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CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	MARKETING STRATEGIES FOR THE VIETNAMESE GEOSYNTHETICS MARKET: A CASE STUDY OF L.COMPANY PROSPECTS <i>KEMO BADIANE & CHARLES S. CHIEN</i>	1
2.	MILLENNIUM DEVELOPMENT GOALS IN AFRICA, POLICIES AND ACHIEVEMENT STRATEGIES: AN APPRAISAL AND WAYS FORWARD <i>DR. CHUKS P. MADUABUM & DR. ONYEMAECHI J. ONWE</i>	9
3.	EMOTIONAL INTELLIGENCE AMONG COLLEGE TEACHERS: AN EMPIRICAL ANALYSIS <i>M. SURYA KUMAR</i>	18
4.	IMPACT OF ADVERTISEMENTS ON CONSUMPTION PATTERN OF SOFT DRINKS: A STUDY OF SELECT RESPONDENTS <i>DR. S. V. RAMANA</i>	21
5.	BUYING BEHAVIOUR OF REFRIGERATOR BUYERS: A STUDY WITH SPECIAL REFERENCE TO CHITTOOR DISTRICT IN ANDHRA PRADESH <i>G.NIRMALA & K.RAMAKRISHNAIAH</i>	25
6.	ANALYSIS OF ALCOHOL CONSUMPTION IN RAIPUR DISTRICT (CHHATTISGARH) <i>TANU ARORA & DR. G.D.S. BAGGA</i>	29
7.	A GAP ANALYSIS OF THE ACTUAL LEVEL OF PERFORMANCES AND THE STANDARD LEVEL OF PERFORMANCES OF NEW GENERATION BANKS WITH SPECIAL REFERENCE TO HDFC BANK, AXIS BANK AND INDUSIND BANK <i>DR. JEEMON JOSEPH</i>	32
8.	WHERE HAS ALL THE GOOD MARKETING GONE: ETHICS <i>DR. ANITA SUKHWAL</i>	36
9.	PARADIGM SHIFT IN CUSTOMER'S PREFERENCE REGARDING e-SHOPPING <i>TARANJIT SINGH VIJ & DR. AMRINDER SINGH</i>	39
10.	AN INTENSIVE RESEARCH ON CUSTOMER BEHAVIOUR IN HEALTH DRINKS MARKET IN TIRUPPUR CITY <i>THIYAGARAJ.V & DR. REVATHI MURALI</i>	42
11.	MONOGRAPH ON MATHEMATICAL MODELLING OF C-RAN <i>SARIKA SAINI</i>	45
12.	REGULATION AND DE-REGULATION OF COOPERATIVES IN CONTEXT OF LEGAL FRAMEWORK <i>DR. AMLANBRATA CHAKRABORTY</i>	51
13.	A STUDY ON ORGANIZED RETAILING AND ITS CHALLENGES <i>BEENA KUMARI</i>	53
14.	WORK LIFE BALANCE OF WOMEN IN UNORGANIZED SECTOR OF VAIKOM MUNICIPALITY <i>JITHIN JOY</i>	56
15.	IS CULTURAL SENSITIVITY REQUIRED BY POTENTIAL LEADERS: EMPIRICAL INVESTIGATION FOR SALES FUNCTION IN IT SECTOR <i>ANJU CHAWLA</i>	58
16.	CAREER MOTIVATION OF HIGH SCHOOL TEACHERS <i>VIDHYA THAKKAR</i>	63
17.	BEHAVIOURAL FINANCE: ITS BUILDING BLOCKS <i>DEEPIKA C</i>	66
18.	ANALYSIS OF INVESTMENT OPTIONS <i>DR. RAMA NAIK.M</i>	68
19.	IMPACT OF CULTURAL DIFFERENCES ON INTERNATIONAL BUSINESS: A REVIEW OF LITERATURE <i>RICHA GOEL</i>	78
20.	PAYMENTS BANKS: A NEW LANDSCAPE FOR INDIAN BANKING SECTOR <i>ANUSHA GOEL</i>	82
	REQUEST FOR FEEDBACK & DISCLAIMER	85

