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A STUDY ON BUYING BEHAVIOR AND CUSTOMER SATISFACTION REGARDING ONLINE SHOPPING IN JABALPUR

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ABSTRACT

Weekly marketing and shopping is a hobby of most people. Everyone loves to go shopping. Nowadays, there are many ways of shopping. Shopping malls are available in cities. At one place, individualities can protect for all kinds of particulars, from vegetables to clothes, footwear, decorations, cabinetwork, microelectronic bias, etc. Going out to use household items requires both time and physical preparation. In India, this has made shopping easier for everyone. The best thing about online shopping is that it caters to everyone's ideas about shopping at the most affordable prices. From delivery methods to great exchange and return policies, it is perfect for everyone. Thus, online shopping is a new mode of shopping, which breaks the informal shopping pattern. The present paper is an attempt to dissect the shopping geste and client satisfaction towards online shopping in Jabalpur megacity.

KEYWORDS: *Consumer Preference; Advantages and Disadvantage of Online Shopping,*

INTRODUCTION

One of the most commonly used mechanisms to look profitable is browsing the Internet. To be honest, it's a popular way to look on the internet, without giving much importance to clothes, gadgets or pets, as the web looking pattern is trying to become very stylish every Defense Day. Various sites and applications are created and sent out once a year to curb this growing interest in arrogant-looking models. Internet-based discovery methods primarily start with threshold transfers and move on to the exchange of unusual merchandise that large groups of people find useful and pay little attention to giving, a large portion of the locations are set in metropolitan or semi-metropolitan or provincial areas. They're furnishing forms of online help and as a result, utmost of the consumers of internet hunt are those who do n't sleep in large civic areas and use internet- grounded searching features as a retreat for them. They've to be ready to search everything on the internet. They feel comfortable with this search because they go to different places in and outside the city to search. A large segment of Indians lean towards internet search as they are price conscious and internet-based search provides an incredibly fair level of value to such consumers. Web-based search is becoming a suitable experience for all your purchases, whether you are gathering in the office or across the entire company, this can often be very valid for developed nations, no matter where each store's website is, where you can make a purchase, advances like cash down can put you at risk. This trend of shopping online from the comfort of your overstuffed chair has been a craze in the Asian world, especially in Asian countries and India in recent times. India seems to have caught on to this trend faster than Asian countries. They have a variety of styles, furniture, and food outlets; sometimes well-known organizations, such as Amazon and Ebay, also appear.

OBJECTS OF THE STUDY

• To dissect the buying geste towards online shopping in Jabalpur.
• To dissect the position of satisfaction of consumers towards online shopping in Jabalpur.

METHODOLOGY OF THE STUDY

Data was collected from trusted sources of local shopkeepers as well as from 173 individuals (1% population of selected cities) in each city who prefer online shopping and were also asked why they prefer online shopping. Secondary data is collected from previous research as well as from current research. It's collected from books, journals, and journals in published form or available on the internet.

Two types of data collection sources are used for the present study, videlicet,
a) Primary data collection: Primary data is collected in the form of simple percentages from market surveys and direct interviews of users/consumers in rural and urban areas.
b) Secondary Data Collection: Secondary data is collected from previous research as in the present work. It is collected from books, journals and newspapers printed or available from the internet as e-sources of the study.

Study Area

In Jabalpur, there are 188 small and big villages as well as city. Among them the cities having big population has been selected for the study.

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S. No	Name of the city	Population	Sample (1%)
1	Mohaniya	5,124	50
2	Saliwada	3,866	38
3	Tewar	3,468	34
4	Mankedi	2,652	26
5	Padwar	2,529	25
	Total	17,639	173

BEST ONLINE SHOPPING SITES IN INDIA

- Amazon India
- Flipkart
- Snapdeal
- eBay (Now 2GUD)
- SHEIN
- Myntra
- Shopclues
- H&M
- Infibeam
- FirstCry

Consumer Preference for Online Shopping

With the huge and immense expansion of the internet in India, people are taking interest in online shopping. After getting good service response and product quality, they will shop online from home and at work. Due to the competitive pricing and timely delivery through online shopping, they always try to recommend online shopping to their friends and relatives. Being in populated areas, more and more consumers are shopping online. For example, in NCR, most people work, so they don't get much time to travel for offline shopping, so they don't prefer online shopping. The convenience of online shopping is a major draw for customers. This unique online payment system provides easy and secure purchases from other individuals. Various demographic factors such as age, income, gender, educational background also affect consumer behavior. Earlier, customers did not pay in cash, but now there are many payment options available like open-end credit, MasterCard, internet banking and cash on delivery. These payment methods also facilitate online shopping. There are many online promotional tools for online shopping that attract most of the buyers to shop online. In the age of internet technology, Wi-Fi services and smartphone gadgets offer many conveniences to the customers to shop from anywhere. Many retailers engage their customers in impulsive behavior by using visuals and knowledge, using colorful pictures and illustrations of the entire product, and offering discounts on various products. In the complete product and repair description, online advertisements can serve an excellent purpose.

a) Benefits of Online Shopping

• Online stores give you the occasion to protect 24/7 and also offer a' pollution-free' shopping experience.
• Cheaper deals and better prices are available online, as the products come to you directly from the manufacturer or dealer and there's no mediator involved.
• You will shop from retailers in other parts of the country or perhaps even around the world, without geographic limitations. The online options are amazing.
• Often, once we opt for traditional shopping, we end up spending a lot of money without planning. There are other external costs like eating out, transportation, and don't forget impulse buying! So online shopping comes at a lower cost.
• It's veritably easy to compare and probe products and their prices online.
• Once you like shopping online, there's no rush.

b) Disadvantages of Online Shopping

• If an item is damaged or not as described, you will have to return the item or get your money back. Depending on where you purchased your item from, there are often different policies for returns and refunds;
• Rather than buying from retail stores, you are ready to use the item immediately after purchasing it, which can be satisfying. However, online purchases require patience for the item to reach your doorstep, which can take around 2 to 3 days or maybe even longer, depending on where you ordered it from.
• Lack of tactile sensation creates concerns about the quality of the items offered. Online shopping is not suitable for clothing as customers cannot try them on.
• Customers need to be careful when disclosing their personal information; many e-retailers are unreliable.

