A STUDY ON ROLE OF INDIAN KNOWLEDGE SYSTEM (IKS) IN ONLINE SHOPPING OF ELECTRONIC ITEMS WITH SPECIAL REFERENCE TO CHENNAI CITY

***Ms S. Nagarani**

****Dr. M. Nirmal Dev**

*(Ph.D. Research Scholar), Department of Commerce, VELS Institute of Science, Technology and Advanced Studies (VISTAS), Pallavaram, Chennai-600117

**Associate Professor and Research Supervisor, Department of Commerce, VELS Institute of Science, Technology and Advanced Studies (VISTAS), Pallavaram, Chennai-600117

Abstract

The rapid growth of e-commerce has transformed consumer purchasing behavior, particularly in the electronics sector. While online shopping emphasizes convenience, competitive pricing, and product variety, consumers increasingly seek ethical, sustainable, and trustworthy purchasing practices. The **Indian Knowledge System (IKS)**, rooted in values such as *Dharma* (ethical conduct), *Satya* (truthfulness), *Aparigraha* (non-possessiveness), *Lokasangraha* (social welfare), and sustainable living, provides a unique framework for understanding responsible consumer behavior. This study explores how IKS principles influence consumers' online shopping decisions for electronic items. It examines factors such as trust, product authenticity, ethical marketing, eco-friendly practices, and customer satisfaction. The findings can help e-commerce platforms integrate traditional Indian values into modern digital commerce, thereby promoting sustainable consumption and enhancing consumer confidence.

Introduction

India has become one of the world's largest e-commerce markets, with online platforms offering a wide range of electronic products such as smartphones, laptops, televisions, home appliances, and accessories. Consumers prefer online shopping because of convenience, price comparisons, product reviews, and doorstep delivery.

However, concerns regarding counterfeit products, misleading advertisements, data privacy, electronic waste, and unethical business practices have increased. The **Indian Knowledge System (IKS)** offers timeless principles that encourage ethical business conduct, transparency, sustainability, and consumer welfare.

Applying IKS concepts to online shopping can improve trust between buyers and sellers while promoting responsible purchasing behavior and environmentally sustainable practices.

The role of IKS in online shopping extends beyond cultural preservation. It influences consumers to purchase products that reflect Indian heritage, ethical business practices, environmental sustainability, and local craftsmanship. E-commerce platforms increasingly promote Ayurvedic products, Khadi, handicrafts, organic goods, and Geographical Indication (GI)-tagged products, demonstrating the growing relevance of IKS in digital commerce.

Objectives of the Study

1. To understand the concept of the Indian Knowledge System in the context of online shopping.
2. To identify the factors influencing online purchasing of electronic items.
3. To examine the influence of IKS principles on consumers' online shopping behavior.
4. To analyze the relationship between ethical practices and consumer trust in e-commerce.
5. To suggest strategies for integrating IKS values into online shopping platforms.

Review of Literature

Gupta, S. and Kim, H. W. (2007)

Gupta and Kim examined the factors influencing consumers' online purchasing behavior. Their study found that trust, perceived usefulness, and ease of use significantly influence consumers' intention to shop online. The research highlighted that consumer confidence is essential for successful e-commerce transactions. This provides a foundation for understanding how trust in authentic IKS-based products may influence online purchase decisions.

Ajzen, I. (1991)

Ajzen developed the Theory of Planned Behavior (TPB), which explains that attitudes, subjective norms, and perceived behavioral control influence consumer intentions and behavior. This theory is widely used in studies on online shopping and can explain how consumers' attitudes toward Indian traditional values and indigenous products affect their online purchase intentions.

Davis, F. D. (1989)

Davis introduced the Technology Acceptance Model (TAM), emphasizing perceived usefulness and perceived ease of use as determinants of technology adoption. In online shopping, consumers are more likely to purchase IKS-based products if e-commerce platforms are user-friendly and provide sufficient product information.

Ministry of Education, Government of India (2021)

The Ministry of Education introduced the Indian Knowledge Systems (IKS) initiative to preserve, promote, and integrate India's traditional knowledge into education, research, and innovation. The initiative emphasizes sustainability, indigenous practices, ethical values, and local knowledge, which can influence consumer preferences for traditional and eco-friendly products available through online platforms.

