

**CUSTOMER BUYING BEHAVIOUR OF MATHURA AGRA
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ABSTRACT

A survey of consumers was conducted to know the consumers' behavior towards online versus conventional shopping for fashionable brands in Indian perspective with special reference to Mathura Agra region (U.P.). Questionnaire method is used to elicit the response from the consumer. The present study has brought some novel commitments towards the correlation between the consumer's preference towards online shopping and customary shopping methods for fashionable brands and furthermore observed the factors influencing the e-consumer behavior towards online shopping of branded items in Mathura Agra region of Uttar Pradesh state. This chapter summarizes the research discoveries, end and provides recommendations for e-retailers. Overall, the greater part of e-consumers reported to have satisfied experience with the quality and services offered to them by e-retailers however conventional shopping is more authentic than online shopping. Hence the study directs the e-retailers that they should zero in on these significant aspects to draw in the more consumers towards online shopping. Because still there are more than 50 percent consumers who preferred the customary shopping method due to the reasons like no delivery cost, dealing power of consumers', substantial quality variable especially for feel of texture and size of the garments, spending time with loved ones while shopping, easy return process and no danger in payment etc.

Keywords: *Customer, Buying, Mathura,*

INTRODUCTION

The increase in technology provides great opportunities to the seller to reach the customer in a lot faster, easier and in economic manner. Online shopping is emerging very quick in recent years. Presently a day the internet holds the attention of retail market. A great many people shop online. Then again the buying of item from conventional market is proceeding since years. Numerous customers go for buying offline in order to examine the item and hold the possession of the item soon after the payment for the item. In this contemporary world customer's reliability depends upon the consistent capacity to deliver quality, value and fulfillment. Some go for offline shopping, some for online and many go for both sort of shopping. The focal point of the study is on the consumer's choice to shop on internet and at the conventional stores at the data acquiring period. However online shopping is easier at the people and less

cost than the offline shopping. While settling on any purchase decision consumer should know the medium to purchase whether online shopping or the offline shopping. Consumer ought to decide the channel for them which can best suit to their need and needs and which can fulfill them. In this competitive world how consumer can decide the specific medium for their purchase of products is very critical to understand in a managerial perspective. (Laing and Lai, 2000) said that the internet shopping is the third best and most well known action over internet after online shopping next comes the e-mail using, instant messaging and web perusing. These are even more significant than watching or getting entertain by the internet or getting any data or news, this are the two very normal idea which comes to the people's brain when considering the internet users do when they are online.

The behavior of online shopping is otherwise called online buying behavior and internet shopping. Buying behavior means the purchase of good over internet utilizing web browser. Online shopping likewise comprise the same five steps which is related to customary shopping behavior. (Chiang and Dholskia, 2003; Lynch, Kent, and Srinivasan 2001) they said that in the commonplace method of online shopping when the consumer need some item or service they go through the internet and browse or search the things they need and their data. Yet rather than searching actively, numerous a times potential consumers are attracted by the data about the item they need. They see numerous items online and choose the best one which suits him/her. Then they purchase that item lastly the exchange takes place and post sales service provided by the online sites. Online shopping attitude and behavior are related to the consumer. Previous studied have focused on why the results of the online shopping is different from other items. Many studies have focused that the high touch items that the consumer feels when they need to contact, smell or attempt the item. It requires the offline shopping at the buying stage because it is impossible in the online shopping. Even with the increase in the online shopping and the recognition that online shopping is more likely to impose the pressure on offline shopping or customary shopping. The research is very limited around here or field. Online or e-shopping is a sort of electronic shopping which permit the consumer to purchase products over the internet directly from the seller utilizing a web browser. There are some alternative names of online shopping those are as follow-e-web store, e-shop, e-store, internet shop, web-shop, web-store, online store, online store front and virtual store. Mobile commerce or m-commerce is described as buying from the online retailer by the mobile optimized online sites or (application).

