

**Final Project Report**

**On**

**“A STUDY ON CONSUMER PERCEPTION TOWARDS  
ONLINE SHOPPING”**

**DMSR**

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

**Affiliated to**

**Rashtrasant Tukadoji Maharaj Nagpur University  
In partial fulfillment for the award of the degree of**

**Master of Business Administration**

**Submitted by**

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**Under the Guidance of**

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**NAAC Re-Accredited “A” Grade Autonomous Institution**



**Academic Year 2022-2023**

**Department Of Management Science And Research  
G.S. College Of Commerce & Economics, Nagpur  
NAAC Re-Accredited "A" Grade Autonomous Institution**



**Academic Year 2022-2023**

**CERTIFICATE**

This is to certify that **YASH HARIBHAU KAKDE** has submitted the project report titled, "**A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE SHOPPING**" 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.**

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**NAAC Re-Accredited “A” Grade Autonomous Institution**



**Academic Year 2022-2023**

### **DECLARATION**

I here-by declare that the project with title “**A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE SHOPPING**” has been completed by me in partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degree examination as prescribed by DMSR - G. S. COLLEGE OF COMMERCE & 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 undertaken by me.

**Place : Nagpur**

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**Academic Year 2022-2023**

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With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to **Dr. Swati Kathaley**, Officiating Principal, G.S. College of Commerce & Economics, Nagpur. I am extremely thankful to my Project Guide **Prof. Shubhangi Jepulkar** for guidance throughout the project. I tender my sincere regards to Co-ordinator, **Dr. Sonali Gadekar** for giving me guidance, suggestions and invaluable encouragement which helped me in the completion of the project. 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.

**Place : Nagpur**

**Date :**

**YASH HARIBHAU KAKDE**

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# **INTRODUCTION**

## **INTRODUCTION**

In the era of globalization alongside with the improvement of e-commerce, many business companies started their income and marketing efforts for their products and services by internet. In easy words Online shopping is described as buying product from Internet retailers as opposed to a store or save or the act of buying merchandise or services over the Internet. It is a shape of electronic commerce which permits shoppers to immediately purchase goods and offerings from a seller over the electronic media. Consumers discover a product of hobby by means of traveling the internet site of the retailer directly or with the aid of searching among unique companies using a shopping search engine, which shows the equal product's availability and pricing at distinctive e-retailers the procedure is called enterprise to- customer (B2C) online shopping.

Online shopping is one of the rapid developing things. It is viewed as a medium for transaction between retailers and buyers. Online shopping additionally consists of grant chain management, advertising over internet, 24 × 7 timing, availability of variety of products and services etc. Earlier food, cloth and shelter have been referred to as simple want however now a day's one more need is brought that is "internet". Due to transformation in telecommunication sector web has changed the way customers keep and purchase items and services. Both

Indian companies and MNC's have started out the use of the Internet with the purpose of lowering advertising fees and thereby lower the price of their products in order to meet heavy opposition in the market. Companies also use the Internet to deliver communicates and spread information, to promote the product, to take comments and also to conduct pride surveys with customers. Customers use the Internet not only to purchase the product online, but also to examine prices, quality; product facets and after sale service facilities they will receive. The Internet presents a distinctive possibility for corporations to greater efficiently attain the present as properly as doable customers.

Electronic commerce attracts on applied sciences such as cellular commerce, grant chain management, online transaction processing, electronic records interchange, stock management system, electronic fund switch etc. E-commerce may also take up some subsequent facilities such as B2B electronic statistics inter change, grant direct retail sale and marketing to customer, appoint in launching of new merchandise and offerings etc.

The fundamental element for improvement of E-shopping is due to alternate in lifestyle of the shoppers and enlargement of online activity. All most of all customers clutch online possibilities considering that exclusive products get more discounts. Much above that, it saves time and gives whole relief from the crowd. The outstanding online retailing companies in India are Flipkart,



Amazon.com, Snap deal, Myntra and e-Bay etc. some necessary factors which affect purchaser perceptions for online shopping are information, easy to use, satisfaction, security, proper utilization of accessible records to compare the extraordinary products and services.

❖ **Specific features of online shopping:**

Online shopping consist of various features which also highlight the benefits from e – shopping. Thus, the features are described as:

- Convenient prices.
- 24\*7 Service available.
- Cash back offer.
- Less time consumption.
- Flexible Payment methods.
- Availability of much more variety.

## **ONLINE SHOPPING**

Online shopping is the process of buying goods and services from merchants who sell on the Internet and people can purchase just about anything from companies that provide their products online. Online shopping is a form of Electronic Commerce. E-commerce is the short name for electronic commerce. It is the process of selling and buying the products and offering online services utilizing electronic media and the internet. E-commerce or Electronic commerce, is a subset of E-Business (a company that does all or most of its transactions through the Internet), is the purchasing, selling, and exchanging of goods and services over computer networks (such as the Internet) through which transactions or terms of sale are performed electronically. The E-commerce industry allows doing business without worrying about distance and time. These business transactions occur either as business-to-business (B2B), business to-consumer (B2C), consumer-to-consumer (C2C) or consumer-to-business (C2B).

The terms e-commerce and e-business are often used interchangeably. The term E Tail (electronic retailing) is also sometimes used in reference to transactional processes for E-Shopping or Online Shopping. E-Shopping is the browsing and purchase of goods using computer (Internet) or Television catalog, also called Home Shopping. Online Shopping is a form of e-commerce which allows customers to directly buy goods from seller over the Internet.

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. A typical online store enables the customer to browse the firm's range of products and services, view photos or images of the products, along with information about the product specifications, features and prices. Online stores typically enable shoppers to use "search" features to find specific models, brands or items. Online customers must have access to the Internet and a valid method of payment in order to complete a transaction, such as a credit card, a debit card, or a service such as PayPal. For physical products (e.g., books or clothes), the e-retailer ships the products to the customer; for digital products, such as digital audio files of songs or software, the e-retailer typically sends the file to the customer over the Internet.

Say goodbye to the days when you stood in line waiting, and waiting, and waiting some more for a store clerk to finally check out your items. Online shopping transactions occur instantly-saving you time to get your other errands done! Additionally, unlike a store, online shopping has friendly customer service representatives available 24 hours a day, 7 days a week to assist you with locating, purchasing and shipping your merchandise.

## **E-COMMERCE WORKING**

Electronic commerce, commonly known as E-commerce, is trading in products or services using computer networks, such as the Internet. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. Modern electronic commerce typically uses the World Wide Web for at least one part of the transaction's life cycle, although it may also use other technologies such as e-mail.

E-commerce offers products and services through websites, a customer simply has to visit an e-commerce website and browse various offerings through browser catalog, a customer can select multiple offerings and can add them to the shopping cart, once the shopping is done the customer can check out and proceed to payment section where various online payment options are available like internet banking, credit card, debit card etc. Once payment is done the customer is notified about the order and order is shipped on the postal address provided by the customer.

### **E-commerce businesses may employ some or all of the following:**

- Online shopping web sites for retail sales direct to consumers.

- Providing or participating in online marketplaces, which process third-party business to consumer or consumer-to-consumer sales.
- Business-to-business buying and selling.
- Gathering and using demographic data through web contacts and social media.
- Business-to-business electronic data interchange.
- Preval for launching new products and services.

❖ **BENEFITS OF E-COMMERCE:**

E-commerce benefits are broadly classified in 3 major categories:

- Benefit to organization
- Benefit to consumers
- Benefit to society

**ADVANTAGES OF E-COMMERCE :-**

**There are so many advantages to purchasing products online from E-commerce websites. Some of them are listed below:**

- **Save Money:** You can get services and products at flexible rates.
- **Save Time:** You don't have to go to the market to buy products.
- **24\*7 Support:** You can buy and checkout a product whenever you want.
- **Convenience:** You can buy products from anywhere in the world.
- **Compare Online:** E-commerce websites allow their customers to compare products.

