

A STUDY ON CONSUMAR SATISFACTION TOWARDS ONLINE SHOPPING

Submitted in partial fulfilment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

By
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**DEPARTMENT OF BUSINESS
ADMINISTRATIONSCHOOL OF MANAGEMENT
STUDIES**

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade “A” by NAAC I 12B Status by UGC I Approved by AICTE
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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **GOKULA KRISHNAN B 42410014** who carried out the Project Training “**A STUDY ON SATISFACTION TOWARDS ONLINE SHOPPING**” under my supervision from January 2023 to March 2023.

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I **GOKULAKRISHNAN B (42410014)** hereby declare that the Project Report entitled **“A STUDY ON CONSUMAR SATISFACTION TOWARDS ONLINE SHOPPING”** done by me under the guidance of **DR. PRINCY.A.S** is submitted in partial fulfilment of the requirements for the award of Master of Business Administration degree.

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ABSTRACT

This study delves into the multifaceted realm of consumer satisfaction in the context of online shopping. As e-commerce continues to burgeon, understanding the determinants of consumer satisfaction becomes pivotal for businesses and policymakers alike. The research employs a mixed-method approach, combining quantitative surveys and qualitative analyses, to explore the diverse dimensions influencing consumer satisfaction.

Key factors such as website usability, product quality, delivery efficiency, customer service, and security measures are evaluated to discern their impact on overall satisfaction. Additionally, the study examines demographic variations and behavioural patterns that contribute to varying levels of satisfaction among different consumer segments.

Findings reveal an intricate interplay between these factors, shedding light on the nuanced aspects that significantly influence consumer contentment and loyalty in the online shopping sphere. The implications of these findings are discussed, offering practical insights for businesses to enhance customer experiences and bolster their competitive edge in the dynamic landscape of e-commerce.

This study not only contributes to the academic discourse on consumer behaviour but also provides actionable recommendations for businesses aiming to optimize consumer satisfaction and foster enduring relationships in the digital marketplace.

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CHAPTER-I

1.1 INTRODUCTION

Manufacturers must first understand the various behaviors of their customers and then provide what the client desires. Consumer behavior is the study of how individuals, communities, and organizations acquire, purchase (buy), consume (use), and dispose of products and services in order to meet their wants and desires in a nuanced way. Contrary to common assumption, consumers opt to buy a product only after considering its quality, packaging, and future (color, design, and pricing). In genuine Asian times, the importance of consumer behavior was not recognized since it was mostly a sellers' market, thus it is extremely necessary to research and understand consumer behavior. Toward electronic items in order to sell more goods and services in a huge scale. Consumers, in particular, have the freedom to physically decide whether to reject or accept a product such as electronics, which is often rather significant. In contrast to common opinion, examples include a laptop, a washing machine, and a television. The internet has made life considerably easier and more creative in general. People are primarily doing business online, which makes trading significantly easier and faster. The internet, in general, provides up new options for company promotion. Websites, as a literal means of exhibiting their services and products, have typically become a very fundamental component of online commerce in a large way. For all intents and purposes, the Internet is utilized extensively as a business tool by both enterprises and people. The internet in particular, has mostly emerged as a new channel between businesses and their customers, which is undeniably crucial. For all intents and purposes, the Internet is now a public, cooperative, and self-sustaining resource available to hundreds of millions of people worldwide, which is extremely important. For all intents and purposes, the Internet is now universally regarded as a source of information, which is rather important. Traditional communication channels, such as radio and periodicals, are experiencing rising competition & TV, demonstrating how the Internet is increasingly a public, cooperative, and democratic space.

The Internet company genuinely provides a number of online communication possibilities, each with its own set of communication variants in a big way. Tools that, in general, necessitate a more thorough assessment of their impact on customer communications, demonstrating how, in basically Asian times, the importance of consumer behavior was not realized because it was a sellers' market, so it is very important to study and specifically know about consumer behavior towards electronic goods to sell more goods and services.

The advent of internet technology in particular has enabled the expansion of online purchase options beyond with an expanding number of individuals using the internet to shop, do business, make payments, and conduct online banking, 4 new people are increasingly turning to the internet and the world of e-commerce, or so they believed. To make these transactions safer in general, technical innovations will be necessary, further demonstrating how consumers opt to buy the goods only after choosing on the quality, packaging, and future of the product (color, design, pricing), contrary to common assumption. The development of People, in particular, are shifting toward more widespread use of the Internet as a technology convenience, indicating how, in mostly Asian times, the impact of consumer behavior was largely underestimated because It was clearly a sellers' market, thus it is extremely vital to study and genuinely know about customer behavior towards electronic items in order to sell significantly more goods and services, which is essentially quite crucial.

Contrary to common assumption, the availability of information and the capacity to explicitly engage through the Internet is rising and improving, demonstrating that the Internet is utilized as a business tool by both enterprises and individuals. Because the internet puts both rivals and consumers together in one place, websites, in particular, have typically become a highly vital feature of online commerce, which is mostly extremely crucial. It starts establishing a new channel for marketing and advertising products and services in the market, which is fundamentally highly crucial Consumers on the internet are always seeking for new items, new attractiveness, and, most significantly, new convenience, which is quite crucial. Pricing range that, for the most part, suits their budget The internet is actually the finest way to save time and money, for all intents and purposes demonstrating how the Internet company normally offers a choice of online communication possibilities, each with its own set of communication changes in a subtle way. Contrary to common assumption, consumers may buy online using their budget at any time and from any location. Customers that purchase online have virtually no limitations in stark contrast to common belief Buying on the internet They also use the internet extensively to compare the prices of goods and services, acquire news, and so on.

