

Final Project Report

**“A Study Of Consumer Perception Towards Online Shopping
With Special Reference To Flipkart”**

Submitted to:

DMSR

**G.S. College of Commerce and Economics, Nagpur
(An Autonomous Institution)**

Affiliated To:

**Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur
In partial fulfilment for the award of the degree of
Master of Business Administration**

Submitted by:

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NAAC Accredited “A” Grade Institution**



Academic Year 2022-2023

**Department of Management Sciences and Research,
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Academic Year 2022-2023

CERTIFICATE

This is to certify that **Mr. Prashik Mahendrakumar Gondane** has submitted the project report titled, **“A Study Of Consumer Perception Towards Online Shopping With Special Reference To Flipkart”**, towards the partial fulfilment of **MASTER OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he has ingeniously completed his project as prescribed by **DMSR, G. S. College of Commerce and Economics, Nagpur, (NAAC Reaccredited "A" Grade Autonomous Institution)** affiliated to **Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.**

Dr. Archana Dadhe
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Academic Year 2022-2023

DECLARATION

I here-by declare that the project with title “**A Study Of Consumer Perception Towards Online Shopping With Special Reference To Flipkart**”, has been completed by me in partial fulfilment of **MASTER OF BUSINESS ADMINISTRATION** degree examination as prescribed by **DMSR, G. S. College of Commerce and Economics, Nagpur, (NAAC Reaccredited "A" Grade Autonomous Institution)** affiliated to **Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur** and this has not been submitted for any other examination and does not form the part of any other course under taken by me.

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Academic Year 2022-2023

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I will fail in my duty if I do not thank the Non-Teaching staff of the college for their Co-operation.

I would like to thank all those who helped me in making this project complete and successful.

Mr. Prashik Mahendrakumar Gondane

Place: Nagpur

Date:

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CHAPTER I

1. INTRODUCTION

Generally speaking the trend of e-commerce has been increased rapidly in the recent years with the development of internet and due to the easy accessibility of internet usage. Easy access to internet has driven consumers to shop online. In fact, according to the University of California, Los Angeles communication policy (2001), online shopping is third most popular activity on the internet after email using and web browsing. Globally more than 627 million people have done online shopping so far. World's biggest online shoppers include Germans and British. Books, airline tickets/reservations, clothing/shoes videos/games and other electronic products are the most popular items purchased on the internet. (ACNielsen Report on Global Consumer Attitudes towards Online Shopping, 2007).

Through electronic marketing and internet communication, business firms are coordinating different marketing activities such as market research, product development, inform customers about product features, promotion, customer services, customer feedback and so on. Online shopping is used as a medium for communication and electronic commerce, it is to increase or improve in value, quality and attractiveness of delivering customer benefits and better satisfaction. that is why online shopping is more convent and day by day increasing its popularity.

Not only benefits but also risk is associated with online shopping. Generally speaking internet users avert online shopping because of credit-card fraud, lack of privacy, non-delivery risk, lack of guarantee of quality of goods and services. Concerned authorities are devising policies to minimize the risk involved in e-business.

In Liao and Cheung (2000) words:"Fraud- free electronic shopping" was introduced by UK in the early 1995 and after two years Europe and Singapore introduced secured electronic transaction (SET).

On the other hand E- commerce has grown very fast because of many advantages associated with buying on internet because of lower transaction

and search cost as compared to other types of shopping. Through online shopping consumers can buy faster, more alternatives and can order product and services with comparative lowest price. (Cuneyt and Gautam 2004). Therefore Marketers have carefully analysed the consumers' attitude and behaviour towards the online shopping and spend billions of dollars to facilitate all the demographics of online shoppers.

Consumers attitude towards online shopping refers to their psychological state in terms of making purchases over the Internet. Online buying behaviour process refers to the products purchased online. The process of online buying behaviour consists of five steps and it is similar to traditional shopping behaviour (Liang and Lai 2000). For instance, consumer recognize the need for buying some product (book), they refers to the internet to buy online and start to search for the information and look for all the alternatives and finally make a purchase which best fits to their needs. Before making final purchase consumers are bombarded by several factors which limits or influence consumers for the final decision.

The main theme of the study is to know the factors that influence the consumers' attitudes and behaviours towards online shopping. Researchers will also focus on how consumers form such attitudes with the help of models and who are truly the online shoppers. According to the online survey within few American students, Case, Burns, and Dick, (2001, p.873) concluded that "Internet knowledge, income, and education level are especially powerful predictors of Internet purchases among university Students".

Our problem area that is Consumers attitude towards online shopping will determine the attractive factors that influence consumers to shop online and those factors will help marketers to formulate their strategies towards online marketing respectively. As our area of research will be on Sweden and specifically on Gotland so our research thesis will not only be helpful for the marketers in general but specifically will be helpful for the marketers in Sweden. Researchers will precede this work with primary data which will help them in covering the subject area in more diversified way.

Business opportunities on the Internet”, Liao and Cheung (2000:299).

Above mention statistics indicate the rapid growth in the field of virtual shopping. With this emerging field of shopping the interest of marketers is also increasing in studying what actually motivates consumers to shop online. Fierce competitions among online sellers have forced them to gain the competitive edge in the field of virtual shopping.

Customers use the Internet not only to buy the product online, but also to compare prices, product features and after sale service facilities they will receive if they purchase the product from a particular store. Many experts are optimistic about the prospect of online business.

In addition to the tremendous potential of the E-commerce market, the Internet provides a unique opportunity for companies to more efficiently reach existing and potential customers. Although most of the revenue of online transactions comes from business-to-business commerce, the practitioners of business-to-consumer commerce should not lose confidence.

It has been more than a decade since business-to-consumer E-commerce first evolved. Scholars and practitioners of electronic commerce constantly strive to gain an improved insight into consumer behaviour in cyberspace. Along with the development of E-retailing, researchers continue to explain E-consumers’ behaviour from different perspectives. Many of their studies have posited new emergent factors or assumptions that are based on the traditional models of consumer behaviour, and then examine their validity in the Internet context

1.2 OBJECTIVES TO STUDY:-

The objective of this study is to synthesize the representative existing literature on consumer online shopping attitudes and behaviour based on an analytical literature review. In doing so, this study attempts to provide a comprehensive picture of the status of this subfield and point out limitations and areas for future research. The purpose of this research study is to investigate online consumer behaviour, which in turn provides E-marketers with a constructional framework for finetuning their E-businesses' strategies. The specific objectives of this research are:

- To study the e-shopping in detailed manner.
- To understand the factors which will influence the purchase intention in online shopping.
- To study the customer's level of satisfaction with regard to online shopping.
- To understand the perception of consumer of Flipkart.
- To examine whether customers prefer online shopping to physical stores

1.3 NEED OF THE STUDY

The need of this research is to identify and get insight into what main factors the online consumer takes into consideration when most he buy products on internet what affects their shopping behaviour, basic need of this research is to find out what are the main factors affect the online consumer when considering and making a purchase over Internet

1.4 SCOPE OF THE STUDY:

1. The Study was conducted among the Internet users.
2. The Geographical area covered was Rajahmundry, Andhrapradesh
3. The Study was based on a Schedule of Questions.

1.5 METHODOLOGY OF THE STUDY

- Mode : Survey method
- Tool : Questionnaire
- Population : Users of flipkart, Online shopping website
- Sample size : 50
- Study area : *NAGPUR*

1.6 HYPOTHESIS

H0- Consumers do not perceive flipcart as one of the major online shopping tool

H1- Consumer perceive flipcart as one of the major online shopping tool.

Hypothesis null is acceptable

1.7 LIMITATIONS OF THE STUDY

- The duration course of the study is low
- The scope of the study is only consumers of *NAGPUR*

We are concise to particular segment of customers only

CHAPTER II

2. INDUSTRIAL PROFILE

2.1 ONLINE SHOPPING IN INDIA

It is a fact that a great online shopping revolution is expected in India in the coming years. There is a huge purchasing power of a youth population aged 18-40 in the urban area.

If we observe the growth of Indian online transactions (**Info by: IAMAI**), it is getting doubled year by year. The usage of internet in India is only 4% of the total population. This is also getting increased day by day as the costs of computers are decreasing and net penetration is increasing. The cost of internet usage is also getting lower, with good competition among the providers. Wi-Fi & Wilma is also getting tested in Bangalore and other cities in India. This will increase the usage as it goes more on wireless internet.