### **BENEFIT TO ORGANIZATION:**

- Using e-commerce, organizations can expand their market to national and international markets with minimum capital investment. An organization can easily locate more customers, best suppliers, and suitable business partners across the globe.
- E-commerce helps organizations to reduce the cost to create process, distribute, retrieve and manage the paper based information by digitizing the information.
- Commerce improves the brand image of the company. o E-commerce helps organization to provide better customer services.
- E-commerce helps to simplify the business processes and makes them faster and efficient.
- E-commerce reduces the paper work.
- E-commerce increases the productivity of organizations.

### **BENEFIT TO CUSTOMERS:**

- Customers can enquire about a product/service and place orders anytime, anywhere from any location.
- E-commerce application provides users with more options to compare and select the cheaper and better options & also quicker delivery of products.
- A customer can put review comments about a product and can see what others are buying, or see the review comments of other customers before

making a final purchase.

- A customer can see the relevant detailed information within seconds, rather than waiting for days or weeks.

**BENEFITS TO SOCIETY:**

- Customers need not travel to shop a product, thus less traffic on road and low air pollution. E-commerce helps in reducing the cost of products, so less affluent people can also afford the products.
- E-commerce has enabled rural areas to access services and products, which are otherwise not available to them.

## **COMPANY PROFILE**



## **TOP 4 E-COMMERCE SITES IN INDIA IN 2020-21 AMAZON**



Amazon.com is an ecommerce platform that sells many product lines, including media (books, movies, music, and software), apparel, baby products, consumer electronics, beauty products, gourmet food, groceries, health and personal care products, industrial & scientific supplies, kitchen items, jewelry, watches, lawn and garden items, musical instruments, sporting goods, tools, automotive items, toys and games, and farm supplies and consulting services. Amazon websites are country-specific (for example, amazon.com for the U.S. and amazon.fr for France), though some offer international shipping. Amazon has earned a reputation as a disruptor of well- established industries through technological innovation and "aggressive" reinvestment of profits into capital expenditures. As of 2023, it is the world's largest online retailer and marketplace, smart speaker provider, cloud computing service through AWS, live-streaming service through Twitch, and Internet company as measured by revenue and market share. In 2021, it surpassed Walmart as the world's largest retailer outside of China, driven in large part by its paid subscription plan, Amazon Prime, which has over 200 million subscribers worldwide. It is the second-largest private employer in the United States.

## FLIPKART



Flipkart is an Indian based E-commerce web portal founded by Sachin Bansal and Binny Bansal in 2007. Now Flipkart is a part of Walmart. Walmart acquired Flipkart in 2018. Flipkart sells everything from gift vouchers to electronics to home appliances. In fact, statistics claim that there are more items on flipkart than in a mall. Hence, Indians are heavily reliant on flipkart for all their shopping needs. **Flipkart Private Limited** is an Indian e-commerce company, headquartered in Bengaluru, and incorporated in Singapore as a private limited company. The company initially focused on online book sales before expanding into other product categories such as consumer electronics, fashion, home essentials, groceries, and lifestyle products.

The service competes primarily with Amazon India and domestic rival Snapdeal. As of March 2017, Flipkart held a 39.5% market share in the Indian e-commerce industry. Flipkart has a dominant position in the apparel segment, bolstered by its acquisition of Myntra, and was described as being "neck and neck" with Amazon in the sale of electronics and mobile phones.

## SNAPDEAL



Snapdeal is an India based E-commerce web portal founded by Rohit Bansal and Kunal Bahl in 2010. Snapdeal is a completely Indian website and is often preferred by the masses for its cheap rates. It sells products at really low prices and hence, is a favourite of the masses. It is a good idea to buy from Snapdeal if you are looking for absolutely cheap prices. snapdeal is an e-commerce startup headquartered in New Delhi that connects buyers to sellers of millions of products from national, international and regional brands. It has grown to become one of the largest online marketplaces in India. Snapdeal is host to 200 million listings and offers products across 600 categories. Snapdeal had partnered with several global marquee investors such as Softbank, Alibaba, Foxconn, Ontario Teachers' Pension Plan, BlackRock, Temasek, eBay Inc., Premji Invest among others.

## MYNTRA



Myntra is an India based E-commerce web portal founded by Mukesh bansal and Vineet Saxena in 2007. Myntra also has a large number of accessories and clothes on its online portal. It has a large number of categories as well and one can buy from a category of their choices. From westem to ethnic to traditional, all kinds of clothes are sold on Myntra. Myntra App, India's no. 1 online fashion destination justifies its fashion relevance by bringing something new and chic to the table on the daily. Fashion trends seem to change at lightning speed, yet the Myntra shopping app has managed to keep up without any hiccups.Myntra has vowed to serve customers to the best of its ability by introducing its first-ever loyalty program, The Myntra Insider. Gain access to priority delivery, early sales, lucrative deals and other special perks on all your shopping with theMyntra app. Download the Myntra app on your Android or IOS device today and experience shopping like never before.

## **REVIEW OF LITERATURE**

## **REVIEW OF LITERATURE:**

Online shopping has been a buzz nowadays especially among the youngsters.

Many studies have been undertaken on the subject. Various aspects of online shopping like website security, trust, reliability, risk, attitudes, intentions and behavior of online shoppers are studied.

**Vidyashree. D.V, Alay.P, and Shobha. H.N (2018)** examined that consumer's perception on online shopping varies from person to another and the perception is limited to a certain extent with the availability of the proper connectivity and the exposure to the online shopping has to be improved to make the customer satisfied. The perception of the consumer also has similarities and difference based on their personal characteristics usage based on their needs and demand. In the day to come online shopping has tremendous potential and more and more business are going to add online platform to offer extended retailer's shelves in the customers. However they have to build up the trust by offering value service to the customers to sustain in the long run.

**K.S. Silpa, P.U. Rajasree and Dr.P. Balasubramanian (2016)** This project was an attempt to study people perception towards online shopping. As result of survey the majority of people favor to do online shopping, even if they felt some difficulties. Majority of the people agree that in near future online shopping will be more on demand than offline shopping. Therefore, online marketing have a wider scope in the coming years. More people prefer cash on

delivery than net banking. Greater part of respondents encourages other people to enter into e-shopping. Most of people do not shop online due to fear of quality of goods, afraid to give out their credit card details and also they find conventional methods more enjoyable. The fact that large number of people is getting attracted towards online shopping creates a basis for tremendous prospects for marketers of today and tomorrow.

**Thakur Sonal and Aurora Rajinder (2015)** found that Internet is one of the ways which is changing the consumers shopping and buying behaviour. Mostly consumers are using the internet to buy the product and to compare prices and features of product therefore; ecommerce companies should understand the internet users' perception towards the online shopping. The prospect of online marketing is increasing in India with the increasing internet literacy.

**D.R.M.Rajesh and G.Purushothaman (2013)** studied E-shopping has become growing more popular, the main reason is convenience (and often lower prices). Usually in the holiday season, online shopping saves an individual the hassle of searching several stores and then waiting in long queues to buy a certain item. Internet is changing the way consumers shop and buy goods and services, and has quickly evolved into a global phenomenon. costs, thereby minimizing the price of their products and services in order to face competition.

## **OBJECTIVES OF STUDY**



## **OBJECTIVES**

- To study the online shopping behavior of customers.
- To identify the factors affecting the perception of online shoppers.
- To study the customers level of satisfaction with regard to online shopping.
- To find out the various issues, if any, faced by the consumer in online shopping.
- To know the type of products purchased by consumers through online shopping.
- To identify the most contributing factor affecting overall satisfaction of online shoppers.
- To identify the factors influencing consumers to buy online.