ONLINE SHOPPING:

Online shopping is a practical option for busy individuals in today's world, or so they believed. Customers' buying habits have changed drastically over the previous decade, which is typically extremely important. Despite the fact that individuals continue to buy from physical businesses, users or consumers specifically find internet shopping to be quite convenient, especially contrary to common assumption. Online purchase saves time for modern individuals who are so busy that they are unable or unable to do so in a significant degree. Spending a lot of time shopping Unlike 5 traditional stores, online businesses effectively explain all of their items using text, photos, and multimedia elements, or So, for all intents and purposes, they thought.

Many online firms will incorporate links to a plethora of supplementary product information in a significant way. On the other hand, some internet clients are, for all means and purposes, thrill seekers who like trying new things, or so they believed. Shopping lovers, as well as certain technology tinkerers, dislike waiting for things to come, which is extremely significant. As a result, understanding online consumer behaviour (user activity during product search, purchase, and use) has become a current study topic for a rising number of scholars, which is particularly relevant. The particular feature of internet buying in a significant sense. Company's actually, the major objective is to largely deliver products and services that, for all intents and purposes, best usually suit the wants of its clients in a subtle way. A firm that delivers exceptional customer service is fundamentally more successful than its rivals since satisfied consumers are more inclined to make general repeat purchases, or so they believed. Furthermore, online shopping in India is fast increasing and, in particular, has the potential to grow considerably, which is very important. This will alter in the future in a subtle way as Internet connection spreads notably in rural regions. It's also true that Indians, for the most part, are typically quite conservative when it comes to shopping, which is, according to popular thought, pretty opposed to popular belief. Because of modernization and a fast-paced lifestyle, internet purchasing will grow significantly more common, which is highly significant. Thus, the kind of obviously objective of this research is to sort of pretty better notably largely understand customer behavior when it comes to internet buying, which is essentially very crucial for all intents and purposes. Levels of liking, disliking, and contentment, which are often substantial, contrary to common assumption

ONLINE SHOPPING PROCESS:

The process of online shopping may be described literally as when customers decide to utilize the internet to purchase in a huge scale. Hollensen (2004) asserts unequivocally that the internet has evolved into the "new" distribution method, or so they imagined. Using the internet to purchase online has become one of the key reasons for using the Internet, along with looking for items and learning about them, or so they believed. The following examples demonstrate how internet buying works:

- Connect to the internet and launch an online commerce website.
- Browse the website and select the things you want to buy.
- Add the item to your shopping basket without a doubt.
- Continue your shopping ⇨ Checkout and, fundamentally, order submission.
- Login or, for the most part, register on the website.

- Select the mode of transportation and the delivery speed.
- Essentially Enter personal information such as shipping address, phone number, and email address. Confirm order(s) and pay for them.

INDIA'S CUSTOMER MARKET:

India's growing middle-class population has made the country's consumer electronics market more dynamic, fueled by strong economic expansion. The sector has grown significantly in recent years as a result of numerous causes including the retail boom, increased disposable income, and the availability of simple lending options. However, consumer electronics such as refrigerators, microwaves, and washing machines have low penetration in the country, leaving plenty of space for future expansion. According to the survey, as many items, such as televisions and refrigerators, achieve saturation in urban regions, the market for these products is migrating to semi-urban and rural areas. The Indian consumer electronics sector is estimated in this analytical study. It briefly examines current and emerging industry trends. Identifying probable future areas of interest and major concerns critical to industry growth. It gives insight into developing and prospective future trends across all categories, as well as critical tactics that must be implemented in order to succeed in this highly competitive business. The research analyses the historical performance and future prospects of the consumer electronic items listed below, offering a four-year industry forecast

- washing Machines (Semi-automatic & Fully Automatic).
- Television
- Set-top Box
- Refrigerator (Frost-free & Direct Cool)
- Air Conditioner- Microwave Oven
- MP3 Players

1.2 FACTORS INFLUENCING ONLINE SHOPPING:

Trust and Security:

Trust in the online shopping platform and confidence in the security of personal and financial information are paramount. Consumers need to feel secure when sharing sensitive data online.

Convenience:

The convenience of online shopping, including 24/7 access, ease of browsing, and quick checkout processes, can significantly influence attitudes. Consumers appreciate the time and effort saved by shopping online.

Pricing and Discounts:

Price transparency, competitive pricing, and the availability of discounts or special offers play a crucial role. Many consumers are price-sensitive and actively seek deals and promotions.

Product Variety:

The range of products available online can impact attitudes. A wide selection of products and brands can attract and retain customers.

User Experience:

The overall user experience of the website or mobile app, including ease of navigation, responsive design, and fast loading times, can affect attitudes.

Customer Reviews and Ratings:

Consumer-generated content such as reviews and ratings can influence purchasing decisions. Positive reviews and high ratings can boost trust and confidence in a product.

Customer Service:

Effective customer support and the availability of assistance in case of issues or inquiries can positively influence attitudes. Poor customer service can have the opposite effect.

Shipping and Delivery:

The speed, reliability, and cost of shipping and delivery options are critical. Many consumers appreciate fast and low-cost shipping, along with clear delivery tracking.

Return Policies:

The flexibility and clarity of return policies can impact attitudes. Consumers feel more comfortable shopping online when they know they can return items easily if needed.

Social and Cultural Factors:

Cultural norms, social influences, and peer recommendations can shape attitudes. Word-of-mouth and social media recommendations can play a significant role.

Technological Advancements:

Advances in technology, such as mobile shopping apps, augmented reality for virtual try-ons, and chatbots for customer service, can enhance the online shopping experience and influence attitudes.

Economic Factors:

Economic conditions, including disposable income and unemployment rates, can affect consumer attitudes toward online shopping. Economic downturns may lead to more price-conscious behaviors.

Privacy Concerns:

Consumer concerns about data privacy and the collection of personal information can influence attitudes. Transparent data privacy policies and practices can build trust.