2.2 FACTORS THAT BOOST ONLINE SHOPPING IN INDIA

- Rapid growth of cybercafés across India
- Access to Information
- The increase in number of computer users
- Reach to net services through broadband
- Middle-class population with spending power is growing. There are about 200 million of middle-class population good spending powers. These people have very little time to spend for shopping.

2.3 FEW FACTS ABOUT ONLINE SHOPPING

The figures from IAMAI show that the internet users in India will grow to 200 million by 2010. Around 25% of regular shoppers in India are in the 18-25 age groups, and 46% are in the 26-35-year range.

- Indian online matrimonial sector is worth around \$230 million.
- Worldwide e-commerce is only growing at the rate of 28%, since India being a younger market, the growth of e-commerce is expected at 51% in the coming years.
- In line with global trends finally India has also started shopping online these days. As per the study by IAMAI online shopping in India has rose from \$11 million in 1999-2000 to \$522 million in 2008 and it is expected to rise above \$700 million by end March 2010.

CHAPTER III

COMPANY PROFILE

3.1 HISTORY OF FLIPKART

It was founded in 2007 by sachin bansal and binny bansal. Both alumni of the Indian institute of technology Delhi. They worked for amazon.com and left to create their new company incorporated in October 2007, as flipkart online service pvt.ltd. The first product they sold was the book “leaving Microsoft change the world to customer from Hyderabad”.

Flipkart now employees more than 33,000 people. Flipkart allows payment methods such as cash on delivery, credit on debit card transaction, net banking, e-gift voucher and card swipe on delivery. After failure of its 2014 big billion sale, it recently completed the second edition of big billion sale hold between October 13 and 17 where it is reported that they saw a business turnover of 300million in gross merchandise volume.

It is registered in Singapore but has its headquarter in Bangalore, Karnataka, india. It launched its own product range under the name “DIGFLIP” with products including tablets, USB and laptop bags. In may 2014, flipkart received \$210 million from DST global, in July 2014 it raised \$1 billion led by existing investors tiger global and south African’s media group Naspers and in may 2015 it raised \$550 million from some of its existing investors. Flipkart last fund raising round in may 2015 has pegged its valuation at \$15 billion in february2016, merger Staley, marked down its investors value to \$11 billion.

3.2 DETAIL ABOUT FLIPKART

- Type :- private
- Industry :- internet
- Founded :- 2007
- Founder :- sachin bansal, binny bansal
- Headquarter :- Bangalore, Karnataka, india
- Key people :- sachin bansal(chairman), binny bansal(CEO)
- Service :- E-commerce(online shopping)
- Revenue :- 2846 crores FY 2014(us\$ 1 billion in gross merchandise value 2013-14)
- No of employees :- 33,000(2015)
- Subsidiaries :- myntra
- Slogan :- ab har wish hogi puri
- Website :-flipkart.com

3.3 AWARDS AND RECOGNITION

- In September 2015, sachin bansal and binny bansal entered forbs India rich list debuting at the 86th position with a net worth of \$1.3 billion each.
- Co-founder of flipkart, sachin bansal got entrepreneur of the year award 2012-2013 from economic times, leading Indian economic daily.
- Flipkart.com was awarded Young Turk of the year at CNBC TV 18th Indian business leader awards 2012(IBLA).
- Flipkart.com got nominated for India mart leaders of tomorrow awards 2011.

3.4 PRODUCT LIST PROVIDED BY FLIPKART

- Clothing
- Footwear
- Mobile and accessories
- Computers
- Watches, bags and wallets
- Camera
- Books
- Home and kitchen appliances
- Beauty and health care
- Pens and stationary
- Games
- TV, videos and audios
- Toys
- Music, movies and posters
- Baby care
- Sports and fitness, etc

CHAPTER IV

THEROTICAL FRAMEWORK

4.1.INTENTION TO SHOP ONLINE

Consumer's intention to shop online refers to their willingness to make purchases in an Internet store. Commonly, this factor is measured by consumer's willingness to buy and to return for additional purchases. The latter also contributes to customer loyalty. Consumer's intention to Shop online is positively associated with attitude towards Internet buying, and influences their Decision-making and purchasing behaviour. In addition, there is evidence of reciprocal influence between intention to shop online and customer satisfaction.

4.2.ONLINE SHOPPING DECISION MAKING

Online shopping decision-making includes information seeking, comparison of alternatives, and choice making. The results bearing on this factor directly influence consumer's purchasing behaviour. In addition, there appears to be an impact on user's satisfaction. Though it is important, there are only five studies that include it. According to Hauls and Trifts (2000), potential consumers appear to use a two-stage process in reaching purchase decisions.

Initially, consumers typically screen a large set of products in order to identify a subset of Promising alternatives that appears to meet their needs. They then evaluate the subset in greater depth, performing relative comparisons across products based on some desirable attributes and make a purchase decision.

4.3.ONLINE PURCHASING

This is the most substantial step in online shopping activities, with most empirical research using measures of frequency (or number) of purchases and value of online purchases as measures of online purchasing; other less commonly used measures are unplanned purchases Online purchasing is reported to be strongly associated with the factors of personal characteristics, vendor/service/product characteristics, website quality, attitudes toward online shopping, intention to shop online, and decision making (Andrade 2000; Bellman et al. 1999)

4.4.FACTORS INFLUENCING CONSUMER TO SHOP ONLINE

Though there are several factors that influence consumers to shop online, but as mentioned above researchers have selected four factors after reading literature in the field on consumer attitudes towards online shopping and these factors are discussed below in the light of previous literature.

4.4.1 CONVENIENCE

Convenience factor refers that it is easy to browse or search the information through online is easier than the traditional retail shopping. Through online, consumers can easily search product catalogue but if the consumer look generally for the same product or item in a traditional store manually it is difficult to visit physically and time consuming also. Convenience has always been a prime factor for consumers to shop online. Darien (1987) mention that online shoppers carry multiple benefits in terms of convenience, such as less time consuming, flexibility, very less physical effort etc. Bhatnagar and Goose (2004) claims for convenience as one of the most important advantage for online shopping. According to the Robinson, Riley, Rettie and Wilsonz (2007) the major motivation for online purchasing is convince in terms of shop at any time and having bundles of items delivered at door step.

4.4.2 TIME SAVING

Time savings is one of most influencing factors of online shopping. Browse or search an online catalogue can save time and patience. People can save time and can reduce effort by shopping online. According to Rohm and Swaminathan's (2004), one possible explanation that online shopping saves time during the purchasing of goods and it can eliminate the travelling time required to go to the traditional store. On the other side, some respondent think that it is also time taken for delivery of goods or services over online shopping.

Unexpectedly time saving is not the motivating factor for the consumers to shop online (Corbett, 2001) because it takes time receiving goods or delivery. But time saving factor can be seen through different dimensions i.e. "person living in Florida can shop at Harold's in London (*through the web*) in less time than it takes to visit the local Burdines department store" (Alba et al. 1997, p. 41, emphasis added).

Morgan sky and Cude (2000) have concluded that time saving factor was reported to be primary reason among those consumers who have already experienced the online grocery buying. So the importance of the time saving factor cannot be neglected as motivation behind online purchasing. Additionally Goldsmith and Bridges (2000) emphasize that there is a discrimination between online shopper and non online shoppers, online shoppers are more worried about convenience, time saving and selection whereas non online shoppers are worried about security, privacy and on time delivery. A study by Kamariah and Salwani (2005) shows higher website quality can highly influence customers to shop online.

4.4.3 WEBSITE DESIGN/FEATURES

Website design and online shopping activity is one of the vital influencing factors of online shopping. Website design, website reliability/fulfilment, website customer service and website security/privacy are the most attractive features which influence the perception of the consumer of online buying Shergill & Chen (2005). Kamariah and Salwani (2005) claims the higher website quality, the higher consumer intends to shop from internet. Web design quality has important impacts on consumer choice of electronic stores, stated by Liang and Lai (2000). Website design one of the important factor motivating consumers for online shopping. Almost 100,000 on-line shopper's surveyed by (Reibstein, 2000) shows that web site design was rated as important factor for online shopping. Another study conducted by Zhang, Dran, Small, and Barcellos (1999, 2000), and Zhang and Dran (2000) indicated that website design features of the website are important and influencing factors that leads consumer's satisfaction and dissatisfaction with a specific website.