## **SCOPE OF STUDY**

## **SCOPE:**

- E-commerce should expect a 270% increase rate, from \$1.5 trillion in 2015 to \$4 trillion in 2021. It presents a prospect of a steady upward trend with no symptoms of decay. The global E-commerce business have been regularly picking up the global retail industry.
- Savings done in physically marketing of products can be passed on to customers.
- FDI will help in improving supply chain.
- Huge population increase in literacy level will help companies to increase in there share.
- Making websites in local languages will boost up site visit and sale.
- Increase in availability of internet at doorsteps and use of smartphones will help in increasing market share and tap huge market. That's why the E-commerce industry is growing day by day.

## **RESEARCH METHODOLOGY**

## **RESEARCH METHODOLOGY**

It is defined as a highly intellectual human activity used in the investigation of nature and matter and deals specifically with the manner in which data is collected, analyzed and interpreted. A system of models, procedures and techniques used to find the result of a research problem .

## **STATEMENT OF THE PROBLEM**

Online shopping has gained a more importance in today's marketing conditions. But same time increased the number of scamps, fraudulent practices and cheating of consumers. Such cheating activities had created fear in the minds of customers and also negative impact in the attitude of consumers towards online shopping. The problem area of this survey is consumer's perception towards online shopping will determine the factors that influence customers to shop online and those factors will help the companies to formulate their marketing strategies towards online marketing.

## **TYPE OF RESEARCH**

The type of research of this study is Descriptive. A Descriptive study was undertaken as a part of conclusive research to know the consumer's perception about online shopping in the city of Nagpur based upon their responses on statements relating to different aspects of online shopping along with the demographic details.



## **HYPOTHESIS:**

**Hypothesis (H2):** A significant number of online consumers do not complete the purchase process due to perceive risk and privacy or security concerns. So the hypothesis is-

**Null hypothesis (Ho):** perceive risk and privacy or security concerns have no impact on online shopping.

**Alternative hypothesis (HA):** perceive risk and privacy or security concerns have a significant impact on online shopping.

Where the variable under this hypothesis are: online payment security, personal information privacy, lack of general trust, unclear product warranties & return policies, lack of computer skills and slow web-connection.

**DATA ANALYSIS**  
**AND**  
**INTERPRETATION**

## **DATA ANALYSIS / PRESENT WORK:**

The study was conducted to know the consumer perception towards online shopping. The research is primarily descriptive in nature. The data was collected in the form of questionnaires. The study was made by collecting the data from the source of filling questionnaire by 50 samples taken out of the entire population.

The questionnaire was pretested in order to identify possible problems in terms of clarity and accuracy. Thus, several changes were made in order to improve the presentation of the items, based on comments and feedback. Apart from demographic-related questions, five-point Likert scale was used for all the questions concerning consumers' expectations and perceptions about the online shopping.

The analysis of the data is as follows –

### **1. SOCIO-ECONOMIC PROFILE OF THE RESPONDENTS**

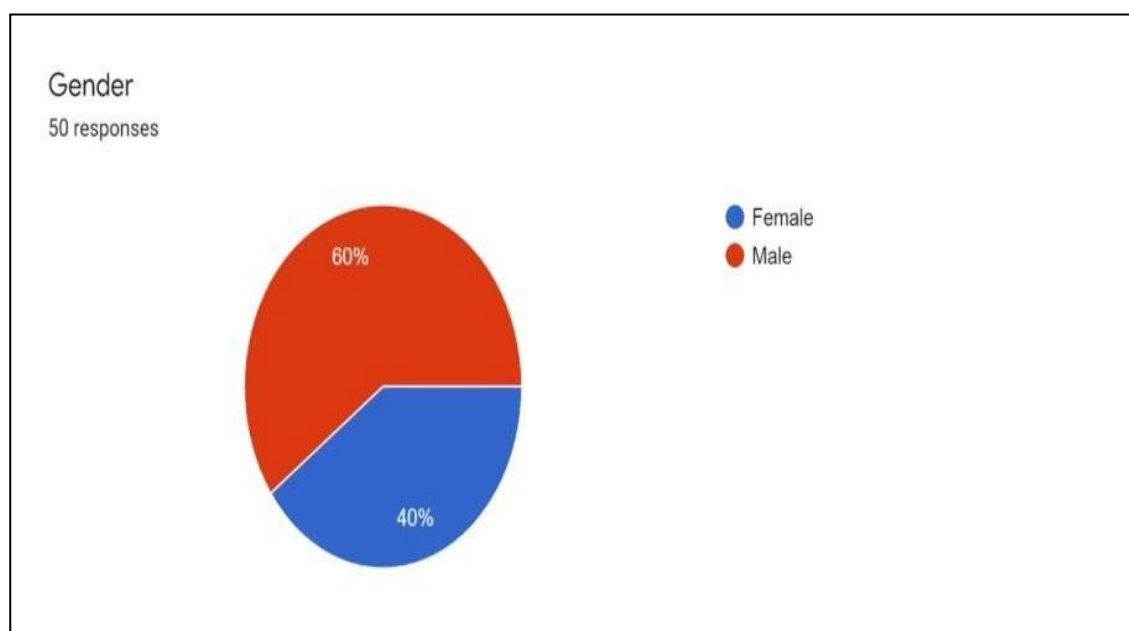
- a. Gender
- b. Age
- c. Education
- d. Occupation



## ONLINE ACTIVITIES BY GENDER

GENDER	RESPONDENT	PERCENTAGE
Male	60	60%
Female	40	40%

## RESPONDENTS ON THE BASIS OF GENDER



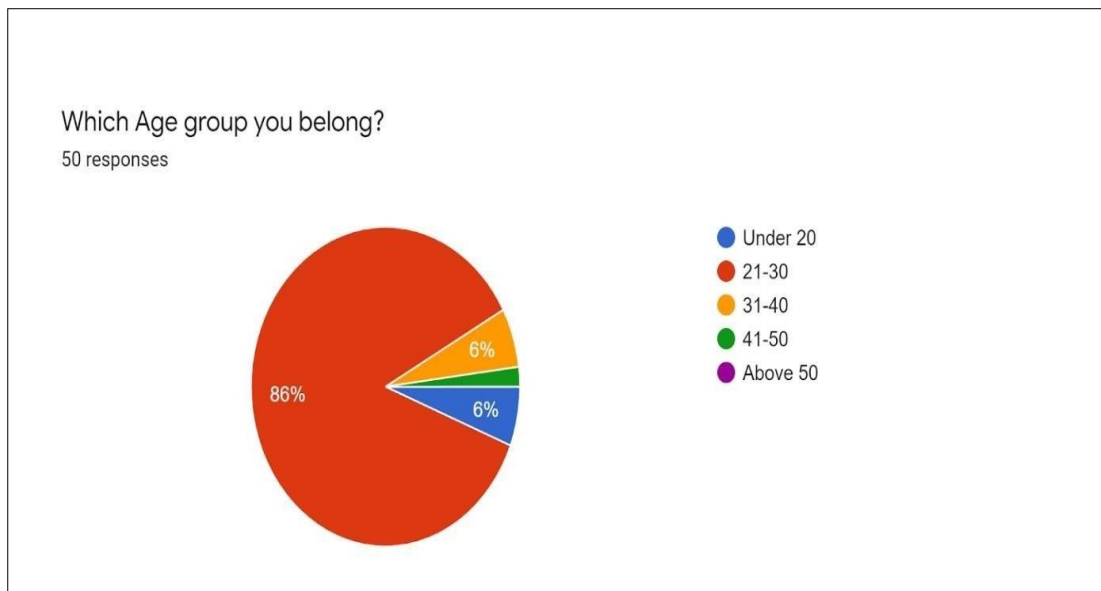
### Interpretation:

Figure 1(a) show percentage wise analysis of the data in respect of the gender in which 40% of the respondents were female who prefer online shopping and 60% of respondents were male.

