

ONLINE SHOPPING: HOW CUSTOMERS SEE IT

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Abstract

Nowadays the way of life of the individuals is distinctive. Individuals feel awkward and time expending when planning to crowded markets. So, E-shopping may be a boon because it spares a parcel of time. Clients can buy things from the comfort of their claim homes or working environment. Shopping is made simpler and convenient for the clients through the web .It is additionally simple to cancel the exchanges which spares time and exertion. The most appealing aspect of online shopping is that buyers can discover and buy things they require which are at that point dispatched and conveyed at their front entryway without ever clearing out the house.

INTRODUCTION

Online shopping is becoming more and more popular for many reasons. External factors such as rising gas prices, difficulty accessing brick-and-mortar stores, and the hassles often associated with malls and other brick-and-mortar stores are increasing interest in online shopping. Online stores have a wide selection of both high-quality and moderate-quality goods, taking into account the level of people.

DEFINITION OF CONSUMER PREFERENCE:

Consumer preference refers to how customers select goods and services in relation to factors like taste, preference and individual choices. Factors such as the consumer's income and price of goods do not influence the customers preferred product or services”.

WHAT IS CONSUMER PREFERENCE?

A consumer's preference for a product can make or break a commerce. On the off chance that shoppers for the most part like an item, it can remain on the showcase for a long time and offer millions of units. Be that as it may, in case shoppers don't just like the item, it can vanish exceptionally rapidly. Shoppers get total data about the item and current clients have inspected its surveys. When someone wants to purchase an item, they are not constrained to inquiring about companions and family since there are numerous item surveys online that give suppositions from current clients of the item.

ONLINE CUSTOMERS

Online customers must have got to the web and a substantial strategy of instalment in arranging a total exchange.

By and large, higher levels of instruction and individual salary compare to a more positive discernment of shopping online. Expanded presentation to innovation too increments the likelihood of creating positive states of mind towards unused shopping channels.

THE DOs AND DONTs IN ONLINE SHOPPING:

If people want to be savvy online shoppers, enjoy finding great deals and avoid becoming a victim of cybercrime, customers want to follow a few basic Do's and Don'ts when buying from websites.

DO's

- Some time recently, given the credit card data, sufficient time must be taken to inquire about the site. Clients ought to contact the vendor in case it is the primary buy .Most trustworthy vendors will have a toll-free client benefit phone number.
- Encryption could be an include that consequently codes the customer's individual information when it is entered.
- Perused the website's return approach and other terms and conditions, too the location security approach, some time recently requesting any item.
- Utilise a comprehensive computer security program. This will incredibly decrease the hazard of contracting infections and will offer assistance to dodge burglary on unsafe websites

DON'Ts:

- Don't purchase from spammers. In the event that the client gets an email welcoming them to purchase something like "Discounted Rolex watches" two things must be considered.
- The foremost spammers will take the credit card or budgetary data and utilise it falsely. In The event that buys are made from spammers, the client will never get what t
- Don't pay by a charge card, cash or wthey have requested. It may be an unsafe bargain.ire exchange. When the customer pays with charge cards the money comes specifically out of the client's sum. Getting money back can be difficult, if it is not conceivable. When the individuals pay by cash or utilise a wire exchange, the cash goes directly to the vendor's account. So there's no response in case something goes off-base.
- Clients shouldn't buy from a website unless it is certified for security. People have to be certain that when individuals make an internet purchase, individual and money related data will not be compromised.
- Don't disregard the unused buy as before long because it arrives. On the off chance that the client finds a issue, inform the vender as before long as conceivable

ONLINE TRAVEL SERVICES

Travel and tourism in the United states contribute over \$1.1 trillion to the U.S. GDP with online travel services becoming an ever larger part of the picture.

Online travel is one of the most successful B2C e-commerce segments, accounting for more online revenue than any other online category. The Internet is becoming the most common channel used by consumers to research travel options, seek the best possible prices and book reservations for airline tickets, hotel rooms, rental cars, cruises and other tours.

According to Marketer in 2007, about 42 million U.S. Households booked travel online. A November 2006 survey found that almost 60 percent of those polled in the United states said they used the Internet to plan a vacation. By 2010, Online Travel Booking revenues are expected to grow about \$146 billion from 2007 to \$ 94 billion.

REVIEW OF LITERATURE

Babinetal., (1994) suggest that, "The problem solvers merely shop online in order to acquire a specific product or service, in which case shopping is considered to be 'an errand' or 'work'.

Mathwicketal., (2002) , "If online shopping meets this ideal by enabling the consumer to accomplish the shopping task he or she has set out to perform , then consumers will judge the Internet shopping performance positively."

Childers et al.,(2001) found " 'enjoyment' to be a consistent and strong predictor of attitude towards online shopping. If consumers enjoy their online shopping experience, they have a more likely to adopt the Internet as a shopping medium".

METHODOLOGY

This study is carried out on the basis of both Primary and Secondary Sources. These collection of data were presented in the following sections.

PRIMARY DATA:

Primary data were collected by means of systematically prepared questionnaires from online purchasers residing in Kandivali ,Mumbai. The majority of the respondents are family and friends.

