A Study On Customer Opinion Towards Online Trading A 'Boon Or Bane' In JP Nagar

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Abstract : India is soon being recognized as a Global Power in online trading, nowadays all major companies in India and Outside India producers opt their marketing technique as online trading which may leads to expand their business and also major contribution towards economic growth, production ,consumption levels of the consumers which may finally leads to overall country growth and development. The objectives of the study are, to analyses the awareness level towards online trading, to know the consumer behavior towards online trading, to know the perception/option towards online trading, to know satisfactory level of customers towards online trading. The research is descriptive research the researcher proposes to use questionnaire for data collection with a sample size of 50 respondents. The title of the study is "A Study on Customer option towards online trading bone or bane in JP Nagar. The results wanted to find out the option of people about online trading No longer are businesses bound by the limitations of traditional marketing techniques. The old has been heavily replaced by the new. One of the newest and most effective strategies has been of *online trading*

Key Words :-Online trading bone or bane, opinion,satisfaction,strategies, perception

I. INTRODUCTION

21st Century is now being called as an Age of Information Technology Not only our country but the entire world also has been crazy about "Information Technology". The technology changes are essential for the business E.g. Internet, World Wide Web, digital signature, digital cash, electronic banking, cyber laws, electronic advertising & publishing, digital delivery of goods and services, virtual transactions etc. are the tools of business in new commerce. Online trading is the new business methodology that gives cost effective advantages   to business. Time, Money, Labor, etc., are the main terms of any type of business. Online trading saves above things as compared to traditional method of trading. The main attractive thing is that the   speed of business   or delivery of goods, services are very high. Online trading includes buying-selling goods, product, services and information through network such as Internet, Extranet, and Intranet**.**

II. REVIEW OF LITERATURE

1.Jianqing Chen, Ming Fan, Mingzhi L (2016)

The two leading online consumer-to-consumer platforms use very different revenue models: eBay.com in the United States uses a brokerage model in which sellers pay eBay on a transaction basis, whereas Taobao.com in China uses an advertising model in which sellers can use the basic platform service for free and pay Taobao for advertising services to increase their exposure. This paper studies how the chosen revenue model affects the revenue of a platform, buyers' payoffs, sellers' payoffs, and social welfare.

2.Steven Tadelis (2016)

Online marketplaces have become ubiquitous, as sites such as eBay, Taobao, Uber, and Airbnb are frequented by billions of users. The success of these marketplaces is attributed to not only the ease in which buyers can find sellers, but also the trust that these marketplaces help facilitate through reputation and feedback systems. I begin by briefly describing the basic ideas surrounding the role of reputation in facilitating trust and trade, and offer an overview of how feedback and reputation systems work in online marketplaces.

III.RESEARCH GAP

All the researchers have mainly concentrated on online traders in market but researchers have not concentrated on online trading with reference to costumers whether it is boon or bane.

IV.TITTLE OF THE STUDY

A Study on Customer opinion towards online trading bone or bane in JP Nagar

V.STATEMENT OF THE PROBLEM

This report tries to find out what is customers opinion on online trading

VI.NEED FOR THE STUDY

Major importance this study is undertaken to focus on Customer opinion towards online trading bone or bane. To know whether online trading is benefited to costumers or not.

VII.OBJECTIVES OF THE STUDY

- To analyses the awareness level towards online trading.
- To know the perception/option towards online trading
- To know satisfactory level of customers towards online trading.
- To Know the problems faced by costumers towards online trading
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VIII. RESEARCH METHODOLOGY

The information need to be collected by gathering primary data directly data collected from various age groups of people and profession .This research is done through distributing questionnaire followed by random sampling method.

IX.DATA ANALYSIS AND INTERPRETATIONS

Table showing "Respondents opinion on whether they have heard about online marketing?

Options	No of respondents	Percentage
Yes	49	98%
No	1	2%
Total	50	100%

Analysis

The above table shows that 98% of respondents say that they have heard about online marketing and 2% of them say that they have not heard about online marketing.

Graph no graph showing "Respondents opinion on whether they heard about online marketing"

Percentage

Interpretation

The above table and graph shows that it can be interpreted that the majority of the 98% of respondents have heard about online marketing so, online marketing have reached majority of the citizen.
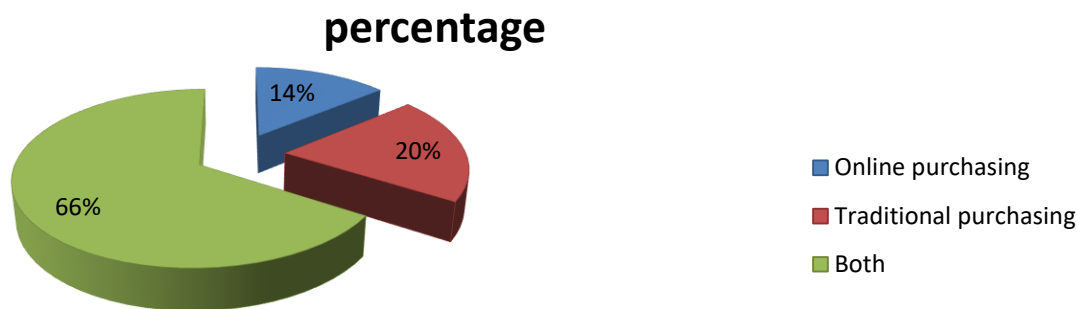
Table showing "Respondents opinion on which method do they prefer?

options	No of respondents	percentage
Online purchasing	7	14%
Traditional purchasing	10	20%
Both	33	66%
Total	50	100%

Analysis

The above table shows that 14% of respondents say that they   prefer online purchasing, 20% say they prefer traditional purchasing and remaining 66% of the respondents say that they prefer both the methods to purchase or sale goods.

