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A Detailed Study on Consumer Behaviour Towards Online Shopping

Monicka.R

1st MBA, department of Management studies ,PeriyarUniveraity salem-636011,Tamilnadu, India,
Email: moniniranjan27@gmail.com

ABSTRACT

The origination of the internet created an entire new experience for consumer regarding gathering information, comparing product or price and the possibility of purchasing on the internet. Therefore consumer behavior on the internet is an important factor for marketers. To predict consumer behaviour on the internet marketer need to understand how, where and why consume behave online. This study will create more understanding about why and how online consumers go through their buying decision process.

Keyword : Consumer behaviour, online shopping ,changing attitude towards online shopping.

INTRODUCTION

Internet is changing the way consumer shop and buy goods and service and has rapidly evolved into a global phenomenon. Many companies have started using the internet to cut marketing cost ,there by reducing the price of their product, to take feedback and also to conduct satisfaction survey with consumer. Consumer uses the internet not only to buy the product online but also to compare price, product features, and after sales service facilities they will receive if they purchase the product from a particular store. In addition to the tremendous potential of the E-commerce market, the internet provides a unique opportunity for companies to more efficiently reach existing and potential customers. Many experts are optimistic about the prospects of online business online shopping is the easy solution for busy life in today's world . online shopping saves crucial time for the modern people because they get so busy that they cannot or unwillingly to spend much time on shopping.

CHANGING ATTITUDE TOWARDS ONLINE SHOPPING

“Awareness , Future Demand focus for Emerging Markets and current issues” malls springing up everywhere, and yet people are E-shopping !And not in small number either. Consumer are more rational nowadays and can get choice from the market .Awareness among consumer is spread through the internet. The number of internet users is increasing day by day which attracts people who have an option to buy online. Ticketing, travel booking, and even books and movies seems fine to buy online. Consumers use the online not only to buy the product but also to compare the price, product featuring facilities they will receive if they purchase the product form a particular store. online stores are usually available 24 hours a day, and many consumers have internet access both at work and home so they prefer online shopping .

REVIEW OF LITERATURE

- 1.Solmon (1998)** :Studied the consumer behaviour and said that it is the study of the processes involved when an individual selects, purchase , uses or disposal of product, services, ideas, or experience to satisfy needs and desires. In view for the internet to spread out as a retail channel, it is imperative to realize the consumer's mind -set ,intention and conduct in light of the online buying practices.
- 2.Lepkowska-white, and Rao (1999)** :Referred vendor characteristics, security of transaction, content for privacy and consumer characteristics as factor influencing electronic exchange .
- 3.Bashir (2013)** :Online consumers are always seeking new product, new attractiveness and the most important things being price compatibility with their budget the internet is the best way to save time and money through purchasing online within their range of budget at home or in anywhere. online consumer 's don't have limits to online shopping.
- 4.Huseynov and yildirm (2014)** :Emphasized that the lack of physical interaction tends to be the critical impediment in online retail sales followed by the privacy of individual information and security of financial transaction over the internet .
- 5.Sultan and Henrich (2002)** :In his study concluded that the consumer's willingness to and preference for adopting the internet as his or her shopping medium was also positively related to income , household size, and innovativeness.

OBJECTIVES OF THE STUDY

1. To study consumer behaviour towards online shopping .
2. To study the perceptions of consumer about online shopping.
3. To identify consumer online buying behaviour .
4. To identify the factors influencing consumer attitude towards online shopping .

RESEARCHMETHOD OF THE STUDY

The study entitle “A study topic consumer behaviour towards online shopping” has been conducted to analyze and evaluate consumer behaviour towards online shopping . The study has been conducted by collecting secondary data through the use of published journals and websites.

CONCLUSION

In the past decades had sufficient time to visit shopping centers and searching for various product. Many consumer preferred to bargain and decide the purchases after physical examination of the commodities. The whole process can range from a few hours to weeks depending in the product, quantity and source of purchase. In the present scenario there is radical change in the entire process. Internet is the latest technology that brings the world market in the hands of every consumers through digital marketing. online shopping sites provide a big platform for customers for shopping and they can save time by shopping online so all the consumers behaviour are towards online shopping. Thus online shopping provides an important role in the mind of consumer.

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