SECONDARY DATA:

Secondary data has been collected from various Books, Journals, Thesis and websites.

SAMPLE DESIGN:

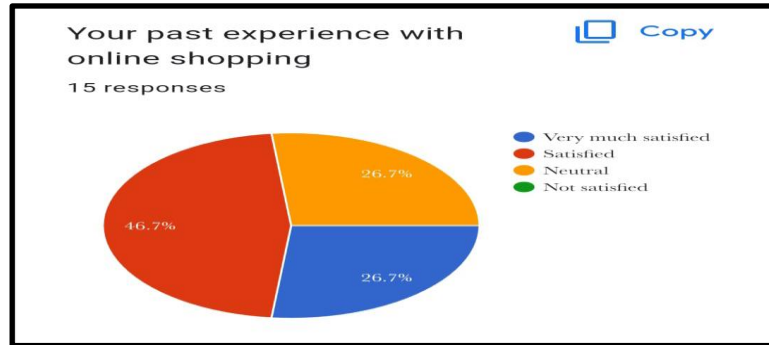
The study is descriptive and analytical. It is descriptive in the sense it exist at present and it includes facts and findings. It is analytical in the sense it involves analysis of the collected data and information.

1. WHAT PROMPTS YOU TO SHOP THE DESIRED PRODUCT ONLINE?



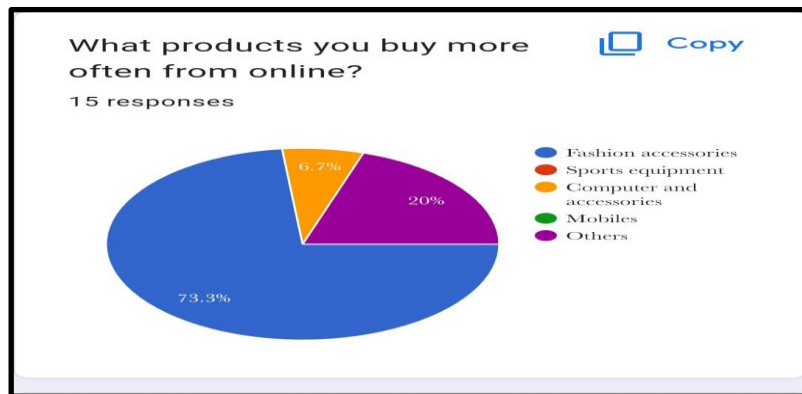
From the above pie chart it shows that the majority of people shop online because of reasonable prices. After that there is equal amount of preference in quality and design which means other than price, customers look for quality and design for their product.

2. HOW WAS YOUR PAST EXPERIENCE WITH ONLINE SHOPPING?



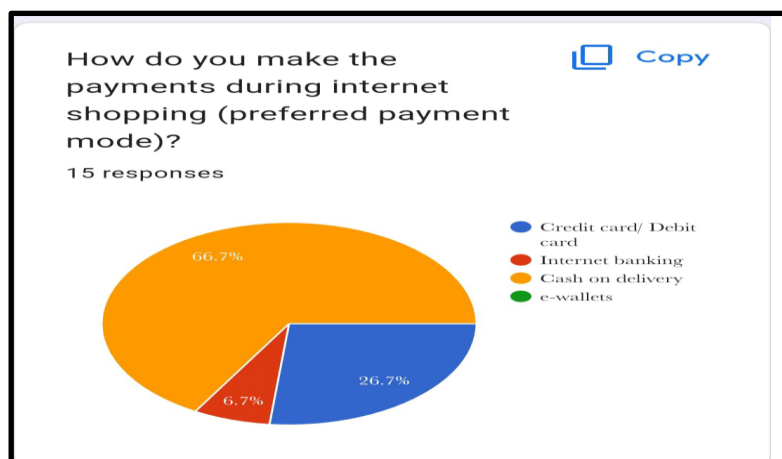
In the above pie chart, it shows 46.7% responses were satisfied with their last online purchase. There was no response for not satisfied.

3. WHAT PRODUCTS YOU BUY MORE OFTEN FROM ONLINE?



More than half of total responses shop online for fashion accessories like clothes, shoes, make up, etc.

4. HOW DO YOU MAKE THE PAYMENTS DURING INTERNET SHOPPING [PREFERRED PAYMENT MODE]?



In the above pie chart, most people refer to cash on delivery while purchasing online. There are some people who don't mind using debit/credit cards for online transactions.

CONSUMER PREFERENCE WISE DISTRIBUTION:

Online shopping is convenient and quick. But it is not suitable for all the products. Each customer has his own preference towards the product according to their level of comfort ability and satisfaction.

CONCLUSION

The researcher made a thorough analysis over the Study of customer preference towards online shopping. Through the Google form questionnaire responses there were a wide range of diversity among customers/buyers about online shopping, but through all the questions there was minimum negative experience of the customers for shopping online. Customers benefit from a wide range of different products of different brands at a reasonable price. Customers can return products with a refund or exchange. Large number of respondents mostly prefer to purchase Books through online shopping. Because variety of Books are available while searching online web stores.

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