

CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPING


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DOI: <https://doi.org/10.55968/ijems.v12i03.384>

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Online marketing has gained huge popularity and importance all over the world. Considering the wide range of benefits, it provides to marketers as well as customer. The growing number of Internet user in India provides a bright prospect for online shopping. If E-marketers know the key factors affecting behavior of customers and its relationship then they can formulate their marketing strategies to convert potential customers into loyal ones and retaining existing online customers. This research paper highlights on the consumer behaviors of people residing in the Jammu City, their behavior towards online shopping through e commerce websites such as Amazon, Flip kart etc.

Keywords: Online Shopping, Consumer Behavior, Jammu City, Marketers

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Poonam Sharma, Research Scholar, , Rabindranath Tagore University, Bhopal, M.P, India. Email: 22poonamsharma1991@gmail.com	Poonam Sharma, CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPING. IJEMS. 2023;12(02):11-14. Available From https://ijems.net/index.php/ijem/article/view/384	

Manuscript Received 2023-04-11	Review Round 1 2023-04-19	Review Round 2 2023-05-02	Review Round 3 2023-06-22	Accepted 2023-08-02
Conflict of Interest NIL	Funding NO	Ethical Approval YES	Plagiarism X-checker 17	Note
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Introduction

Internet is changing the way consumers shop and buy goods and services and has rapidly evolved into a global phenomenon. Many companies have started using the internet to cut marketing costs, thereby reducing the price of their products and services to communicate and disseminate information, to sell the products, to take feedback, and also to conduct satisfaction surveys with consumers. Consumers use the internet not only to buy the product online but also to compare prices, product features, and after-sales service facilities they will receive if they purchase the product from a particular store. Many experts are optimistic about the prospects of online business.

Objectives

01. To study the behavior of consumers regarding online shopping
02. To study the customer satisfaction towards online shopping
03. To study the various demographic factors affecting the online shopping.

Literature review

Adrita Goswami et. al (2013). Studied "Customer Satisfaction towards Online Shopping with Special Reference to Teenage Group of Jorhat Town" study concludes that online customers are satisfied. This research explicitly indicates that online marketer should give more importance on price factor and after sale factor. In this competition era all the online marketers should have to concentrate on the customer's satisfaction to retain the existing customers and have to offer new scheme day by day to attract the new customers.

Chen (2009) in his dissertation entitled "Online consumer behavior: an empirical study based on theory of planned behavior" extends theory of planned behavior (TPB) by including ten important antecedents as external beliefs to online consumer behavior. The results of data analysis confirm perceived ease of use (PEOU) and trust are essential antecedents in determining online consumer behavior through behavioral attitude and perceived behavioral control. The findings also indicate that cost reduction helps the consumer create positive attitude toward purchase. Further, the findings show the effects of two

Constructs of flow –concentration and telepresence, on consumers' attitude. Concentration is positively related to attitude toward purchase, but telepresence likely decreases attitude due to the consumers' possible nervousness or concern about uncertainty in the online environment.

Conclusion:-from this research its shows that the online shopping will play best role in india.with the help of internet the consumer can receive and order their product from their own place and the risk aversion and innovativeness are two factors which is ti influences the consumer to measure their needs and to find their purchasing products.

Methodology

The research is based upon both primary and secondary data both. The primary data was collected through a questionnaire designed exclusively for the study. Secondary data was taken from Research papers, journals, magazines, and websites.

Collection of Data

The research uses both Primary and Secondary data .

Primary Data:-Primary data are those, which are collected for the first time, and are original. A suitable combination of Questionnaires and interview techniques is used to collect the required primary data. By using a questionnaire, data has been collected from 100 sample respondents through survey method.

Secondary Data:- The secondary data are those which are already collected by someone for some purpose and are available for the present study. Secondary data was collected from magazines, websites, and other such sources.

Analysis

The collected data has been analyzed and interpreted by using different statistical tools such as percentages, pie charts, bar charts, etc.

STRUCTURE OF QUESTINNAIRE:- The questionnaire has been framed and circulated to collect primary data. The questionnaire contains 12 Direct Questions· Close ends Questions· Multiple Choice Questions·

SAMPLE SIZE:- Samples

Were collected from consumers and buyers of online shopping through questionnaire. The sampling size is 100; the sampling technique used for the study is Convenient Sampling.

SAMPLING TECHNIQUE:- sampling technique is the technique used to select the sample size. Convenient sampling technique is used for this research. Customers were taken according to the convenience of the research study. The respondents from questionnaire (survey method).

LIMITATION OF STUDY:- The study suffers from the following limitations: The study is based on the opinion on only 100 respondents. It cannot be generalized. The data was collected through structured questionnaire and analyzed based on the information given by respondents. The study largely based on the perception of the respondents

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