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Title: An Empirical Study of Factors generated through Big Data Analytics and its Effect on Consumers' Responses in E-Commerce Industry

### **Findings**

Findings of the study highlight the multifaceted impacts of six key factors of big data analytics- Information Search, Online Recommendation Systems (ORS), E-Word of Mouth (E-WOM), Dynamic Pricing, Security Systems, and Customer Service- on customer responses in online shopping. Information Search significantly influenced cognitive and affective aspects, aiding awareness and liking but failing to directly drive purchases. ORS stood out as the most influential, positively affecting cognition, affection, and conation, driving preference and purchase decisions. E-WOM also shaped customer awareness, preferences, and purchases, yet its effect on perceived usefulness (PU) was negligible, suggesting that while reviews influence decisions, they do not enhance the perceived utility of the platform. Dynamic Pricing primarily impacted affection and conation by encouraging purchases through price variations, while Security Systems improved trust but did not consistently lead to purchases. Exceptional Customer Service emerged as a critical factor, positively influencing all aspects of customer response and significantly enhancing PU. Perceived usefulness played a vital mediating role across the six variables, linking them to overall customer response. Demographic analyses revealed gender and age-based variations in responses to ORS, Dynamic Pricing, Security Systems, and Customer Service, while educational qualification influenced only ORS. These results underscore the importance of tailoring e-commerce strategies to enhance PU, leveraging BDA tools to optimize information delivery, recommendation systems, pricing strategies, security, and customer support. These findings provide a comprehensive framework for understanding and improving customer responses in online shopping contexts.