Graph   no   graph   showing   Respondents   opinion   on   which   method   do   they   prefer?

percentage

Interpretation

The above table and graph shows that the majority of 66% of respondents said that they prefer both the methods to shop or sale the goods or services.
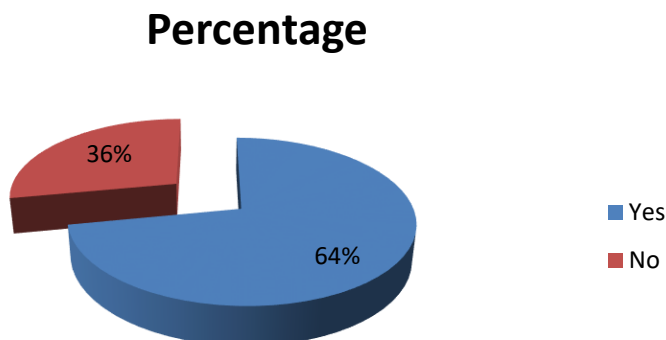
Table showing "respondents opinion any problem they faced while buying and selling online"

Options	No of respondents	Percentage
Yes	32	64%
No	18	36%
Total	50	100%

Analysis

The above table shows that 64% of respondents says they have face problem while buying and selling online and remaining 36% they have not faced any problem.

graph showing "respondents opinion any problem they faced while buying and selling online"

Percentage

Interpretation

The above table and graph shows that it can be interpreted that the majority of the 64% of respondents says they have faced problem while buying and selling online.

Table showing "respondents opinion on satisfactory level of buying and selling of goods online"

Options	No of respondents	Percentage
Highly satisfied	1	2%
satisfied	25	50%
Neutral	22	44%
dissatisfied	2	4%
highly dissatisfied	0	0%
total	50	100

Analysis

The above table shows that 1% of respondents highly satisfied with buying and selling online 25% respondents satisfied, 22%netural, 2%dissatisfied, 0%highly dissatisfied.

graph   showing   "Respondents   opinion   on   satisfactory   level   of   buying   and   selling   of   goods   online"
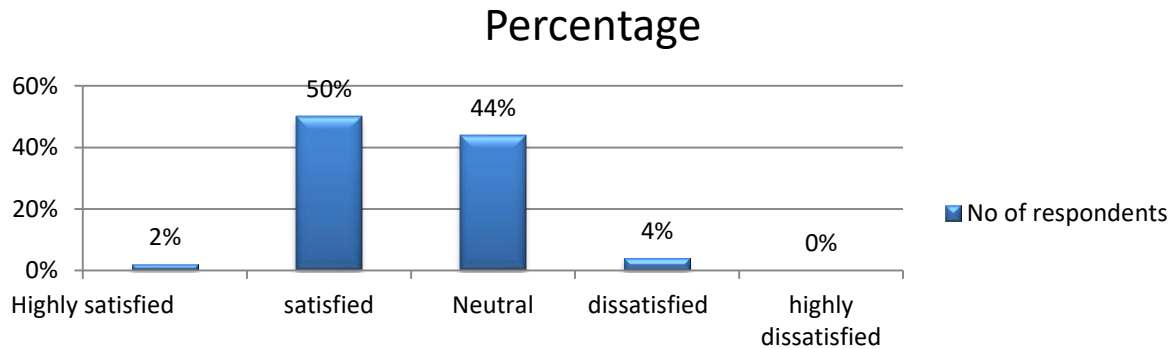
Interpretation

The above table and graph shows that it can be interpreted that the majority 50% of the respondents satisfied with buying and selling online.

FINDINGS
- (98%) respondents say that they have heard about online marketing and (2%) of them say that they have not heard and the majority of the 98% of respondents have heard about online marketing .
- (14%) of respondents say that they prefer online purchasing,(20%) say they prefer traditional purchasing and remaining (66%)of the respondents say that they prefer both.
- (64%) of respondents says they have face problem while buying and selling online and remaining (36%) they have not faced any problem (64%) of respondents says they have faced problem while buying and selling online.
- (1%) of respondents highly satisfied with buying and selling online 25% respondents satisfied, (22%) neutral, (2%) dissatisfied, (0%)highly dissatisfied that the majority (50%) of the respondents satisfied with buying and selling online.
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SUGGESTIONS
- Publicity on buying and selling through online in such a way so that it can reach each and every citizen in the country.
- People should know the importance of shopping online.
- Security levels should be increased.
- Make sure the products sold through online are of good quality

CONCLUSION

As compared to traditional buying and selling online buying and selling is getting higher result in short time hence it is proven that it has made positive impact on the customers we would like conclude that online buying and selling is boon after taking into consideration of respondents opinion on online buying and selling through online .

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