

A STUDY ON CONSUMER PREFERENCE TOWARDS ONLINE SHOPPING BEHAVIOUR AND SATISFACTION

UNDER THE GUIDANCE OF

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ABSTRACT

The rising number of Internet users in India bodes well for the future of online retail there. In order to keep their current online clients and attract new ones, e-marketers in India need to know what factors influence online behaviour and how these aspects relate to the different sorts of online buyers. The research project's overarching goal is to learn how Indian customers think about online shopping. According to this survey, information, perceived value, simplicity of use, perceived enjoyment, and security/privacy are the five most critical criteria that determine customers' attitudes of online purchasing. The reality that customers' real and expected behaviours greatly influence some decisions is one reason why consumer behaviour is seen as an applied field. Both micro and societal contexts can benefit from its data. The rapid expansion of the Internet has changed the way consumers across the globe shop for products and services. In order to stay in the game nowadays, a lot of companies are reducing their marketing budgets via the usage of the Internet, which means they can provide their products and services at lower costs. Along with information dissemination and communication, businesses also depend on the web for product sales, customer feedback, and satisfaction surveys.

Keywords: -Online Shopping, Customers, Behaviour, Satisfaction

INTRODUCTION

The rapid expansion of the Internet has changed the way consumers across the globe shop for products and services. In order to stay in the game nowadays, a lot of companies are reducing their marketing budgets via the usage of the Internet, which means they can provide their products and services at lower costs. On top of all the various informational and communication uses, businesses also use the web to sell products, get feedback from customers, and conduct satisfaction surveys. Not only can buyers buy things online, but they can also compare the features, prices, and customer service of other sellers. Many industry watchers see great things ahead for e-commerce.

The Internet not only presents a vast opportunity for online shopping, but it also allows companies to more easily communicate with their present and potential customers. Even while most online sales are between other businesses, that shouldn't discourage business-to-consumer vendors. The birth of business-to-consumer e-commerce took place over a decade ago. Experts and researchers in the area of electronic commerce are continuously seeking novel approaches to comprehending online shoppers' habits and preferences. As e-commerce continues to expand, researchers are continuously seeking new explanations for online customers' behaviours. A lot of their studies have used preexisting models of consumer behaviour as a jumping off point, added new features or assumptions, and then put those theories to the test in an online environment.

Online Shopping in India

The most significant event of this century has been the birth and growth of the Internet. From its early days in the 1990s and 2000s, online shopping in India has come a long way. Today, one can purchase and sell anything from high-end goods to small change. The majority of businesses nowadays are

showcasing their products and services online in order to reach a larger audience and have access to the global market.

Computers and the Internet have transformed commonplace interactions in many ways, one of which is online buying. Because of the proliferation of the Internet, consumer habits have transformed. You can buy almost anything online, and you can do it from the comfort of your own home, office, or any internet café in the world. Things like digital cameras, mobile phones, MP3 players, video games, movie tickets, train and plane tickets, and a plethora of books, music, jewellery, and apparel fall under this category. The process's simplicity, ease, convenience, and security are the primary draws for online shoppers.

Online shopping is going to experience a meteoric rise in popularity in India in the coming years. A sizable and influential youth population, ranging in age from eighteen to forty, resides in the metropolitan area.

SCOPE OF THE STUDY

Online retailers have an infinite number of potential customers among the millions of people using the internet at any given time. Because Internet-related technologies are expanding at an exponential rate, any company hoping to sell its products online must constantly look for new ways to set itself apart from the increasingly congested marketplace. Given the vast pool of possible buyers, it is crucial to comprehend their wants and requirements. The factors that influence a customer's choice to purchase online must be thoroughly investigated. The Internet is still a relatively young medium thus customers' expectations have changed. That is why it is critical for businesses operating in this space to have a firm grasp on the elements that influence online buyers. Understanding what motivates people to purchase online is crucial, considering the relative novelty of the practice and the fact that online shoppers' habits differ from more traditional ones. In order to succeed in the online retail industry and satisfy customers, businesses must first understand what influences online shoppers' decisions and purchases. Because this survey will help online marketers address client needs by assessing their attitude and level of enjoyment, it is a worthwhile investment.

