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A STUDY OF CONSUMER ATTITUDE AND BEHAVIOR FOR ONLINE SHOPPING

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ABSTRACT

The psychological shape of a man or woman when he or she buys any product via Internet, explains online shopping for actions. Most net retailers use cart purchasing tools to enable customers, similar to a true cart in a real international shop, to accumulate more than one item in different parts. Upon fulfillment of your goods, the customer shall receive the payment and delivery data for completion of the transaction. Over a period of time the internet has developed into a "modern" distribution platform and it has been diagnosed with most information contributions through various means. Using the internet to store the data on disk, along with the search for goods and statistics roughly, is one of the key reasons for using the Data. In addition, consumers have not offered too many suppliers and alternatives to products / offers. The Internet has now developed into a highly competitive and powerful market where consumer rivalry is high. In a competitive market, in order to have an impact on and retain consumers, these influence factors must therefore be considered in equal time with online shopping as critical elements for online purchases. Nowadays people are increasingly calling them a white collared worker, especially for office workers, who do not have the free time to go shopping because they the drive, research or do various important things in their lives. Internet shopping therefore for the office worker is the most convenient and excellent route. Customer pride is seen as a key differentiator in the area of aggressive marketplaces, in which companies compete for consumers on an unpreventable basis, and is increasingly becoming a key feature of the modern marketing techniques associated with commercial companies. The influence of the period on various elements of life has been extraordinary. This effect needs to be mirrored by our culture and included in our everyday lives. Likewise, technological progress has changed the way producers work within the company.

KEYWORDS: Consumer Behavior, Practice Skill, Online Shopping, psychological shape, man or woman, product, Internet

INTRODUCTION

The consumer is everyone in the world. Anyone buys and sells products and services or consumes them in life. The action of the customer is highly complex and primarily

dictated by social and psychological influences. Consumer conduct may be described as those actions of people directly involved in acquiring economic goods and services, using them and disposing of them.



Modern marketing is focused on the meaning and importance of understanding customer behaviour. Also two customers do not have the same needs. Therefore they only buy certain goods and services that fulfill their wishes. A business has to continually evolve and consider the most recent needs and desires of customers to succeed in the industry. It is extremely important to take advantage of marketing opportunities and to face the demands of the Indian industry. Digital consumer behavior has some noticeable variations, compared to offline consumer behaviour. Both online or offline, the phases of the customer decision-making cycle are basically the same. Nonetheless, new elements need to be considered in the general model of consumer behaviour. Within the online model, the design of the website along with user abilities, product characteristics, online buying behaviors and expectations of control of the Internet environment are of fundamental significance. Parallels exist in the analog world where it is widely known that the behavior of consumers can be affected by shop design, and that knowing the accuracy of consumer movements through a shop will improve sales if products and promotions are organized along the most likely lines of the consumer. The consumer's understanding of how to perform electronic purchases applies to customers' skills. The fact that some goods can be easily identified, packaged and sent over the internet, while others can not, relates to the product characteristics. Such factors, coupled with conventional brand, advertisement and corporate capabilities,

contribute to some online buying behaviours. Customer behavior with respect to shopping using the internet varies. Some customers either do not have access or do not use this new distribution channel, mainly because of concerns about privacy and protection. Many customers choose to browse the Web to collect information and then to visit the shops to negotiate with the seller. Most shoppers first go to department stores, then buy from an e-tailer. Some do all their shopping online: collect information, negotiate, order and either arrange delivery or collect the goods in the store.

Online patronage has become a new research area with an increasing number of year-long guides. The papers in the area of statistics systems, advertisement and marketing, management and psychology are published in journals and conference proceedings. Electronic publicity and marketing were a remarkable revolution in the era of globalization. In the last decade, most business entities move with alternating / shifting technology. Good advertising and marketing efficiency and expertise are used for online shopping or advertising. Retailers build strategies to satisfy the online consumer demand. We are busy reading customer behavior in the area of online shopping in order to determine consumer attitudes towards online shopping. To take this into account, it is taken into account. We need to grasp a few related consumer expectations before passing similarly.