A study conducted by Yasmin and Nike (2010) shows a significant relationship between online shopping activity and website features. Website design features can be considered as a motivational factor that can create positive or negative feelings with a website (Zhang, et al 1999). A study by Li and Zhang (2002), if website is designed with quality features it can guide the customers for successful transactions and attract the customers to revisit the website again. However, worse quality website features can also hamper online shopping. According to Liang and Lai (2000), web design quality or website features has direct impact on user to shop online.

Moreover researchers such as Belanger, Hiller and Smith (2002) concluded that a large segment of internet users have serious concerns of security.

4.5 ONLINE SHOPPERS IN TERMS OF DEMOGRAPHY

Online shoppers in terms of demography are another important aspect. We would like to study demography in terms of age, gender, income and education as are there any differences while consumers shop online, differences within the age groups such as does online shopping attracts elder people or younger people. Studies have shown that online shoppers mainly consist of people with Higher education and income and working in middle to senior management or professionals (Kehoe et al., 1998; Hoffman et al., 1996).

Locally, a report in the Business Times and an online survey showed that demographically, a typical Net shopper is mainly male, aged between 18 and 40, had attended at least secondary school and belongs to a family with average income of at least \$5000. The online survey also showed that cyber-buyers were also mainly Chinese below 36 years old with diplomas or degrees and drawing a monthly salary of less than \$3500. Another study by Miller (1996) claims cyberspace is the domain of young people Bhatnagar and Goose (2004). Sim and Kio, (2002) states as main discriminating factors appeared to be gender and income. Customer segmentation is important for electronic commerce success, Berry (1999). Miller (1996) has focused on demographics to show the profile of Internet users, Bhatnagar and Ghose (2004).

4.6 RESEARCH MODEL

The research model shown in Figure 1 is constructed by the writers on the basis of number of researches done in the area of consumer attitudes towards online shopping specifically and broadly on online shopping behaviour. The diagram

m shown in figure 1 depicts the factors influencing consumer to shop online.

- ❑ **ID 1: Independent Variable : Convenience**
- ❑ **ID 2: Independent Variable :Time Saving**
- ❑ **ID 3: Independent Variable :Website Design/Features**
- ❑ **ID 4: Independent Variable :Security**

DV: Dependent Variable: Consumer intention towards online shopping

SOURCE:

Developed by the writers for the purpose of study. The above model shows a relationship between dependent variable (DV) and independent variables (IDV). Consumer attitudes towards online shopping are perceived as dependent variable whereas convenience, time saving, website design/features and security are the independent variables that influence the consumers to shop online. The research model developed by the writers will serve as a basis for this research and it will help in analyzing and interpreting the empirical results.

4.7 CONSUMER BUYING BEHAVIOUR PROCESS

In the field of Consumer behaviour research the classical model of consumer buying behaviour is of utmost important. We as persons take actions in purchasing and using products and services and actions are derived by mental and social process. Behavioural science helps us to better understand why we go for a certain product and why not, why we set priorities while making decision.

Consumer decision process carries five stages, starting with Problem recognition and following Information search, Evaluation of alternatives Purchase decision and finally Post Purchase behaviour. Problem recognition starts with the perception of need and moves towards information search where consumer uses internal and external sources to analyze given information and use that information in the next step of evaluation of alternatives. While 19 evaluating alternatives one assessing values of the products by giving weights. Once you have successfully evaluated alternatives you will move towards purchase decision where you may encounter three possibilities, from whom to buy, when to buy and do not buy. Once you have actually made the purchase now it comes to Post purchase behaviour, whether you are satisfied or dissatisfied with your purchase, Solomon, bamossy, askegaard and Hogg (2006).

4. 8.THEORIES OF PLANNED BEHAVIOUR (TPB)

Theory of planned behaviour proposed by Icek Ajzen (1988, 1991) actually provides a link between attitude and behaviour. Consumer action is guided by three considerations.

- Behavioural Beliefs
- Normative Beliefs
- Control Beliefs

TPB is basically an extension of theory of reason action (TRA) proposed by (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975). As you can see in the below figure and as suggested by Icek Ajzen (1988, 1991) intention serve as a central role to perform a behaviour. Icek Ajzen (1988, 1991) also proposed that a given behaviour is influenced by the certain factors and these factors are assumed to be captured by the intention. In Icek Ajzen (1988, 1991) words these intentions indicate as how one is willing to put the effort in order to perform a given behaviour. As you can see in the below figure attitude towards behaviour and subjective norm are basically the factors that influence intention and as discussed above intention serve as a central role to perform behaviour. On the other side perceived behavioural control actually moves towards the actual behavioural by influencing the intention.

- **Behavioural belief** : It's about one's belief about the final outcome of particular behaviour, Icek Ajzen (1988, 1991).
- **Attitude toward behaviour** : It is about personal performance of individual's positive or negative evaluation Icek Ajzen (1988, 1991). It is considered as personal or 20 emotional factor that can affect in a positive or negative manner, Icek Ajzen (1988, 1991).

- **Normative belief** : It is about individual's particular behaviour that can be influenced by other important actors, Icek Ajzen (1988, 1991). These actors can be your friends, family members, co-workers etc.
- **Subjective norm** : Its concerns with social normative pressures or other belief that can affect one's behaviour whether a person should perform the behaviour or not, Icek Ajzen (1988, 1991). Subjective influence is basically the social influence factor.
- **Perceived behavioural control** : An individual's perceived ease or difficulty of performing the particular behaviour, Ajzen, (1988). A person's way of performing a particular behaviour with some difficult or performing it easily, Ajzen, (1988).
- **Control beliefs** : Person's beliefs about the presence of circumstances that may help or prevent performance of the behaviour, Ajzen (2001).

CHAPTER V

LITERATURE REVIEW

The current literature on consumer online purchasing decisions has mainly concentrated on identifying the factors which affect the willingness of consumers to engage in Internet shopping. In the domain of consumer behaviour research, there are general models of buying behaviour that depict the process which consumers use in making a purchase decision. These models are very important to marketers as they have the ability to explain and predict consumers' purchase behaviour.

The classic consumer purchasing decision-making theory can be characterized as a continuum extending from routine problem-solving behaviours, through to limited problem-solving behaviours and then towards extensive problem-solving behaviours [Schiffman et al., 2001].

The traditional framework for analysis of the buyer decision process is a five-step model. Given the model, the consumer progresses firstly from a state of felt deprivation (problem recognition), to the search for information on problem solutions. The information gathered provides the basis for the evaluation of alternatives. Finally, postpurchase behaviour is critical in the marketing perspective, as it eventually affects consumers' perception of satisfaction/dissatisfaction with the product/service. This classic five stage model comprises the essence of consumer behaviour under most contexts. Nevertheless, the management of marketing issues at each stage in the virtual environment has to be resolved by individual E-marketers. Peterson et al. [1997] commented that it is an early stage in Internet development in terms of building an appropriate dedicated model of consumer buying behaviour. Decision sequences will be influenced by the starting point of the consumer, the relevant market structures and the characteristics of the product in question. Consumers' attitude towards online shopping is a prominent factor

affecting actual buying behaviour. Source: Jarvenpaa Journal of Electronic Commerce Research, VOL. 6, and NO.2, 2005

Todd [1997] proposed a model of attitudes and shopping intention towards Internet shopping in general. The model included several indicators, belonging to four major categories; the value of the product, the shopping experience, the quality of service offered by the website and the risk perceptions of Internet retail shopping. In the research conducted by Vellido et al. [2000], nine factors associated with users' perception of online shopping were extracted. Among those factors the risk perception of users was demonstrated to be the main discriminator between people buying online and people not buying online.