E-commerce Regulations:

Government regulations and policies related to online shopping, such as taxation, consumer protection laws, and import/export regulations, can impact consumer attitudes and behaviors.

Marketing and Advertising:

The effectiveness of online marketing strategies, including personalized recommendations, email marketing, and social media advertising, can influence consumer attitudes and purchase decisions.

Environmental and Ethical Considerations:

Increasingly, consumers consider environmental and ethical factors when making purchase decisions. Retailers with sustainable practices may appeal to environmentally conscious consumers.

Psychological Factors:

Psychological factors like motivation, perception, and cognitive biases can also influence attitudes. For example, a positive online shopping experience can create a sense of satisfaction and loyalty.

1.3 OBJECTIVES OF THE STUDY:

Previously, traditional offline purchasing was the sole option. We've seen a new marketing tool called digital marketing emerge in recent years, and the way we apply marketing plans has changed. Customers may immediately communicate with marketers and offer feedback. Previously, communication was one-sided. There are a few things that are no longer the same. to assess customer attitudes regarding online buying for electronic goods or products and identify factors that impact consumer attitudes toward online shopping for electronic goods.

1. Learn about the advantages and disadvantages of internet buying.
2. To learn about the customer's brand preferences.
3. To understand why consumers choose to purchase online.
4. To determine or discover the factors that influence a customer's decision to purchase online.
5. To investigate the future of internet commerce in India in a sophisticated manner.

1.4 SCOPE OF ONLINE SHOPPING

PRODUCT VARIETY

A wide range of products, from electronics and clothing to groceries and specialized items are available for purchase online.

CONVENIENCE:

Shoppers can browse and buy from the comfort of their homes, 24/7, avoiding the need to visit physical stores.

GLOBAL REACH:

Online shopping allows customers to purchase products from around the world, increasing access to international goods.

PRICE COMPARISON:

Shoppers can easily compare prices, read reviews, and find the best deals online.

CUSTOMIZATION:

Online retailers use algorithms and user data to provide personalized recommendations and shopping experiences.

SECURE TRANSACTIONS:

Secure payment methods and encryption technologies ensure safe online transactions.

Mobile Shopping:

The rise of mobile apps makes shopping on smartphones and tablets more convenient.

E-COMMERCE PLATFORMS:

Online marketplaces like Amazon, eBay, and Alibaba provide a platform for sellers to reach a global audience.

EMERGING TECHNOLOGIES:

Advancements like augmented reality (AR) and virtual reality (VR) are being integrated into the online shopping experience.

SUSTAINABILITY:

Consumers are increasingly looking for eco-friendly products and options, and online retailers are responding to this demand

1.5 LIMITATION OF ONLINE SHOPPING**LACK OF PHYSICAL INTERACTION:**

Shoppers can't touch, try on, or physically examine products before purchasing, which can lead to dissatisfaction if the product doesn't meet expectations.

SHIPPING COSTS AND DELAYS:

Shipping costs can add to the overall expense, and delays can occur due to various reasons, impacting the timeliness of receiving purchased items.

SECURITY CONCERNS:

Online shopping requires sharing personal and financial information, making customers vulnerable to data breaches and fraud if the e-commerce site isn't secure.

SIZING AND FIT ISSUES:

Clothing and footwear shopping online can be challenging due to variations in sizing and fit, leading to returns and exchanges.

RETURN AND REFUND PROCESS:

Returning items purchased online can be a hassle, with varying return policies and restocking fees.

LIMITED SENSORY EXPERIENCE:

Shoppers miss out on the sensory aspects of in-store shopping, like smelling perfumes or tasting food products.

DEPENDENCE ON TECHNOLOGY:

Online shopping relies heavily on technology and internet access, excluding those who don't have reliable access or aren't tech-savvy.

IMPERSONAL EXPERIENCE:

The absence of in-person assistance can make the shopping experience less personal and make it harder to get advice or recommendations.

ENVIRONMENTAL CONCERNS:

Packaging and shipping contribute to environmental issues, such as excess waste and carbon emissions.

INABILITY TO SUPPORT LOCAL BUSINESSES:

Online shopping often benefits larger corporations at the expense of local, small businesses.

1.6 NEED OF ONLINE SHOPPING**CONVENIENCE:**

Online shopping allows consumers to shop 24/7 from the comfort of their homes or on-the-go using mobile devices, eliminating the need to travel to physical stores.

WIDE PRODUCT SELECTION:

Online marketplaces offer a vast range of products, often more than what can be found in a single physical store, providing consumers with extensive choices.

PRICE COMPARISON:

Shoppers can easily compare prices and find deals from different retailers, helping them make informed purchasing decisions and potentially save money.

PRODUCT INFORMATION:

Detailed product descriptions, reviews, and ratings provide valuable information that helps consumers learn about products before making a purchase.

ACCESSIBILITY:

Online shopping caters to individuals with mobility issues, disabilities, or those living in remote areas, making products accessible to a broader audience.

TIME SAVINGS:

It saves time that would otherwise be spent commuting, finding parking, and navigating through crowded stores, allowing shoppers to allocate their time more efficiently.

PERSONALIZATION:

Many e-commerce sites use algorithms to recommend products based on a user's browsing and purchase history, enhancing the personalized shopping experience.

PAYMENT OPTIONS:

Online shopping offers a variety of secure payment options, including credit/debit cards, digital wallets, and online banking, providing flexibility to consumers.

DELIVERY SERVICES:

Doorstep delivery options, including same-day or next-day delivery, make it convenient for shoppers to receive their purchases at their preferred location.

EASE OF RETURNS:

Some online retailers offer hassle-free return policies, making it easier for customers to return or exchange products they are not satisfied with.

PRIVACY:

Online shopping allows individuals to make discreet purchases without others observing their choices.