ONLINE SHOPPING A BOOM IN E-COMMERCE INDUSTRY

Whether in retail or company-to-business, nationally or internationally, the E-commerce industry has changed the business model. The growth of e-commerce has greatly increased through internet and related technology boom. In the economic growth of a nation and the world the e-commerce industry plays an important role. The Indian e-commerce industry is not even 20, but has grown fast and is now forecast to reach 20 billion dollars, although e-commerce began in India for decades, the greatest improvement in the remaining five years has occurred. Owing to online shopping, online transportation, online classifications, economic services and digital downloads, the e-commerce industry has increased widely. Online travel alone accounts for over 70% of the e-commerce business duration of those categories. Nonetheless, the industry is increasingly merging online retailing with 90 percent of the overall ecommerce market.

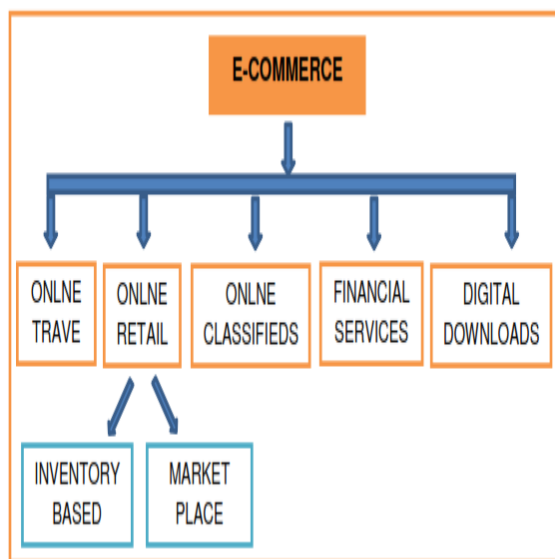


Figure-1 Ways of E-Commerce

One of the major major e-commerce sectors is simply the online retail market, where shoppers who have the right access to the internet are the main purpose for online shopping. Regardless of the advances in technology and the internet, shoppers have also been educated and accepted. It is rising unexpectedly due to the emergence of digital mobile devices such as smartphones, laptops and tablets. Around 80 percent of this market share is accounted for by 50 stores, and natural playing online stores generally retains the benefit of pace and changes are taking place in relation to online brick and mortars. The 5th 12-month survey demonstrated that more than 5,000 buyers buy online in a duration of 3 months. Online shopping is accelerating due to the use of smart phones for online purchases. The survey has reported that 44% of smartphone customers buy through their appliances. Though online sales continue to increase every year in January, in line with US Castor Pulse Ecommerce, e-commerce has risen by 10 percent, as online transactions are expected to expand by up to 45 percent in 2017. Every electronic enterprise needs to take stock of the latest growth rates both for the entire business and for the implementation of marketing policies to achieve the goal to stay ahead of the race and to grow its online business.

ONLINE SHOPPING IN INDIA

One of the key factors affecting online shopping prospects is the consumer's approach to online shopping. Worldwide there is an increasing number of people and hosts connected to the network. Internet access has also become more widespread in

India and easily accessible via the mobile network. While a small share of Internet activities is expected to boom internet purchases in the years of destiny. Some significant elements are expanded internet penetration, decreased hardware costs, a decrease in the rate of better and more stable infrastructure in Internet communities and increased awareness of a few users. In India, several ways to complete online ads and marketing are agency websites, purchasing portals, public sales websites, etc. In their initial years, online shopping was used primarily to position orders and to make bills on product delivery. The manner in which online transactions are being made in India today has been slowly and dramatically exchanged. Because of the comfort factor, protection, easy changing policies, wide variety, pricing modes and a friendly interface, online buying was very much followed by Indian consumers. In India, consumers are smart consumers, who prefer to carry out a thorough investigation before they find the high quality charges and deals they are interested in. India's customers have become particularly comfortable with the online shopping samples of electronic devices such as computers, laptops and smartphones. This makes online shopping more acceptable. In India, a number of companies hit the internet bandwagon to enter online shopping sites. For India, sales from online shopping have increased at a first rate. Online Shopping in India is growing at higher rates. India is the third largest race missing in the United States of America, China. Online customers grow by more than 30 per cent, with 11

percent of India's most effective population tracking and using the Internet and 10 million handiest online customers. If 50% of Indians follow online retail outlets, sales generation could be \$2.5b in 2009, \$6.3b in 2011 and \$14b in 2012 and \$24b in 2015. The contribution is forecast to be 4% of our GDP by 2020. The following discernment indicates that the retail shopper is distributed in India. With the Electronics we will see consumers with a high of 34 percent and 30% purchasing online apparel and add-ons. Books and splendor goods hold the third and fourth levels.