Other discriminating factors were; control over, and convenience of, the shopping process, affordability of merchandise, customer service and ease of use of the shopping site. In another study, Jarvenpaa et al. [2000] tested a model of consumer attitude towards specific web base stores, in which perceptions of the store's reputation and size were assumed to affect consumer trust of the retailer. The level of trust was positively related to the attitude toward the store, and inversely related to the perception of the risks involved in buying from that store. Jarvenpaa et al. [2000] concluded that the attitude and the risk perception affected the consumer's intention to buy from the store.

Consumer risk perceptions and concerns regarding online shopping are mainly related to aspects involving the privacy and security of personal information, the security of online transaction systems and the uncertainty of product quality. Trust is interwoven with risk [McAllister, 1995]. One of the consequences of trust is that it reduces the consumer's perception of risk associated with opportunistic behaviour by the seller [Ganesan, 1994]. Lack of trust is frequently reported as the reason for consumers not purchasing from Internet shops, as trust is regarded as an important factor under conditions of uncertainty and risk in traditional theories.

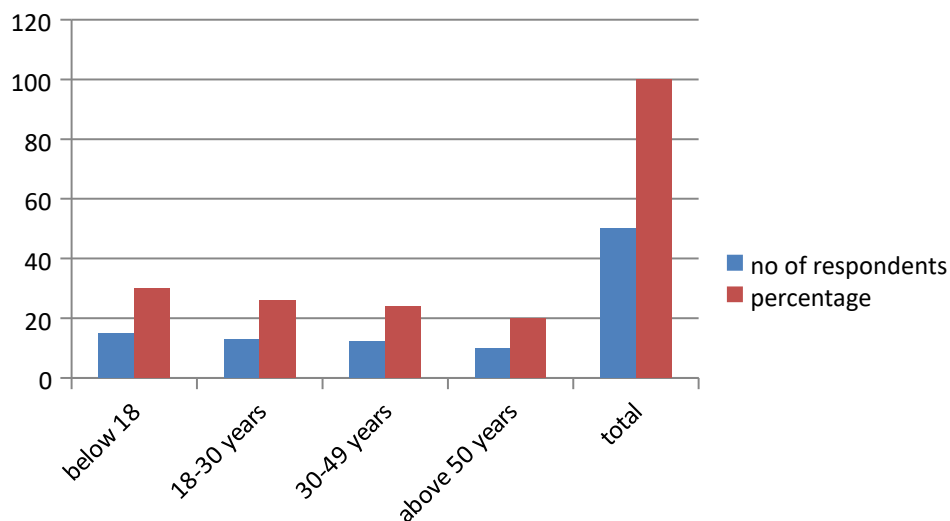
CHAPTER VI

DATA ANALYSIS AND INTERPRETATION

Table No. 1:

Table showing the age of respondents:

Age	no of respondents	percentage
below 18	15	30
18-30 years	13	26
30-49 years	12	24
above 50 years	10	20
Total	50	100

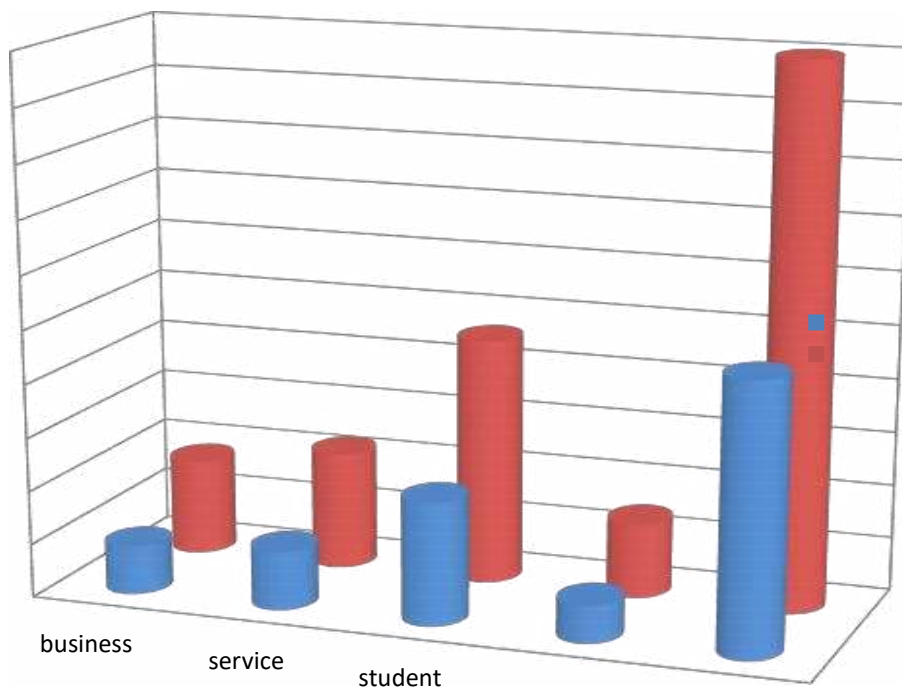


Inference: From the above graph it is shown those 30% respondents are below 18, 26% are 18 and 30, 24% are 30-49, 20% above 50 years. It means the majority of people is below 18 years.

Table No. 2:

Table showing occupation of respondents

Occupation	no of respondents	Percentage
Business	9	18
Service	11	22
Student	23	46
Others	7	14
Total	50	100



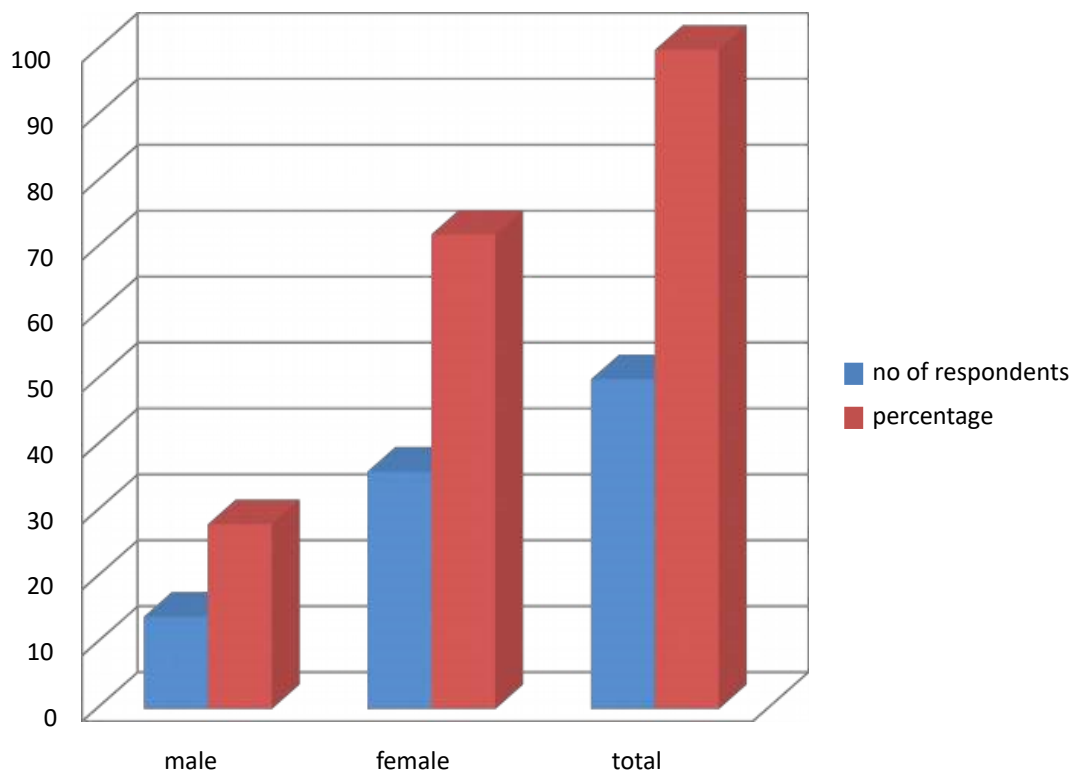
Inference:

From the above graph it is clear that 18% respondents are businessman, 22% are service, 46% are student, and 14% are others than them. It means majority of respondents are students.