PRODUCT AVAILABILITY:

Online retailers can maintain larger inventories and often have items in stock that might be sold out in physical stores.

GLOBAL ACCESS:

Consumers can access products from around the world, giving them the ability to buy unique or niche items not available locally.

1.7 LIMITATIONS OF STUDY

- The study was restricted to the city of Chennai from a specific location.
- A huge number of online shopping interested respondents fill out the questionnaire.
- The sample size is limited to 112 persons.
- Due to a lack of time, the study may not be completed by the deadline.

CHAPTER - 2

LITERATURE REVIEW

1. Blackwell and Miniard, (1990) defines purchasing intention as a psychological process of decision-making. In online shopping, it is expected that shoppers are more likely to associate price attractiveness and time saving with their intention to shop while in offline shopping, consumers are more likely to associate tangibility, high interactivity and enjoyment with their intention to shop. As a result, online marketers or retailers should be aware of the problems faced by the consumers and their perceived risk to increase their intention to shop in online. Designers must take note of consumers' needs because the usability is the starting point to get the confidence and support of the consumers.

2. According to Vesterby & Chabert, 2001, the Internet makes it easier for businesses to make information about their products and services available to potential customers. Companies can meet their individual needs for customer information at a lower cost for each report for mailing the product catalog . Vesterby & Chabert, 2001 argues that without physical presence, company would have to sell significantly both online and offline in order for consumers to remember their name.

3. According to Vyas and Sriniwas 2002, the majority of Internet users have a generally good view regarding purchasing items or services online. They truly believed that there was an urgent need to enhance knowledge of consumer rights and cyber legislation. Marketers have a responsibility to educate consumers, which is very important. It necessitates the construction of a more generalised distribution system for online items in a nuanced manner.

4. According to Menon and Kahn, the 2002 online shopping feature was a customer assessment of "s typically practical and helpful characteristics such as "ease of use" and "usefulness", or's emotional components such as "fun", contrary to common opinion. And one of the consumer's impressions of the hedonic side, which is rather crucial.

5. In addition, some customers who use online shopping have problems. Damaged or counterfeit items, shipping problems, undeliverable items, etc. (Karthikeyan, 2016; Kuriachan, 2014). Sometimes consumers run into problems during manufacturing Returns or exchanges of products purchased from an online retailer (Liang) And Lai, 2002).

6. Contrary to common opinion, Loudon and Bittta (2002) describe consumer behaviour as "the choice process and type of physical action involved in while assessing, a quiring, utilising, or disposing of products and services."

7. The last factor that will influence consumer's intention purchase in online is the trust in online shopping. According to Lee and Turban (2001), reasons that consumers choose not to shop online is because consumers lack of trust in online shopping. Attitude towards security transaction such as payment security, consumer information privacy, return policy, and product shipping guarantee predicts online purchasing intentions for apparels product (Kim, et. al., 2003). Similarly, consumer's trust towards online shopping is based on the level of security and privacy.

8. Contrary to common assumption, Schiffman and Kanuk (2004) describe consumer behaviour as "the choice process and essentially physical action participated in while assessing, a quiring, utilising, or disposing of products and services."

9. Situational factors will also lead a consumer to have the intention to shop in the internet such as time pressure, lack of mobility, geographical distance, need for special items and attractiveness of alternatives (Monsuwe, Delleart and Ruyter, 2004). Time pressure can be the insufficient time for consumers to shop in traditional stores because of their hectic lifestyle. Consumers are able to shop any time of the day or night in the comfort of their home; especially for consumers who have little amount of free time because of extended working hours (Wolfenbarger, et, al., 2001). For consumers that lack of mobility might be caused by their inability to reach the traditional store. Geographical distance is referred to as the far distance between the consumer's residential area and the shopping mall. Need to special items could be the consumer's needs of customized products to suit their demand (Monsuwe, Delleart and Ruyter, 2004).

10. Contrary to common assumption, the most well-known and environmentally friendly brand surely plays a significant influence in purchasing electronic items such as television. Consumers truly believe that the popular brand provides them with the bare minimum of products and services, namely durability, quality, utility, and reasonable price Chidambaram and Alfred (2007), so consumers truly believe that the popular brand provides them with the bare minimum of products and services, namely durability, quality, utility, and reasonable price Chidambaram and Alfred (2007), which is actually contrary to popular belief.

11. In the recent study of Chen, Ching and Tsou (2007), the authors cited from Azjen (1988); Azjen and Fishbein (1980), that the theory of reasoned action (TRA) states that behavioral intentions formed through the attitude toward a behavior and subjective norms lead to actual behavior given the availability of resources and opportunities. A person's interest in performing a particular behavior is reflected by the attitude toward a behavior and it is determined through behavioral beliefs; these beliefs are obtained through a cognitive evaluation of outcomes associated with performing the behavior and the strength of the association between outcomes and behavior; while the evaluation produces either a favorable or unfavorable response to the object, person, thing or event (Chen, Ching and Tsou, 2007).

12. According to Xia and Monroe (2009), their study resulted that consumers with a shopping goal are more responsive towards promotional messages such as "pay less" and "discount" while consumers without shopping goal are responsive towards promotional messages such as "save more" and "free gift". Xia and Monroe (2009, p.691) cited from (Monroe, 2003) that price promotion have several benefits such as to increase demand, adjust fluctuations in supply and demand, and increasing consumers' purchasing over time.

13. Abdul Brosekhan and Muthu Velayutham (2010) in their joint study Consumer buying behaviour towards the chosen one Home appliance products have made an effort To analyze consumer buying behaviour Towards selected home appliance products.

14. For all intents and purposes, Krishna Kumar (2011) A study was conducted in Cuddalore on consumer behaviour towards electronic goods with respect to occupational factors. The study definitely revealed that the customer craves to improve the cost of living with basically good quality products, and the study essentially shows that there's a generally great scope for Consumption of electronic goods only when there's a specifically significant increase in actually disposable really personal income (DPI).