(Aldrich Archive, 1982) online shopping is invented by an English entrepreneur Micheal Aldrich in 1979. (Palmer& Kimberly, 2007) Tim Berners Lee is the one who created the primary World Wide Web server in 1990. It was opened for a commercial purpose. There after numerous technological advancement emerged in 1994 like the online banking, the opening of online pizza shop by Pizza Hut, Netscape SSL v2 encryption standard for secure information transfer, and Intershop's first online shopping system. In 1994 the main secure exchange was over the web either by Net market or Internet shopping. Amazon was launched in 1995, it is the principal online shopping site of the world and after that eBay was introduced in 1995. Today numerous countries are doing online shopping yet some countries are at the beginning stage of the experiment of online shopping. In 1987, the merchant account was launched that helped the software developers to sell their software online easily. Swreg was the name of first software and the oldest software that is as yet available. Future shop is a book for how new technology will change the method of shopping and what the customer purchase. It was published in the year 1992. The

book comprises of the subject like what will happen in the future date of e-commerce and how the internet will take place in the society. 1994 is the mouth of year of online commerce and Yahoo is launched in this year. In 1995 approx. 12000 space names were registered in the internet. In 1998 Google entered the universe of e-commerce and hurray launched yippee store online. The customer of online shopping ought to have internet and a legitimate method of payment to purchase the items from the internet. Amazon, Myntra, flipkart are some of the examples of the successful online shopping sites that use less price of the items and large stocks to draw in the consumer.

In general the populace from undeniable level of income and significant level of learning are more favorable to do online shopping. The populaces who are more knowledgeable and more explored to the internet are more into online shopping. The increase in technology increases the online shopping by the consumer. The increase in technology creates a favorable attitude towards the consumer for online shopping.

Objectives of Study

1. To study the frequency of buying fashionable branded items over the internet by the consumers.
2. To determine the consumers' preference towards online shopping versus traditional shopping for buying fashionable brands.
- 3.

Challenges in Internet Shopping

With the development of the Internet and technology, the e-commerce sector has seen a significant change in their strategies and developments over the years and, of course, to add to the ease of shopping online. It is the second largest market, just behind the US where online sales constitute around 10% of the all out retail sales. This shows beyond question that it is a large market, actually ready to be exploited, accordingly making it really vital to know what the consumers are searching for in terms of apparels and footwear, home stylistic layout, electronics, food services, jewelry etc.

Personalization

Since there are great many item varieties available on e-commerce websites, it is obligatory to realize the buying trend of a user and suggest better choices on the thing they are searching for. Related items, added truck choices like suggestions regarding what items you can purchase with the current truck and personalized e-sends of items relevant to the customer are significant ways of exploring and effectively adhering to these trends.

Sales through mobile and tablets including website and applications contribute to more than 70% of absolute sales. Hence, it is essential to be pervasive with complete effectiveness to tap on more revenues. Page opening speed contributes to the personalisation too, assuming the page is requiring more than 3 seconds to open there are more than 80% chances that you will lose the user to other stages.

Search Enhancements and Site route

While perusing websites and applications, search results assume a key part in converting a search into a sale. Recommending users with the exact item, yet additionally suggesting them with relevant choices for the same is significant. Site route needs to be simple and easy to make the user a supporter and, if inside the initial 30 seconds a user isn't directed to what user is searching for; there are slim odds of retention.

Buying Trend

This is related to the age, gender, and geography of the consumer perusing ecommerce which contributes to conversion of sales. Information collected through join structures, IP identifications etc., assume an indispensable part for the same and afterward the element of relevance of the items that come up as suggestions come into play.

With the development of computerized reasoning and deep learning process, bots are assuming a significant part in examining information through consistent talks with the users by means of inhouse developed visit bots for their websites and applications. However technology is yet to amaze us with perfectly accurate bot replies, yet in a not-really far off future, we can expect it to develop, as every one of the significant monsters like Microsoft, Amazon etc are betting their money on the same.

Quality

Unlike electronics, apparels, footwear and other areas that sell standard and branded merchandise, home decor and food servicing industry face the real challenge of delivering a quality item. Since the vast majority of the home decor items are hand crafted, it is of key importance to run a quality check at different stages of assembling the great and afterward aggregating dependable sellers in case of multi-vendor marketplaces.

Hassle Free Returns/Exchange

Returns and exchanges is a significant bottle-neck in the e-commerce business as the same can be experienced for standard just as custom products. Efficient subsequent meet-ups and timely returns or exchange contribute to a significant retention of users. If not tracked properly, this additionally records to a higher coordinated factors cost, misfortune in revenues and overall misfortune in generosity of the organization.

Multiple Payment Options

E-commerce stages need to be open to a wide range of payment choices and integrating e-wallets is an absolute necessity these days for a better and free income. However, this is a challenge for expensive items in terms of money down and the user should have the choices of debit just as credit cards of the multitude of thriving banks.

Store network Issues Timely delivery is a significant issue depending upon the area, infrastructure and unavoidable problem during communicates which leads to the cancellation of orders by an annoyed user assuming the items are not delivered on time. This is a time-burning-through process that requires a lot of R&D for practically all the e-commerce stages as to facilitate users with the best production network models.

