

# From Clicks to Carts: Mapping the E-Commerce Decision-Making Odyssey

Rajat Kumar Singh<sup>1</sup> and Prof. (Dr.) Mirza Shahab Shah<sup>2</sup>

Research Scholar, Faculty of Commerce, Dr. Ram Manohar Lohia Avadh University, Ayodhya, Uttar Pradesh, India<sup>1</sup>

Professor & Head, Faculty of Commerce, K.S. Saket Postgraduate College, Ayodhya, Uttar Pradesh, India<sup>2</sup>

**Abstract:** *In recent years, the exploration of consumer behavior and the intricacies of decision-making processes have gained paramount significance within the realm of marketing research and literature. This paper seeks to propel this research further by providing an extensive review of academic publications delving into the purchasing decision-making processes in marketing and their current status. Additionally, it unveils the latest trends and emerging themes within this domain. Drawing insights from 24 journal articles, reports, and marketing books, the paper critically evaluates and discusses the fundamental models and theories in this field. Furthermore, it constructs a framework highlighting "pivotal moments" in the consumer decision-making process, elucidating the influential factors and their potential impact on steering consumer behavior towards a company's offerings. The paper also offers recommendations for marketers to gain a deeper understanding of consumer behavior and purchasing strategies, thereby empowering their marketing campaigns for success in the market. In addition, it proposes several avenues for future research exploration in the realm of buying behavior.*

**Keywords:** Consumer behavior, Decision-making processes, Purchasing decision-making, Purchasing strategies, Marketing campaigns, Buying behavior