

A Study of Buying Behaviour & Customer Satisfaction Towards Online Shopping in Nagaland

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Abstract

Marketing and shop weekly is the hobby of most of individuals. Everyone enjoys going for shopping. Now-a-days, there are numerous technique of shoppings. 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. In India, it has made shopping easy for each person. The best thing about online shopping is that it apprehends everyone's visualization about shopping at extremely economy charges. It is very appropriate to all, from approach distribution to great interchange arrival strategies. Therefore, online shopping in new relationship of shopping breaking the informal way of shopping. The present paper is an effort to analyse the buying behaviour and the customer satisfaction towards online shopping in Nagaland.

Keywords: Buying Behaviour; Online Shopping; Nagaland; Customers Satisfaction.

Classification-JEL : H54, N35, A11

1. INTRODUCTION

Internet looking is among the commonly used mechanisms for advantageous looking. It is, truth be told, a well-liked way 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 based looking primarily 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 are 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.

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. 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.

a) 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 their once you like better to do shop online.

b) 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.

3. 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 inquirywork 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.

Bechrer (2004) expressed that web selling could be a field that's continued to grow, and also the on-line auction thought could also be shaping a completely new and distinctive distribution different. Only a few studies have examined auction sellers and their web selling ways. This analysis examines the web auction development because it relates to the selling mixture of on-line auction sellers. The information during this study indicate that, while there's nice diversity among businesses that utilize on-line auctions, distinct price leadership and differentiation selling ways square measure each evident. These 2 approaches square measure additional distinguished in terms of the web usage ways utilized by every cluster.

Ryan (2004) conducted a search on the mosaic of institutional problems related to gaining believability for web selling standards. Robust claims for a preponderantly self-regulatory approach square measure reviewed in conjunction with alternative factors that inhibit believability, namely: competitive web

world views, weak ethical coherency and offline ambiguity regarding various institutional roles, particularly as regards ethical dimensions of notions of regulation and self-regulation.

Andrew J. Roha et al. (2004), this paper develops a typology based upon motivations for shopping online. An analysis of these motives, including online convenience, physical store orientation, and variety seeking within the online shopping context, suggest the existence of 4 shopping types. These are labelled convenience store, variety seekers, balanced buyers, and store-oriented shoppers.

Mummalaeni (2005), this paper reported that there's a big effect of the consumer's spirit on their online satisfaction. It also noted that the association between web atmospherics and WS was totally mediated by pleasure and arousal.

Wang (2006) conducted a search to look at this use and predict future Web-based selling activities of U.S. convention and visitant bureaus. A survey was sent to 600 arbitrarily chosen Yankee convention and visitant bureaus with a spotlight on assessing the applications enclosed within the bureaus internet sites, their site promotion techniques, and client relationship management programs in relevancy these internet sites. The results indicate that almost all bureaus' web selling activities square measure comparatively restricted, specializing in providing travel data to prospective guests.

Dong Shen, et al. (2006), during this study the present the literature associated with media factors that influence online shopping is extensively surveyed by identifying key dimensions. Four dimensions of the web shopping channel, customer service, and experimental uniqueness, are proposed supported the literature review and expert judgements. Additionally, these key dimensions are discussed within the context of the established traditional channel literature and therefore the relationship between the normal channel behaviour and online shopping literature and therefore the skilled traditional

shopping channel literature. The potential direction of future research on online shopping are addressed too.

Bengtsson (2007) expressed that adopting the web for advanced selling operations disclose difficult opportunities for companies of all sizes. However, such adoption would possibly destroy investments in gift market channels and so has the characteristics of radical innovation. The results of study show that composition of things on that company's base their call to adopt advanced Internet-based selling operations varies considerably with firm size.

Yu-Hui Chen (2007), it is found that perceived usefulness, perceived security, perceived privacy, perceived good reputation, and willingness to customize are the important antecedents to online initial trust. Its also discovered that different level of trust propensity moderates perception towards the online site and online with reference to online initial trust. Both online initial trust and familiarity with online purchasing have a positive impact on purchase intention.

Pooja Mordani (2008), This study explored the study on investigation of online consumers perception towards internet based e-shopping and therefore the study involved an experiment during which the respondents were asked to travel through the online shopping process and relate their experiences. The study found that the positive experiences with an internet site plays an important role in forming consumers trust while shopping online and as if consumers trust the web site and they're going to perceive simple use , perceive enjoyment and perceive the web site to be less risky which might finally culminate to transact with the web site.