After Sales Support

More than half users need personal help before and after the purchase of items. This is where the physical retail businesses leave ecommerce behind. The sole choice to contact and feel the items before buying makes a major difference in terms of sales as the consumer has the choice to 'attempt before you purchase', leading to the item delivered being what is generally anticipated by the user.

There needs to be descriptive FAQs and rich item specification section alongside an efficient customer support mechanism. Easy tap buttons for users to sign on with their queries and log out with good resolutions are imperative.

Email Marketing

With the flooding of mass e-sends and irrelevant item suggestions in the user's inbox or by means of conventional methods of phone messages, ecommerce stages lose a lump of their user base and reputation. There must be proper profiling of users and the emails and suggestions being pitched should take into account their choices, preferences, buying trends etc.

Consumer behavior

Modern companies begin all business activities by understanding and expecting consumers' propensities, needs, and desires and end with the delivery of an expected value, i.e. consumers' fulfillment (Živković, 2011). Accelerated development of technology, especially the Internet, has led to considerable changes in the marketing strategy. Attributable to data technologies, consumers are well informed and can easily compare offers from other companies. As indicated by Consoli and Musso (2010), the marketing of data age is based on a relationship between companies and consumers, taking note of that customers have become more demanding. To respond to this market change, marketers have become more accessible, sensitive, and innovative in the creating and disseminating items and services in the market. Four forces have affected the new digital age: (1) digitalization and connectivity, (2) Internet development, (3) new types of mediation (adapted to consumers), and (4) transformation to consumers' desires.

As indicated by Finne and Grönroos (2017), customerintegrated marketing communication—the CIMC model – requires marketing managers to more understand consumer behavior, their ecosystem, and rationales. Before, companies used to send broad communications marketing messages over traditional media (magazines, announcements, television, etc.), whereas today they have a choice to send individualized marketing messages especially targeting one gathering of users or even a singular customer. The development of technology and the Internet is an element with the highest effect on the consumer behavior in the 21st century. New technologies, like applications for following and measuring

user movement, and a simple management of large databases result in an increase in the collection of individual information on consumer behavior (Saarijärvi et al., 2014).

In a research on consumer behavior conducted in the field of marketing in automotive industry, Prasad and (2009) have shown that there is a synergy effect between online and offline media of marketing communication and that it is possible to measure it.

REVIEW OF LITERATURE

Hanieh Mirzae (2015) this paper at first seeks to document and review Differences of traditional marketing contrary to Electronic marketing. Nowadays; the methods of business conduction have been changed by the revolution of data communication technology (ICT) that a large portion of the exchanges are related to internet. Execution of Electronic marketing all around the world can change the types of exchanges due to the fast proliferation of the Internet. The World Wide Web, online communication abilities has created quickly developing modern electronic conveyance channels for Electronic marketing that If we surf through the internet, we will observe their objectives that they can convince customers to purchase their needs. To the extent we concerned, advertising and selling methods are a lot cheaper, useful, and suitable for producers and suppliers everywhere. It is considered that, there are different types of modern marketing, for instance, internet marketing, and email marketing are all drive exchanges to be progressing nicely.

Dr. S. Geetha (2017) Marketing as a subject of study is presently drawing in the attention from the business firms, companies, foundations and surprisingly all countries too. It does not mean that marketing is a new business concept; it is one of the oldest professions on the planet. The businessmen have adjusted their business activities to secure greatest fulfillment of the consumers. All businessmen are attempting to give their best to their customers, for that they should attempt to ascertain customer's reaction, their performance, their attitude, taste etc. His main point is to earn benefit via fulfilling their consumers. For that, the businessman has adopted different techniques to push his item in the market; one of his recent techniques is to sell their item via emarketing. Today this e-marketing overtake the sales of our traditional marketing because of such countless reasons. This paper concentrates about the comparative study of both traditional marketing and e-marketing

Mr. G. Kanuka Raju (2019) Market is a place where buyers and sellers gathered exchanging of labor and products. The present paper a comparative study of traditional and online marketing. Online marketing is one of the fastest becoming phenomenal in the business world in every country. Presently a-days customer needs, needs, taste and preferences additionally changes due to this variable online market increases. The actual marketing process has been overwhelming the Indian market for quite a long time. Companies would advertise excessively on television, radio, announcements, fairs and exhibitions all over India, however things are gradually changing in India as the internet is developing and people are getting educated and learning about the internet and its use. This study will zero in on the factors that influence and effect a consumer's perception and attitude towards the online market. This paper reveals that some of the customers prefer online and some of the customers zeroing in on traditional market, however which is depending on their attitudes, propensities, time, knowledge regarding technology.

