

A Study on Consumer Buying behavior towards online shopping at Marwar Region (Rajasthan)

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Abstract:

This article analyse consumer buying for onlineshopping. In this study we would like to find the characteristics of the purchasing behavior of consumers shopping online. According to discussion on buying behavior of consumers regarding shopping onlinewas studied via internet using different socio- economic variables. Thiswill certainlyassist all consumer based researchers toidentify with the driving factors behind purchaseapproach of consumers and objective to buy on the web browser andobservations of consumers concerningeasinessof exercise andworth fullness. An online display shows the physical resemblanceof buying products plus services from an internet superstore and this process of purchasing is called B2C onlineshopping .

Keywords: B2C(business to consumers), Buying Behaviour, Consumer Satisfaction

Introduction:

Warren buffet opined that clientscan have the benefit of shopping online for the entireday. Customers can obtain any amount in addition to type of goodsas well as services anytime far and wide. Shopping onlineis welcoming and responsive as compared to traditional buying since customers can immediatelyfullfill their needjust within no time and that too without departing from their residence. There are benefitsof online shopping experience as stated under-

1. To help consumers save their valuable time.
2. To provide assistance to purchase any timeanywhere
3. To weigh against the price with all available retailers effortlessly.

Statement of Problem:

Problems faced during shopping online are a great blockadeto the online purchasing plan of customers. Specific problems include the possibility of having a credit card, the difficulty in confirming the trustworthinessof the displayed goods and the risk ofbuying and matching the value of product with its price.After-sales issues, involved difficulty inchanging the non-functioning products and warranty of products are other issues.

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Review of Literature:

Srinivasan S., (2004), "Role of trust (Belief) in e-business (online commerce) success", Information supervision & Computer Security, Vol. 12, Issue 1, in this article, author focus on the various importance of conviction in the process point of view in e-commerce Marketing.

Kim J. & et al, (2005), "A consumer shopping channel extension model: attitude shift toward the online store", Journal of Fashion Marketing and Management: An International Journal, Vol. 9, Iss 1, in the article author main objective to analyse the consumer buying paradigm changing from traditional to shopping online with notional outcomes.

Research Methodology:

We can find plenty of numerical and monetary studies on buyer contentment and faithfulness regarding traditional retail shopping. This learning has allowed us to assemble the views of customers practicing shopping online in India. This is concerning what they look forward to and what has made them stay trusty or contented to the product as well as service.

Research objectives:

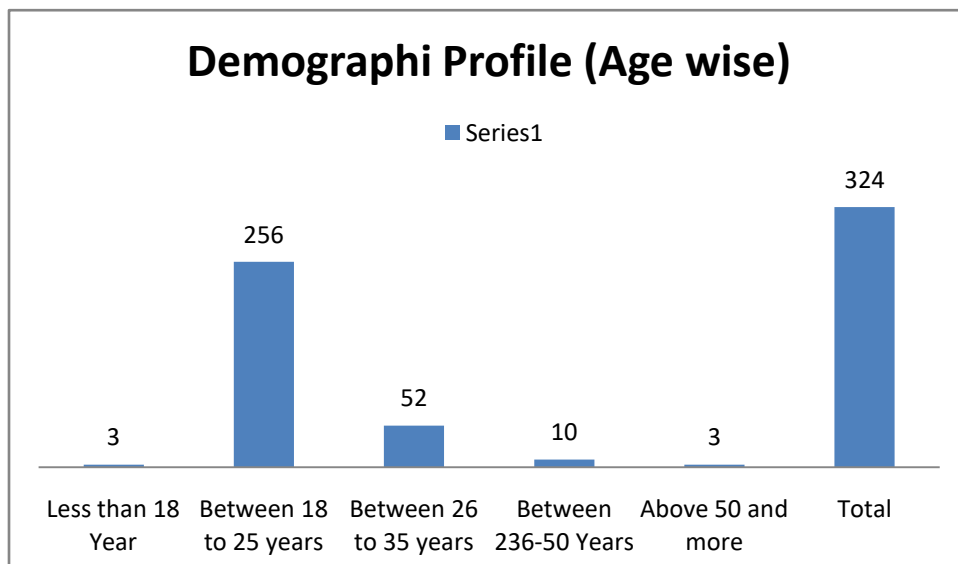
1. To study awareness of online shopping among the people in the region.
2. To study the attributes that influence customer's intention to buy online.
3. To study the acceptance of online shopping among consumers.

