

STUDIES ON THE NATURE AND BEHAVIOUR OF THE ONLINE SHOPPING CUSTOMERS IN GUWAHATI CITY

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ABSTRACT

In this era of technology, the deep penetration of internet has brought many changes in the lives of people. The www (World Wide Web) has created a new world and to a large extent change the attitude and behaviour of people all over the world. Online shopping is one of the aspects of the wide spread internet which influenced the life of common people. It brings a new dimension in the way people shopped. The study reveals that friends, T.V. advertisement, colleague are the important medium through which they became familiar about online shopping. 'Less time' and 'less price' are the important reasons for which they prefer online shopping. They seek variety and online shopping stores offer variety of products for which they prefer online shopping. Besides that hotel booking, ticketing over internet becomes a day to day practice now a days. This has tremendously changed the shopping behavior of people. A new customer group- 'Online shoppers' has emerged. Quality, time, style, variety are the important factors for this group of customer. It is important to study the behaviour of this new group of customers. In this paper an attempt is made to study the nature and behaviour of online shoppers in Guwahati city of the NER of India.

For this study, non- probability judgemental sampling method was adopted and the required data were collected through questionnaire. Data gathered were analyzed which reveals important information for business houses.

KEYWORDS: B2B, B2C, E- Commerce, Internet, Online Shopping