

A Study on outcomes of Online Shopping in Local Markets of Nagaland

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Abstract: Marketing and weekly shop is hobby of most of individuals. Everyone enjoys going for shopping. Now-a-days, there are numerous technique of shopping's. The shopping malls are available in cities. At one place, individuals' can become all types of stuffs from purchasing vegetables to clothes, footwear, decorations, to furniture, microelectronic devices etc. It desires to go outdoor the homemade to consume the belongings. It needs time as well as physical determinations. Therefore, online shopping in new relationships of shopping. Online shopping has made informal way of shopping. In India, it has made shopping easy for each person. The best thing online shopping is that it has done is to apprehend everyone's visualization about shopping at extremely economy charges. It is very appropriate to all, from approach distribution to great interchange arrival strategies. The present paper is an effort to concentrate on the effect of online shopping to Local Market of Nagaland.

Keywords: Market, online shopping, Nagaland, Customers Satisfaction.

1. INTRODUCTION :

Internet looking is among the commonly used mechanisms for advantageous looking. It is, truth be told, a well-liked ways for looking among the net network (Bourlakis et al., 2008) paying very little mind to clothes, gadgets, or pets, web looking pattern is popping bent on be a lot of stylish every defrayment day. Various sites and applications square measure being created and sent once a year to carter this rising interest of proud of looking patterns. The methods of internet primarily based looking begins from threshold conveyance to extraordinary trade merchandise exchanges that greatest people feel useful there is paying very little mind to place, an oversized portion of the spots square measure set in metropolitan half or semi-metropolitan or provincial. {they're|they square measure} giving on the net forms of help and consequently the most consumers of web looking are people that do not snooze huge urban areas and have internet primarily based looking functions as a shelter for them. They are to be ready to find everything on the net. They feel advantageous for this looking by venturing bent on associate degree alternate town, within and out. An oversized portion of the Indian lean towards web looking since they are price cognizant and internet primarily based looking offers the proper stage to such shoppers with unimaginable.

1.1 CUSTOMER PREFERENCE TOWARDS ONLINE SHOPPING

Stupendous & enormous expansion of Internet in India, the people are taking interest in online shopping. They will do online shopping while they're sitting in their homes and work place, after getting good service response, quality of product, competitive price and on time delivery through online shopping, they always attempt to recommend their friends and relations for online shopping at the present. More and more customers do shopping online because in populated area. E.g. in NCR itself mostly people are working that's why they're not having such a lot time to travel for offline shopping, they want to prefer online shopping. The convenience of online shopping is that the main attraction of consumers. Unique online payment system offer easy and safe purchasing from other individuals. Various demographic factors like age, income, gender, education background also affect the customer behavior. Earlier consumer want to pay with cash but now a days number of payment options are available for like open-end credit, MasterCard, internet banking and cash on delivery also. These payment methods also make online shopping easy. There are various online promotional tools which magnetize most of the purchasers to buy online. Within the era of internet technology, Wi-Fi services and smart-phone gadgets provides such a lot facility for the consumers to try to shopping from anywhere. Many retailers engage their customers in impulse behavior through the usage of visuals and knowledge and through the usage of colored pictures and pictures of the whole product and offered discount on various products. In description of the whole product and repair, online promotions can serve a superb purpose.

1.2 Advantages of online Shopping:-

- Online shops give us the chance to buy 24/7, and also reward us with a 'no pollution' shopping experience.

- Cheap deals and better prices are available online, because products come to you direct from the manufacturer or seller without middleman being involved.
- You'll shop from retailers in other parts of the country, or maybe the planet, all without being limited by geography. The alternatives online are amazing.
- Repeatedly, once we choose conventional shopping, we tend to spend tons quite planned. There are other outside expenses on things like eating out, transportation, and let's not forget impulse buys! So there's less expenditure incurred in online shopping.
- Comparing and researching products and their prices is such a lot easier online.
- No crowd is there once you like better to do shop online.

1.3 Disadvantages of online Shopping:-

- If an item comes damaged or not as described, you'll want to return the item or be refunded your money. Counting on where you bought your item, there are often different policies for refunds and returns;
- Unlike buying at retail stores, you're ready to use the merchandise instantly after you purchase it, which may be satisfying. However, online shopping requires patience to attend for the item to reach your door step about 2 to three days or maybe longer counting on the situation you've ordered it from.
- Lack of touch-feel-try creates concerns over the standard of the merchandise on offer. Online shopping isn't quite suitable for garments because the customers cannot try them on.
- Customers need to take care in revealing their personal information; a number of the e-retailers are unreliable.