## ONLINE ACTIVITIES BY AGE

AGE	RESPONDENT	PARTICULAR
Under-20	6	6%
21-30 Years	86	86%
31-40 Years	6	6%
41-50 Years	3	3%
Above 50	3	3%

## RESPONDENTS ON THE BASIS OF AGE



**Figure 1(b)**

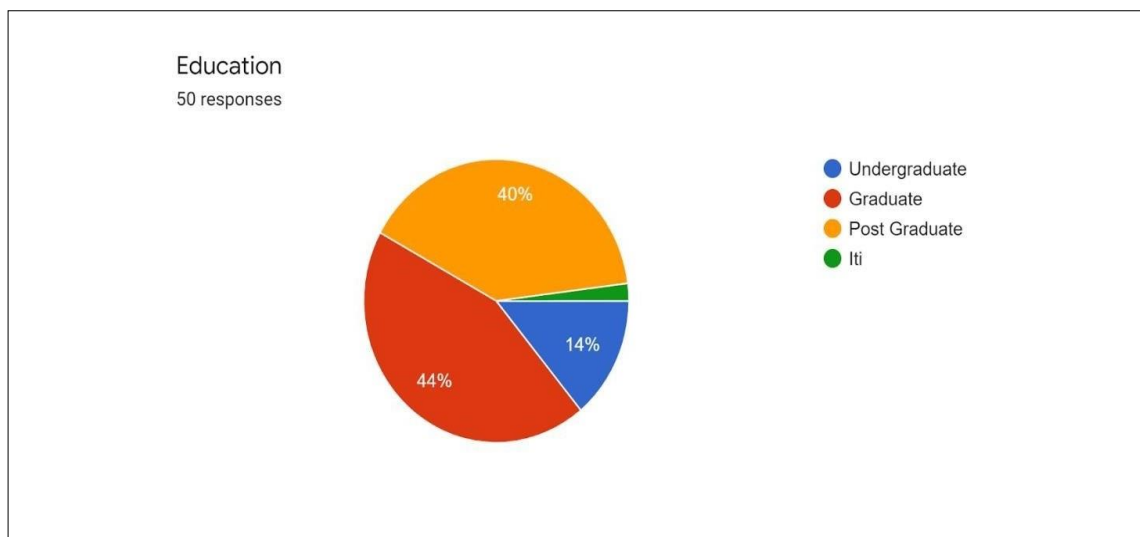
### Interpretation:

Figure 1(b) shows percentage wise analysis of the respondents's age in which 86% of the respondents were between the age group of 21-30 which defines that the youth is more active on using e-commerce websites for online shopping. Whereas the other age groups are adopting the new way of technology and its usage and online shopping is one of them which is they are using with good experience.

## LEVEL OF EDUCATION

EDUCATION	RESPONDENT	PERCENTAGE
Undergraduate	14	14%
Graduate	44	44%
Postgraduate	40	40%
ITI	10	10%

## RESPONDENTS ON THE BASIS OF EDUCATION



**Figure 1 (c)**

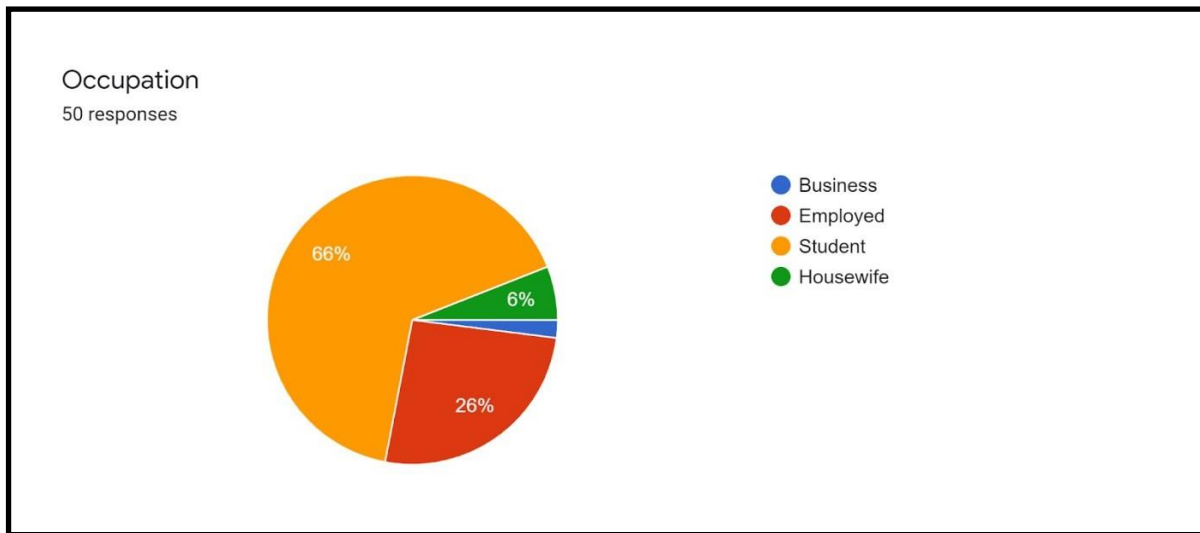
### Interpretation:

Figure 1(c) shows the percentage wise analysis of the data in which 44% of the respondents are graduated who buy products online. 40% of the respondents are post graduated whereas other respondents are undergraduate. So most of the graduate and undergraduate people are going for online shopping.

## ON THE BASIS OF OCCUPATION

OCCUPATION	RESPONDENT	PERCENTAGE
<b>Business</b>	6	6%
<b>Employed</b>	26	26%
<b>Student</b>	66	66%
<b>Housewife</b>	6	6%

## RESPONDENT ON THE BASIS OF OCCUPATION



**Figure 1(d)**

### Interpretation:

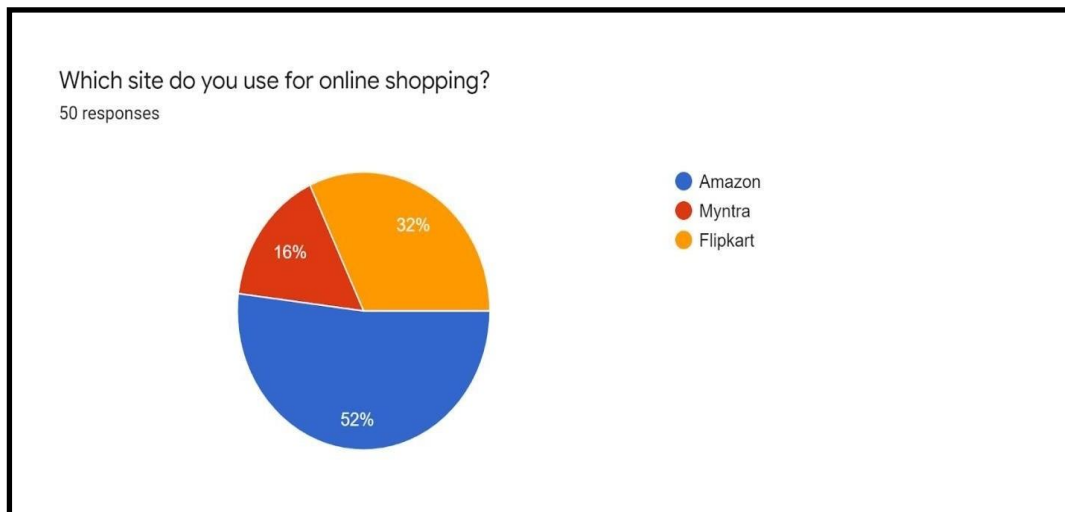
Figure 1(d) shows the percentage wise analysis of the data in which 66% of the respondents are the students who buy products online whereas 26% of the respondents are employed using E-commerce sites and 6% are housewife and other 2% of the respondents are self-employed. This defines that again as the age group data here also majority of the youth i.e. students and employed people online shopping and housewife are also adopting online shopping sites for saving their time and do housewife work easily and on time.

