

AN EXPLORATION OF CUSTOMER PERCEPTION AND PREFERENCES TOWARDS ONLINE SHOPPING

***DR. ROOPALI BATRA**

*FACULTY, APEEJAY INSTITUTE OF MANAGEMENT TECHNICAL CAMPUS, JALANDHAR

ABSTRACT

Nowadays online shopping has become increasingly popular among the consumers in general. The ease of shopping in the privacy of home, 24*7 availability and supplementary discounts on online purchases makes it highly lucrative as compared to the traditional shopping experience. However, there are certain bottlenecks in the success of e shopping. The reliability and security issues, overdependence on internet, and the procedural complications may result in certain inhibitions on the part of consumers to purchase online.

The present research is a comprehensive study on customer perception and preferences for online shopping, based on primary survey of 60 online purchasers in Punjab. The results also indicate the customer satisfaction with regards to online purchasing and the barriers that limit its usage. Based on the findings certain recommendations have been suggested to e tailers and marketers to boost online shopping.

KEYWORDS: Online Shopping, Punjab, customers, satisfaction, barriers.

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