1.4 Background of the Study

Web primarily based looking is popping into a fitting feeling to form all of your buys, in spite of whether or not you are gathering in workplace, or throughout associate this can be oftentimes very valid for created nations, wherever every store has its website you may purchase from you may effectively die concerning the advancements like cash down. This pattern to buy on-line with the solace of your own overstuffed chair has as lately been spooky within Asian space likewise, significantly in Asian country and Bharat. Bharat seems to possess received the pattern loads faster once contrasted with Asian country. They have varied style, furnishings and food sites; within sight the sometimes noted organizations, the same as Amazon and EBay.

2. REVIEW OF LITERATURE :

Bellman et al (1999) investigated varied predictors for whether or not a private can purchase on-line. These authors all over that demographic variable, like financial gain, education and age, have a modest impact on the choice of whether or not to shop for on-line, whereas the foremost vital determinant of on-line looking was previous behavior, like earlier on-line purchases.

Standing (1999) expressed that historically retail travel agencies have acted as intermediaries between airline corporations and wholesale travel corporations and also the client. The web and also the World Wide internet give a full new set of challenges and opportunities for this sector. The main threat stems from airlines and wholesale travel corporations providing their merchandise and services on to the client while not the help of travel agencies. Massive on-line agencies have gained important attention within the travel business and supply some proof of a restructuring of the travel business sector.

Leong (2001) examined the selling ways adopted by native building institutions within the competitive cordial reception business. It additionally analyses the adoption and role of data technology in strategic selling. It had been found that almost all hotels looked as if it would have embraced the selling thought, given the existence of in depth selling plans. Though most hotels looked as if it would have with success incorporated data technology into their selling campaigns, the extent of commitment looked as if it would be insignificant. Following a quick comparison with an analogous America study, the paper concludes that there square measure solely minor variations between America and Singapore hotels in terms of their selling practices.

Parasuraman (2002) expressed that the motivations for this special issue and propose a abstract framework referring to the issues theme. Victimization this frameworks a scene, they then provide an outline of the remaining articles by

segmenting them into classes and discussing their relationship to the framework. They conclude by light analysis avenues for augmenting our understanding of promoting to and serving customers through the web.

Sami Alsmadi (2002), the paper investigated possible factors that influence consumer behaviour. The study also examined if these attitudes vary by demographic variables. The study examined an inquiry work and a convenience sample of 453 Frequencies, descriptive statistics and One-way ANOVA tests were utilised in the analysis of knowledge, the study concluded Jordanian companies got to have a far better understanding of electronic shopping behaviour, which special efforts must be made to enhance security of electronic transactions.

Loo Lee Sim et al. (2002), the study examines the demographic and psychographic characteristics of Internet shoppers, this internet users' habits and attitudes and therefore the attitude of these who have made actual purchase via Internet before. It also attempts to offer a sign of the impact on traditional shopping pattern. The info is obtained by conducting surveys on local consumers. Hypotheses were formulated and tested using statistical techniques like Pearson Correlation, co relational analysis, Reliability Test, Independent Sample t-Test, Cross Tabulation and Chi-Square. The study found out that internet buyers and non- internet buyers have some distinctive demographic and psychographic profiles. The findings also suggest e-commerce doesn't have a big impact on traditional shopping pattern due primarily to Singaporeans' preference for real world shopping.

Sigala (2003) expressed that despite the exponential growth of e-commerce on the web, very little remains familiar on however the new medium is remodeling selling concepts/practices and their effectiveness. This empirical study aims to fill during this gap. This text first analyzes the web's capabilities and options still because the new virtual market area that Internet advances have fostered. Once reviewing models and methods for web selling, an online selling combine is projected supported the web ways of hotels in Ella's that were investigated.

Know and Lee (2003) explored consumers' issues regarding payment security and its relationship to on-line looking angle and actual purchases. They ascertained a negative relationship between angle towards on-line looking and issues regarding on-line payment security. Shoppers with a positive angle appear to be less involved regarding payment security.

2.1 Objectives of the study:

- To analyse the buying behaviour towards online shopping in Nagaland.
- To analyse the customers satisfaction Level towards online shopping of Nagaland.

3. METHODOLOGY OF STUDY:

The data collected from local shopkeeper's reliable source as well as the data is collected from 100 persons of each city who prefers the online shopping and they were also asked why they do prefer online shopping. Secondary data is collected from the previous research similar to the current work. It is collected from books, journal, and newspapers from printed form of available on internet.

Source of data collection:

There are two types of data collection sources are used for the current study i.e.,

a. Primary Data Collection: The primary data is collected from the market survey and direct interview of the users/customers in a form of simple percentage from rural and urban sectors.

b. Secondary Data Collection: Secondary data is collected from previous research similar to the current work. It is collected from books, journals, and newspapers in printed form or available on internet as e-source of the study.

Result of the Study: The result of the current data is shown in the table 1.