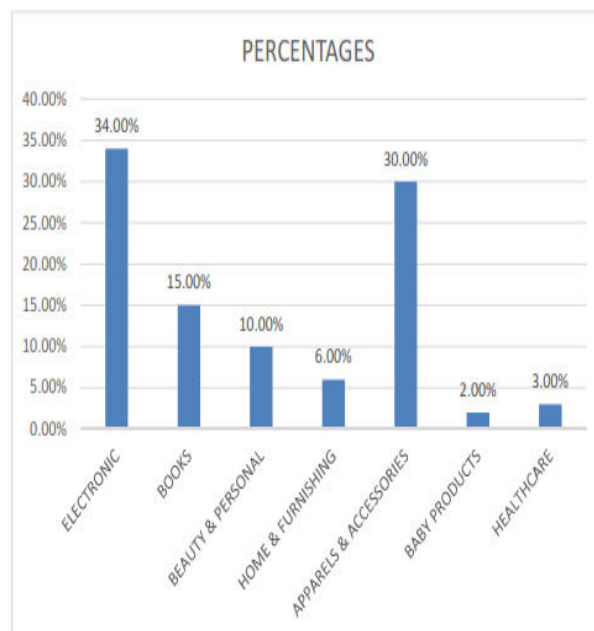


Figure-2 Growth of Online Shopping In India

Online retailers who have begun to make a noise of revolt have become alarmed by growing shopping on line. The rapid rise in online shopping demand and greater transition by customers to online shopping are a real cause for concern to thousands small offline retailers. There have been



several studies finding that offline retailers should be aware of a challenge from the small-scale online shopping industry. E-commerce law in India remains unclear, and the Government is being called upon by offline retailers to intervene in their battle with the online dealers on behalf of them.

PROBLEM ON HAND

Online shopping became very important every day and developed in the e-commerce market. But along with that boom are some of the reasons why consumers hesitate to shop online, including the positive dangers of online buying, such as numerous fraudulent practices, the product at its best, problems related to trade rules, dishonesty and private contact. Such conservative conduct and mindset of the consumers has had a negative effect on online shopping by consumers. Although online buying benefits are substantial, it can create a challenging situation when the system works poorly. While online stores strive to protect buyer hobbies, it's a steady fight to take the lead by far. It's clever to know the latest era and to keep customers' identity and finances in check. Product delivery is also a major problem for online shopping, which must be brought to the attention of online retailers. Consumer behavior research and review is a retro trend. For many years, numerous theories and definitions have been used to understand consumer opinions and reviews that enable you to develop a publicity approach to attract and help customers effectively. However, although traditional patron behavior and online customer behavior are considered, some distinctions still need to be made. To date, numerous

research studies in the area of net commercial undertakings, online shopping, online consumer behavior and its various family members have taken place in the field of business. When purchasers want to shop online it is practically important what elements they use to buy products and bids over the internet. To order to satisfy the buyer's desires and expectations and succeed within the Online market, these factors should be emphasized by an online retailer. The researchers' studies should primarily discover and learn from these circumstances the key factors that may influence the online purchase of products and offers.

India's busiest urban center, has contributed to its online shopping share by playing third place within the list, with a 9.5% share of online shopping. While 1/3 is in the list, the populace in Mumbai can be positively influenced by conventional shopping. Recent data has shown that about 30% of people in Bombay are not currently devoting their time to Web buying, though one of the core elements in digital trade is trust. To boom on-line shopping in Mumbai, expert on-line buyers have to take precedence when buying on-line, experience and their satisfaction rates, as well as the factors affecting online shopping. Some people in Mumbai use the internet best to use social media sites, check for information, entertainment, gambling and connect with others but are reluctant or afraid of buying online because of various issues that have been reported in advance, such as scams and fraudulent practices. This research issue consists in identifying customer perceptions and levels of satisfaction with online

shopping, which decide the factors influencing customers whether they want to go online or not. It will help the online retail marketer to improve their strategies to create more customers for online shopping.

FACTORS INFLUENCING CONSUMER BEHAVIORS

To research and evaluate the consumer's behavior, various factors responsible must be known and interpreted and processed in a certain way. Consumer comportement results from motives and incentives that include internal motives, while external factors are incentives. Five key factors influencing customer success are listed below.

