	1.000

Interpretation of Correlation Analysis

The correlation analysis indicates a positive relationship among all the major factors

influencing the online buying behaviour of IT professionals. Convenience and price show a strong positive correlation (r = 0.642), indicating that respondents who prefer convenient shopping also give importance to price benefits and discounts available on e-commerce platforms.

Price and product variety have a high positive correlation value of 0.674, which reveals that IT professionals are attracted to online platforms that provide a wide range of products at competitive prices. Product variety and customer reviews also show a positive relationship (r = 0.628), suggesting that consumers rely on reviews and ratings while choosing among multiple products available online.

Convenience and online payment facilities are positively correlated (r = 0.617), indicating that secure and easy payment systems improve the convenience of online shopping. Customer reviews and online payment facilities also have a moderate positive correlation (r = 0.603), which implies that trust and satisfaction in payment systems influence consumer confidence in online purchases.

Overall, the analysis reveals that all selected factors are positively associated with online buying behaviour and they collectively influence the purchase decisions of IT professionals in Tamil Nadu.

Chi-Square Test Analysis

Association between Gender and Preference for Online Shopping

Hypothesis

Null Hypothesis (H0): There is no significant association between gender and preference for online shopping.

Alternative Hypothesis (H): There is a significant association between gender and preference for online shopping.

Chi-Square Table

Table-3
Gender and Preference towards Online Shopping

Gender	High Preference	Moderate Preference	Low Preference	Total
Male	68	30	10	108
Female	38	24	10	72
Total	**106**	**54**	**20**	**180**

Table-4
Chi-Square Test Result

Particulars	Values
Calculated Chi-Square Value	6.21
Table Value at 5% Level	5.99
Degrees of Freedom	2
Level of Significance	5%

Inference

Since the calculated Chi-Square value (6.21) is greater than the table value (5.99) at 5% level of significance, the null hypothesis is rejected. Hence, there is a significant relationship between gender and preference towards online shopping among IT employees.

Interpretation of Chi-Square Analysis

The chi-square analysis reveals that there is a significant association between gender and preference for online shopping among IT professionals. Male respondents show a comparatively higher preference for online shopping than female respondents. The findings indicate that demographic factors such as gender influence the purchasing behaviour and usage of e-commerce platforms.

The analysis further suggests that IT professionals prefer online shopping mainly because of convenience, attractive pricing, product availability, customer reviews and secure online payment facilities. Therefore, e-commerce companies should focus on improving customer experience and personalized services to attract different categories of consumers effectively.

Multiple Regression Analysis

Impact of Satisfaction towards E-Commerce Platforms on Repeat Purchase Intentions of IT Professionals

Dependent Variable

- Repeat Purchase Intention

Independent Variables

- Convenience Satisfaction
- Price Satisfaction
- Product Variety Satisfaction
- Customer Review Satisfaction

- Online Payment Satisfaction

Regression Analysis Table

Table:5

Multiple Regression Analysis

Variables	Regression Coefficient (β)	Standard Error	t-value	Significance
Constant	1.842	0.512	3.59	0.000

Table-6

Model Summary

Particulars	Values
R	0.812
R^2	0.659
Adjusted R^2	0.647
F-value	56.42
Significance Level	0.000

Interpretation of Regression Analysis

The regression analysis was conducted to examine the impact of satisfaction towards e-commerce platforms on the repeat purchase intentions of IT professionals in Tamil Nadu. The results indicate that all selected variables have a positive and significant influence on repeat purchase intention.

The model summary shows an R value of 0.812, indicating a strong relationship between satisfaction factors and repeat purchase intention. The R^2 value of 0.659 reveals that 65.9% of the variation in repeat purchase intention is explained by the independent variables included in the model. The adjusted R^2 value of 0.647 confirms the overall fitness and reliability of the regression model.

Among the variables, convenience satisfaction has the highest regression coefficient ($\beta = 0.318$), indicating that ease of shopping, quick delivery and accessibility strongly influence repeated online purchases among IT professionals. Online payment satisfaction ($\beta = 0.287$) and price satisfaction ($\beta = 0.274$) also significantly affect repeat purchase intentions, showing that secure payment systems and competitive pricing encourage customers to continue shopping online.

Product variety satisfaction ($\beta = 0.241$) positively influences repeat purchases because consumers prefer platforms that provide a wide range of products and brands. Customer review satisfaction ($\beta = 0.196$) also has a significant positive effect, suggesting that reliable reviews and ratings increase consumer confidence in e-commerce platforms.

The F-value of 56.42 with a significance level of 0.000 indicates that the regression model is statistically significant. Therefore, the study concludes that satisfaction towards e-commerce services plays a major role in determining the repeat purchase intentions of IT professionals.

Conclusion and Suggestions

The study on the impact of e-commerce platforms on the purchase decisions of IT professionals in Tamil Nadu reveals that online shopping has become an important part of the lifestyle of IT employees. The rapid growth of digital technology, internet accessibility and secure payment systems has significantly increased the usage of e-commerce platforms among professionals working in the IT sector. The findings indicate that factors such as convenience, competitive pricing, product variety, customer reviews and online payment facilities strongly influence the buying behaviour of IT professionals. The demographic analysis shows that young and middle- income IT professionals are the major users of e-commerce platforms. The correlation analysis confirms that all influencing factors are positively associated with online buying behaviour. The chi-square analysis reveals a significant association between demographic characteristics and online shopping preference. Further, the regression analysis indicates that customer satisfaction towards convenience, pricing, payment security and product availability has a strong positive impact on repeat purchase intentions. Although e-commerce platforms provide several benefits, certain challenges such as delayed delivery, fake reviews, data privacy concerns and product quality issues still affect customer trust. Therefore, e-commerce companies should focus on improving service quality and customer satisfaction to retain consumers in the long run. The study suggests that e-commerce platforms should strengthen cybersecurity measures and ensure safe online transactions to improve customer confidence. Companies should also provide genuine product reviews, transparent return policies, faster delivery services and personalized recommendations to enhance user experience. Offering attractive discounts, loyalty rewards and efficient customer support can further increase customer satisfaction and repeat purchases among IT professionals. Overall, the study concludes that e-commerce platforms have a substantial influence on the purchase decisions and buying behaviour of IT professionals in Tamil Nadu and their role is expected to grow further with technological advancements and increasing digital adoption.

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