Impact of online shopping on local marketing

Serial no	Name of the city	Effect on local shopping
1	Dimapur	75%
2	Kohima	55%
3	Wokha	60%
4	Tuensang	50%
5	Peren	50%

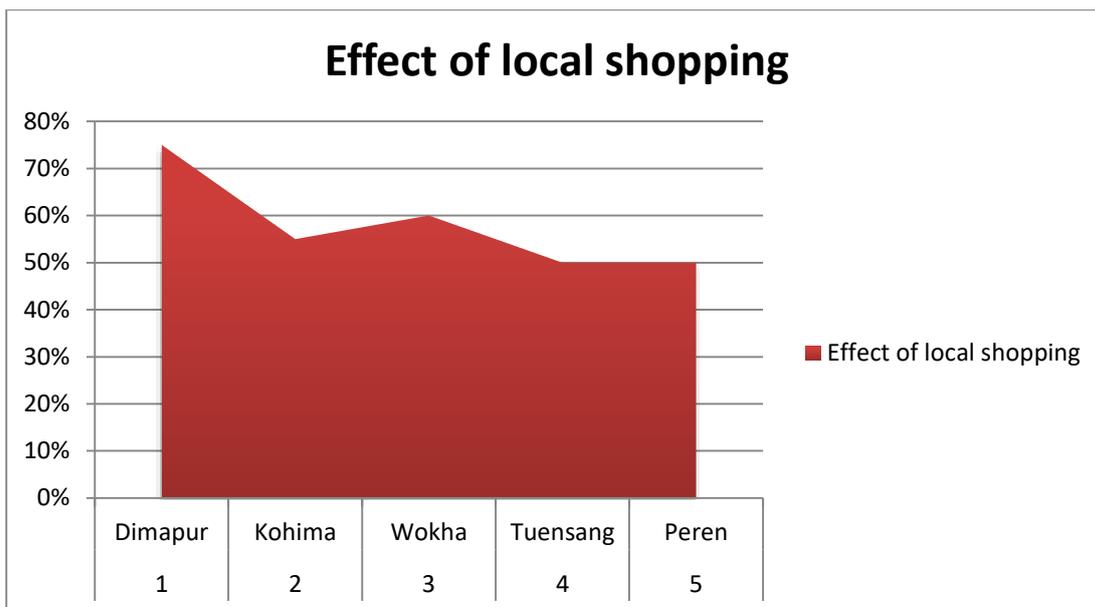


Fig.1

The impact of online shopping on the local market is shown. The outcomes of it are:

A. Consumers Feel Shopping is Easy:

The result of current study shows that the consumers feels easy for online shopping as compare to direct shopping because online transactions is there, the cash back offers are more when online transaction by pat TM is there. Therefore, they feel easy for it.

B. The Time and Money:

Online shopping saves time and money both, as it can be handled from home while travelling or from workplace within few minutes. Then why do one prefer to go to the market and waste a time for the purchasing. Moreover as said about online cash back offers are there, which also motivates them to prefer online shopping.

C. The Local Market has been affected:

The survey has shown that the local markets has been due to online shopping. Dimapur, Kohima, Wokha, Tuensang and Peren cities 50-70% local market is affected due to online shopping. Out of which the cloth market, cosmetic market, electronic small equipment market and even book market too. People are getting all these things easily with cash back offers and with the cheapest cost ever as compare to local market that is too from home.

Table: 2- Customers Satisfaction Level towards online shopping in Nagaland.

Statements	Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree
Payment Security	50%	5%	2%	33%	10%
Price of Product	60%	5%	2%	30%	3%
On time Delivery	60%	10%	5%	20%	5%
Product Comparison	60%	10%	10%	10%	10%
Quality Product	50%	5%	5%	30%	10%

4. CONCLUSION:

In this approach, internet primarily based looking has indicated usually negative impact on near market of Dimapur, Wokha, Kohima, Tuensang and Peren urban communities that square measure the delegates of Nagaland. This market has indicated terrible impact on neighborhood market of Nagaland. The shoppers are becoming benefits, as an example, looking from home, office, throughout venture. they're obtaining the advantages in real a reimbursement plans concessions, guard offers that is not feasible for the near retailers or very little scope businesses. The present technological development with respect to the internet has given platform to a new marketing system. This study brought to the fact that most of the online customers are educated people and students who have a positive perception towards online shopping, in risk perception particularly concerns about online security, is preventing many people from online shopping. Ensuring adequate safety measures in delivery of products are a challenging task in front of online sellers to maximize their sales. Online traders have to resolve these problems and also need to introduce wide range of products with additional discounts. This will create more demand from customers. On the basis of analysis the present study concludes that online customers are satisfied. This research explicitly indicates that online marketer should give more importance on price and after sale service. In this competition era the entire online traders should have to concentrate

on the customer's satisfaction to retain the existing customers and have to offer new scheme day by day to attract the new customers.

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