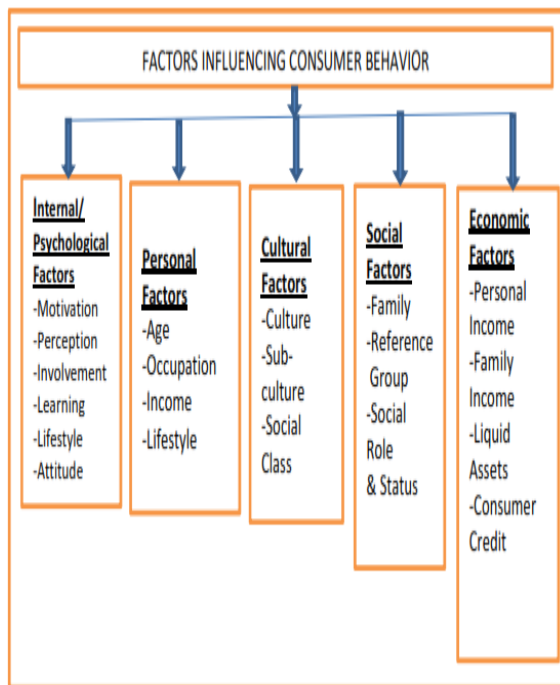


Figure- 3 Factors Influencing Consumer Behaviors

CHANGING TRENDS OF CONSUMER BEHAVIOR

A historical view indicates the market behaviour, and that transition occurred in the

1950s because of economic necessity. Today the user is more indulgent than his predecessor on the market. The pattern of the customers demand changed as the customer wishes and desires changed. For example, for these days, a cellular smartphone is more desired than needed. As a buyer market has come into being, advertising managers have started to identify customer needs in an aggressive business environment and as a result to adopt bordering marketing technology. More knowledge has become essential for the exchange of customer requests, perceptions, reports, pleasure stadium, attitudes and intentions. Adaptations of consumer preferences, demographic patterns and behaviors will be carried out by businessmen to expand their investigation into successful advertising strategies. Three modifications specially are possibly to have an effect on entrepreneurs

1. A greater value should be directed closer to the part of customers
2. More hobby in and get right of entry to information on products and services.
3. The choice for greater customized products.

Marketing companies must systematically follow the basis for collecting information on changes in customer behavior. Most have a publicity information system designed particularly to collect and analyze consumer conversion records. Such IT systems are intended to obtain every secondary and primary information. Due to the creation of digital international, client behavior has drastically converted. Today the customer is extra techno expert and has over a period of

time alternated behavior to develop the production of the exchange. Digital world production and advertising formation has been widely influenced in the consumer's requirements, wants, preferences, patterns, trends, alternatives, etc. A knowledge of how and why employers' businesses were required to design and develop effective advertising technology. Over the years, researchers in the field of marketing have been carrying out research to learn about the changing trends of consumers, so that business companies can meet the changing needs of the consumer and meet their expectations.

CHARACTERISTICS OF THE INDIAN CONSUMER BEHAVIOR

The excessive rate orientation of the Indian customers is indicated. Such an introduction to appreciation has made Indians one of the extreme observer customers in the Even world. Luxury brands must develop a unique pricing approach that takes their place in the Indian marketplace. Indian clients have a high certificate of orientation circle. In fact, this orientation applies equally to the long-standing family and friends. Identities that promote own family values tend to be well-known and universal within the Indian market without any problems. The values of caring, care and affection are also related to Indian customers. Such ideals dominate even more than motivation and achievement ideals. The position of history and subculture in shaping Indian client behavior is quite specific, other than psychology and economics. Product which conveys emotions and emotions gel to the Indian

client. In India, maybe the first-rate one can see conventional goods with state-of-the-art products. Hair oil and tooth powder with shampoos and toothpaste, for example, are cutting-edge.