OBJECTIVE OF THE STUDY

- ✓ By the end of this study, we will have a better grasp of the main factors that motivate online shoppers to think about and ultimately make a purchase.
- ✓ Here are the objectives of the study: We need to find out how people buy things online. The objective is to investigate the factors that influence online buyers and customers.
- ✓ I want to know how happy customers are with their online shopping experience. Please tell me if you prefer to shop at physical stores or online.

LITERATURE REVIEW

"Prospects of e-commerce in India," a study published by Sharma and Mittal in 2009, highlights the exponential expansion of India's e-commerce market. Given India's enormous population, the potential for online shopping in the country is immense. In modern Indian culture, the phrase "e-commerce" has become commonplace and integral to the way we conduct our lives. Countless goods and services are available in online stores. Others provide not only the services associated with a product, but also the product itself. Multiple-item virtual marketplaces You may find just about anything you might want on these Indian online marketplaces. Some instances include: Everything from apparel and accessories for both sexes to personal care products and cosmetics, as well as books, magazines, computers, software, hardware, home appliances, jewellery, movies, presents, hotels and services are all considered consumer electronics. According to Ramírez Nicolas (2010), the Internet has changed many parts of our daily lives. Everything from our relationships and conversations to our dealings with financial institutions, news outlets, and television falls under this category. That includes the way we shop for goods and services. The constant emergence of new companies offering ground-breaking products is the driving force behind all of these changes. Promotional coupons with discounts have been around for a long time. At ISSN

2348 - 8891 Altius Shodh Journal of Management & Commerce retail locations, they were given out free of charge at checkout in an effort to foster customer loyalty and encourage customers to buy from the same store again. They brought in new clients. In an attempt to entice "high number game" players, several establishments would provide discounts to large groups of buyers. In 2008, Andrew Mason created "The Point" to serve as a hub for discovering the best online group bargains. The now-famous "Groupon" was also launched in November. With a global presence in over 45 countries since March 2010, Groupon has attracted multi-million dollar proposals from industry heavyweights including.

Google and Yahoo! are examples of search engines." Due to all these benefits, customers are scrambling to receive discount codes, and the rate of user growth is always increasing. Donald Rogan (2007) explains how the relationship between marketing and consumer behaviour is interconnected. Improving the frequency and likelihood of buying actions should be the objective of any good method, in his opinion. You need to know your target market inside and out and have a firm grasp on their wants and requirements for this to work. On the flip side, the expectation-confirmation paradigm primarily focuses on the behaviour that occurs after a purchase (Oliver 1980). This model is commonly used in consumer behaviour research to explain customer satisfaction and loyalty. The idea of satisfaction, central to this paradigm, originates from the gap between predicted and actual performance (Oliver 1980). The expectation-confirmation hypothesis states that consumers are satisfied and confirmation is generated when perceived performance matches expectations. According to Bhattacharjee, IS users who are satisfied with the service are more likely to continue using it (2001). Among the mediating and moderating variables that connect adoption and continuation, we find that satisfaction and trust are particularly important.

Online shoppers are more likely to have a favourable attitude if they believe the Internet can enhance their purchasing experience, says Venkatesh (2000). Online shopping is a great way for marketers to

reach young people. The bulk of online buyers are under the age of thirty, according to research by Vrechopoulos et al. (2001). When Dholakia and Uusitalo (2002) examined the correlation between age and online shopping behaviour, they found that younger consumers shopped online more often. Furthermore, it was shown that younger customers tended to shop online more often and were more likely to believe that buying online was more convenient.

The numerous elements that impact customers' views and intentions towards online purchasing are illuminated by the research carried out by Benedict et al. (2001). Considerations such as product features, customer personality, contextual considerations, confidence in online purchasing, and the convenience, utility, and pleasure of the online buying experience are all part of this category.