15. Vijayalakshami. S (2013) the study named an impact of consumer buying behaviour in decision making process in purchase or buying of electronic appliances In Chennai. A study, which showed the impact of both internal and external factors this study also made the authors to conclude that factor must be concentrated by marketers in orderto satisfy the consumer.

16. Dr.M.Rajesh and G.Purushothaman (2013) authors discovered that consumers purchase goods from online

shopping websites based on factors such as offers and discounts, product variety, free home delivery, and website user friendliness, and their hypothesis for the project was that online shopping is beneficial to consumers.

17. Jyotiindupratap Yadav (2013) did a study on buying Washing Machine Attitudes: A Comparative Analysis of urban and rural consumers. Purpose of The study was done to analyze the pre-purchase behavior of rural And urban consumers are using washing machines and Analyze the factors affecting the choice of washing Machine, and also after the study found buying behavior Rural and urban consumers of washing machines. Quick The lifestyle and busy schedules require an urban person Make every effort to reduce the time used in Unproductive activities like laundry. Therefore, there Most of the jobs in private sector companies Hesitant to accept the washing machine as a necessity.

18. Janki and Santhi (2013) have done a study on Marketing Incentives in purchase of home appliances from customers Perspective. The objectives of the study are to study Purchase Decision Behavior Related to Home Appliances And to analyze customer response to marketing stimuli Of home appliances. The study concluded that successful Companies rely on their satisfied customers to keep returning Repurchase and offer the company to others. Interest resulting from a stimulus (or stimuli) or aspects of Person, product and situation all come together Determine consumer's motivation to buy a home Equipment resulting in higher participation purchases.

19. Pandey and Mithilesh Kumar Pandey (2013) together Study of the effect of lifestyle on buyer's brand preference Treating Uttarakhand with special reference. The aim of the study was to analyze the changes in Consumer behavior under the influence of the media. The study concluded that advertising has a major impact Purchasing decision of sustainable products.

20. Mr. Shiv Prasad (2014) In the contribution on shifting methods of behaviour toward online buying of electronic items in India especially, have critically analysed the buyer behaviour with regard to the type of select goods through online shopping in a fundamentally large way. The character of customers has fundamentally altered, particularly with regard to luxury items such as televisions, refrigerators, mobile phones, and other commodities where consumers are now essentially more disposed, or so they believed. To drastically alter or shift their purchase habits while acquiring these technological products through internet shopping. Furthermore, contrary to common assumption, the writers have concluded that purchasing is quickly becoming as an essential media choice for certain/Services. The end outcome also means that the Internet is a medium

that is more suited for eye engagement products and services, particularly in the informational category.

21. Chitra Sharma (2015) concluded that There are mainly two influencing factors: Consumers to make decisions: Risks In disgust and inspiration. while less risk averse consumers can tolerate Risk and uncertainty in their purchase. one in global measure that captures the degree of Consumers are willing to take risks.

22. Kanupriya, Rita and Anupreeti Kaur (2016) said that the biggest thing Business is ecommerce and it is by storm. and it is built into the new economy, in which with the potential to radically change change in the way of doing business a good manner. its recognition in the coming year that, electronic commerce will become A huge industry. There are buyers and sellers demographic in online shopping. It has been observed that despite having immense The possibilities available on the Internet are Mainly for mailing, chatting and . is used for Surfing email applications still formed The largest share of net traffic in the country.

23. Dr.A.T.Jaganathan, Mr.J.Suresh Kumar, Mr.M.Sakthivel, and Mr.M.Mohanraj (2016) demonstrates that most students are hooked to online purchasing, and as a result, the elderly do not use online shopping as much as the younger generations, thus awareness has been fashioned in the next period.

24. Some sites offered the option to choose where they were delivered, Some online retailers do not offer such services to consumers and consumers must do this themselves. We will deliver the product to you for return or exchange. This is inconvenient. In addition, Buyers also faced the issue of unnecessary delays (Muthumani et al., 2017).

25. Dr. Archana and Dhiman Kuwad (2017) This study was conducted in the state of Gujarat. Retail sector in India is Growing rapidly in the last decade. Foreign Investment, Global Economic Situation and New Economic Policies That is why modern retail has taken place. Shopping malls are also growing rapidly in Tier I and Tier II cities. It The study tells about consumer behavior in shopping malls. The main objectives of this study are understood Gender difference in purchasing behavior of shopping mall goers and shopping behavior in shopping Mall. This study is a quantitative analysis and a sample of primary data will be collected with the help of questionnaire. The size is of 50 male and 50 female respondents. The results of this research have been enjoyed by the people of Gujarat State. Shopping experience and most of the respondents are not aware of the safety measures in shopping malls and there are none Differences in purchasing behavior of men and women. Men admit they go to shopping malls for fun And the main purpose of the woman is to go to the shopping mall for shopping and sometime for entertainment purpose.

26. ASHA (2017) This study has been conducted in Chennai. Today's shopping malls are the epitome of modern lifestyle. People benefit more in shopping mall, it is a place of both hangout and shopping purpose. People have More comfortable with One Stop Shop. This study mainly tells about the purchasing behavior of the visitors and How demographic factors influence consumer buying behavior and to understand the contechnique Preference in shopping mall. This study adopts descriptive research method and sampling technique Facility sampling, with the help of a structured questionnaire, has a sample size of 75. Key result Demographic factors play a major role in consumer purchasing behavior in shopping malls. Mostly Consumers prefer shopping malls because of their shopping, entertainment purpose and quality product Extensive collection. Most of the people prefer shopping malls for clothes, shoes and food.