Indian Consumer conduct-

Indians saw a huge increase in their per capita income and consumption in sixty two years of adventure. This caused a widespread shift in customer preferences from conventional process products to technologically advanced branded products, due to booming patron awareness and options of recent modes. Urbanization in India takes place at a fast price that affects consumers' living style and behaviour. With ever increasing access to the Internet and social media in the country, the shopping behavior of Indian purchasers has been dramatically exchanged. The Indian customers' sample of revenue spending has changed in recent years. The buying behavior of the Indian consumer is based on various factors. These include urban development, changing mode of existence, network and social media penetration, changing population conditions, increased awareness, increased disposal incomes and so on. This change in employer behavior is difficult for the business company which produces and distributes products and services and is that. The latest features of the Indian market include online shopping, celebration, fitness consciousness, freebie and environment-friendly products, emblem focus. Indian customers' behavior has undergone various changes over time. Today's Indian consumer needs to remain lavish and relaxed in lifestyles. Consumers



want to remain present; they thus prefer to invest more of their money rather than preparing for their destiny. An region within the rural market for many essential customer products has been a significant and recent development in Indian consumerism. The Indian centre's sample of buyer lifestyles has been massively improved in the last future and it is highly hoped that their conduct shopping will directly contribute to the future destiny. As a result of the rapid boom in the supply sector, the revenues of the Indians have increased as well. This is due to the fast transference by the most human beings from agriculture to the services and industry, where growth opportunities are fairly high compared to the agricultural industry. The wide range of middle class consumers is growing.

CONSUMER ATTITUDE AND BEHAVIOR TOWARDS ONLINE SHOPPING

Several articles have been published so far and several studies was carried out to learn the consumer attitude and behaviour. Scholars around the world, business organizations and business schools are committed to identifying and researching consumers ' attitudes to online shopping so as to boost earnings growth through shopping online. The consumer's attitude to online shopping in recent years has been studied in detail. Online shopping every day is famous due to the increase in the use of the World Wide Web known as WWW. The need for online promotion of the technology user has grown to be a work for contractors. Consumers are now becoming more informed and trained and have the potential

to make the market choices. The explanation for buyers' awareness is online. Innovation of online purchasing elements would help entrepreneurs to favor the assaulting group over other individuals, holding them online and focusing on the elements affecting consumers to shop online. The growing opposition from online sellers has given the consumer basket fine products and services. Consumers therefore show a superb attitude closer to online purchases. To sum up, online purchasing has undoubtedly brought revolution and inspired our whole society. This use of the era has opened up new markets and opportunities that today enhance handling. In line shopping, however, fraud and secrecy are also open to possibilities. Unfortunately, it has checked that offenders can manipulate the gadget and receive private records very much. Fortunately, measures are currently in place to prevent hackers and criminals from accessing inappropriately their personal databases as a result of improvements in the cutting-edge generation. Via privateers and safety regulations, website designers are happy to give up this non-ethical practice. With this, society will continue to depend on online shopping in order to enable it to remain an enormous achievement within the destiny.

SIGNIFICANCE OF CONSUMER BEHAVIOR IN MARKETING

Detailed understanding of consumer behaviour, every business organization needs better returns and survival in competitive business environments. Knowledge of customer behavior theories and ideas makes it possible to correctly



market the product or the offer. The behavior of the consumer refers to the study of shoppers' trends and attitudes. The purchase of any goods and offers no more is important for a person who leaves for shopping. The customer has to go through numerous degrees before he decides to purchase the goods and offers on the market. A number of factors in the buying behavior persuade shoppers to choose individuals, whether cultural, social, personal or psychological. The purchaser behavior takes a closer look in very aggressive and focused sectors. FMCG, sustainability buyers, retailers and e-commerce, leisure, tourism, etc., are sectors in which many people are simply employed in the investigation of consumer behaviour, and in persuading buyers. In addition, the analysis of consumer behaviour, particularly within marketing, permits in many aspects. Customer conduct is used as a tool for businesspeople to reach their income goals and objectives. Marketers must recognize and identify shoppers' behavior to perform well on the market for their products. Entrepreneurs need to realize what leads a customer to purchase a selected product and what prevents him from shopping. Market scientists are constantly looking at the buyers' performance because they continue to recognize their lifestyle, mode, style, possibilities and technology exchange. Consequently, the purchaser continues to convert shopping for attitude. The fact that the product is set and marketing marketed relies heavily on these elements is highly valuable information that is paid for sharing in consumer behaviour. As the market

continues to shift, the first predictor for the equivalent may be a customer's behavior evaluation. The consumer's know-how makes it clear for businessmen what, where, how and why consumers decide and buy the product. This allows the marketer to know the intent of the product purchase by using the customer and how it suits them. Previously, the basic principle of marketing with respect to the marketer's point of view is that the goods and the services should be sold to more people to profit more. Nearly all marketers who were successful in achieving their objectives and targets applied this theory of productivity heavily. Today, however, the scenario changes, as customers are more aware and many other brands on the market make selling, or attracting consumers to buy the product not easy. Consumer behavior analysis leads towards selling the product that satisfies customer expectations and needs. Since consumers are called King of the market, marketers and sellers must take into account the likes, dislikes and preference of consumers to supply their products and services accordingly.



