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A Study Of Consumers' Attitude Towards Online Shopping In Jharkhand.

JASPREET KAUR[1], Dr. L.B. Paliwar[2]

[1] A Research Scholar Dept. of Commerce & Management BBMKU, Dhanbad
[2] Associate Professor Dept. of Commerce & Management BBMKU, Dhanbad

ABSTRACT:

The presented article is a continuous effort to study the perception of customers towards online shopping in Jharkhand. In the study, an attempt has been made to determine that the perception of customers towards online shopping in the state of Jharkhand plays an important role in the daily activities in the minds of customers. So every customer perception is usually influenced by a wide range of methods such as advertising, reviews, public relations, social media, and personal experience, etc. Today, we can say that in this modern era, due to the wide range of internet facilities, customers seem to be eager to shop online.

Keywords: perception, customers, and online shopping.

INTRODUCTION:

Customers of the state of Jharkhand, India, are using online businesses appropriately, not only to buy products through online businesses but also to take full advantage of online services. This study has found that most of the customers of the state consider online shopping as the ideal way to buy products and investments. they are keen to continue this basis of shopping. So, that through the development of networking technology, business organizations and service institutions are creating new business formats and platforms using this technology. The Internet is not only a platform providing information, but also provides a wonderful opportunity for businessmen to turn their ideas into a business through e-commerce portals. At present, people from all over the world come to the Internet to buy and sell goods or services. The online business platform is flourishing for more and more businesses through electronic transactions using Internet technology. Thus, the era of e-commerce has proved a significant synergy between the use of digital information and business. The presented article is a continuous effort to study the perception of customers towards online shopping in Jharkhand. In this study, an attempt has been made to understand that the perception of customers towards online shopping in the state of Jharkhand plays an important role in the daily activities in the minds of customers. Due to which the perception of every customer is usually influenced by many ways, like public relations, social media, and personal experience etc.

Objectives of the study.

- To further study the person doing age-group-based business.

STATEMENT OF THE PROBLEM:

The development of networking technology, business organizations, and service institutions is creating new business formats and platforms using this technology. In a less severe market, customers maintain their goods in a simple form. In any case, this is not valid in web-based shopping, as customers have a wide range to choose from, web-based interfaces where products are offered at low prices, delivery of goods in a short time, limits offered, etc. Thus, customer maintenance is a tough job for all E-commerce administrators. Thus, customer maintenance depends especially on consumer loyalty. Customers who buy goods online can be satisfied due to the nature of data offered in the web gateway, quality of goods as described, items coordinated with the items shown on the site, cost charged for the item, time taken for transportation, etc.

RESEARCH METHODOLOGY:

The present study is mainly based on primary data and is of an applied nature. However, wherever necessary, secondary data has also been used appropriately during this study.

LITERATURE REVIEW:

Ram Mohan Rao (2023). The objective of this study was to identify the major factors influencing consumer perception towards online shopping of various products or services available in the retail market. It was reported that the study focused on assessing the importance of six factors, such as convenience, website design, delivery, price advantage, reliability, and responsiveness. It was based on quantitative research, and the data were collected from primary sources.

Dr. S. Hariharan (2024). In simple terms, consumer perception tells us what a consumer thinks about a product or service during the commodity purchase decision process. It plays a very important role in an organization's ability to attract new customers and retain existing customers.

Suresh Kumar (2024) Primary Objective: To study customer perception towards online shopping. To determine consumer behavior in the online environment, to identify the main influencers in the online shopping process, to identify people's attitudes towards the benefits and risks of online shopping, and to find out consumer preferences regarding the features of online shopping websites.

To further study the person doing Age age-group-based business.

Sl. No	Age	no. 0f. Respondent	Percentage %
01	10-20 years	25	14.21
02	20-30 years	95	53.98
03	30-40 years	21	11
04	Above 40 Years	35	19.88
05	**TOTAL**	**176**	**100**

To further study the person doing age-group-based business.
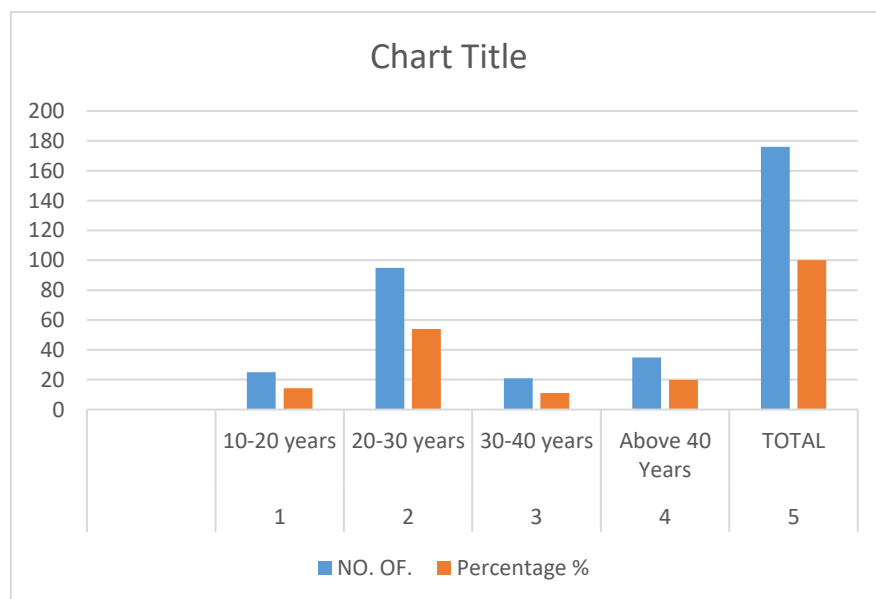
It is evident that being tried to be proved on the basis of the data given in the table, age group based persons doing business: 10-20 years 25 14.21, 20-30 years, 95 53.98, 30-40 years, 21 11, and above 40 years, 35 19.88, respectively.

CONCLUSION:

In today's life, online shopping is becoming popular for every person. Studies show that most consumers have experience with online shopping. Consumers believe that online shopping is a better option than manual shopping, yet they believe that online shopping is expensive, and there is a delay in the delivery of products and services. Most consumers are facing problems such as the return of defective products, confusing sites, and ineffective customer service. The most worrying barrier in online shopping for the consumer is the inability to verify the product in person, and online payment security.

SUGGESTIONS:

1. The internet environment should be improved in the field of art, with dynamic and interactive technologies. This improvement will increase the visual appeal.
2. Sellers and service providers should avoid hidden charges.
3. This will help in avoiding an increase in the price of the product.
4. E-retailers should provide quality services to consumers by improving the technology in their portals to facilitate shopping.
5. Online shopping portals should be made affordable for the middle-income group, as more than half of the population in India falls in the middle-income group.

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