## SITES FOR ONLINE SHOPPING

SITES	RESPONDENT	PERCENTAGE
Amazon	52	52%
Myntra	16	16%
Flipkart	32	32%

## RESPONDENT BEHAVIOUR TOWARDS ONLINE SHOPPING

### E-Commerce sites uses for online shopping



**Figure 2(a)**

### Interpretation:

Figure 2(a) shows the percentage wise analysis of the percent wise analysis of the data in which 52% of the respondents like to visit amazon site, 32% of the respondents preferred to visit flipkart and 16% of the respondents preferred myntra for online shopping. People are likely using flipkart and mytra.

TIMES OF SHOPPING	RESPONDENT	PERCENTAGE
Once in a week	-	-
Once in a month	18	18%
Once in 2-3 month	36	36%
Once in a half year	20	20%
Once in a year	16	16%
As per requirement	-	-
Once in 5 year	-	-
Depends upon needs it can anytime if needs get created	-	-

### How frequently respondents shop through e-commerce sites



**Figure 2(b)**

#### Interpretation:

Figure 2(b) shows the percentage wise analysis of that data of those respondents who more active on online purchasing in which 36% of the respondents shop online once in 2-3 months. 20% of respondents shop online once in a half year. 18% and 16% respondents shop online once in a month, once in a year respectively. Other respondents shop online as per their requirement and needs. This defines that the people are more active on online shopping for getting the new product available to them on time.

ONLINE	RESPONDENTS	PERCENTAGE
Esay payment	10	10%
No travel to shop	32	32%
Wide range of product	36	36%
Quality of product	18	18%
Discount	-	-
Offers	-	-

### **Factors that motivated respondents to buy product online**



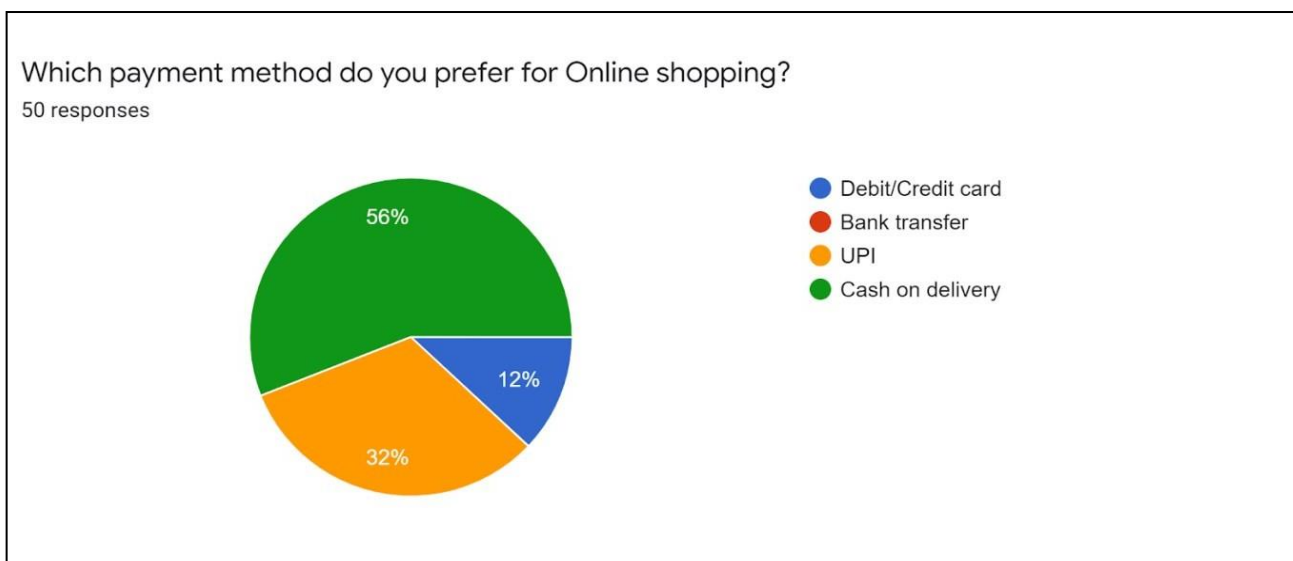
**Figure 2(c)**

### **Interpretation:**

Figure 2(c) Shows the percentage wise analysis of the data that the 36% of the respondents like their e-commerce site because of the wide range of the products available to them and 32% of the respondents buy products online for not travelling to shop to buy the product. 18% respondents like to buy online products for quality of products. Easy payment for buying the product was preferred by the 10% of the respondents. Other respondents use online shopping for discount and offers.

PAYMENT	RESPONDENT	PERCENTAGE
Debit/Credit card	12	12%
Bank transfer	-	-
UPI	32	32%
Cash on delivery	56	56%

**Respondents make their payment of online shopping through**



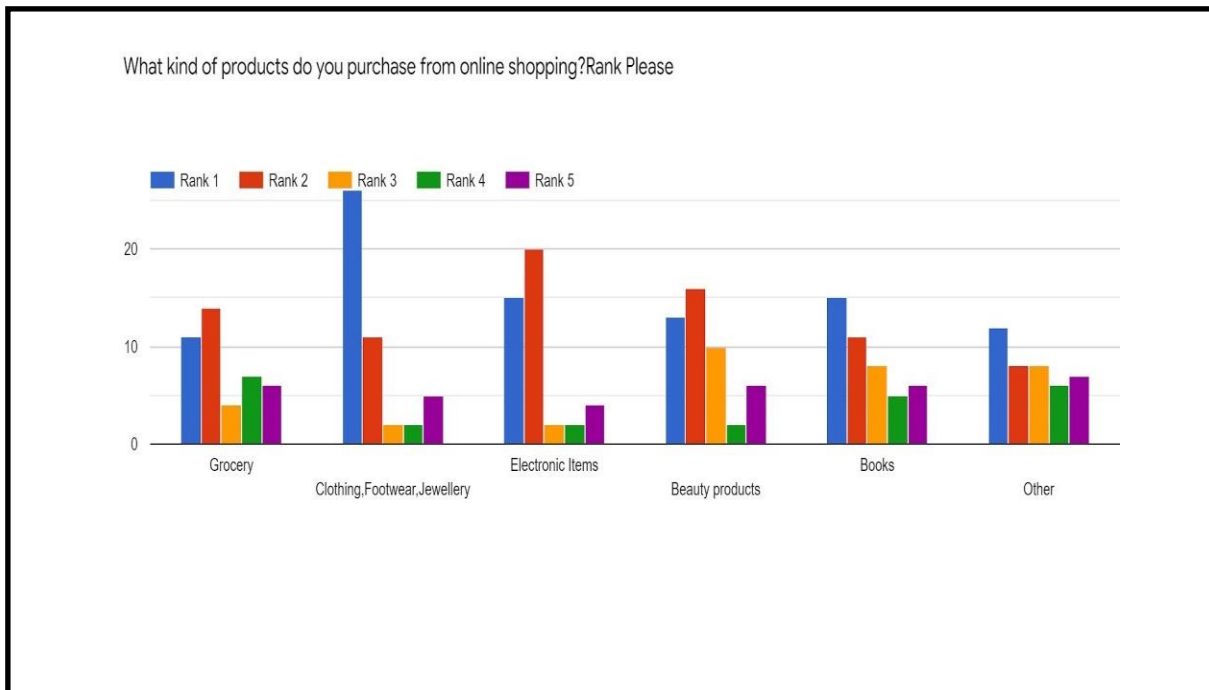
**Figure 2(d)**

**Interpretation:**

Figure 2(d) shows the percentage wise analysis of the data in which 56% of the respondents preferably use cash on delivery for purchasing online. 32% of the respondents make their payment through UPI following 12% of the respondents use debit/credit card for the online shopping. This defines that most of the people use cash on delivery while very few people use bank transfer payment method for online shopping.



