A Study on Behaviour of Consumer towards Online Shopping: With Special Reference to Nagpur City

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Abstract— In the 21st century, online shopping is very important because most people have a busy schedule. In that case, online shopping was the easiest and most appropriate form of shopping. The Internet has changed the way the consumer shop is developed, and the global outlook is rapidly expanding. The e-shop for the habitus of available from an Internet shop, and this shopping process is known B to C online shopping. It gives customer a satisfaction. The present paper is based on the assumption of the classic model of online buying. This paper examines online consumer behavior and perception in Nagpur city.

Keywords: Online Shopping, Consumer Behavior, Customer Satisfaction

I. INTRODUCTION

Shopping from internet is a sort of e-commerce that encourages consumers to get no. of items directly from sellers using the Internet. Other names are: web-shop, internet shop, web-store, virtual store and online place. A retailer is about creating physical analogies to online shop services as well as buying products from the Internet shop, and this process of purchase is called the business to consumer online shopping. Online shopping is a practice in which consumers decide to buy a product through the Internet. The Internet has developed new distribution channels for many products. Using the Internet to make online purchases is one of the main reasons for using the Internet, searching for products collected and information about them. That's why the Internet has developed a very competitive marketplace, where more and more customers are e-shopping on different social networking sites, where few retail online-offline shops are available. India's Internet access for e-shopping is increasing. If e-consumer behavior is aware of the factors that influence online behavior and the relationships between these factors, they can devise new marketing strategies to change the lives of potential customers, affecting consumer behavior and decision making. The two main points of caution are social and subtle. The Internet has changed the way consumers buy, and the global outlook has grown rapidly. Many companies have begun online shopping to reduce marketing costs, which will reduce the cost of their products to stay ahead of the more competitive market. Corporation use Internet tellers, connect and distribute information and products. Consumers use the Internet not only to buy products but also to compare product design, pricing, warranty, and delivery service. Many experts are positive about the future of the offline marketing business. In an ecosystem of potential e-markets, the Internet provides companies with additional functionality to reach existing and potential customers. However, the maximum revenue of online transactions varies from business to business, so don't lose business trust for business customers. E-masters, researchers and practitioners regularly struggle to improve consumer behavior. With the development of e-retailing, scholars are interpreting the behavior of e-consumers from different perspectives. Many studies have hypotheses that are based on a modern model of consumer behavior and then study the validity of e-marketing.

II. OBJECTIVES OF THE STUDY

The aim of study is to understand the online behavior, providing online marketers with a framework to adjust their e-commerce strategies and study the current state of online shopping in Nagpur.

- Analysis of factors influencing consumer attitudes towards online shopping in Nagpur.
- Element Review Improves Consumers’ Perceptions of Online Shopping in Nagpur.
- Study the growth potential of online shopping in Nagpur.

III. SCOPE OF STUDY

The result of this research can be used for other online products related to e-shopping
- It can be used for online marketing related to Nagpur
- This research can be used in nearby future for online shopping behavior for Nagpur city
- This research is undertaken in Nagpur city. It could be done in throughout state or other cities too.

IV. REVIEW OF LITERATURE

Anita Desai in her study stated that e-tailing is a method of selling retail goods on the Internet, believing that e-marketing is a reduced version of "electronic" and that it is a bibliography business. The idea of e-tailing is not busy right now; as progressive and commercial requests serve as a strong promoter of non-binding e-marketing that has not yet changed. The concept of e-marketing differentiators in various products and services as a direct buying experience. Therefore, e-mailing / online marketing is not limited to token over purchases. Consumer information is good so they can make good decisions. This includes fair pricing, product research, and proving e-store online shopping.

Ashish Bhatt in his article "Customers’ Attitudes to Online Shopping in Selected Areas of Gujarat". The Journal of Marketing Management says that online shopping is very popular with young people. The landscape of e-marketing is becoming more and more popular with people of all ages. Depending on the study method the amount paid depends on the respondents’ income. People of different ages shop online regularly. The mood of users change over time. In a country like India, online shopping is more convenient for users Cash on delivery, website customization or personalization, home delivery.

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Upasana Kanchan, Naveen Kumar and Abhishek Gupta (2015) "A Study of Consumer Online Shopping Behavior". The ICTACT Journal on Management Studies says that online shopping is increasing the popularity of young people generation. High-income groups and educated people buy more through e-retail sites. People hesitate to do so online shopping due to security issues. At the same time, humans are resistant to change due to technical complexity in making humans buy online. Companies involved in online retailing must emphasize building a trusting relationship between the manufacturer and the customer.