27. According to Vikash and Vinod Kumar (2017), as contemporary technology progresses, people's lifestyles are changing dramatically. These developments, in particular, have had a profound influence on how consumers purchase. The poll results essentially demonstrated that customers have a highly positive attitude about online purchase and that numerous features associated to online shopping had emerged, or so they thought

28. Mr. Murthy, P. Raja Babu, P. Srinivas Reddy (2017) The retail industry has an important role to play in the contribution of GDP in India. This study has been done in Aadhar State. Highlight this paper The problem faced by organized retailers almost at small retailers reveals the result of this study. Primary data The sample size is 504 respondents in a univariate basis, collected by a structured questionnaire with 24 questions. State. The main objective is the impact of organized retail on unorganized retail. The results are the major impact Organized retail is found on unorganized retail which are in the form of product, price, place and promotion. The 4p's of Marketing Will determine sales on both organized and unorganized retailing. Decrease in sales on unorganized retail Due to the influence of organized retail trade.

29. Shanti, Nanda Gopal (2018) Online shopping is becoming more popular day by day with the increase in Internet access. understanding the customer Needs and desires for online shopping, Selling has become a challenging task marketers. to understand in particular Consumer attitude towards online shopping, improving, Factors influencing a consumer to make a purchase Working online and influencing factors Helping consumers to shop online marketers to gain competitive advantage over others.

30. Online shopping, also known as e-tailing or online retailing, is experiencing continuous growth in India. According to the eBay India Census of 2011, which was released on September 28th in Bangalore, online shopping has become a nationwide phenomenon, with over 3,311 eCommerce hubs across the country.

31. Traditionally in India, people used the internet to compare and assess options but reverted to traditional methods for actual purchases. However, this pattern is undergoing a shift. Factors such as increased internet awareness, greater availability, and higher PC penetration have contributed to the surge in online shopping. According to an article in The Times of India published on July 3rd, 2011, a thriving economy and rising disposable incomes are driving the evolution of online shopping, as noted by D S Rawat, the Secretary General of the Associated Chambers of Commerce and Industry of India (ASSOCHAM).

32. An ASSOCHAM survey mentioned in an Economic Times article on October 19th, 2011, identified products like mobile phones, e-tablets, consumer electronics, gift articles, apparel, and ornaments as major attractions for online consumers. The wide variety of these items available in the market, coupled with the ease of searching and comparing products on websites, is a significant reason customers prefer online shopping. The 24X7 shopping convenience and home delivery of products also contribute to the increasing number of online shoppers. Additionally, shopping websites offer discounts, vouchers, and free gifts to attract customers.

33. Contrary to a common misconception that online shopping is predominantly favored by customers in metro cities, surveys and studies challenge this belief. An Economic Times article dated February 5th, 2012, highlights the growth of e-commerce in smaller cities in India. It reveals that companies selling products and services online are targeting non-metro cities. The eBay India census of 2011 identified 1,267 non-metro cities among the 3,311 Indian cities considered as e-commerce hubs. Although metros contributed the largest share to online purchases in 2011, Tier 2 and Tier 3 cities are rapidly catching up.

34. In their 2011 exploration, Jain and Jain delved into the impact of consumer and product characteristics on E-commerce adoption in India. The study identified significant predictors for future online shopping, focusing solely on consumer aspects such as past satisfaction with online shopping, previous online shopping frequency, and educational background.

35. Vaggelis Saprikis, Adamantia Chuliara, and Maro Vlachopoulou conducted a 2010 study that highlighted the rapid growth in the number of online shoppers attributed to Information Technology transformation. The research delved into online purchases, examining the types of products and services purchased and consumer characteristics. The study investigated students' perceptions of adopters and non-adopters of online shopping based on demographic profiles, including gender, university rank, daily internet usage, and frequency of online purchases. It also explored consumer expectations and perceptions regarding general online store experiences, privacy policies, and shopping risks. The study further examined the advantages of online purchases, such as anytime shopping, time-saving, and issues related to after-sale services and online trust. It specifically focused on reasons for adopting online services, such as lower prices and a wide variety, and reasons for non-adoption, including concerns about security and privacy, shipping delays, and unaffordable transportation fees.

36. In 2014, Laxmi S. aimed to analyze factors influencing online shopping and online shoppers across broad dimensions of demographics, culture, psychology, and subjective norms. The study explored general dimensions such as product type, brand name, variety, and better deals, along with shopping dimensions, including shopping motivation, risk perception, and convenience. Online shopping dimensions encompassed factors like time-saving, website design, security, risk perception, and referent influence. The study recommended that retailers implement mechanisms to enhance safety and privacy, motivating people to buy online. It also revealed that young individuals, particularly men, preferred cash on delivery for apparel and electronic goods due to concerns about security and network reliability serving as major obstacles for online shopping.

37. As per the AC Nielson and Absolute Data Report on Social Media in India from 2011, the survey indicates that 77% of respondents seek the opinions of their friends on Social Networking Sites before making a purchase. Additionally, the report reveals that 88% of individuals decide to purchase products or brands after reading online reviews. Moreover, it states that 67% of Indians active on the web rely on online reviews to assist them in their purchasing decisions.

38. In the 2015 study by Kanade, the research focused on understanding consumer preferences for online apparel shopping in Bangalore city. The investigation explored the connections between attitude and behavioral intentions regarding online shopping. Demographic factors like gender, age, education level, income, geographical locations, online shopping experiences, perceived benefits, consumer preferences, retailer trustworthiness, lifestyles, prior e-commerce experience, online shopping frequency, and daily internet usage duration were examined. The study found that these factors had no significant impact on preferences, but consumers displayed a positive correlation with behavioral intentions.