## Products that purchase through online shopping

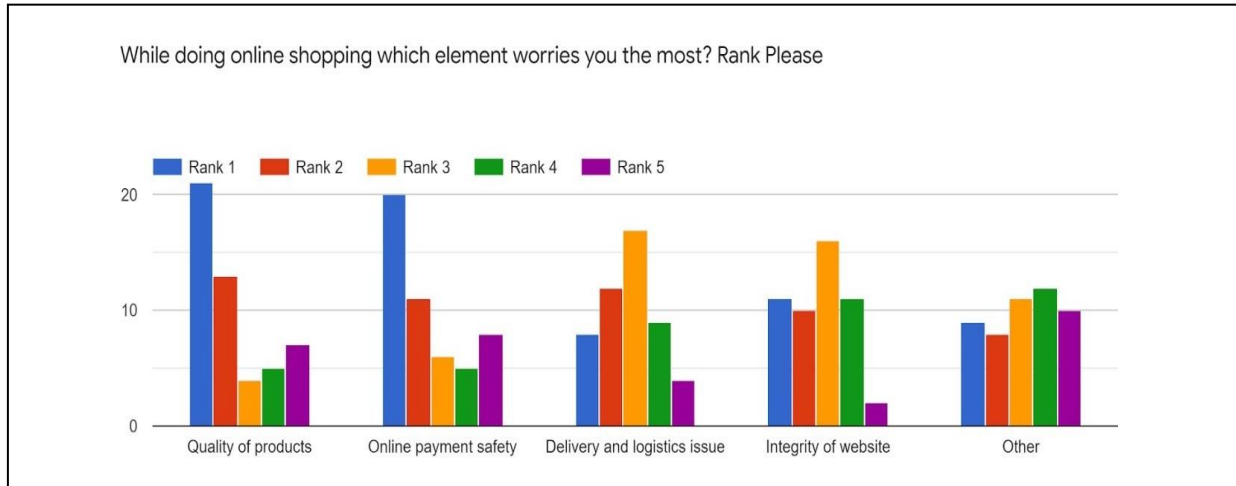


**Figure 2(b)**

### Interpretation:

Figure 2(b) shows analysis of the data by using five point like scale by using rank 1 to 5 in which most of the respondents purchase Clothes, footwear, jewellery through online shopping as they gave rank1 to this. Electronic items are also purchase through online shopping.

## Factors that influenced respondents when they doing online shopping

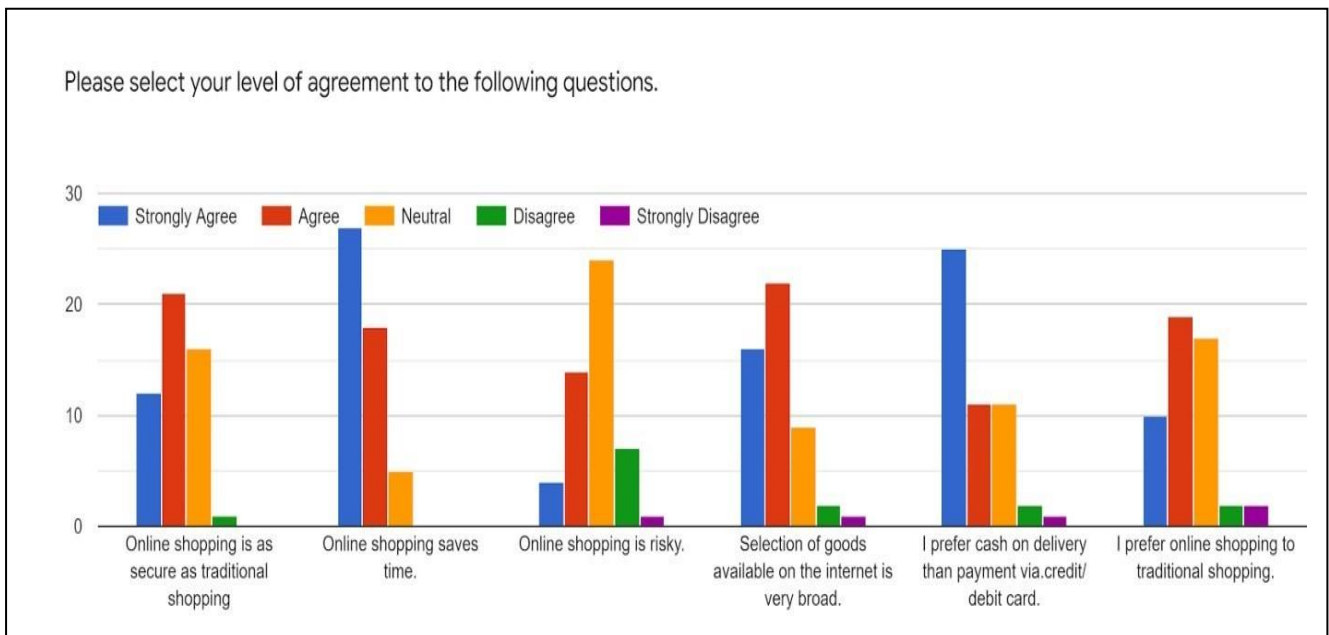


**Figure 2 (f)**

### Interpretation:

Figure 2(f) shows analysis of the data by using five point likert scale by using rank 1 to 5 in which the factor quality of products and online payment safety influenced respondents when they doing online shopping.

