

# A Study on Customer Buying Behavior of Online Shopping in the state of Nagaland.

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**Abstract:** *The burden of new knowledge has fundamentally changed the organizational approach of the online shopping business. Online shopping has become the latest category of shopping that can be purchased. Online shopping strengthens their sales base financial resources by developing their own e-product and repairing it to travel well with the various desires of the customer. The ultimate goal of this study is to investigate the customer's buying behavior towards online shopping and to look at consumer issues when shopping online. The advancement of devices has consolidated new ways of providing convenience of shopping goods to consumers such as online shopping. Online shopping has become a popular shopping scheme in view of the verified fact that it is essential for the web.*

**Keywords:** *Customer, Buying Behavior, Online Shopping.*

## 1. INTRODUCTION:

Online shopping is the process of researching and purchasing a product or service on the web. The first online stores came into business in 1992, and the online merchandising retail market took a big step in the first decade of the Ordinal century as non-public computers and expanded retailers began supplying them to produce on the web. Background Now adays, online viewing has become the norm and the Area Unit of Customers adopts it because it has many advantages. From a consumer perspective, online looking offers a wide variety of low and obvious costs, a comprehensive assortment of products and services, and a very comfortable variety that eliminates the inconvenience of being crowded by crowds and stuck in a long queue at the cashier counter. , Fighting for parking spaces in a busy mall. According to MasterCard Worldwide Insights (2008), looking online means buying products and services from merchants who sell on the WHO Web. Commonly referred to as net shopping, electronic looking, getting online or net looking. Kim (2004) More descriptive net, such as examining, checking, browsing, or viewing a product to ask for more information with the intention of purchasing it on the web. Looking at the alternative perspective, Chiu et al (2009) saw it as an associate degree exchange for cash to receive your time, effort and product or services online. Basically product quality. In general, quality can be defined as a measure of the products or services offered by consumers or corporations. According to Kotler and Armstrong (2008: 283), product quality is the ability of a product to demonstrate its performance such as durability, responsibility, accuracy, lightness, and alternative features. If a product performs well, that product will have a delicate quality. Honest quality product seeks to buy back customers. If the quality of the product does not meet both expectations, the buyer can move their purchase intent to an alternative product. The quality of a product or service may be valuable, otherwise it depends on every perception. Therefore, the collaboration seeks to specialize in quality product and compare them with the product offered by the competitors. The second value is the amount of cash a business demands in return for its submission (Elliott, 2012: 23). Evaluation can be a complex sales call that requires understanding a number of factors such as production, communication and cost, required profitability, competitor costs and most values, a process problem that affects the acquisition of buyer options. Awareness of value in general has a high value, which reflects the primary quality, and then another way. Also, customers generally think that there is a positive relationship between value and therefore the quality of a product, so consumers can compare one product with another. Also to stay in the international market. Periplus offers books that are less expensive than the alternative store. Third is the quality of service electronic services, or e-service, because providing services through electronic networks (Rust & Cannon, 2002) includes features such as response to client inquiries, security, fulfillment processes, customization and personalization. And Interactivity (Ba and Johansson, 2008). Total shopper judgment and assessment of e-service delivery in the online marketplace (e-service quality can be assessed) (Santos, 2003). Researchers also say that e-services have the potential to serve consumers better than offline services. In addition, the

literature began to identify the [three] effects of e-service quality Jeetaml (2000) and claimed that it originated from the target area unit for e-commerce key (1999). All three of these variables on the area unit affect the on-line shopping for behavior. Before getting there, every shopper should have preferences about which books he or she should shop for.

## **2. REVIEW OF LITERATURE:**

**Dahiya (2012)** used qualitative and quantitative research methods in her study to study the impact of consumer demographic factors on online shopping parameters such as the satisfaction with the future purchasing intent of online shopping, the frequency of online shopping numbers of purchased goods and total time spent. In online shopping.

**Goswami et al (2013)** in their paper attempted to analyze the level of customer satisfaction in internet marketing in the town of Jorhat in Assam. The study analyzed the data through simple statistical methods, i.e., the percentage method and found that consumers were satisfied with the sellers using the online mechanism to sell their products.

