

## **A STUDY OF CONSUMER BEHAVIOUR WITH RESPECT TO ONLINE SHOPPING**

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Online shopping is growing into a huge industry. Most of the companies are running their online portals to sell their products/services online. Though online shopping is very common outside India, its growth in the large and strategic consumer Indian market, is still not in line with the global market (Gagandeep, 2013). In the business to consumer (B2C) e-commerce cycle activity, consumers use Internet for many reasons and purposes such as: Searching for product features, prices or reviews, selecting products and services through Internet, placing the order, making payments, or any other means which is then followed by delivery of the required products through Internet, or other means and last is sales service through Internet or other mean (Sinha, 2010). Over the past few decades, the Internet has developed into a vast global market place for the exchange of goods and services. The potential growth of online shopping has triggered the idea of conducting a study on online shopping in select

villages of Salcete Taluka. The purpose of this study is to analyze factors affecting online shopping behaviour of consumers that might be one of the most important issues of e-commerce and marketing field. Primary data was collected using purposeful sampling technique through a questionnaire from a sample of 200 respondents. ANOVA is used to find out the significance of the data. The study found high significance in the data on consumer behaviour towards online shopping.

**Keywords:** Online shopping, E-commerce, Indian market, Internet, Exchange