Mehrdad Salehi (2016) The revolution of data technology (IT) and communications has changed the manner in which people lead business today. Nowadays, the majority of the businesses are related to electronically instruments especially internet. Implementation of E-marketing can change the shape of business from one side of the planet to the other. Because of the quick proliferation of the Internet, the World Wide Web (WWW) and electronic communication has created quickly developing new electronic channels for marketing. Assuming we surf through the internet, we will observe numerous advertisements which they will probably persuade guests to purchase their products or use their services. The new method to advertising and selling products in the globe which is a lot cheaper, useful and suitable for producers and suppliers is utilizing the internet. Different types of modern marketing like internet marketing, email marketing, and online advertising are all drive businesses to be successful. These days, there is no need to entering a market place to track down our needs We can observe whatever we need, neither fooling around nor squandering cost, just with a speedy snap and use internet search engine.

Patricia M. Shields and Nandini Rangrajan in his book *A Playbook for Research Methods: Integrating Conceptual Frameworks and Project (2013) Management*. (explained that empirical research if often ignored in the research method texts. They explained with the help of football as a metaphor in research. This book focused on the fundamental management research papers. Elements of research paper are broken in to smaller parts like different activities of football players. Researchers can make their research along these lines. They said that there is a role of theory however empirical research isn't just like playing football yet it is like instructing football. Researchers ought to be like coaches who works with literature and analyses literature for research. This book examines that researchers begins with the suitable theme and afterward recognizing basic literature, chooses his research methods, analyses information and presents research results discoveries. They said that there is difference between the process of reviewing of literature and last literature review. The process of reviewing of literature is a continues work and has numerous empirical research elements in it. The latest literature should clearly present research project and researchers should deeply study the literature. A complete literature review ought to explain the literature of the research problem entirely. The process of reviewing the literature needs different sorts of activities and different perspectives.

Dr. Seema Agarwal in her research on study of factors affecting online shopping behavior of consumers in Mumbai 2013) observed that factors affecting online shopping are time saving, money saving, easy exchanges, easy correlation of items and services and in time delivery of merchandise. Her discoveries says that there is correlation between age and online shopping, that is, youthful generation is inclined towards online shopping and older age consumers are not keen to shop online shopping. Results shows that the higher educated consumers are more interested for online shopping Male consumers rate for online shopping preference is 60%. 38% consumers feel that online buying is easy. Larger part of respondent consumers, 92 %, feel that online shopping is time saving and 85% consumers says that it is money saving. For the most part consumers feel that online shopping is less hazardous and there is timely delivery of merchandise services. Online shopping has increased in India. There are some consumers who are not interested towards online shopping. Online shopping is a type of e-marketing which permits consumers to directly purchase labor and products from sellers over the internet.

Customers can see the displayed items on internet and can analyze what other comparable online shopping outlets are offering and can get the best deal out of it (Seema Agarwal, 2013).

Zaimovic Tarik (2018) Understanding consumer behavior in media advertising enables companies to effectively direct marketing activities toward the target market. Today, companies are expected to persistently communicate with current and potential customers. Albeit online advertising methods are a relatively new concept compared to the established traditional methods of advertising, integrated marketing communication comprises of messages sent to consumers utilizing a set of different marketing instruments. The results of our research have shown that the users of telecommunication services in Bosnia and Herzegovina (BiH) focus closer on the marketing messages sent over the online media. Interpersonal organizations are the marketing communication medium preferred by a large portion of the telecomm users in BiH, followed by television, bulletins, text messages, organization web page, web advertisements, newspapers, e-mail, and the radio. The results presented in this paper consider consumers' behavior in one of the most unique BiH sectors, and provide an understanding in the specific media channel of marketing communication.

Conclusion

The current review has brought some original commitments towards the correlation between the customer's inclination towards online shopping and conventional shopping strategies for stylish brands and furthermore observed the elements affecting the e-buyer conduct towards online shopping of marked items in Mathura Agra region of Uttar pradesh state. This section sums up the exploration findings, conclusion and gives recommendations to e-retailers. Following are primary closing perception of the examination study:-

- Respondents were approached to rank the inspiration for shopping of in vogue marked items online. With regards to enjoying most with regards to online shopping, the greater part of the e-customers likes "Free home conveyance" as their essential inspiration factor. E-purchasers
- likewise like no lines, absence of marked display area, shopping whenever and capacity to analyze costs. The e-buyer is more cognizant about getting an incentive for their time instead of esteeming for their cash.

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