**Sharma et al (2014)** used the survey method to collect data on customer behavior for online shopping in India. Simple charting and table tools are used to understand the behavior of respondents for online shopping.

**Goswami Verma & Agarwal (2014)** analyzed the buying attitudes of housewives, the impact of social media on their buying behavior and other factors influencing their buying decision online. The paper also seeks to explore the brick and mortar buying behavior as opposed to the online buying behavior of the target audience.

Using a stratified sample from 300 respondents with the help of an open end questionnaire. The questionnaire was carefully prepared and sent to a sample living in different parts of Dimapur. The collected data is analyzed with the help of tables and graphs.

**Couster, Sabine (2012)** examines consumer behavior in their study because the study of people, groups, process and organizations they use to store, select and organize experience, products, services, experience, products, services, experiences or ideas. To satisfy the buyer and the community. It balances components from sociology, psychology, management and economics. It seeks to understand the decision-making processes of users in particular and in clusters. It prioritizes individual users of their characteristics such as demographics and behavioral variables for known consumer desires. It usually seeks to assess the consequences on the buyer from family, friends, groups and the community.

**Petrovic Design (2006)** describes his study of online consumer behavior analysis as examining the most appropriate behavioral of online customers and the ways in which they find, associate, and evaluate product information. Comparing the survey data with the current customer performance theory has led to the identification of issues related to the obvious customer group. The aim of this report is to translate these results into a group of implementation activities at the strategic and technical level. The implementation of those recommendations will end with better adaptation by consumers.

**Shun & Yunji (2006)** revealed in their study that there are a wide variety of products that can additionally be sold online, such as books, software, electronics and music. The purpose of such items is that when purchasing these types of products, one does not need personal testing, as all products, if not all, are often drawn up in the product description and description. Most items in the mobile family fit into this group. According to a new study on consumer behavior, there are four different customer groups with different benefits and motivations. They also discovered a regular effective collection of music videos. The great level of technical assurance within this cluster is a promising feature when engaging in product evidence research online.

**Anita Desai (2003)** in her study on e-Tailing said that e-marketing, a method of selling retail goods online, means that reduced versions of "electronic retailing" primarily create business for the buyer's business. The concept of e-tailing is not in its budding stage; This varies as progressive e-commerce requests serve as a powerful promoter in developing e-marketing. The idea of e-marketing is different from different types of products and services as opposed to a direct shopping experience. Therefore, e-tailing / online marketing is not limited to consumer purchases. Because consumers have good information, they make good decisions. This includes good price comparison, product research and the reliability of e-store online shopping.

**Jarvenpa, Tractinki and Vitale (2000)** explore how customers can stimulate their confidence in store size and how they stand out, such as risk perception, attitudes and willingness to ask from the exact store. They realized that there was a positive relationship between customer trust in internet stores and hence stores think of reputation and scope. High customer trust accordingly reduces the risks associated with internet shopping and produces a brighter attitude of almost shopping in a particular store, which increases readiness to buy from the store.

**Li, H., Cuo, C., and Russell, M. G. (1999)**, in their study, found that consumers who frequently buy from Internet stores are more likely to be adequately dependent and less practical. These customers value compatibility throughout shopping because they need significant time in making decisions, because they need time and do not notice buying products without touching or sensitivity.

### 3. OUTLINE OF DIMAPUR, NAGALAND:

One of the eight sister states of Northeast India, Nagaland is famous for its cultural and ethnic beauty and is home to the Naga people who are the indigenous inhabitants of the state. Dimapur is considered to be the neural hub of Nagaland, from an administrative point of view Kohima is the capital of Nagaland, but from a commercial point of view Dimapur is its capital. Dimapur has a diverse population of people as people from neighboring states as well as from the southern, western and northern states have come and settled in Dimapur for commercial purposes. People from other districts in Nagaland also come and settle in Dimapur for business and students come and stay in Dimapur as it is the only area in the entire state where business, finance and educational institutions are highly concentrated.