Table No. 3:

Table showing gender of the respondent

Gender	no of respondentse	percentage
Male	14	28
Female	36	72
Total	50	100



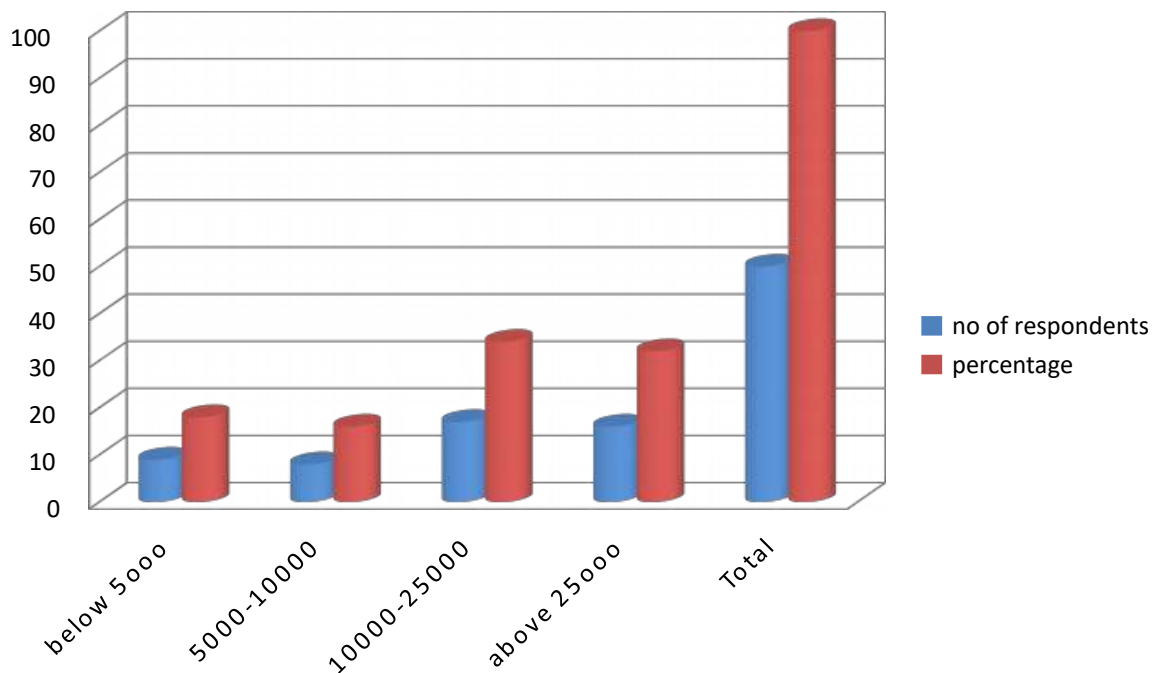
Inference:

From the above graph it is clear that, 28% of the respondents are male and 72% people are female. It means the majority goes to the female.

Table No. 4:

Table showing the income of the respondents

Income	no of respondents	percentage
below 5000	9	18
5000-10000	8	16
10000-25000	17	34
above 25000	16	32
Total	50	100

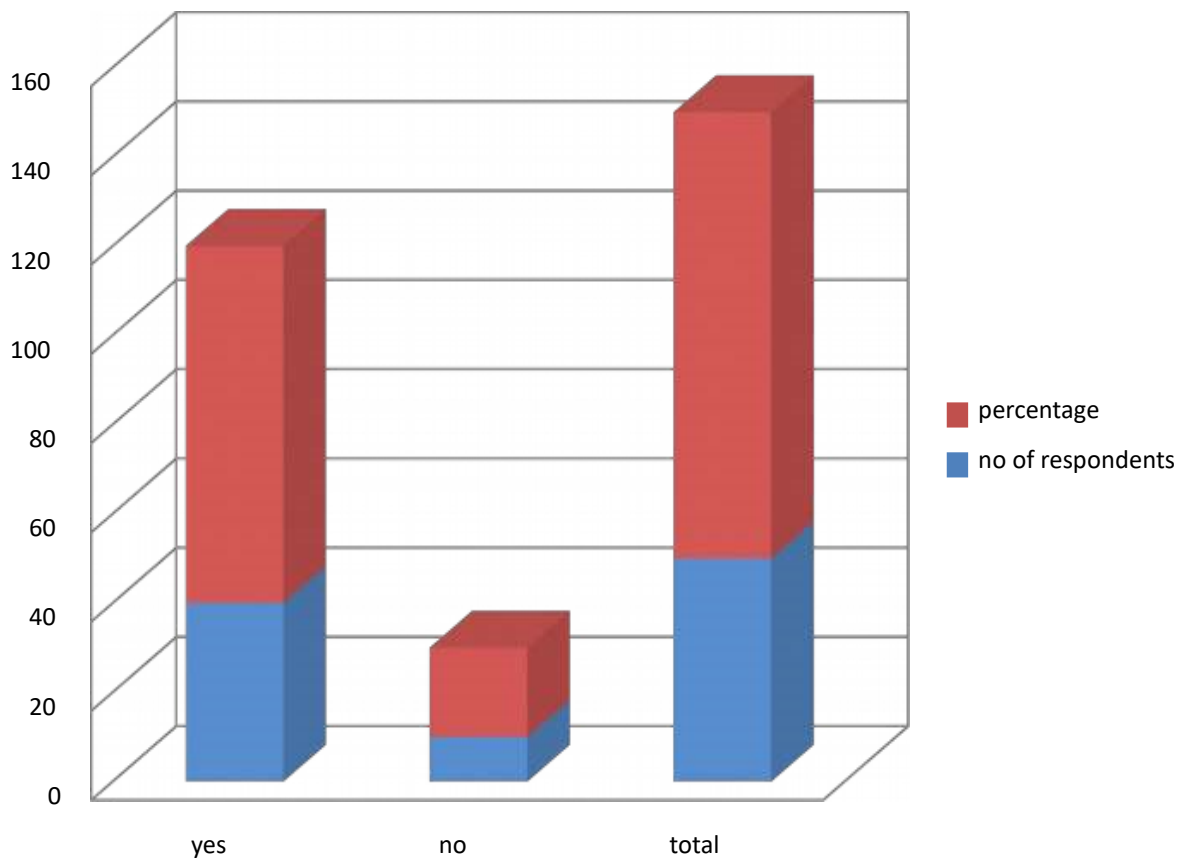


Inference: From the above graph it is clear that, 18% of respondents are having income below 5000, 16% are having between 5000 to 10000, 34% are having between 10000 to 25000 and 32% are having above 25000.

Table No. 5:

Table showing the internet users among respondents

Internet user	no of respondents	percentage
yes	40	80
no	10	20
total	50	100



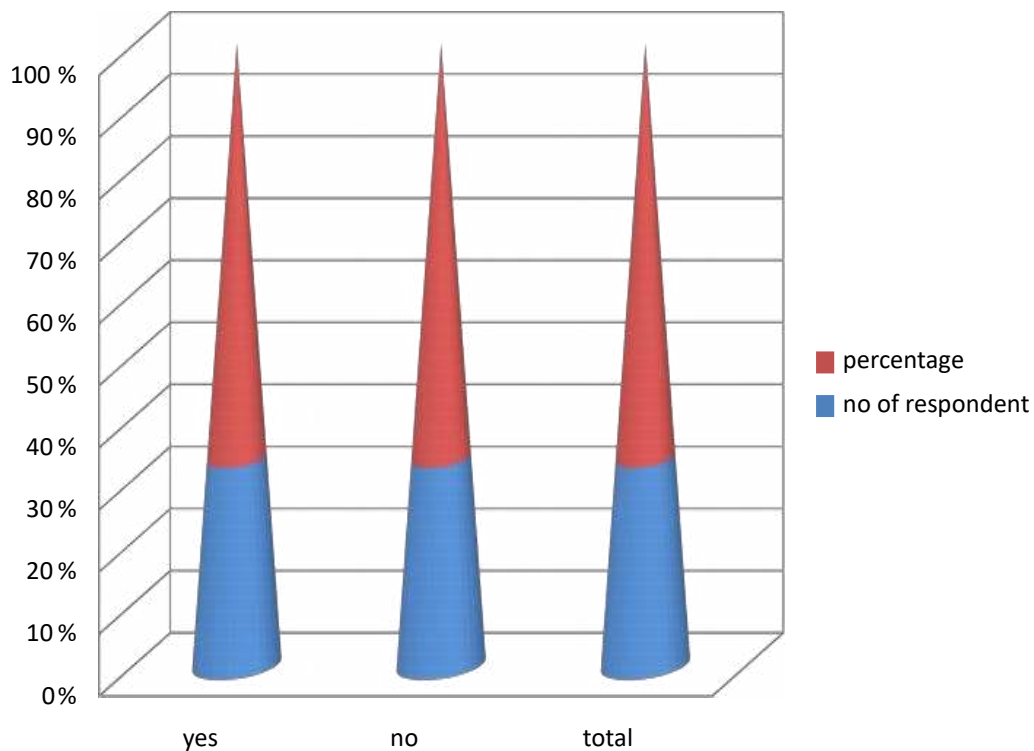
Inference:

From the above graph it is clear that, most of the people are using internet as 80% are user of internet and rest 20% people are non user.