Figure-4 Significance of Consumer Behavior in Marketing

DEVELOPMENT OF E-COMMERCE IN INDIA

Everybody in India knows not that this idea was only implemented in our country in the late 1990s, even though e-commerce is a sufficient and widespread industry today in the world. It was in 2002 that IRCTC (Indian Railway Catering And Tourism Corporation Ltd.) began the first successfully to create an E-commerce portal, but Reify had tried to capture the Indian market since 1999. As one of the fastest growing and emerging markets, India has very strong e-commerce forecasts. In 2009, the projected e-commerce sector was 3,80 billion dollars and by 2016, the e-commerce industry of India could cross 38 billion dollars. The \$23 billion of 2015 still represents a significant leap. The e-commerce industry is expected to be in

excess of \$ 100 billion by 2020. The start-up and implementation by smartphones and Internet connectivity have grown considerably, e-commerce companies have been able to communicate with their respective target customers and have been able to increase acceptability and confidence of the general public in online payments and favorable demographics. Indeed, market leaders claim it is possible to contribute up to 70% of their net sales, profits and online shopping by using smartphones.

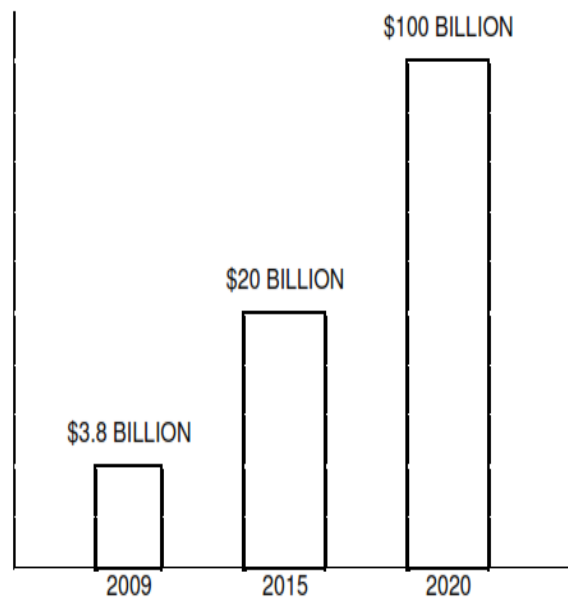


Figure-5 Development of Commerce in India

GROWTH OF INTERNET MARKETING IN INDIA

Internet marketing in India has cemented its approach to price efficiency and coffee risk marketing in a rural area exceptionally dependent on print and offline advertising. The Internet has revolutionized the business and business process. Promotions, advertising, marketing and sales have been



resurrected. In India, Internet advertising is still early and must still be used properly by companies and corporations. India's online marketplace just began in the 90s, but showed no growth. It was noticed in India after 2007-2008 that there was a surplus rate of 500 percent. Since then, more than fifty percent has been growing in line with year. In India, retail, schooling and healthcare are the three most important fields that have adopted Internet marketing. Further purchases are made through net advertising of foodstuffs, clothing, households, e-mail, tours, movies tickets, insurance, banking, books and now furniture. According to the new study report from Morgan Stanley, the number of Internet users in India has increased to 100 million, from 50 million in 2007, and more than 300 million in 2014. In addition, it is very likely that the Indian Internet marketplace will move from 11 billion dollars in 2013 to 137 billion dollars by 2020 in terms of the gross product fee sentences. Therefore Morgan Stanley analysts agree that India has an extensive enterprise talent and the opportunities created through the Internet. This is why the United States, just like America, provides a wide range of groups that could transform the way a few billion people live their day to day. The industry's marketplace fees can therefore also contact \$160-200 billion. From 2013 to 2018 India can see the golden Internet area with great potential for growth and secular growth for e-commerce, internet advertising, social media, search, online content and e-commerce services and Internet advertising. As we all understand, India has a long way to go inside the digital

marketing landscape as more and more Indians spend time on the Internet compared to China and the United States.

