

**A STUDY ON PERCEPTION OF CONSUMERS TOWARDS
ONLINE SHOPPING W.R.T NAGPUR CONSUMERS**

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Introduction:

Marketing is so much more than creating a catchy phrase or a jingle people will sing for days. Understanding consumer behavior is a vital aspect of marketing. Consumer behavior is the study of how people make decisions about what they buy, want, need, or act in regards to a product, service, or company. It is critical to understand consumer behavior to know how potential customers will respond to a new product or service. It also helps companies identify opportunities that are not currently met.

A recent example of a change in consumer behavior is the eating habits of consumers that dramatically increased the demand for gluten-free (GF) products. The companies that monitored the change in eating patterns of consumers created GF products to fill a void in the marketplace. However, many companies did not monitor consumer behavior and were left behind in releasing

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GF products. Understanding consumer behavior allowed the pro-active companies to increase their market share by anticipating the shift in consumer wants.

(Source: <http://study.com/academy/lesson/what-is-consumer-behavior-in-marketing-factors-model-definition.html>)

“An increasing number and variety of firms and organizations are exploiting and creating business opportunities on the Internet”, Liao and Cheung (2000:299). Above mention statistics indicate the rapid growth in the field of virtual shopping. With this emerging field of shopping the interest of marketers is also increasing in studying what actually motivates consumers to shop online. Fierce competitions among online sellers have forced them to gain the competitive edge in the field of virtual shopping. In order to gain competitive edge in the market, marketers need to know the consumer behavior in the field of online shopping. So it is important to analyze and identify the factors which influence consumers to shop online in order to capture the demands of consumers. 3 Other than the factors which influence consumers to shop online, online shopper’s demography in terms of Age, gender, income and education is equally important to define their strategies accordingly. As online shopping is a new medium so the consumer behavior in the field of online shopping is also pretty diverse in nature compare to traditional consumer behavior, so it is equally important for one to identify what factors influence consumers to shop online. In order to reach towards purchase decision, it consists of several factors which influence consumers to shop online. These factors are important for retailers to compete in the market and to make their product more compatible.

Population of the study:

The universe of this study consists of the customers shopping on few most popular shopping websites namely: Flipcart, Amazon, Snapdeal, Myntra and Jabong which include students, salaried, self-employed and housewives

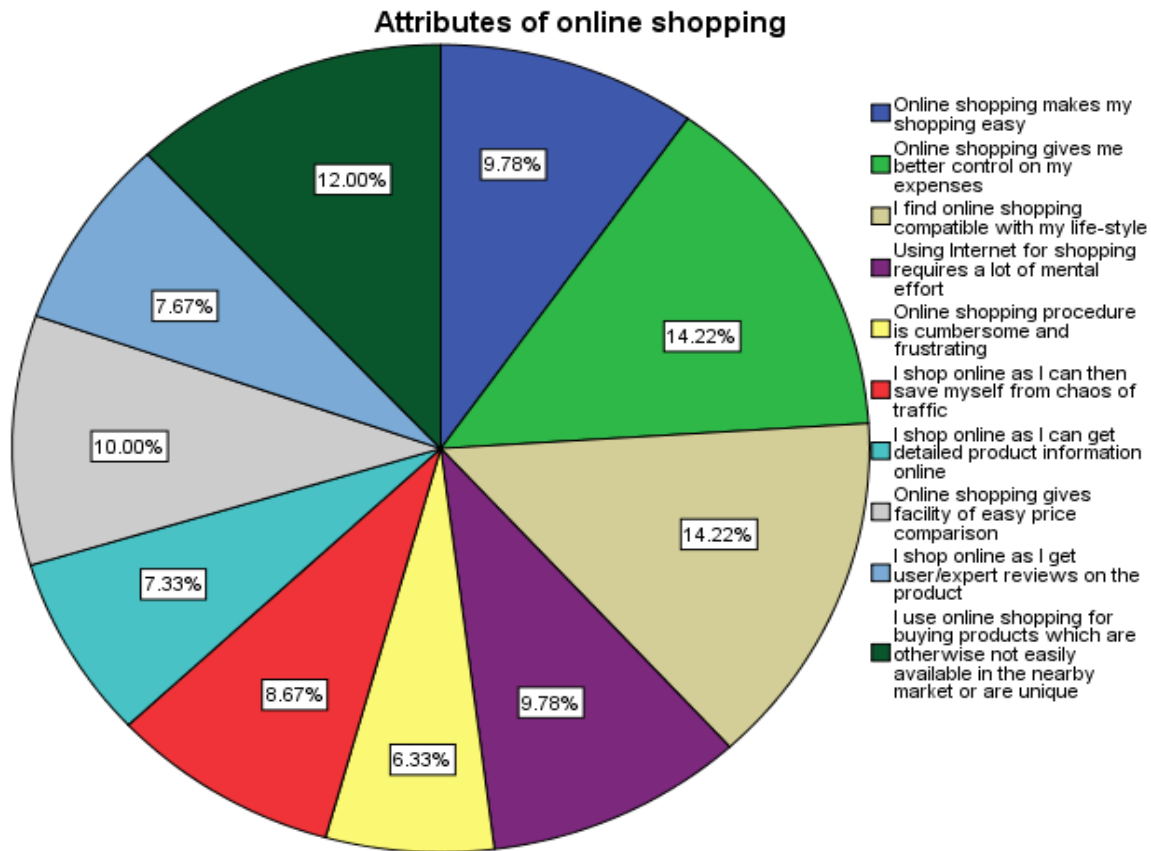
Sample size:

According to Morgen's table for the population of 250000 and above we should have a sample size of 782 at 95% confidence interval with 3.5% of margin of error.

| Zone | Students | | Salaried | Self employed | Housewife | Total |
|--------------------|------------|------------|------------|---------------|------------|------------|
| | UG | PG | | | | |
| North | 30 | 30 | 30 | 30 | 30 | |
| South | 30 | 30 | 30 | 30 | 30 | |
| East | 30 | 30 | 30 | 30 | 30 | |
| West | 30 | 30 | 30 | 30 | 30 | |
| Central | 30 | 30 | 30 | 30 | 30 | |
| Grand Total | 150 | 150 | 150 | 150 | 150 | 750 |

Data Analysis:

| Attributes of online shopping (Change in environment) | | |
|--|---|---------------|
| | Count | Row N % |
| Attributes of online shopping | Online shopping makes my shopping easy | 71 9.78% |
| | Online shopping gives me better control on my expenses | 103 14.22% |
| | I find online shopping compatible with my life-style | 103 14.22% |
| | Using Internet for shopping requires a lot of mental effort | 71 9.78% |
| | Online shopping procedure is cumbersome and frustrating | 47 6.33% |
| | I shop online as I can then save myself from chaos of traffic | 63 8.67% |
| | I shop online as I can get detailed product information online | 53 7.33% |
| | Online shopping gives facility of easy price comparison | 73 10% |
| | I shop online as I get user/expert reviews on the product | 55 7.67% |
| | I use online shopping for buying products which are otherwise not easily available in the nearby market or are unique | 86 12% |
| | Total | 725 100.0% |



Attributes of online shopping (Change in environment)

From the data collected out of the total 725 respondents when asked about attributes of online shopping (change in environment):

- 9.78% said online shopping makes my shopping easy
- 14.22% said online shopping gives me better control on my expenses
- 14.22% said I find online shopping compatible with my life-style
- 9.78% said using internet for shopping requires a lot of mental effort
- 6.33% said online shopping procedure is cumbersome and frustrating
- 8.67% said I shop online as i can then save myself from chaos of traffic

- 7.33% said I shop online as i can get detailed product information online
- 10% said online shopping gives facility of easy price comparison
- 7.67% said I shop online as I get user/expert reviews on the product
- 12% said I use online shopping for buying products which are otherwise not easily available in the nearby market or are unique

Conclusion:

While creative through the Internet, little research action has discovered the role of variation in online transactions. Accurately, how consumers respond to changing web-sites has received no research care within the prevailing literature. To discourse this deficit, the current study reviewed consumer reply in the face of change within the profitable retail web-site. It did so through two levels of disparity; the task-relevant dimension and the non-task-relevant dimension.

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