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MODERATING ROLE OF DEMOGRAPHICS BETWEEN PERCEIVED VALUE AND CONSUMER SATISFACTION: EVIDENCE FROM INDIAN ONLINE STORES

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ABSTRACT

The aim of the paper is to measure the moderating role of gender, age and Family Income between perceived value of e-shops and customer satisfaction using e-SQ scale in online shopping. Data were collected from 412e-shoppers from all over the India. Statistical techniques such as PROCESS Procedure for SPSS Version 3.4 Macro by Andrew F. Hayes-2018 for moderation bootstrapping test was used to analyze the data. It is resulted from the research findings that the interaction effect of gender, age and income between the relationships of Perceived Value and customer satisfaction was significant and positive. Examination of all the interaction plots such as gender, age and Family Income also showed an enhancing effect of perceived value on customer satisfaction with the moderation of demographics of the customer.

CONSUMER PREFERENCE AND PERCEPTIONS TOWARDS ONLINE SHOPPING: AN EMPIRICAL STUDY OF GOA, INDIA

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KHANDOLA

ABSTRACT

The present paper is an attempt to study the consumer behavior towards online shopping. The objectives of the study are: to study the consumer preference towards online shopping, to understand the consumer perception towards online shopping and to suggest measures that could help in bringing improvement in online shopping. Random sampling method has been used to collect the data primary data was collected from 200 respondents by means of a self-constructed questionnaire having 15 questions. Collected data was analyzed using Excel and SPSS software. Analysis also includes addition, subtraction, tabulation and graphical presentation. Major findings of the study are: large proportion of customers follow modern trend in shopping and thus they shop online. Cash on delivery is found most popular payment method for online shopping among consumers. Majority of the respondent's buys from flipkart.com which is thus one of the leading online shopping websites in Goa. Consumer prefers to buy consumer durables through online shopping. Unreliable online delivery system as well as unexpected quality of the product personally has a significant impact on online shopping. The main barrier in the process of online shopping is the payment safety and privacy issue.

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