## **Respondents level of agreement towards online shopping**

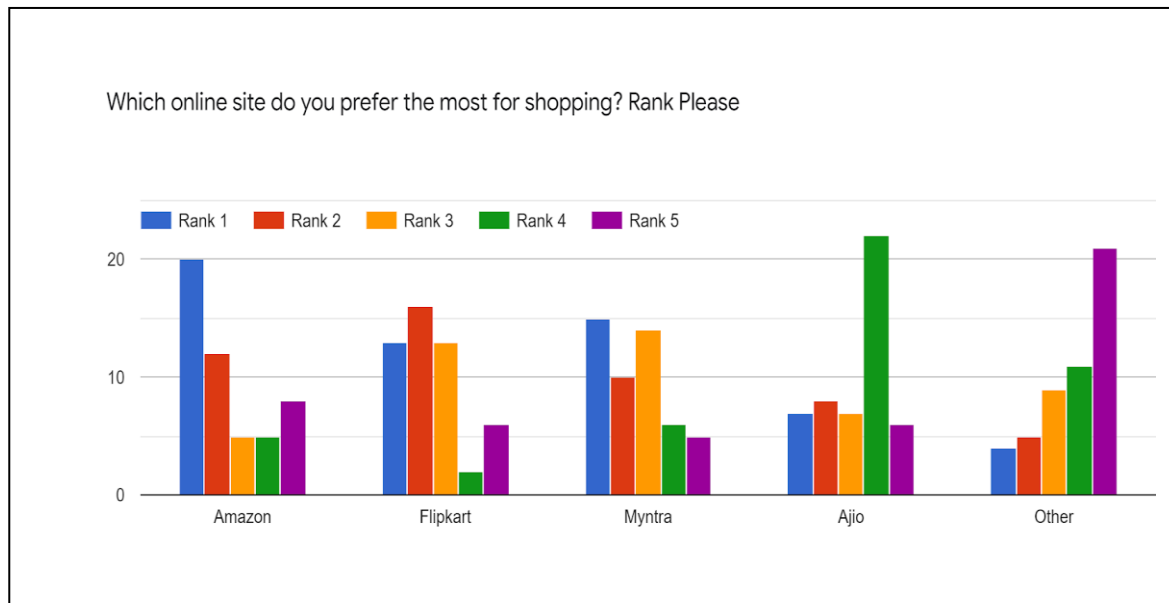


**Figure 2(g)**

### **Interpretation :**

Figure 2(g) shows analysis of the data by using five point likert scale in which the respondents are agree that online shopping is as secure as traditional shopping. The respondents are strongly agree that online shopping saves time. The respondents gave neutral response as online shopping is risky. The respondents are agree that selection of goods available on internet is very broad. Most of the respondents are strongly agree that they prefer cash on delivery than online payment. Respondents prefer online shopping to traditional shopping.

## Online site respondents visited for shopping

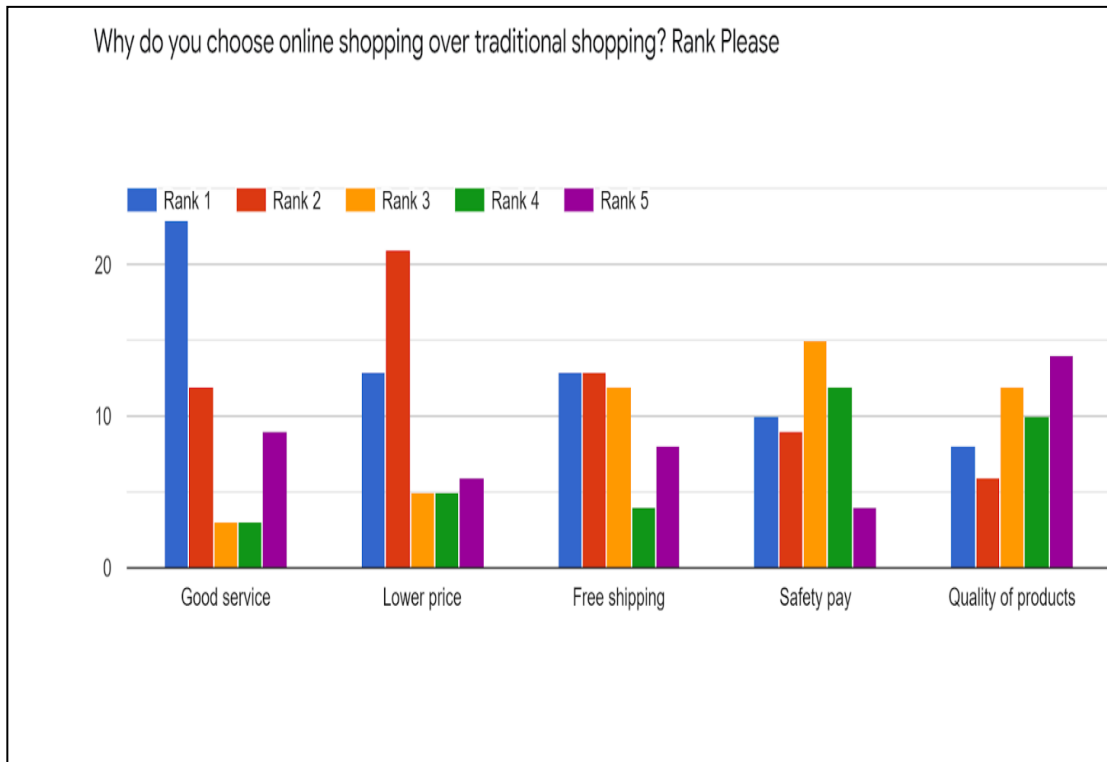


**Figure 2(h)**

### Interpretation :

Figure 2(h) shows analysis of the data by using five point likert scale by using rank 1 to 5 in which most of the respondents use Amazon for the online shopping. Flipkart and Myntra are also preferred for online shopping. Ajo and other online sites are likely preferred by respondents.

## **Factors that influenced respondents to choose online shopping over traditional shopping**



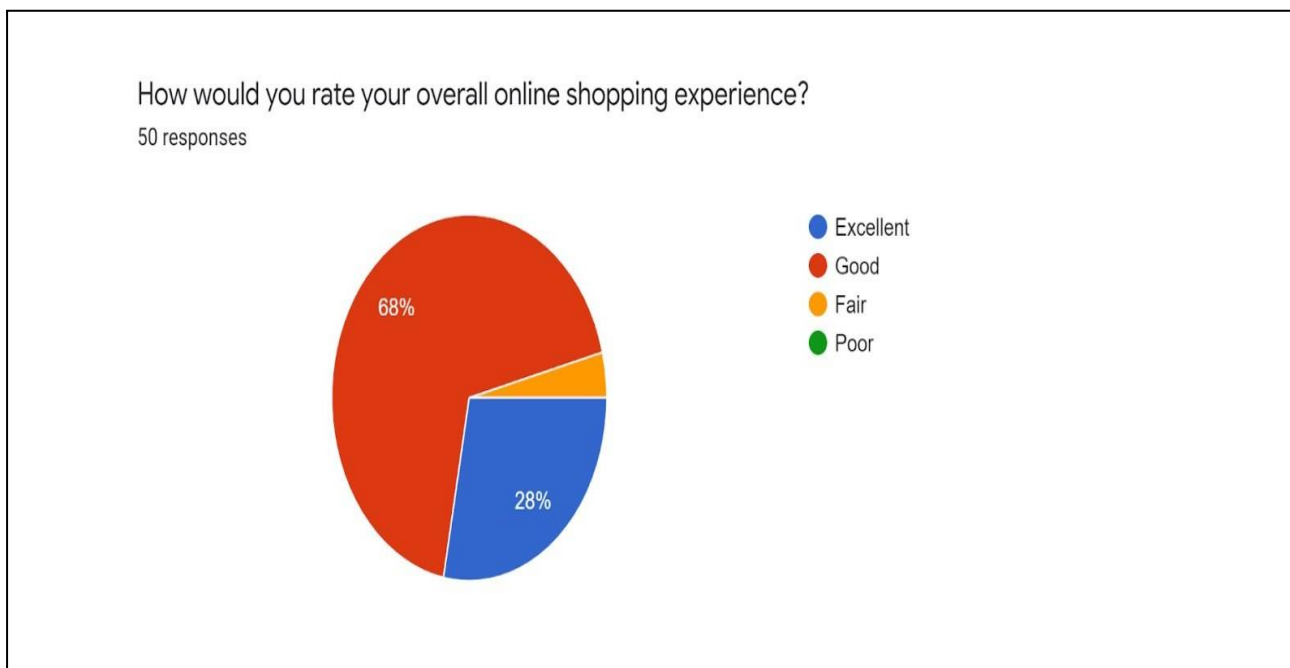
**Figure 2(i)**

### **Interpretation :**

Figure 2(i) shows analysis of the data by using five point likert scale by using rank 1 to 5 in which respondents choose online shopping over traditional shopping. As the online shopping gives good service to the customers. Due to lower prices and free shipping respondents choose online shopping.

