

The Comparative Study of Online Buying Behavior of Customers of Western Suburban Region and Central Suburban Region of Mumbai with Reference to Technology Familiarity

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Abstract

Most of the time people use internet for communication purpose i.e. for e-mail, chatting, social networking etc. but people also use internet for entertainment, information gathering and shopping purpose. The ease and convenience provided by these web stores for 24x7 has made very easy shopping for consumers worldwide. Though online shopping is very common outside India, its growth in Indian market, which is a large customer market, is still not in line with the global market. Today, with the rise of the technology, major portion of commercial activities take place over the Internet. Since commercial activities' key goal is to sale, sale can be realized by the purchase of a different party, as we know customers. Therefore, for electronic commercial activities, it is important to analyze online customers' behavior. Furthermore, in order to develop and apply effective marketing strategies the factors that affect consumer behaviors should be studied. Although many studies have shown that customer characteristics are important when it comes to online shopping, but majority of those researches are performed outside India. To fill this gap, the following research is proposed to examine how different customer characteristics affect customer purchase intentions while shopping online in Mumbai city.

Preceding research streams on online shopping behavior, which studied main factors influencing online shopping implementation and comparison in India and other countries. However there has been inadequate number of studies on comparison of two different areas or regions in the same city. In this study, research has been made to apprehend and compare online buying behavior of customers that are located in two different areas which are Western Suburban region and Central Suburban region of Greater Mumbai and studied on the outcomes of the research.

Keywords: Online, Technology, Mumbai Suburban