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PARADIGM SHIFT IN CUSTOMER'S PREFERENCE REGARDING e-SHOPPING

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ABSTRACT

Internet has developed in new delivery channels electronic transactions are increasing rapidly. This need has arisen to understand how they perceive directly to buy consumers. Most of the people who use the internet to purchase goods online, but that there are still some reasons for which consumers are reluctant to buy online. The attitudes of people toward the purchase online are different. The purpose of this study is to review the factors felt reservation of consumers in online shopping. The main objective of this research is to study, especially what are factors affecting the consumers directly for online shopping. The replies have been analyzed by means of frequency distribution, average and chart analysis. Price, time saving and convenience were identified as important factors which lead to certain buying behavior in online shopping. Price was considered to be the most fascinating and affecting factor for the majority of students and the general public. Most of the consumers hesitate not to do shopping online, because of the insecure payment and transactions systems.

KEYWORDS

e-shopping, customer preferences.

INTRODUCTION

The continuous growth of electronic commerce has created great interest in studying online consumer behavior. The significant growth in online shopping, better understanding of customers allows better marketing strategies to be designed. While studies of online shopping attitude are widespread in the literature, studies of browsing habits differences in relation to online shopping are scarce. This paper performs a large scale study of the relationship between Internet browsing habits of users and their online shopping behavior. Given the lack of large-scale studies linking online browsing and online shopping behavior, we believe that this work is of general interest to people working in related areas. The internet shopping has revolutionized the way we live our everyday lives. The number of Internet users is constantly increasing, which is also significance that online purchasing is increasing rapidly (Joines, Scherer & Scheufele, 2003)

CONSUMER BEHAVIOR

"Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society." (Kuester, 2012)
 Consumer behavior of every individual is different from other depending on buying choices which is influenced by buying habits and choices that are turn tampered by psychological and social drivers that affect purchase decision process

e-COMMERCE

Internet makes life simple and innovative. People are doing business online and trade has become more easy and fast due to this. Internet provides new ways to promote business. Website becomes the essence of online business as to show their services and products. Internet gathers all competitors and consumers in one place.

With the development of the retail E-commerce, researchers continue to explain E-attitude of consumers of different perspectives. E-commerce is the buying and selling of the goods and services online; internet is the best source to use this tool.

Today the amount of trade that is conducted electronically using e-commerce has increased with a wide spread usage of internet and technology. E-commerce includes transferring of funds online, supply chain management, marketing over internet.

More online buyers and frequent use of the Internet shopping expected more often will be marketed and enhances their confidence on web site for the less online prevalent and buyers. It is clear that some electronic markets unique characteristics.

"E-commerce is benefiting from several positive trends, including the continued rollout of broadband, increasing user comfort shopping online and the decline of certain brick-and-mortar retailers," (Imran Khan, 2011, P.416).

Why consumers shop online

- i. **Convenience:** What could be easier than shopping from your own home (or on the go with a Smartphone) anytime you want?
- ii. **Communication:** Instantly correspond with other consumers, sellers and company representatives to easily gather information about a purchase.
- iii. **Choice:** Consumers can rapidly search through multiple stores from all over the globe instantly. Consumers can also easily research a company/product capabilities and popularity.
- iv. **Cost:** Consumers feel empowered when they can shop around at such a fast speed, they can make more informed purchasing decisions especially when it comes to prices. Companies need to make sure they are offering prices comparable to their competitors, because customers will figure it out and not purchase from them!
- v. **Customization:** Another positive aspect of the Internet is the ability for the customer to purchase a product exactly how they want it; and the company avoids paying inventory storage costs and overhead for a retail location since the products are made and then shipped directly to the customer. Dell Computers turned their small operation into a multi-million dollar company on this marketing idea.
- vi. **Control:** Customers seem to have more control over quantity, size, style, color, price and the type of vendor that they purchase from when using the Internet. Purchases for second-hand products can be made on e-bay, creating a whole new genre of stores.