Soo Yeon Chung et at. (2009), this paper identified that during this study had conducted extensive review of online shopping literature and proposed a hierarchy model of online shopping behaviour.

Sharma et al. (2009), this paper focus3ed in their study "Prospects of e-commerce in India", mentions that India is showing tremendous growth within the Ecommerce. Undoubtedly, the population of many people, online shopping shows unlimited potential in India.....Today E-commerce may be a common word in Indian society and its become an integral part of our lifestyle. There are websites providing variety of products alongside its allied services. Multi- product Ecommerce portals provide goods and services during a sort of categories.

Syed Shah Alam et al. (2010), the aim of this study is to spot the key factors influencing customer satisfaction through online shopping during this study four key dimensions of customer satisfaction of online shopping are identified. Its found that website design, reliability, product variety and delivery performances are the four factors which influence consumers' satisfaction of online shopping. However there's no significant relationship between saved time and satisfaction. Recommendations are presented which can help foster growth of Malaysian online retailing within the future.

Shahriar et al. (2010), this paper investigated e-shopping intentions among Iranian users generally. It seems that examining the presented model in several product categories(standard and customised, expensive and cheap, digital and physical) would create more precise result. Due to the high context culture in Iran and therefore the important role friends, family and acquaintances play in forming people's attitude, it's recommended to research the impact of subjective norms variable on attitude towards e-shopping intentions. With reference to the very low internet speed in Iran, even compared to the opposite developing countries, download speed of trade websites can play a serious role in visiting the websites and e-shopping. Hence it's recommended for the longer research terms that the download of internet sites can be taken into considerations.

Ramirez Nicolas (2010), this paper indicated on this site that "The internet have changed many facets of our daily lives; the way we relate and communicate with each other, how we interact with a bank, read newspapers or watch televisions. Even the way we buy and sell. These changes have occurred thanks to the constant flow of companies offering new business models and innovative formulae. Discount coupons have always been a strong marketing tool. Whether inserted in printed model or posted through letter boxes, they attracted new customers and were also offered at the time to market consumer loyalty by encouraging repeat purchase at outlets.

Rao and Mehdi (2010), within the study explored the behaviour of internet users. They concluded that security was the foremost important factor from online factor from online buyers followed by reliability factor.

Chin ting (2010) expressed that few college or academic studies have at the same time explored each web selling and structure commitment, and of these that have, solely direct effects were examined. This study clarifies the connection between college organization's web selling and teachers' structure commitment by examining the mediating role of teachers' job involvement and job satisfaction.

Chayapa Katawetawarak et al. (2011), this paper focused recent research has shown an interest in investigating consumer motivations that affect the web shopping behaviour. it's yet to know what factors influence online shopping decision process. the target of this study is to supply an summary of online shopping decision process by comparing the offline and online deciding and identifying the factors that motivate online customers to make a decision or to not plan to buy online. it's found that marketing communication process differs between offline and online consumer decision. Managerial implications are developed for online stores to enhance their website.

Jun et al. (2011), this paper indicated that business revolution may be a exemplar

which is provided by online shopping. Ecommerce is experiencing a period of rapid development currently in China; for the expansion of the web shopping market, sizable amount of Internet users provides an honest foundation. After studying and analyzing different variables this research found that there have been relationships between the perceived usability, perceived security, and perceived privacy, perceived after-sales service, perceived marketing mix, perceived reputation and consumers" attitude to adopting online shopping in China. However, only marketing mix and reputation were significantly influence consumers" attitude to adopt online shopping. After studying this journal we ready to understand consumers" online purchase behaviour.

Xiaoying Guo, et al. (2012), this paper focused with the event of Internet, online shopping is developing rapidly in China as a replacement way for shopping. Therefore, it's important for this research paper to spot the determinants of consumer satisfaction towards online shopping in China. a complete of 350 internet buyers in China had participated during this research. The findings revealed that website design, security, information quality, payment method, e-service quality, product quality, product variety and delivery service are positively associated with consumer satisfaction towards online shopping in China.