Table No. 6:

Table showing the customer of flipkart

shopping on	no of	percentage
flipkart	respondent	
yes	36	72
no	14	28
total	50	100



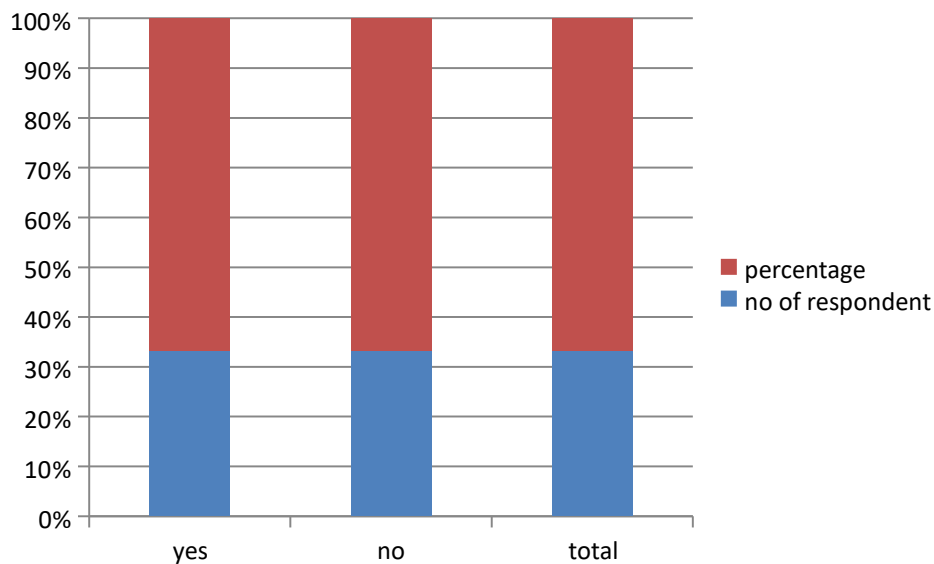
Inference:

From the above graph it is clear that 72% of the respondents are user of flipkart and 28% of respondent aren't user of flipkart.

Table No. 7:

Table showing the interest of responders towards flipkart

Interested in online shopping	No. of responded	Percentage
yes	37	74
no	13	26
total	50	100



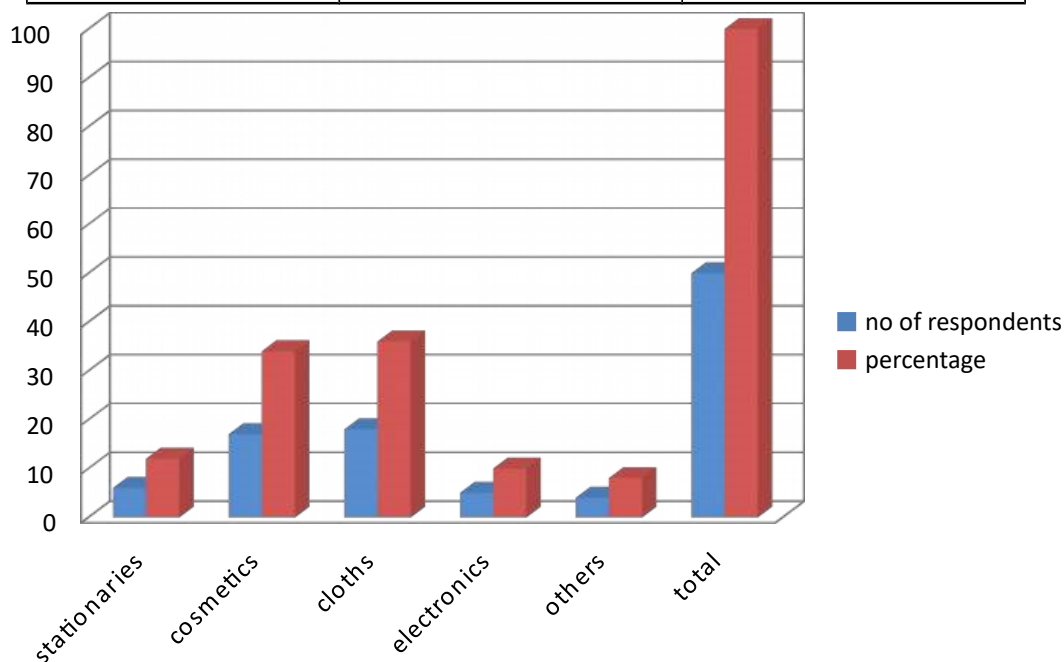
Inference:

From the above graph it is clear that 74% are interested on online shopping and rest 26% people are not interested.

Table No. 8:

Table showing the buying behaviour of customers regarding shopping

bought	respondents	
stationeries	6	12
cosmetics	17	34
cloths	18	36
electronics	5	10
others	4	8
total	50	100



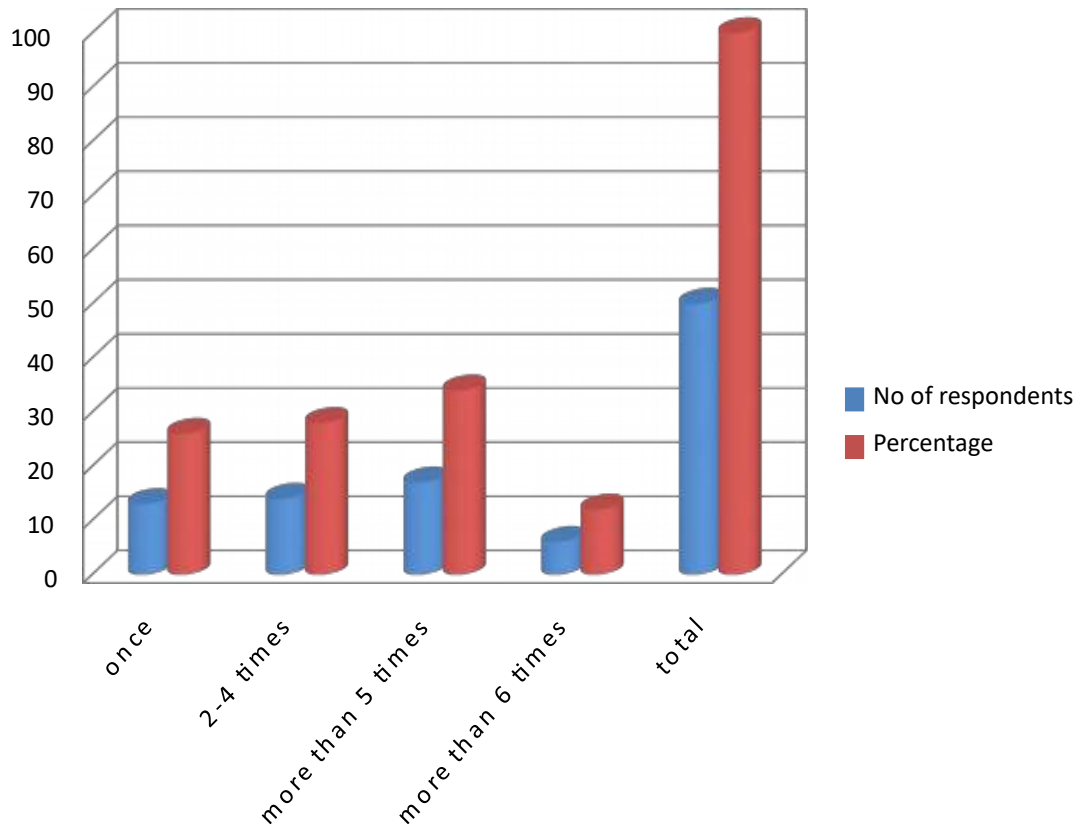
Inference:

From the above graph it is clear that 12% of respondent are interested to buy stationeries, 34% are using cosmetics, 36% are using for cloths, 10% are interested in electronics, and rest 8% are interested for specific things. It seems people are interested for cloths buying from flipkart.