Data collection sources:

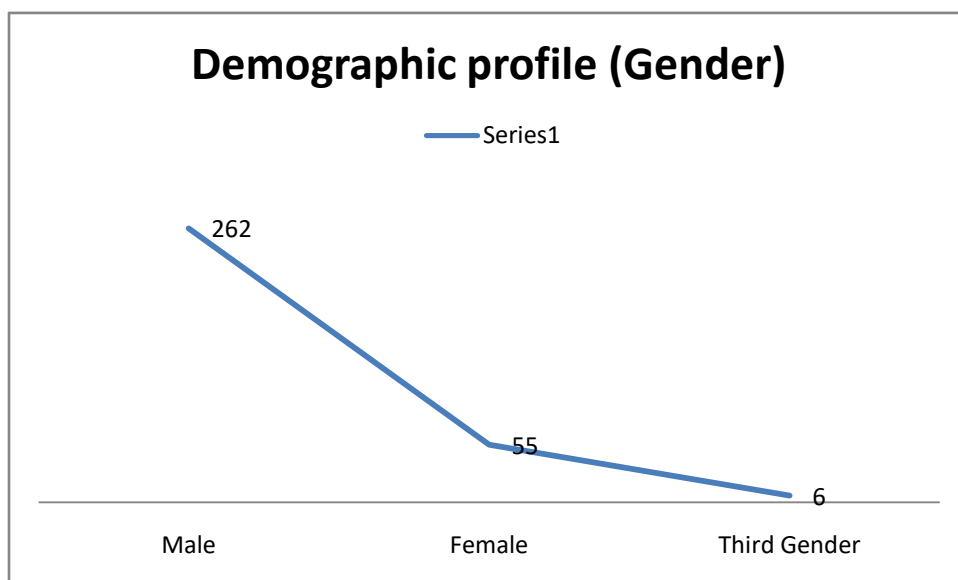
1. Primary: In primary method of data collection, we make use of qualitative plus quantitative methods.
We have collected a primary data through the small sample size. We have approached the small unit of 324 members for the survey.
2. Secondary: Books/Magazines/ Journals

Analysis:

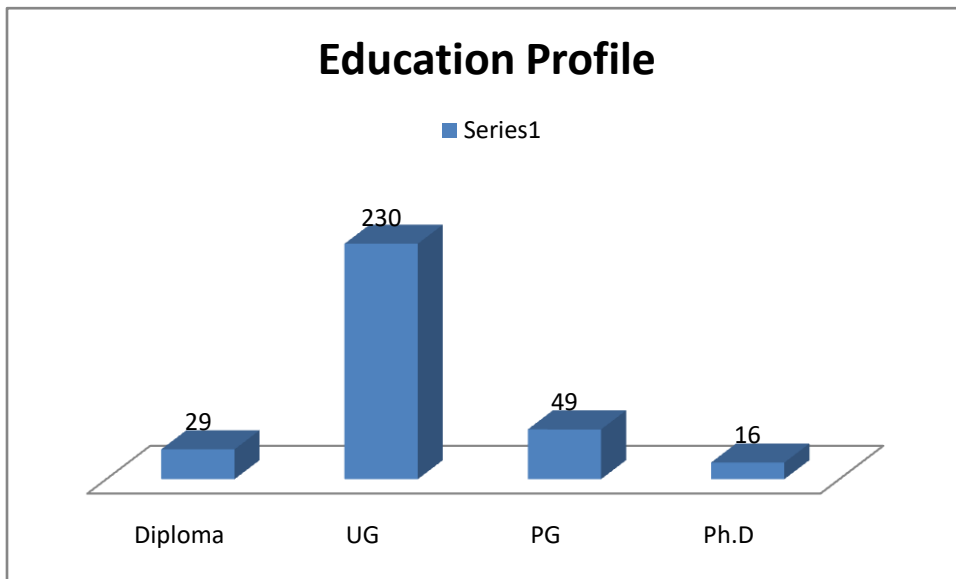
1. Demographic Profile (Age wise)