Dahiya Richa (2012), the results of study reveal that on-line shopping in India is significantly suffering from various Demographic factors like age, gender, legal status , family size and income. The results of the study might be further employed by the researchers and practitioners for conducting future studies within the similar area. Jayakumar et al. (2013), focused on the attitude of consumer towards internet shopping in Chennai city of Tamil Nadu . the info was collected form 100 respondents through sampling . A questionnaire survey method was wont to measure the attitude of internet

shopping. The result revealed that attitude of consumer towards internet shopping was positively and significantly associated with age, gender and monthly income. However, it had been negatively associated with educational qualification, size of family and nature of family. Hence, the results proved that consumers' behaviour significantly differs while shopping online.

S.Ranjit Kumar (2013), this paper identified that the relation between education and online purchasing has been positive i.e., highly educated respondents involve more in online purchases. All age groups prefer 6pm to 9 pm followed by 2pm to 6pm and 9pm to 11 pm for online searching or purchasing of products and services. Product choice, lowest price and convenience are important features required by the respondents for online shopping.

Chandra et al. (2013), this paper studied that, now days the new and latest sort of retail shopping are online shopping. it's now been adopted everywhere the planet including India. In many other countries this shopping method remains not also known or accepted, and though the knowledge of online shopping in India is now starting to increase rapidly. to research factors affecting on online shopping behavior of consumers which may be one among the foremost important problems with e-commerce and marketing field, this is often the most objective of the study. it's a sophisticated socio-technical phenomenon and involves too many factors in order that there's very limited knowledge about online consumer behaviour.

M.Swapana et al. (2014), this research was to explore the components of consumer experience while shopping online. an in depth review of literature across major fields on online shopping has been conducted to spot the numerous aspects and ideas of shopping experiences. An integrative conceptual framework of online shopping experience has been proposed supported the review of literature. This framework adds knowledge and understanding of consumers while shopping online.

Bhatt (2014), this paper found in his study that Online shopping is gaining popularity among people specially the younger generation but in today scenario to become equally popular among all age groups e-marketing will need to cover a extended distance. The results of our study shows that mode of payment is depended upon income of the respondents. People having monthly income below Rs 1, 00,000 prefer cash on delivery and above Rs 3, 00,000 prefers Internet banking payments. People from different age groups do online shopping regularly.

Upasana Kanchan, et al. (2015), this study attempted on the findings of the study indicate that customer online purchase intentions are significantly associated with their gender, education, age, security concern, technological familiarity, and past online purchase frequency. Consumer buying behaviour is additionally suffering from product type, purchase frequency and expensiveness. Their purchase decisions also are found to be related with the web retailer's services like return, refund and delivery services.

Debansu Chatterjee et al. (2015) this paper focused on the purpose that across different demographics factors; gender has impacted possession of internet and frequency of online purchase of consumers.

Manali Khaniwale (2015), this paper focused on the rationale for this examination is to interrupt down the hypothetical parts of customer purchasing conduct and therefore the components that impact it. The investigation of customer purchasing conduct offices to know the fear.

Mrs. Chitra Sharma (2015), this study shows that online shopping has very bright future in India. Perception towards online shopping is recuperating in India. With the utilization of internet, consumers can shop anywhere, anything and anytime with easy and safe payment options. There are two factors mainly influencing the consumers for decision making: Risk aversion and innovativeness. Risk

aversion may be a measure of what proportion consumers got to be sure and sure of what they're purchasing. Highly risk adverse consumers got to be very certain about what they're buying. Whereas less risk adverse consumers can tolerate some risk and uncertainty in their purchases. The second variable, innovativeness, may be a global measure which captures the degree to which consumers are willing to require chances and experiment with new ways of doing things.

Tapashi Dasgupta (2015), the study has revealed that since the reach of internet is expanding and its covers almost the whole country, the reach of online sellers also are expanding in Nagaland though situate din the north eastern zone of India yet the craze for online shopping is extremely much present within the region and with the changes in time as per the findings, it are often well understood that online shopping is surpassing traditional shopping ideas even in remote and much flung areas of the country and if more focus is given by the sellers towards the linkages and disliking of the buyers of this north east zone.

Shanthi et al. (2015), studied that mostly the kids are attached to the web shopping and hence the elder people don't use online shopping very much like compared to the younger ones. The study highlights the very fact that the kids between the ages of 20-25 are mostly poised to use the web shopping. It's also found that the bulk of the people that shop online buys books online because it is cheaper compared to the market value with various discounts and offers. The study also reveals that the worth of the products have the foremost influencing factor on online purchase.