RESEARCH METHODOLOGY

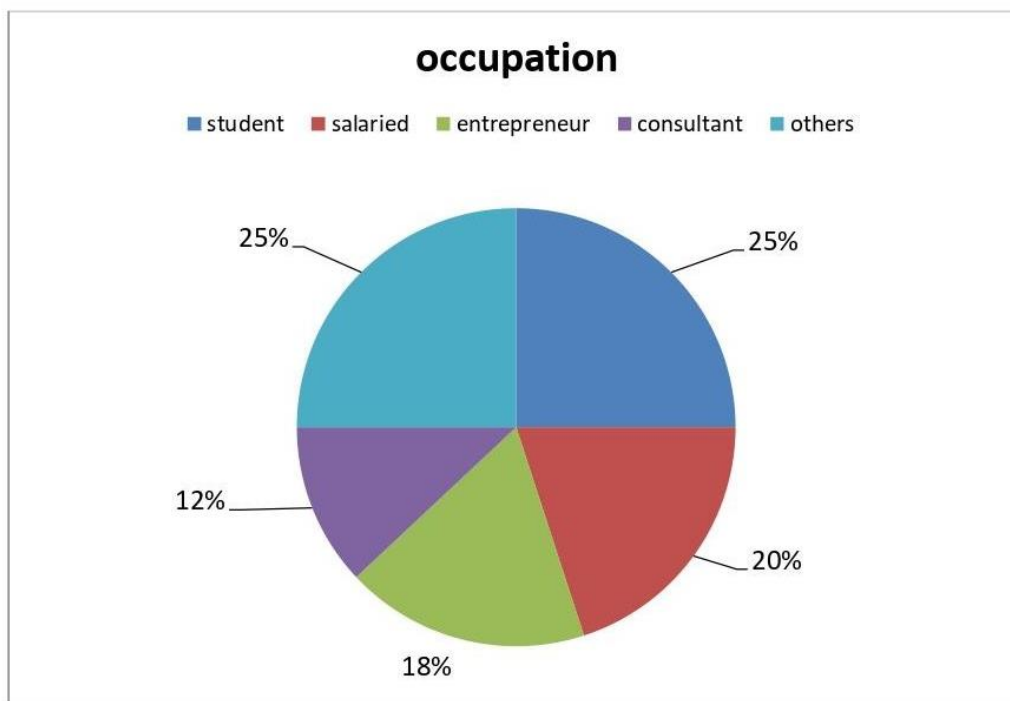
RESEARCH DESIGN

With the aid of the methodology, the research procedure may be determined. Everything from the plan to the sampling, data collection, and analysis processes are a component of it. Marketing research is a systematic approach of gathering, classifying, and evaluating data for the purpose of product and service marketing.

Marketing research helps managers see opportunities and problems more quickly, which in turn allows them to make the best decisions possible in these situations. Exploratory and conclusive research are the two main categories of studies. It is vital to think about the problem at hand while choosing which research method to use because each has its own set of advantages, disadvantages, and prerequisites.

Data Analysis

Student	25
Salaried	20
Entrepreneur	18
Consultant	12
others	25



When we see the result of the occupation of the respondent are 25% people are student and 20% are comes under the salaried and 18% of the people are entrepreneur and 12% are consultant and rest 25% are comes under the other occupation.

LIMITATIONS

Some of the problems I ran with while researching are detailed below:

The primary challenge I had was in obtaining the clients' participation. Many people who were asked for their information didn't want to since they didn't think the initiative was necessary or valuable. Statistics may be skewed due to the difficulty in forecasting the customer's conduct. Results may include some errors due to the small sample size of only 100 clients. The reliability of the study is dependent on the answer given by the participant.

CONCLUSIONS

More and more Indians are choosing to shop online because of things like easy navigation, home delivery, and widespread Internet access. At the same time, companies need to make their online shopping platforms more user-friendly and install technical solutions like laptops and Internet kiosks in-store to reduce the risks related to customers' lack of competence. Giving people the opportunity to shop online is more important than forcing them to do so. Above all things, it is essential to educate online buyers on the correct ways to complete their purchases. Recording consumer feedback from online transactions is very useful for finding service delivery issues. This can be achieved through the use of online forums and blogs, which offer a venue for advertising and marketing and also allow firms to collect feedback. When aiming to convert infrequent online consumers into regular buyers, E-marketers may face challenges related to website design and reassuring concerns about dependable functioning. So, rather than solving problems, online purchasing creates more of them. There is a lack of standardisation in the online space when it comes to product quality and service delivery methods. Until that happens, the buyer is more likely to fall victim to scammers.

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