Study Results

The results of the current data are shown in Table 1.

Table : 1 Age Group

Age Group	Frequency	Percentage
18-25	107	61.85
25-35	42	24.28
35-45	10	5.78
45 & above	14	8.09
	173	100.00

Interpretation

In the table no. 1, it is depicted that in the age group of 18-25 most of the people are interested to online shopping while in the age group of 35-45 are lower number of people.

Table : 2 Gender

Age Group	Frequency	Percentage
Male	98	56.65
Female	75	43.35
Total	173	100.00

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Interpretation
Table no. 2 shows that the male population having more addicted for online shopping on the other hand female population are lesser interested for online shopping i.e. 43.35%.

Table No. 3: Reason for Choosing Online Shopping

Reason for Choosing Online Shopping	Frequency	Percentage
Convenient & Time Saving	121	69.94
Low Price	21	12.14
Good Quality	21	12.14
Others	10	5.78
	173	100.00

Interpretation
Table no. 3 stands for reason for choosing Online Shopping. Most of people doing online shopping as it are convenient as well as time saving i.e. 121 people from selected sample.

Table No. 4: Mode of Payment

Mode of Payment	Frequency	Percentage
Cash on Delivery	83	47.98
Online Payment	73	42.20
Debit/Credit Card	17	9.83
	173	100.00

Interpretation
Table no. 4 reveals that 83 (47.98%) people were select cash on delivery option while doing online shopping it's because of trust issues. On the other hand 73 (42.20%) people were select online payment option while doing online shopping it's because of discount on online payment. Simultaneously, 17 (9.83%) people were select Debit/credit card option while doing online shopping it's because of reward on this mode of payment.

Table No. 5 The impact of online shopping on local marketing

S. No	Name of the city	Impact on local shopping
1	Mohaniya	73%
2	Saliwada	51%
3	Tewar	59%
4	Mankedi	56%
5	Padwar	62%

The impact of online shopping on the local market has been shown. The results are as follows:

a) Customers find it easy to shop:
Current studies have shown that consumers find it easier to shop online than in-person because online transactions are available, with higher cash back offers when transacting online through Paytm. So they find it easy.

b) Time and Money:
Online shopping saves both time and money, as it can be done while traveling, sitting at home, or within minutes of reaching work. So why waste time going to the market and shopping? Moreover, there are online cash back offers, which makes them prefer to shop online.

c) Local markets have been affected:
The check shows that online shopping has affected original requests. In the metropolises of Mohaniya, Saliwada, Tewar, Mankedi and Padwar, 50- 70 of the original request is affected by online shopping. Among them, the cloth request, the ornamental request, the electronic small appliances request and indeed the book request are also affected.

People are getting all these things easily with cash back offers and at the cheapest prices ever compared to the local market, meaning that the market in the Jabalpur area has seen a terrible impact as it is higher than the domestic market. For example, consumers are getting benefits from home, office, and business.

They are getting benefits in real repayment plans, discounts, security offers that are not possible for nearby retailers or even small businesses. Current technological developments in the context of the Internet have provided a platform for a new marketing system. This study shows that most online consumers are educated people and students who have a positive attitude towards online shopping, but risk perceptions, particularly concerns about online security, are preventing many people from shopping online. Ensuring adequate security measures in the delivery of products to maximize their sales is a challenging task for online sellers. Online merchants will have to solve these problems and offer a wider range of products with additional discounts. This will create more demand from customers. Based on the analysis, this study concludes that online customers are satisfied.

This exploration easily shows that online marketers should give further significance to price and after- deals service.

Table No. 6: Satisfaction from Online Shopping

Satisfaction from Online Shopping	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
Frequency	14	84	73	3	0
Percentage	8.09	47.98	42.20	1.73	0

Finally, table no. 6 displayed the satisfaction level from online shopping. Most of people are satisfied through online shopping i.e. 84 (47.98%). While online 3 respondents' replies that they were dissatisfied from online shopping.

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CONCLUSION

From this perspective, internet-based search has shown a negative impact on the nearby markets of Mohaniya, Saliwada, Tewar, Mankedi and Padwar urban communities, along with representatives from Jabalpur. Customer satisfaction should be focused on to retain existing customers and new schemes should be launched every day to attract new customers. The Satisfaction of the consumer also has parallels and difference grounded on their particular characteristics. Consumer prefers online store and offline store for the necessary products. It substantially depends on the delivery date, prices of the product and vacuity of the product. Quality assurance and affordable pricing influences the consumer to make purchase decision. The stylish in class quality and blinked prices encourages to shop in trusted online platforms. Accessible time and available 24 * 7 throughout the times is a smash of online request. With client service working round the timepiece to give stylish service. The study reveals that substantially the youths are attached to the online shopping and hence the elder people do n't use online shopping much as compared to the youngish bones . The study highlights the fact that the youths between the periods of 18- 25 are substantially interested in online shopping. It's also set up that the maturity of the people who protect online buy diurnal use products online as it's cheaper compared to the request price with colorful abatements and offers.

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