EXPERIENCE	RESPONDENT	PERCENTAGE
Excellent	26	26%
Good	68	68%
Fair	-	-
Poor	-	-

**Respondents experience towards online shopping**



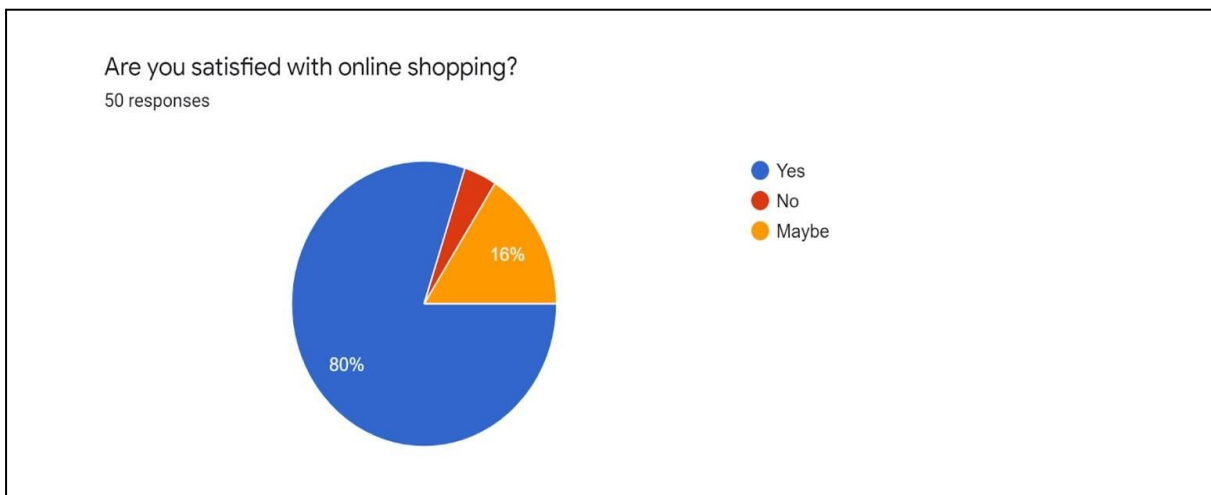
**Figure 2(j)**

**Interpretation :**

Figure 2(j) shows that the respondents experience towards online shopping in which 68% of the respondents agreed that their experience is good and 28% of the respondents have excellent experience towards online shopping and 4% of the respondents have fair experience towards online shopping. Whereas, no respondents have bad experience while shopping online. This shows that the respondents are satisfied with e-commerce websites with more good and excellent experience.

SATISFACTION	RESPONDENT	PERCENTAGE
Yes	80	80%
No	-	-
Maybe	16	16%

### Respondents satisfaction towards online shopping



**Figure 2(k)**

#### Interpretation :

Figure 2(k) shows the respondents satisfaction towards online shopping in which 80% of the respondents are satisfied with the online shopping. 16% of the people are likely satisfied with online shopping. Whereas 4% of the respondents are not satisfied with the online shopping. This defines that most of the people are satisfied with the online shopping.

## **FINDINGS**



## **FINDINGS:**

- Problem in replacing or returning the product can be a mental hurdle for the online shopper to shop next time as it also takes times.
- Majority commodity that people buy online is branded clothes, they think that information about fabric, size and shape is correct and reliable.
- While others buy many other things and also time is not specified for that.
- We can also observe from data that most of the people are ready to spend from 1000 to 5000 monthly while shopping online.
- Amazon is the most popular online shopping destination, followed by Flipkart and Myntra.
- People like to buy packed things online. For e.g. Groceries, durable things (e.g. home décor etc), clothes etc.

## **CONCLUSION**

## **CONCLUSION:**

- In the era of a fast-growing world, everyone wants to fulfill their needs as per their demands. These demands take place in online shopping as well, everyone is busy with their day-to-day life they don't have enough time for shopping as well. So they all depend on online shopping to fulfill their own needs. Online shopping is becoming more popular day by day with the increase in the usage of the World Wide Web.
- Online shopping makes life easy and comfortable for every age, class & busy peoples. Understanding customers' needs for online selling has become a challenge for the marketer.
- Online shopping to the customer is the help in finding a wide range of products without going to shop and get home delivery of the products. Now talking about this pandemic situation online shopping helps the customer to get their product at their doorstep without going outside a shop for shopping.
- Online shopping is worked on AI i.e. artificial intelligence because this customer easily finds their product which they looking for, this use of technology has open the doors to opportunities that enable for more convenient lifestyle today. However, these online shopping concepts lead to possibilities of fraud and privacy conspiracy. Because of this personal data can easily be manipulated, but today with the latest technology and some cyber securities these hacking things can easily be avoided. Through these cyber securities and privacy policies, website designers & application developers put their best effort to make this thing happen. Doing so to build customer trust and continues shopping online.

## **SUGGESTION AND RECOMMENDATION**

## **SUGGESTION AND RECOMMENDATION:**

- India is a large segment of population so delivery through online shopping can be available at any place in India.
- Number of users of internet has increased in India but awareness regarding online shopping is still less in terms of total huge population
- Customers in India are still very preserved when it comes to payment in advance with various modes provided before receiving of product; they feel some insecurity in paying well in advance through online mode.
- Customers still feel that they will not get exact product which they have paid or ask for Delivery.
- Many companies charge delivery charges on purchase of certain amount, which should be reduced specially for metros.
- Most of the Indian customers want a personal feel of the product before purchase, which a huge challenge for companies.
- Wide expansion of internet services facilities in rural area can bring the more customers for the online shopping sites.
- Transaction security and consumers data safety are principal concerns of online customers purchasing products or services online.

Therefore online vendors can assure their consumers by providing them guarantee, delivery on time, special offers, by improving their technological system.

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## **BIBLIOGRAPHY:**

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- [www.amazon.com](http://www.amazon.com) .
- [www.flipkart.com](http://www.flipkart.com) .
- [www.myntra.com](http://www.myntra.com) .
- [www.ajio.com](http://www.ajio.com) .

## Annexure

Your Name \*

Short answer text

Gender \*

1. Female

2. Male

Which Age group you belong? \*

Under 20

21-30

31-40

41-50

Above 50

Education \*

Undergraduate

Graduate

Post Graduate

Other...

Occupation \*

Business

Employed

Student

Housewife

Other...



Which site do you use for online shopping? \*

- Amazon
- Myntra
- Flipkart
- Other...

How many times do you shop online? \*

- Once in a week
- Once in a month
- Once in 2-3 month
- Once in a half year
- Once in a year
- Other...

What motivates you to buy products online? \*

- Easy payment
- No travel to shop
- Wide range of products
- Quality of products
- Other...

Which payment method do you prefer for Online shopping? \*

- Debit/Credit card
- Bank transfer
- UPI
- Cash on delivery
- Other...

What kind of products do you purchase from online shopping? Rank Please \*

	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5
Grocery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clothing, Footw...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Electronic Items	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beauty products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Books	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

While doing online shopping which element worries you the most? Rank Please \*

	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5
Quality of prod...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online payment...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Delivery and log...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Integrity of web...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please select your level of agreement to the following questions. \*

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagr...
Online shoppin...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online shoppin...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online shoppin...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Selection of go...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer cash on...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer online s...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Which online site do you prefer the most for shopping? Rank Please \*

	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5
Amazon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flipkart	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Myntra	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ajio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Why do you choose online shopping over traditional shopping? Rank Please \*

	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5
Good service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lower price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Free shipping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safety pay	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of prod...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How would you rate your overall online shopping experience? \*

- Excellent
- Good
- Fair
- Poor

Are you satisfied with online shopping? \*

- Yes
- No
- Maybe