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A STUDY ON CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING IN AGRA**ANKITA AGARWAL****LECTURER****BAIKUNTHI DEVI KANYA MAHAVIDYALAYA****AGRA****SADHANA TOMAR****LECTURER****BAIKUNTHI DEVI KANYA MAHAVIDYALAYA****AGRA****TWINKLE GOYAL****LECTURER****BAIKUNTHI DEVI KANYA MAHAVIDYALAYA****AGRA****ABSTRACT**

The World Wide Web has propelled in no small extent of changes in the attitude and behavior of people all over the world. Due to this blessing, online shopping has emerged as a tool which affect the life of ordinary citizens. Consumers are using online shopping not just to buy goods and services, but also to browse online shops or to attain knowledge about potential purchases. This study is undertaken to understand the behavior of online shoppers through a self-constructed questionnaire of 300 respondents from Agra city. This survey reveals that consumer shop online to save time, security, convenience and available variety of products and services.


KEYWORDS

e-commerce, service quality, customer satisfaction, perception, security, product differentiation.

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INTRODUCTION

 Online shopping is the process whereby consumers directly buy goods and services from a seller interactively in real time without an intermediary services over the internet. In the past decade, there had been a massive change in the way of customer's shopping. Despite consumer's continuation to buy from a physical store, the users feel very convenient to online shopping. It saves crucial time for modern people.

In the 21st century, trade and commerce have been so diversified that multichannel has taken place and online shopping has increased significantly throughout the world. Asia pacific region is leading the growth of online shopping as compared to the mature market such as US, UK, Japan and European countries. Earlier food, cloth and shelter were called as primary need but today one more need is added is that is "internet". Due to revolution in telecommunication sector, internet has changed the way consumers shop and buy goods and services. Both domestic companies as well as MNC's have started using the internet with an objective of cutting marketing cost and their by reducing the price of their products in order to stay in heavy competition. Company also use the internet to convey and disseminate information, to sell the products, to take feedback and also to conduct satisfaction survey with customers. The popular online retailing companies in India are Amazon, Flipkart, Snapdeal, club factory and others.

LITERATURE REVIEW

Ashish Bhatt (2014) in article entitled "Consumer attitude towards online shopping in selected regions of Gujarat" published in journal of marketing management stated that online shopping is gaining popularity among people specially the younger generation but in today scenario to become equally popular among all age groups e-marketing will have to cover a longer distance. As per study mode of payment is dependent upon income of the respondents. People from different age groups are doing online shopping regularly. The attitude of consumers is changing with time. In a country like India, consumers are finding online shopping very comfortable because of many variables like cash on delivery, customization or personalization of the website, home delivery etc.

Upasana Kanchan, Naveen Kumar and Abhishek Gupta (2015) in their article stated that online shopping is gaining popularity among people of young generation. Higher income groups and educated people are purchasing more via e-retailing websites. Companies involved in online retailing should focus on building trust-worthy relationship between producers and customers.

ASSOCHAM-Resurgent joint study (2018) stated that online shopping is expected to clock annualized growth of 115% this year, added by fast increasing data consumption and improvement in logistics, along with a number of offers presented by e-commerce platform.

Ahmed (2012) concerns of price, quality, durability and other product related aspects are the main drivers of buying decisions in developed countries but the consideration could be varying from the developing countries.

Prashad and Aryasri (2009) have explored the determinants of shopping behavior such as convenience, customer service, trust, web store environment and web shopping enjoyment and examine the effect of these factors towards online buying behavior.

Hoque, Ali & Mahfuz (2015) stated that consumer attitude towards online shopping usually been determined by two factors; one is trust, and another is perceived benefits.

RESEARCH METHODOLOGY & DATA ANALYSIS

A convenient sample of 300 Respondents from Agra (Uttar Pradesh), India has been used for this study. This study was carried out during January - February, 2019. To collect the data a Questionnaire has been used. In order to analyze the collected data, simple percentage tool is used it states the frequency and percentage of the respondent's opinion regarding their preferences towards online shopping. This analysis of data collection is completed and presented systematically with use of different tables.

FINDING & INTERPRETATION OF DATA

1. Customer preferences towards online and offline shopping: Table1 provide the information about the preferences of sample customers in percentage towards online and offline shopping.

TABLE 1: CUSTOMER PREFERENCES TOWARDS ONLINE AND OFFLINE SHOPPING

Mode	Frequency	Percentage
Online	15	5%
Offline	25	8.33%
Both	260	86.67%

According to the above table customer prefer both online and offline shopping due to various attributes.

2. Payment method mostly used by the customer: Cash on delivery (COD), online payment (credit card, debit card, e-wallets, net banking etc.), both are the methods used by customer for making their payment. The table2. Shows the percentage of payment method used by the customer.

TABLE 2: PAYMENT METHOD USED BY CUSTOMERS

Methods	Frequency	Percentage
COD	165	55%
Online payment	30	10%
Both	105	35%

As per the above table, COD is the method mostly opted by customer.

3. Factor which affects customer decisions towards online shopping: Payment methods, return policy, product description, security, and review, delivery time, after sales service, price, loyalty and reachability are the factor which influence customer decision. The table3 shows the rank given by customers about these factors.

TABLE 3: FACTORS WHICH AFFECTS CUSTOMER DECISION

Factors	Frequency	Percentage
Payment methods	35	11.67%
Return Policy	20	6.67%
Product description	25	8%
security	65	21.67%
Review	00	0%
Delivery time	30	10%
After sales service	00	0%
Price	125	41.67%
Loyalty	00	0%
Reachability	00	0%

As per the above table price is the most considered factor while making online purchases.

RESULT

People prefer online shopping due to price, Cash on delivery facility and other attributes provided by merchants on websites.

CONCLUSION

This paper is a reflection of the priorities of the customers. Some important factors influencing the buying behavior of the customers towards online shopping are price, security and payment methods. It was found that most preferred websites for online shopping are Flipkart, Amazon, Snapdeal, and others. People mostly shop clothes, cosmetic, gadgets, electronic items through websites. They find it convenient and time saving.

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