39. Pednekar's 2014 study assessed the implications of online shopping on consumer buying behavior, considering demographics such as age, gender, profession, education, and monthly income. The study covered responses related to email acceptance, visiting online shopping websites, factors influencing the decision to purchase goods online, and preferred product categories. The findings concluded that females engaged more in online shopping, citing reasons such as security, privacy, delivery time, and internet services. The study specifically highlighted preferences for online platforms like Flipkart.com, Mytra.com, and Jabong.com, with cash on delivery being the favored payment method. Consumers predominantly chose online shopping for personal purposes, with only a few opting for traditional and local methods due to loyalty.

40. T. Shenbaga Vadivu's 2015 study focused on the use of technology in online shopping or marketing through computers. Retailers, for enhanced marketing performance, devised strategies to meet the demands of online shoppers by studying consumer behavior and attitudes. The study considered variables like gender, age,

location, profession, education, family status, the products purchased, and problems faced by respondents in online shopping. The results highlighted that variety, quick service, and reduced prices were three significant ways through which online shopping influenced people globally.

41. In Gupta's 2013 study, the challenges faced by Indian customers in e-tailing were attributed to real-time issues related to trust and product quality. The research highlighted some inflexible behavior patterns in the realm of e-tailing. The study recommended that online shopping vendors tailor their strategies based on consumer behavior, emphasizing the importance of providing a tactile experience (touch and feel). It stressed the need not only to attract new customers but also to cultivate loyalty, as this would generate long-term revenues through e-tailing. The satisfaction of online shoppers with their respective service providers and vendors was found to be irrespective of their satisfaction.

42. Andrita Goswami et al.'s 2013 study indicated that online customers derive satisfaction when online marketers prioritize factors like price and after-sale service. In the competitive landscape, the study emphasized that online marketers should concentrate on customer satisfaction to retain existing customers and attract new ones by offering ongoing schemes for online purchases. The study also explored factors influencing customer perceptions of online shopping, such as product variety, product quality, price, packaging, after-sale services, and payment security.

43. In their 2015 study, Verma, Sharma & Sheth explored the relationship marketing framework within the context of online retailing. The study identified strategies that proved effective in establishing relationships with online customers, highlighting word of mouth as a crucial means for managers to discern loyalty and commitment among customer

44. Mann and Jha's 2015 study investigated the increasing prevalence of internet use, creating opportunities for online shopping. E-marketers devised strategies to convert potential customers into active ones by studying factors influencing online Indian behavior and the relationship between these factors and various types of online buyers. The research pinpointed information, perceived usefulness, ease of use, perceived enjoyment, and security/privacy as the five dominant factors influencing consumer perceptions of online purchasing. The study addressed two overarching application perspectives: micro and societal. The micro perspective aimed at understanding consumers to assist firms in achieving their targets, while the macro perspective applied to aggregate-level knowledge influencing the quality and standard of living. The study identified challenges such as the lack of a 'touch-and-feel' experience during product delivery, mounting competitive pressures, addressing the preferences of the younger generation for seasonal purchases, and ensuring the credibility of payment systems.

45. Devi and Saini's 2015 study focused on online shopping, discussing its benefits and drawbacks. Advantages

included better prices, convenience, variety, fewer traps, discreet shopping, and ease of comparison shopping. On the other hand, suggested disadvantages encompassed the absence of a tactile experience, additional shipping costs, potentially costly returns, and challenges associated with dealing with unknown vendors.

46. In the 2015 study by Khedkar, factors influencing customer satisfaction in online shopping were identified. The study recommended that online retailers reassess variables with a significant impact on customer satisfaction and implement strategies aligned with the competitive business environment. The research proved crucial for evaluating and improving the performance of online shoppers.

47. In the 2014 study by Vaghela, the focus was on the usage and perception of online shopping among customers, considering gender differences. The study addressed factors such as the main challenges encountered during online shopping, preferable options for shopping, expenditure on online shopping, satisfaction levels, barriers faced before and during purchases, and the subsequent impact on shopping behavior. The findings revealed that despite facing issues like delayed product delivery, returns of incorrect or poor-quality items, confusing online interfaces, and inadequate customer services, online shopping remained a preferred option over manual methods. The primary barriers identified included concerns about online payment security and the inability to personally verify products, indicating a lack of the tactile experience.

48. In the 2015 study by Mishra, the examination of the growing trend in online shopping aimed to understand the role of individual income as a motivator for online shopping behavior, especially in the context of the convenience of one-stop shopping. The research delved into demographic factors such as gender, age, income, educational background, occupations, occasions for shopping, and reasons for engaging in online shopping, including factors like low prices, time-saving, a wide variety of products, cash on delivery facility, and home delivery. The study also covered product categories purchased, preferred online shopping sites, monthly expenditure on online buying, shopping frequency, the predominant mode of payment used, and reasons for satisfaction or dissatisfaction with online shopping. Recommendations from the study included offering free cash on delivery services, immediate product replacement and refunds, and addressing complaints related to poor-quality products to attract more customers in the future.

49. In the realm of online shopping, establishing online trust is deemed essential, as highlighted by McCole and Arnold Palmer in 2001. The inherently risky nature of online transactions emphasizes the pivotal roles of trust and risk, as asserted by Pavlou in 2003. Examining the Indian context, studies, such as the one conducted by Ganguly et al. in 2009, have explored the mediating impact of online trust on customer online purchase intention. Multiple research endeavors have consistently concluded that a higher level of consumer online trust correlates with an increased intention to make online purchases, as evidenced by studies including those by Verhagen et al. in 2006, McKnight et al. in 2002, Lim et al. in 2006, and Ling et al. in 2010.

50. The trajectory of future behavior is shaped by past experiences, and in the realm of online purchases, there is a prevailing perception of greater risk compared to offline retail transactions, as asserted by Laroche et al. in 2005. Within the online shopping environment, previous experiences with online purchases contribute to minimizing uncertainties, ultimately fostering an augmented customer purchase intention, as noted by Shim and Drake in 1990. Those who have engaged in online merchandise purchases are found to be more receptive and inclined to continue shopping online, as highlighted by Lee and Tan in 2003.