M. Mahesh Kumar, et al. (2016), clearly indicates that the attitude of the consumers was generally positive towards online shopping. The findings of this research have confirmed that the perceived marketing mix and perceived reputation could impact on the consumers' attitude of adopting online shopping. Through the findings of this research, online retailers

could better realize online consumers' expectations and therefore the determinants of consumers' behavior. By understanding the key drivers that would impact on online consumers' attitude towards online shopping, online retailers would be ready to formulate and implement their e-business strategy efficiently and effectively and possess stronger competitive advantage. The most important driving factor for online shopping is convenience.

Mr. Pratiksinh Vaghela (2017), this paper is concentrated to spot the factor affecting online shopping behaviour in Surat city. The study revealed that factors like perceived simple use, vendor's characteristics, perceived usefulness, website design are important factor for online shopping. Further the analysis of respondent's demographic profile is administered and it is found that cross the gender, there's no difference in responses of male and feminine towards factors affecting online shopping, i.e. male and feminine are giving equal importance to those factors and same is with reference to income group, i.e. income category wise there's no difference in responses towards factors affecting online shopping. These findings could also be helpful to online marketer for the event of the marketing strategies.

T Selvam, et al. (2018), this study focused on the identification of consumers' perception on the services provided by online shopping. Factors influencing buying behaviour of internet buyers most preferred online websites. The study also reveals that the varied problems faced while doing online shopping and suggestions also given to beat those problems. it's hope that the web shopping will excel within the near futures.

Dr. Swati Sachdeva Khosla (2018), this paper was aimed toward the extracting various psychological factors that affect the buying behaviour of the purchasers who are shopping online. Internet has made a paradigm shift within the market. Earlier people weren't inclined towards online shopping but after

getting awareness about the advantages they will avail through shopping online, they're getting more attracted towards online shopping. Now as there are huge online merchants, they have to think about the behaviour of the purchasers while preparing their marketing strategies. Through correlational analysis various factors have extracted that influence the buying behaviour of the purchasers . The factors influencing the buying behaviour of the purchasers most are Convenience, simple searching the products, recuperating choice to buy and therefore the various promotional offers given by online merchants.

Mohammad Anisur Rehman, et al. (2018), this paper indicates that Bangladesh internet buyers are young (mostly below 40 years) almost like other parts of the planet . they are doing online shopping because it saves time, offers home delivery, provides ease in shopping and offers more sort of products for attire , accessories, and ticketing than that of brick and mortar stores. They mostly believe price and their experience because the basis of the standard judgement of things in online shopping and for payment system they like cash on delivery option. Most of the patrons get the knowledge primarily from Face book advertisements which are pursued by friends and family by following their "word of mouth" communication. However, privacy and inability to the touch and feel are the foremost disliking factors for internet buyers . These findings of our study have both theoretical and practical implications.

4. OBJECTIVES OF THE STUDY

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

5. METHODOLOGY OF THE 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.

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

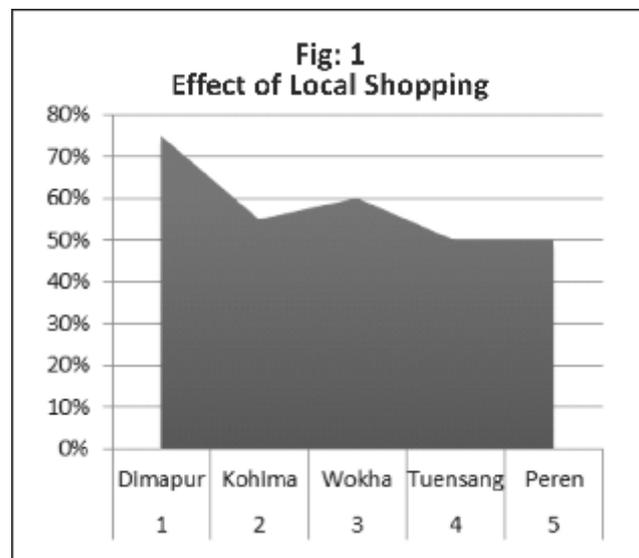
- Primary Data Collection: The primary data is collected from the market survey and direct interview of the users/customers in a form of simple percentage from rural and urban sectors.
- Secondary Data Collection: Secondary data is collected from previous research similar to the current work. It is collected from books, journals, and newspapers in printed form or available on internet as e-source of the study.

6. RESULT OF THE STUDY

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

Table : 1
Impact of Online Shopping on Local Marketing

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



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.

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

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

7. 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

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 newcustomers.

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