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A REVIEW

Online consumer behaviour

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ABSTRACT

The market of India has been witnessing a lot of changes especially with the advent of many global firms. These changes have been with regards to a higher penetration of the mass media, wide communication network availability of various categories and brands of goods and services increased, purchasing power leading to higher disposable income and a complex buying behaviour displayed by consumers at the market place. While firms are trying to deliver superior innovative and value added products and services in their attempt to delight the customers, they have realized that the key to understanding consumer behaviour lies in identifying those vital elements which derive a positive consumer value and work out the entire marketing programme to deliver that unique value. Internet makes life simple and innovative. People are doing business online and trade has become more easy and fast due to this. Internet provides new ways to promote business. Website becomes the essence of online business as to show their services and products. Internet gathers all competitors and consumers in one place. It brings new lane to promote, advertise products and services in market. All this has resulted in the growth of consumer's aspiration levels and their seeking right value and a certain lifestyle from the various products and services offerings. The challenge before marketers is to offer products, which will provide them the desired value satisfaction in this age of constantly changing consumer behaviour and aspirations.

KEY WORDS : Consumer behaviour

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