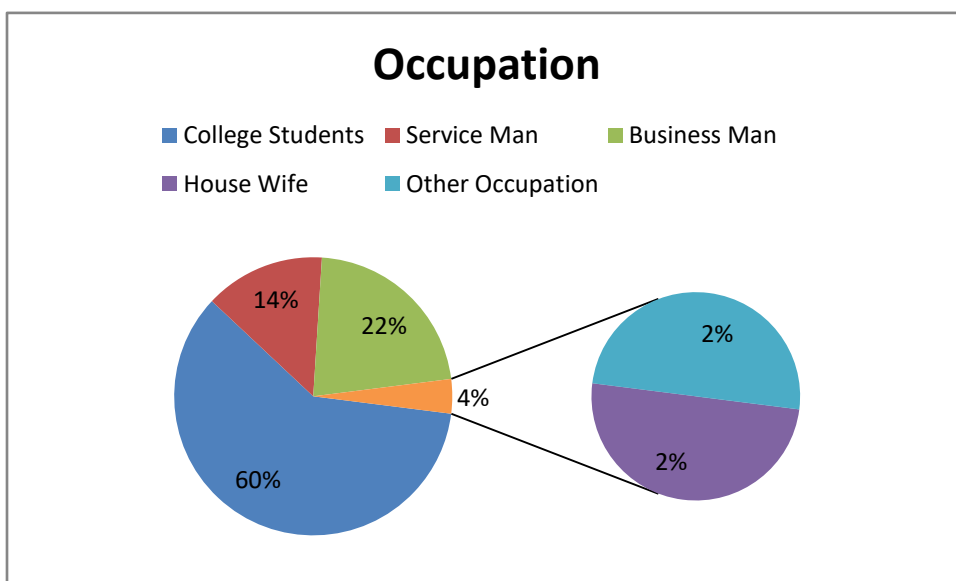
2. Male/Female



3. Education



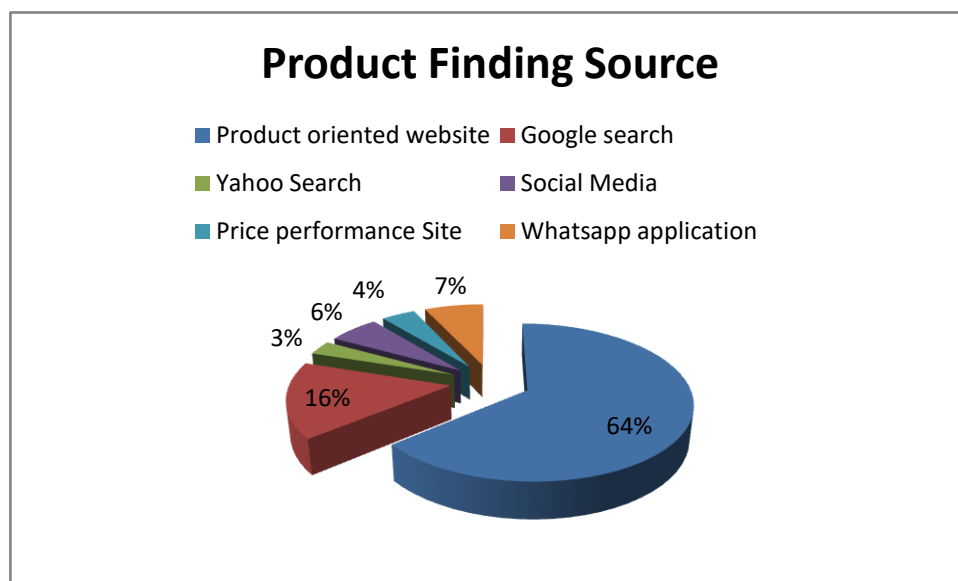
4. Occupation



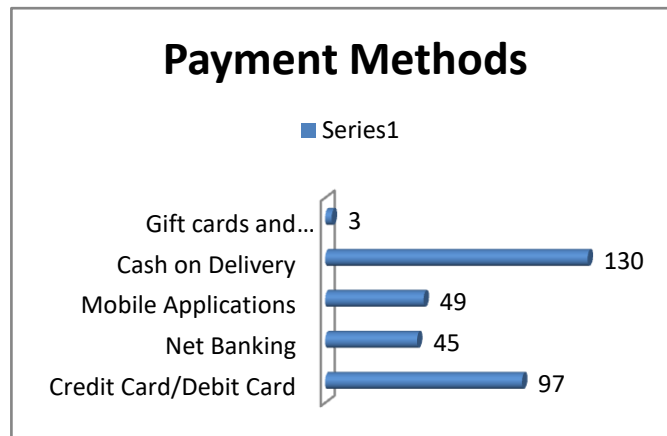
5. Like most about onlineshopping



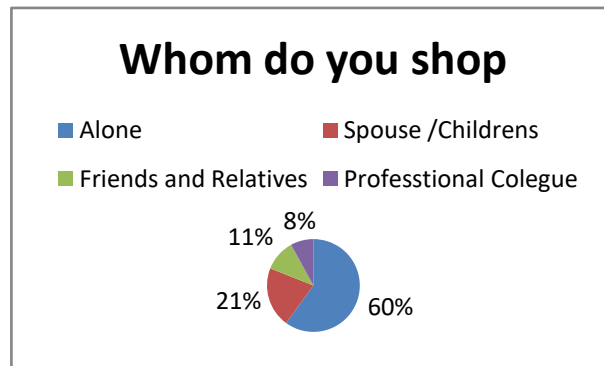
6. From Where choices are available forproduct



7. Payment and attraction of shopping online-



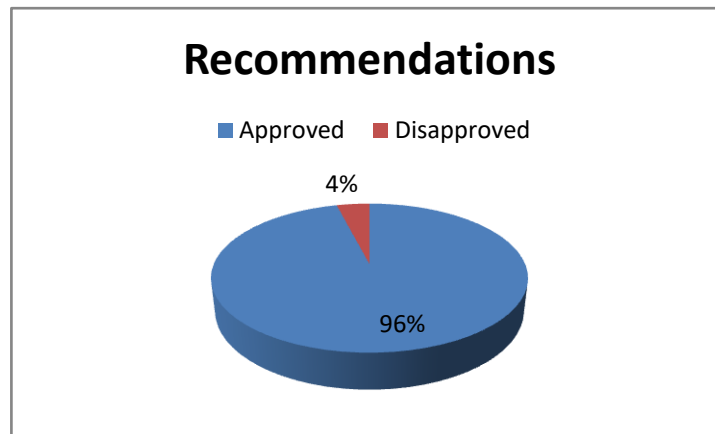
8. With whom you do shopping



9. How much are you satisfied with your online experience-



10. Recommendation to others for online shopping



Findings and Conclusion

Consumers have different perceptions towards online shopping. Online shopping is the safe mode to purchase a product. Analyzing the product and comparing with the local product is also seen while purchasing online. Consumer reviews forms the essential part for another consumer to understand different perceptions. Online shopping is also the safe mode to purchase a product.

- Consumer find online shopping saves their time, effort and energy.
- Around 96% consumers approved and recommended online shopping.

○Cash on delivery was the most favoured payment mode.

- Online shopping helps the consumer to purchase a product easily and understand a product in depth.

References

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