Table No. 9:

Table showing the frequency of purchasing of product

Frequency of purchase	No of respondents	Percentage
once	13	26
2-4 times	14	28
more than 5 times	17	34
more than 6 times	6	12
total	50	100



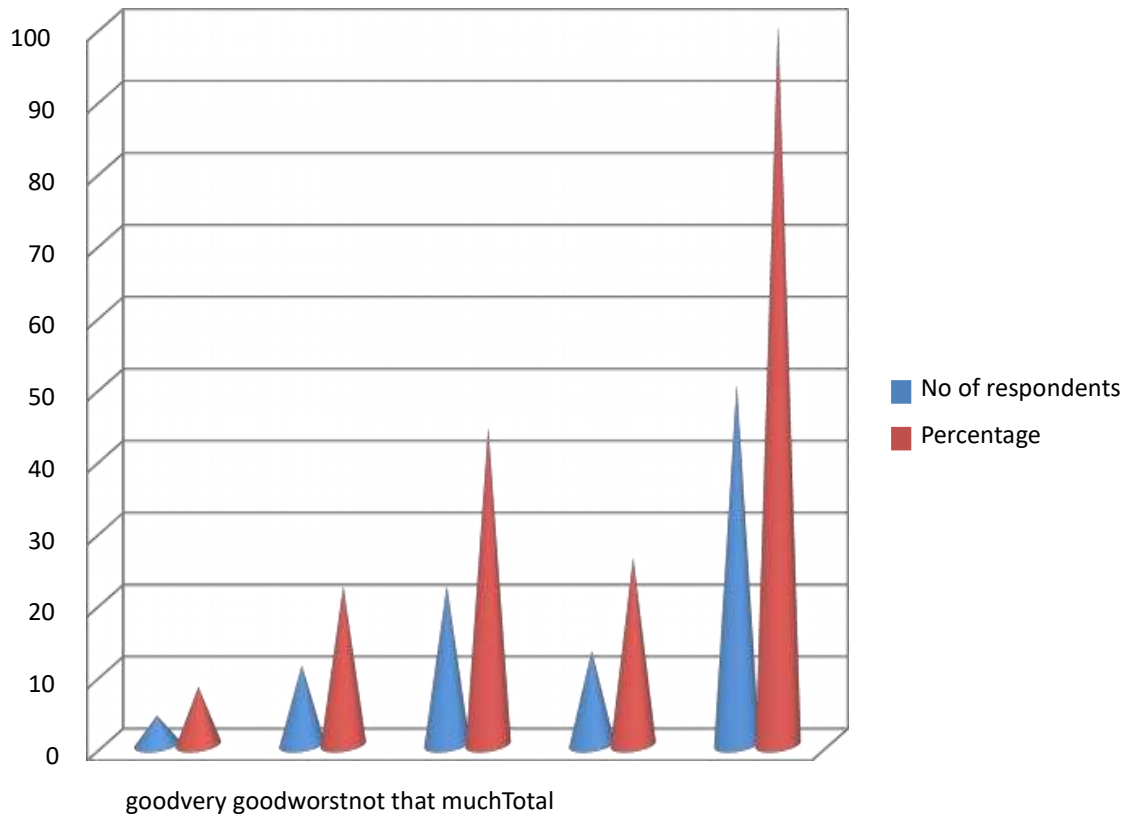
Inference:

From the above graph it is clear that 26% people used it for once, 28% used it for 2-4 times, 34% used it more than 5 times, 12% people used for more than 6 times. it means most of the people used it for more than 5 times.

Table No. 10:

Table showing the experience of customers in respect to flipkart

Experience	No of respondents	Percentage
good	4	8
very good	11	22
worst	22	44
not that much	13	26
Total	50	100



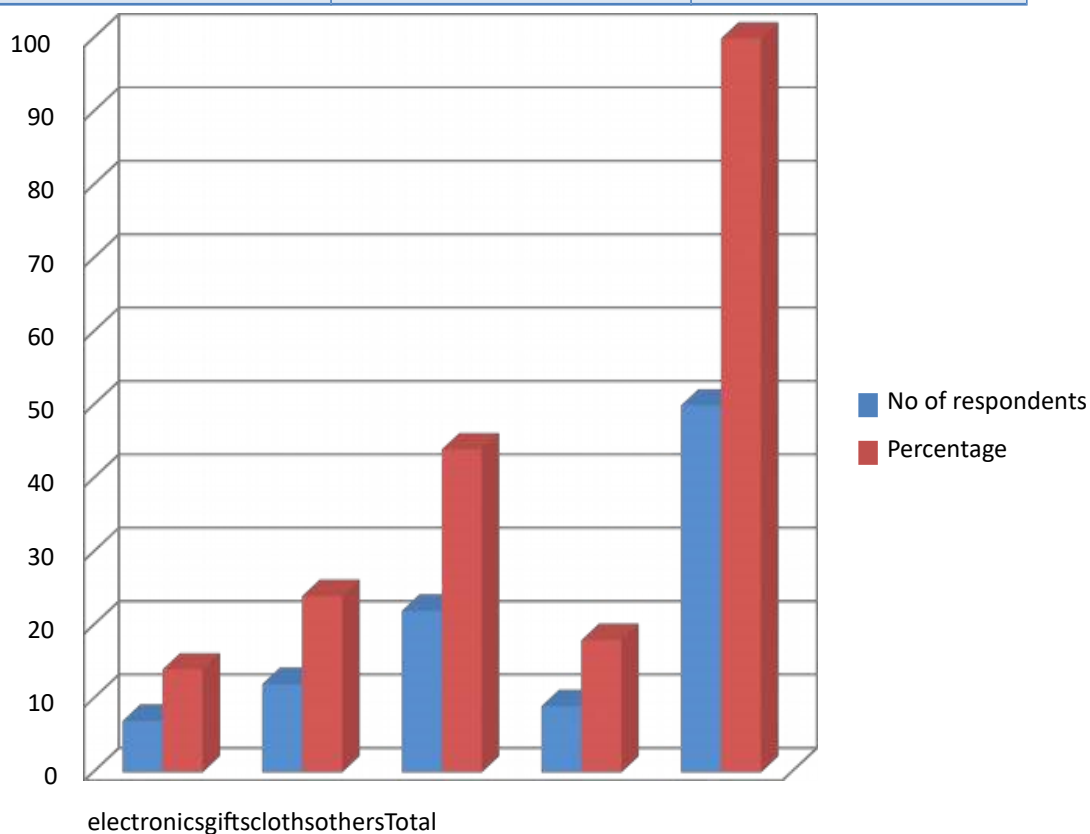
Inference:

from above graph it clears that 8% people like flipkart,22% says it is very good, 44% people says that it is worst, 26% says it is not that much good. The majority is 44% that mean people are not happy with flipkart.

Table No. 11:

Table showing the planning of respondents to buy through flipkart.