Online shopping was born from the growth of Internet and its use. In 1994, the first online channel was launched, selling products such as wine, chocolates and flowers shortly after the retail category that increases the growth of online shopping. Some of the items were generic that the customer didn't have to touch or feel to purchase. Early on in developed countries like the United States, the UK and Germany, shopping online flourished. In general, higher educational and personal revenue populations respond to online shopping. Increased media coverage also raises chances of supporting the creation of new shopping platforms. The main reasons for the development of online shopping are the convenience factors that online shopping offers and not traditional shopping. According to a survey conducted by Nielsen in March 2010, some items are commonly purchased online shopping, but other items will achieve substantial growth. The desirability of on-line shopping also increased with quicker delivery, easier return policies, easy payment methods and numerous sites which offer a free home delivery. Over the next five years, IBIS World Research expects an 8.6% growth annually over online sales. According to New Forrester Research, 11% of total retail deals in 2018, up from 8% every 2013. U.S. The composite annual growth rate of 9.5% is based on the new Forrester Research online retail sales forecast, which ranges from \$263 billion of each 2013 to \$414 billion of each

2018. As time passes, the internet will become more popular. Online shopping has massively expanded worldwide.

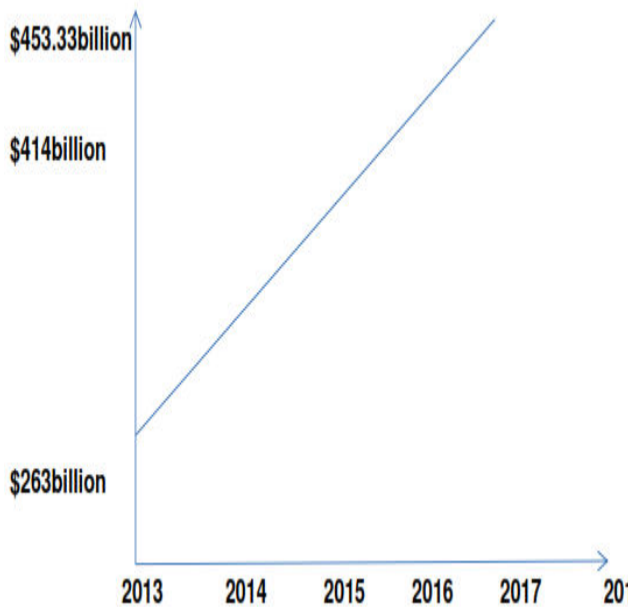


Figure-6 Growth of online shopping
CONCLUSION

Studies are done all over the world online shopping experience. Such studies offer an insight into the perceptions and behaviors of customers shopping online. The surveys will fill the gap between customer knowledge and consumer experience. There are many other things Internet retailers can do hard to provide their online customers with better experiences. And this is why you will contact your customers with regard to your wants, desires, hopes, concerns and proposals. This allows the online seller to know his user experience with his product or website and to produce better results. Nevertheless, the trip ends as consumers are satisfied with online shopping before they know the customer experience. The journey ends. Since he can repeat his online

purchase only if the customer is happy. The user enjoys an unsustainable average online shopping, 86%. Online shoppers are most happy about check out (83%), production / commodity form (82%) and online tracking potential (79%). Online shoppers are very happy. Online shoppers, including the flexibility of selecting transport dates (50 8%) and re-routing programs (50 seven%) and the ease of generating returns and exchanges are the least satisfied in terms of shipping flexibility. In addition, it is also possible to improve customer pleasure by means of a clear return policy in order to make returns and exchanges of products easy. Six out of eleven components which influence the experience of a buyer can be affected immediately by logistics services. Purchases online in India have now proven to be a popular phenomenon. Citizens of India benefit from the advantages and features of on-line shopping. India, due to the growth in e-commerce enterprise and advances of technology , smart calls and many others, is among the fastest developing countries to recognize online purchases. Within the country, the increasing range of net users allows the Internet trader to expand its business by promote goods and services online. According to ASSOC HAM-Resurgent India, there are expected to cross 100 million online customers with a 2017 cease compared to 69 million closed 12 months which have increased as a result of upward growth in higher-level logistical facilities. The Indian retail market is expected to rise 65% to \$17.5 billion in 2018. In 2013, the industry stood at \$3.59 billion and in 2014 it

was \$5.30 billion. In Indian e-commerce sector, the growth in online shopping will be massive over the 12 months of 2017. In 2017, mobile trade is expected to jump to 45-50 percent compared with 30-35 percent of ecommerce revenue.

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