OBJECTIVES OF THE STUDY

1. To find out the reasons why consumers shop online.
2. To find out the factors that influence consumers to buy online products.

RESEARCH METHODOLOGY

Data for this study was collected by means of a Survey conducted in Punjab Region. The sample size was 100 respondents. The Questionnaire was used mainly to test the model proposed for Attitude towards online shopping. The type of research was both exploratory as well as descriptive. Likert five point scale ranging from Strongly Agree to strongly disagree was used as a basis of Questions.

To enhance and attract online customer it is very important to know about their behavior and understand what they require and need. Since online shopping is the new medium of shopping with new demands of consumers. All customers have their own desires and demands for products.

On the base of research question, the purpose of this research is to identify and get insight into consumer behavior towards online shopping of good with respect to economy, Identify factors which influence online shopping and consumer behavior to buy the goods in India; explore the reason behind of less attention of online consumer towards online shopping of goods

ANALYSIS**TABLE 1**

GENDER	
Female	62
Male	38

Table 1 Illustrates this survey results that 34% of male and 56% of female respondents participated in the online shopping survey.

TABLE 2

PREFER TO PURCHASE	
Purchase Online	52
Not Purchase Online	38
No response	10

Table 2 Illustrates this survey result that 52 % of people purchase online and 38% do not purchase online and 10% don't have any response in the online shopping survey.

TABLE 3

ATTITUDE ON ONLINE SHOPPING	
Positive	60
Negative	35
Neutral	5

Table 3 Illustrates this survey result that 60 % of people have positive attitude for purchasing online and 35% have negative attitude towards purchasing online and 5% have neutral response in the online shopping survey.

TABLE 4

TIME FACTOR OF ONLINE SHOPPING	
Wastage of time	26
Full utilization of time	74

Table 4 Illustrates this survey result that 74 % of people think that online shopping is total wastage of time and 26% have a positive attitude and think that online shopping is full utilization of time.

TABLE 5

PRICE FACTORS	
High	32
Low	46
Neutral	22

Table 5 Illustrates this survey result that 46 % of people think that online shopping is cheaper than others and 32% says that the products have higher rates and 22% of population have neutral views about online shopping.

TABLE 6

FACTORS AFFECTING BUYING BEHAVIOR	
Social	25
Emotional	10
Privacy	20
Psychological	45

Table 6 Illustrates this survey result that 45 % of people think that online shopping is cheaper than others and 32% says that the products have higher rates and 22% of population have neutral views about online shopping.

TABLE 7

FACTORS AFFECTING BUYING BEHAVIOR	
Businessman	18
Profession	38
Home maker females	32
Students	12

Table 7 Illustrates this survey result that 38 % of professional people go for online shopping, 32% of population that is female / home makes also have upper hand in online shopping, whereas businessmen and students go less for online shopping the reason can be less time.

Factors That Boost Online Shopping in India

- Rapid growth of cybercafés across India
- Access to Information
- The increase in number of computer users
- Reach to net services through broadband

CONCLUSION

Increased Internet penetration, a hassle free shopping environment And high levels of Net savings see more and more Indians shopping online. But at the same time the companies need to reduce the risks related to consumer incompetence by tactics such as making purchase websites easier to navigate, and introducing Internet kiosks, computers and other aids in stores.

In addition to above, efforts need to be taken to educate the online buyers on the steps that need to be undertaken while making an online purchase. Moreover, the feedback of an online buyer should be captured to identify flaws in service delivery. This can be done through online communities and blogs that serve as

advertising and marketing tools and a source of feedback for enterprises. We found that it is a challenge for E-marketers to convert low frequency online buyers into regular buyers through successful website design and by addressing concerns about reliable performance. Thus, the online retailing raises more issues than the benefits it currently offers. The quality of products offered online and procedures for service delivery are yet to be standardized.

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