V. LIMITATIONS

- Around 95 per-cent of information has been collected by the personal approaching of a questionnaire which is useful for the study. Hence, the data collected has very less errors.
- The survey which is filled by respondents might not feel assured in giving an accurate and loyal answer. For example, a male person doesn’t reveal their accurate income.
- It is hard to believe that the information gathered is a lack of knowledge.
- 30 percent of the respondents have failed to fill the data properly.

VI. RESEARCH METHODOLOGY

The research has rooted in primary and secondary data at one time. Primary data were gathered using a set of questions made only for the study. Secondary data was gotten from research articles, journals, magazines, and websites.

A. Sample Size and Area:

Trials has taken from e-consumers and shoppers from Nagpur city. Defendants’ goal were set, but for the most part, were incomplete set of questions and because they had no part participation of browsing online shopping, only 70 precious set of questions was retained for finishing investigation and interpretation of data.

Analysis & Interpretation: The following are the results of analysis of data.

1) Age wise distribution of customer.

The figure above shows the age percentage of respondents. As it shows, the number of respondents aged under 18 years is 10% and the percentage from 18 to 25 years is 33% and from age 26 to 33 is 37%, after all 34 to 41 is 20%.

2) Time period of using the internet.

Figure shows that 3% of the all answer use the web in lesser in a year. 4 percent of answerer have been utilizing 1 to 2 years. 44 percent of answerer have been utilizing the net for the past 2 - 4 years, but the majority of answerer 49 percent have been using the web for being excessive than four years.

3) Usage of internet for searching product information

The chart above shows that 6% of respondents use the internet occasionally, 25% frequently and 69% of people use the internet frequently.

Motivating factors for online shopping

![Motivating factors chart](image)

Studies show that 34% of regular shopping was considered by the main driving force and 22% was purchased, the cost of shopping is the main trend of online shopping. Other motivations as a result of online shopping are time saved (25%), product accessibility or good selection (12 percent) and product comparison (7 percent).
4) **Mode of payments:**

![Fig. 5](image)

This figure shows that people mainly use credit and debit cards to pay their payments, 60% use credit and debit cards, 10% by bank transfer and 17% by 3rd party and 10% by personal check.

5) **How frequency of online buy:**

![Fig 6](image)

From the above pie chart, acquisition of item is most noteworthy where online buyer purchases once every year for example 40% of the respondent which demonstrates to us that items are not buy as often in six months is 33%, and frequently or at least once a month possible for example 27%.

6) **Price between online and offline product:**

![Fig. 7](image)

From the above fig, 60% of the respondent thinks about costs between sites selling a similar item while settling on the last buy choice and 13% doesn't make some other references.

**VII. FINDINGS**

Online shopping is very popular among the younger generation as it saves them more time and convenience. This survey was analyzed when a consumer considers buying an item online influenced by one or more factors. Time saving, great cost and convenience are the key factors.

- People compare prices in online stores and review all product feedback and ratings before making a final selection of product or decision.
- Security issues are one of the major barriers to the online buying process.
- Prices, Delivery etc. Online shopping is happy with the location of the city

In the age group of 18 to 33, online shopping is increasingly used as a result of the impact of internet generation and online shopping, which is now becoming an emerging trend in this age group and the majority of people are sane. Online shoppers do this job. Most people have different levels of income to shop online

- How often is the Internet used for online shopping, and some respondents indicate that they shop online once a year or every five months.
- 23 respondents said Shopping is easier for shoppers to buy products, because online shopping is less than a customer's physical activity because they order products and deliver them to the door depot.
- Online shoppers are more inclined to buy online as payment is easy and time-consuming.
- Online Shopping Website shopping helps to compare products at a certain level. The products are placed on the website and physical market in terms of quality and price.

**VIII. CONCLUSIONS**

Getting into the internet, shopping turbulent environment and the net savings rate for Indians to watch online shopping. At the same time, companies are trying to reduce the risks associated with consumers. The goal is not to convert all shoppers to online storage, but it is an option to display them. In the above case, you should try to educate consumers online about the steps to start when creating online purchases. In addition, an online customer response should be taken to classify service transfer defects. This can be done for people and blogs online based on the response to enterprises that act as marketing and advertising tools. Therefore, online sales are raising more topics than the benefits currently being proposed. The quality of products available online and transactions to deliver services is not yet uniform. Until this is done, the buyer is at serious risk of fraud.

**REFERENCES**


