

Study of Customers Online Buying Behaviour

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INTRODUCTION

Online shopping refers to the practice of buying goods or services from online vendors through virtual stores or e-shops. Customers can directly purchase products from these vendors without physically visiting a store. Business-to-consumer online shopping involves purchasing goods and services from online stores, which is similar to traditional in-store shopping. When a customer selects and purchases a product through an online platform, it is considered online shopping. The terms virtual store, online shop, and e-shop are also used interchangeably to refer to the same concept. There is a wide range of products and services being sold through digital outlets on the internet. Online shopping has become the primary method for consumers to conduct product research and gather information about products. This has led to the internet becoming a highly competitive marketplace for businesses. Some social media platforms, such as eBay, also have their own online shops where consumers can access a variety of products. As more people in India use the internet, online shopping opportunities are expanding, providing businesses with new avenues to attract customers. By understanding the variables that affect online actions and the relationships between those variables, e-customers can develop new marketing techniques to convert potential customers into actual clients.

Consumer activity is considered an enforced discipline because certain decisions can significantly influence consumer behaviors and planned activities. The two critical factors that can increase consumer awareness are the social and the micro facets. With the rapid expansion of the internet on a global scale, the consumer business model has also evolved. To stay competitive in fiercely competitive marketplaces, many businesses have started adopting online shopping, which can help minimize marketing expenses and lead to reduced prices for their products. This shift towards online shopping has been made possible by the internet and has transformed the way businesses market and sell their products to consumers.

PROBLEM STATEMENT

The project "ONLINE SHOPPING CUSTOMER BEHAVIOR SURVEY" is crucial as it aims to provide valuable insights into the behavior of online shoppers, which is a critical component for any business. Understanding the needs, wants, and preferences of consumers is essential for the success of any firm, and customer feedback can provide valuable information on consumer attitudes, opinions, and perceptions about the brand and its products.

With the increasing availability of information on brands and products, it has become essential for businesses to stay updated on customer behavior trends to remain competitive in the market. Marketers play a vital role in educating businesses on consumer behavior, and conducting an online shopping customer behavior survey can provide businesses with valuable information to develop effective marketing strategies and stay ahead of their competitors.

LITERATURE REVIEW

Kuester Sabine's definition of consumer behavior as the study of how people obtain, select, and organize experiences, products, services, or ideas to satisfy their needs, is essential in understanding the behavior of customers.

This study considers various aspects such as management, psychology, sociology, and economics to comprehend how customers make decisions, whether individually or collectively. It also focuses on individual customer traits such as demographics and behavior to understand their desires and evaluates how family, friends, groups, and society influence customer behavior.

In Petrovic Devjan's paper on online consumer behavior analysis, he demonstrated that online consumers' most relevant behaviors are related to how they find, group, and value product information. The study aims to compare survey results with the most recent customer performance theories to understand problems faced by specific customer groups.

The paper provides a set of tactical and strategic implementation initiatives to address these issues, which could lead to better customer personalization. This highlights the importance of understanding customer behavior to develop effective strategies to personalize customer experiences and meet their needs.

E-marketing is the abbreviation for "electronic retail," which involves selling goods and services over the internet to consumers. Although e-tailing is not a new concept, it continues to evolve with the growth of e-commerce. E-marketing provides consumers with a wide range of options and allows them to make informed decisions through unbiased price comparisons and product research.

A study suggests that frequent online shoppers value appropriateness at the time of purchase due to time constraints and lack of physical interaction with the goods. Online shopping is increasingly popular among all age groups, with younger generations being the earliest adopters. However, the study also found that the respondents' income level affected their preferred payment method.

Consumer attitudes towards online shopping change over time, and various factors, such as cash on delivery, website customization, and home delivery, make online shopping more convenient in countries like India. E-marketing organizations still have room for improvement in providing better customer experiences.

RESEARCH OBJECTIVES

The researcher recommended reducing the scope of the project to enable a more in-depth examination instead of covering a broad range of topics. Thus, the focus of the project would be on Greater Noida. The research aims to help business management understand the current market situation and the needs of current and potential customers.

To achieve this, the research has four objectives, which include identifying factors that influence online shopping, determining the average customer cost, identifying popular product categories for online shoppers, and listing challenges faced by clients when purchasing online.

Achieving these objectives will provide management with a better understanding of the market and help them address any challenges associated with running a business.

RESEARCH METHODOLOGY

In this research project, the goal of the methodology is to provide a clear understanding of the research process, including the overall plan, sampling method, data collection, and analysis process. The process is complex and technical, making this section of the report essential. The primary data was used as the basis for this investigation, which was collected by distributing a questionnaire to the respondents.

A research design outlines the methodology and steps to be followed to obtain the necessary data for framing or resolving a research problem. It is developed based on the underlying project framework, which determines the procedures to be adopted. A research design is essentially a structured plan and strategy aimed at obtaining answers to research questions and filling knowledge gaps in the field. It guides the research process, from data collection to analysis, and ensures that the research objectives are met effectively.

The research project utilized a descriptive research design for analyzing the project report because it provides a clear description of the issue and generates more precise findings compared to other research designs.

REFERENCES

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