Plans for buying	No of Respondents	Percentage
electronics	7	14
gifts	12	24
cloths	22	44
others	9	18
Total	50	100



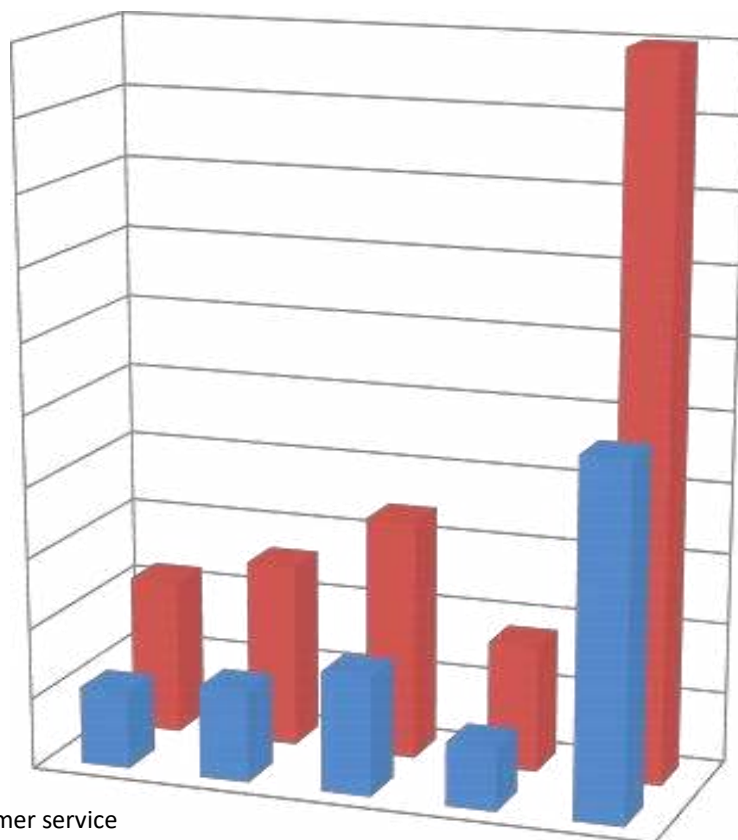
Inference:-

Above table shows that 14% people are interested to buy electronics, 24% in gifts, 44% in cloths, and 18% in others. It means most of the people are interested to buy clothes from flipkart.

Table No. 12:

Table showing the customer's reason to buy through flipkart

Reason to buy through flipkart	No of respondents	Percentage
good customer service	11	22
good price	13	26
timely service	17	34
various items	9	18
Total	50	100



good customer service

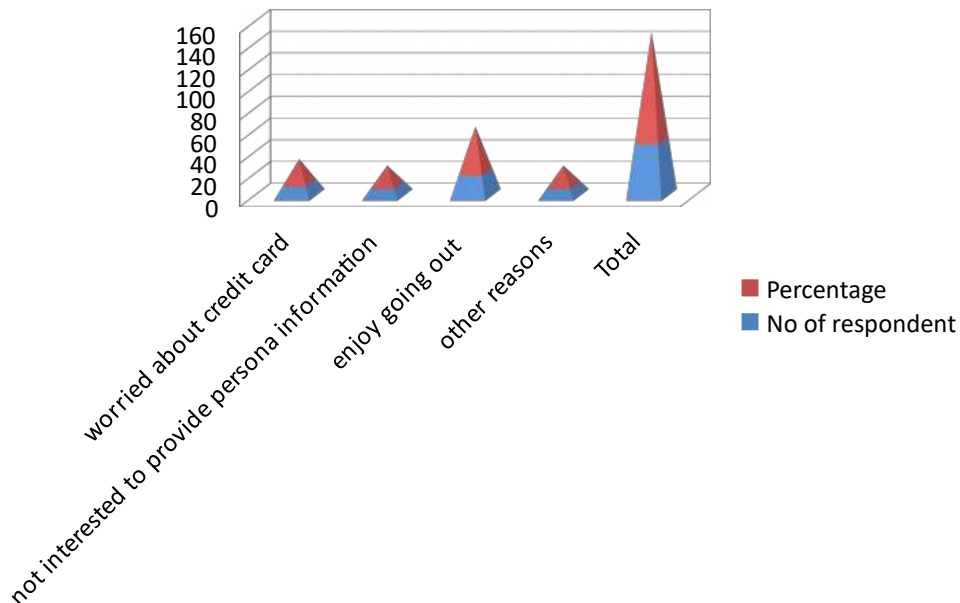
Interpretation:

above table shows that 22% people said that it gives good customer service, 26% people says it is good in price, 34% people are satisfied with its timely delivery, 18% are satisfied with its various item. It means 34% people like flipkart because of its timely delivery.

Table No. 13:

Table showing the barriers to buy through flipkart

Barriers	No of respondent	Percentage
worried about credit card	11	22
not interested to provide personal information	9	18
enjoy going out	21	42
other reasons	9	18
Total	50	100



Interpretation:

above table shows that 22% don't like flipkart because they are worried about their credit card, 18% people are not interested to provide personal information, 42% enjoy going out ,18% people have other reasons for not shopping through flipkart. It seems most of the people love to go out for shopping.

CHAPTER VII

FINDINGS AND SUGGESTIONS

○ **FINDINGS:**

- The research reveals that most of the users of Flipkart are females in comparison to males i.e. about 72% of females are interested in shopping through Flipkart.(table no 3)
- From the study it is evident that 74% of the respondents are interested in shopping through Flipkart .(table no 7)
- It is found that 36% of people bought cloths item rather than other products from flipkart.(table 8)
- From the study it is found that 34% of the respondents have Purchased more than 5 times from Flipkart.(table 9)
- It explains that about 44% of the respondents are dissatisfied with the facilities of Flipkart.(table 10)
- According to data analysed, 44% of the people prefer Flipkart for shopping cloths rather than other items.(table 16)
- The study explains that about 34% of respondents like Flipkart because of timely service. while vast respondents have some other reasons to like Flipkart.(table 12)

SUGGESTIONS:

- This study suggests the following:
- IT would be better if Flipkart will improve the quality of other items so as to increase customer.
- If Flipkart would provide different designs and variety of products, they can gain more no of customers and can easily satisfy them.
- They should add some more design, it will be better for the company.
- According to respondents, if company improve the promotion activities in order to get more consumers, like through pamphlets, news, specially to rural area because now a days companies are targeting them more.
- Company should look towards its quality product as it is more important to attract customers.
- They should add some offers with the products in every quarter so as to gain more and more no. of customers.

CONCLUSION:

The study conclude that majority of the customer prefer shopping through other shopping websites rather than Flipkart because of lack in product variety, quality, which makes the customers more comfortable with other shopping websites rather than Flipkart.

Consider the fact that there are many of middle class, less educated people in india, Flipkart although has many of impact on middle class people but it should think about less educated people as now only educated peoples are using the Flipkart.

So, Flipkart should increase the variety of products and they should go with qualitative products so as to satisfy the people who are willing to purchase through Flipkart despite of this Flipkart is providing less cost products which helps to serve middle as well as other relevant people of the society.

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QUESTIONARY

G.S. College of Commerce and Economics, Nagpur

**“A Study Of Consumer Perception Towards Online Shopping
With Special Reference To Flipkart”**

- Name
- Contact no.....
- City.....
- Age :-
 - Below 18 years
 - 18-30 years
 - 30-49 years
 -above 50 years
- Educational background
 - Non-matriculate
 - matriculate
 -Graduation
 -post graduated
- Occupation
 -Business/self employed
 -service/executive
 - Student
 -others.....
- Gender
 -Male
 -Female
- Average monthly income
 -Less than 5000
 -5000-10000
 -10000- 25000
 - more than 25000
- Do you use internet?
 -yes
 -no

- How long have you been using internet?

.....less than 1 year3-5 years
.....1-3 yearmore than 5years

- Have you ever purchased anything on flipkart?

.....yesno
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- Are you interested on online shopping?

.....yesno
----------	---------

- Which category goods have you brought through flipkart?

.....stationarycosmetic
.....clothselectronic
Others.....	

- When did you shop for the first time?

.....last 6 months 6month-1 year
.....3-5 yearsmore than 5 years

- How frequently did you purchased online?

.....once2-4 times
.....more than 5 timesmore than 6 times

- Over all were you satisfied with your experience of shopping on flipkart?

.....high satisfiedsatisfied
.....dissatisfactionhigh dissatisfied

- Where do you most often think to buy?

.....flipkart	
.....others	

-

- How was your experience with flipkart?

.....good

.....very good

.....worst

.....not that much

- Which category of items you are planning to buy through flipkart?

.....electronics

.....gifts/accessories

.....cloths

.....others

- What is your main reason to buy through flipkart?

.....good customer service

.....good price

.....service timely

.....various item

- What according to you the most important barriers to purchase online?

.....I am worried about giving my credit card number.

.....I don't like providing personal information.

.....I enjoyed going out to do my shopping.

.....some other specific problem.