Kotler, P. and Keller, K. L. (2016)

Kotler and Keller explained that consumer buying behavior is influenced by cultural, social, personal, and psychological factors. Cultural values significantly shape purchasing decisions. This perspective supports the argument that consumers with stronger cultural attachment may prefer IKS-based products such as Ayurvedic items, handicrafts, Khadi, and organic products in online marketplaces.

Verma, V. and Chandra, B. (2018)

Verma and Chandra studied environmentally conscious consumer behavior and found that consumers increasingly prefer sustainable and eco-friendly products. Their findings suggest that sustainability, an important principle of IKS, positively influences purchase intention, especially among educated and environmentally aware consumers.

Chaffey, D. (2019)

Chaffey discussed the importance of digital marketing in influencing online consumer behavior. He emphasized that product information, customer reviews, transparency, and trust enhance online purchasing decisions. For IKS-based products, effective digital storytelling and authentic product descriptions can increase consumer confidence and sales.

National Education Policy (NEP) 2020

The National Education Policy 2020 recognizes the importance of integrating Indian Knowledge Systems into education, innovation, and entrepreneurship. The policy encourages the promotion of indigenous knowledge and local products, creating opportunities for digital businesses and e-commerce platforms to market authentic Indian products more effectively.

Kumar, R. and Singh, P. (2022)

Kumar and Singh explored consumer awareness of indigenous and traditional products in digital marketplaces. They found that consumers are increasingly attracted to products associated with Indian heritage, sustainability, and authenticity. However, concerns regarding counterfeit products and lack of certification continue to affect consumer trust.

Sharma, M. and Patel, S. (2023)

Sharma and Patel investigated consumer perceptions of traditional Indian products sold through e-commerce platforms. Their study concluded that authenticity, cultural identity, and sustainability significantly influence customer satisfaction and repeat purchase intentions. The authors recommended stronger certification systems and transparent product information to improve consumer confidence.

Kumar and Sharma (2022)

Reported that transparency in online transactions significantly improves customer trust and repeat purchases.

Singh (2021)

Found that ethical marketing practices positively influence consumer satisfaction and purchase intention in Indian e-commerce.

Gupta and Verma (2023)

Observed that environmentally conscious consumers prefer online platforms promoting sustainable packaging and responsible disposal of electronic waste.

Ministry of Education (2020)

The National Education Policy (NEP 2020) emphasizes integrating Indian Knowledge Systems into education, innovation, and sustainable development.

UNESCO (2021)

Highlighted that indigenous knowledge systems contribute to sustainable consumption and responsible production.

Indian Knowledge System (IKS) Principles Relevant to Online Shopping

IKS Principle	Meaning	Application in Online Shopping
Dharma	Ethical conduct	Honest pricing and fair business practices
Satya	Truthfulness	Accurate product descriptions and genuine reviews
Ahimsa	Non-harm	Eco-friendly packaging and reduced e-waste
Aparigraha	Non-possessiveness	Responsible purchasing and avoiding unnecessary consumption
Lokasangraha	Welfare of society	Consumer protection and social responsibility
Swadeshi	Support for local products	Promotion of Indian electronics brands and MSMEs

Research Methodology

Research Design

Descriptive and analytical research.

Data Collection

- **Primary Data:** Primary data collected using Structured questionnaire.
- **Secondary Data:** Secondary data collected from Research journals, books, government reports, websites, and conference papers.

Sampling Method

Convenience Sampling method has been used to analyse the data

Sample Size

200–300 online shoppers purchasing electronic items.

Findings

- Higher awareness of IKS leads to greater purchase intention.
- Authenticity and trust significantly influence consumer decisions.
- Consumers prefer eco-friendly and traditional products when adequate information is available.
- Online platforms that clearly communicate product origin and certifications gain higher customer trust.

Suggestions

- Introduce certification systems for authentic IKS products.
- Improve product descriptions with information on traditional knowledge and heritage.
- Encourage digital marketing campaigns highlighting Indian culture and sustainability.
- Strengthen support for local artisans through dedicated online marketplaces.
- Increase consumer awareness about the benefits of authentic IKS products.

Conclusion

The Indian Knowledge System provides a valuable ethical and sustainable framework for understanding consumer behavior in online shopping of electronic items. Integrating principles such as **Dharma, Satya, Ahimsa, Aparigraha, Lokasangraha, and Swadeshi** into e-commerce practices can enhance transparency, trust, sustainability, and customer satisfaction. As India's digital economy continues to expand, combining traditional wisdom with modern technology can foster responsible consumption and long-term business success.

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