#### 3.1 Objectives of the Study:

1. To study the buying behavior of customer towards online shopping
2. To examine the problems of consumer while dealing with online shopping

### 4. METHODOLOGY:

This study is analytical in a survey method that is supported in nature. Basic data for this study were collected with the help of a well-structured interview schedule. Secondary data were collected from various books, journals, journals and the Internet.

#### Sample size

The researchers determined the sample size of 100 respondents based on the size of the sample. The collected information is analyzed with the help of percentage analysis and ranking method.

#### Outcome and discussion

Demographics are assessed based on characteristics such as gender, age, legal status and educational level. Customer attitude is also influenced by the population variable, which influences the researcher to classify respondents based on population, which is presented in the table below.

**Table: 1 Demographic Profile of the Respondent**

Serial No	Factor	Classification	No of Respondents	Percentages
1	Gender	Male	55	55%
		Female	45	45%
2	Age	Below 25	20	20%
		25-35	35	35%
		35-45	30	30%
		Above-45	15	15%
3	Education Qualification	Up to HSSLC	20	20%
		Graduate	30	30%
		Post Graduate	50	50%
4	Income	Below-20,000	15	15%
		20,000-30,000	20	20%
		30,000-40,000	42	42%
		Above-40,000	23	23%
5	Occupation	Govt Employee	21	21%
		Private Employee	20	20%
		Business man	32	32%
6	Item purchased	Book	15	15%
		Ticket	13	13%
		Electronic Equipment	18	18%
		Clothing	16	16%
		Computer Hardware	17	17%
7	Mode of payment	Others	21	21%
		Credit Card	10	10%
		Debit Card	18	18%
		Online bank	32	32%
		Transaction	40	40%
		Cash on delivery		

### Assumption:

Regarding the personal profile of the respondents, Table 1 above, 55% of the respondents are men, 35% of the respondents are between 25-35 years of age, 50% of the respondents are post graduate, 42% of the respondents have earned between 30,000-40,000, 32% of the respondents are businessmen, 30% of the respondents. The cloth is purchased and the respondents pay 40% cash on delivery.

**Table:2 Problems on Online Shopping**

Serial No	Factors	Total score	Mean score	Rank
1	Return problems	359	23	9 III
2	Less quality, color and size	362	24	13 I
3	Lack of special discount	346	23	2VII
4	Absent of touch and feel of Merchant	360	24	24II
5	No Interactivity	337	22	46VIII
6	Delay in Delivery	357	23	8IV
7	Receiving wrong product	352	23	46V
8	Damaging product on transit	347	23	13VI
9	Over formality	325	21	6X
10	Additional charges	330	22	22IX

Source: Basic & Calculated Data

I rank goes to quality, color and quantity, bit lack and trader's feeling goes to rank II, problems go to rank III, delivery delay goes to rank IV, faulty product goes to V rank, damaging product shipping goes to VI rank, lack of special discount goes to VII rank Goes, the interactivity does not go to the VIII rank, the extra charges go to the IX rank, the formality goes to the X rank, the most important issues above all are the small size, color and size of the buyer, the lack of bit and the feel of the dealer.

### 5. CONCLUSION OF THE STUDY:

This study refers to client shopping for the behavior of online search. Internet buyers are searching for clear data related to production and repair, time saving, integration, wide range and high values in the time square are all important issues for online search. All online searches should improve their advertising and repair methods to get the client to know about the data technology services and increase the positive awareness to increase the use of online search with high level of satisfaction.

### 6. SUGGESTION TO THE STUDY:

Convenient and straightforward shopping for web shopping is a very important issue as the seller will see extra effort in this space to increase the range of client satisfaction. To increase the web search behavior in the country, a lot of advertising is carried out by many media. It combines the ability for the online store to provide an e-wallet to the client who transfers the balance from the client's online checking account to the shop payment system, enabling vendors to realize most of the sales from this WHO who need to shop for the online service. Have a MasterCard or do not need to use a MasterCard online. Web marketers must provide customers with the right color, quality and overall product order. It enhances client satisfaction to expand online commerce.

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