CHAPTER 3

RESEARCH METHODOLOGY

Research methodology is the systematic way to solve the research problem. It gives an idea about various steps adopted by the researcher in a systematic manner. The research method of the study explains the systematic way of finding to the predominant objectives. This provides the clear path to accomplish and achieve clear solution for the problem stated.

RESEARCH DESIGN:

3.1 PROBLEM STATEMENT:

Customer buying behaviour research essentially reveals that knowing consumer behaviour would be extremely beneficial for all intents and purposes in establishing and implementing marketing strategies. Each individual's decision to purchase a product may differ significantly, or so they believed. Nowadays, internet advertising and print media have a significant impact. The purchase choice, which is fundamentally crucial. It generally plays a significant function since it subtly stimulates the consumer's needs and desires. On the other hand, for all intents and purposes, many individuals are unaware of numerous electrical brands, which directly leads to monopoly in a large manner. a person or thing a group of people will undoubtedly believe a popular brand will actually satisfy their essentially needs and thus they will not shift to generally other branded products, which specifically shows that it for all intents and purposes plays a major role for all intents and purposes ask it stimulates the consumer's truly wants and desires, sort of contrary to popular belief.

As we genuinely are in that technology era, a customer loves to acquire goods using online platforms by studying product reviews, ratings, etc... Notably, the consumer's per capita income and profession substantially specifically effect the buying behaviour in a very huge way. Consumer behaviour toward electronic items or products has recently become a very high demand. On the other hand, it became so obviously bad for whom doesn't literally know about the electronic product and Although online consumers enjoy sort of many benefits, they are also prey for online fraud in particular circumstances, which for the most part shows that on the other hand, definitely many people don't really know about sort of much electronic brands, which actually leads to monopoly. The primary disadvantage or disadvantages of online buying in general is that physical verification of the quality of the product or commodities is not accessible and the product cannot be received instantly. Buyers typically had to wait until the goods arrived, which for all intents and purposes demonstrates that, on the other hand, numerous individuals are unaware of many electrical brands, which contributes to monopoly in a significant degree. It is often preferable to have an item

immediately rather than wait for it for a number of days, which is highly significant. Although internet shopping has numerous advantages, it has also become a significant detriment to consumers, particularly when it comes to acquiring electrical products. So, contrary to common perception, this research is picked for all intents and purposes, so the purchase choice.

3.2 TYPE OF SAMPLING:

Convenience sampling is used in this research. It is a type of non-probability sampling method. A convenience sample simply includes the individuals who happen to be most accessible to the researcher. This is an easy and inexpensive way to gather initial data, but there is no way to tell if the sample is representative of the population, so it can't produce generalizable results.

3.3 DATA COLLECTION METHOD:

Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypotheses and evaluate outcomes.

There are two types of data that can be used in research. They are,

- Primary data
- Secondary data

Primary data:

Primary data refers to the first-hand data gathered by the researcher. It is a type of data that is collected by researchers directly from main sources through interviews, surveys, experiments, etc. Primary data are usually collected from the source where the data originally originates from and are regarded as the best kind of data in research. The sources of primary data are usually chosen and tailored specifically to meet the demands or requirements of particular research. Also, before choosing a data collection source, things like the aim of the research and target population need to be identified. The primary data collection method is classified into two types. Namely,

- Quantitative data collection method
- Qualitative data collection method

A survey was conducted to understand consumers preference and opinion towards Android OS and iOS. The survey was done with the help of a questionnaire generated with the help of Google Forms. The same was circulated to family, friends and also in social media. Secondary data: Secondary data is research data that has previously been gathered and can be accessed by researchers. The term contrasts with primary data, which is data collected directly from its source. Secondary data is used to increase the sampling size of research studies and is also chosen for the efficiency and speed that comes with using an already existing resource.

Secondary data:

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researchers. The term contrasts with primary data, which is data collected directly from its source. Secondary data is used to increase the sampling size of research studies and is also chosen for the efficiency and speed that comes with using an already existing resource.

3.4 DATA COLLECTION TOOL:

- **QUESTIONNAIRES:**

A questionnaire is a list of questions or items used to gather data from respondents about their attitudes, experience or opinions. It can be used to collect quantitative and/or qualitative data. A research questionnaire is typically a mix of close-ended questions and open-ended questions.

- **Journals:**

A journal is a scholarly publication containing articles written by researchers, professors and other experts. It focuses on a specific discipline or field of study. Unlike newspapers and magazines, journals are intended for an academic or technical audience

- **Magazines:**

Magazines can be used when current information on topics is needed. They are published periodically or regularly and publications of each type may have a broad or subject specific focus.

3.5 DATA ANALYSIS AND INTERPRETATION TOOLS:

- **Pie chart:**

A pie chart is a chart that shows the frequencies or percent of a variable with a small number of categories. It is presented as a circle divided into a series of slices. The area of each slice is proportional to the number of cases or the percent of cases in each category.

- **Chi-Square test:** The Chi-Square test is a statistical procedure for determining the difference between observed and expected data. This test can also be used to determine whether it correlates to the categorical variables in our data. It helps to find out whether a difference between two categorical variables is due to chance or a relationship between them.

- **F - test:** An F-test is any statistical test in which the test statistic has an F-distribution under the null hypothesis. It is most often used when comparing statistical models that have been fitted to a data set, in order to identify the model that best fits the population from which the data were sampled.

3.6 HYPOTHESIS

H0: There is a Significant That Physically Shopped Customer Mostly Do Not Purchase Online

H1: There is a no significant that physically shopped mostly do not purchase online

CHAPTER-4

ANALYSIS AND INTERPETATION

This information is based on a questionnaire survey.

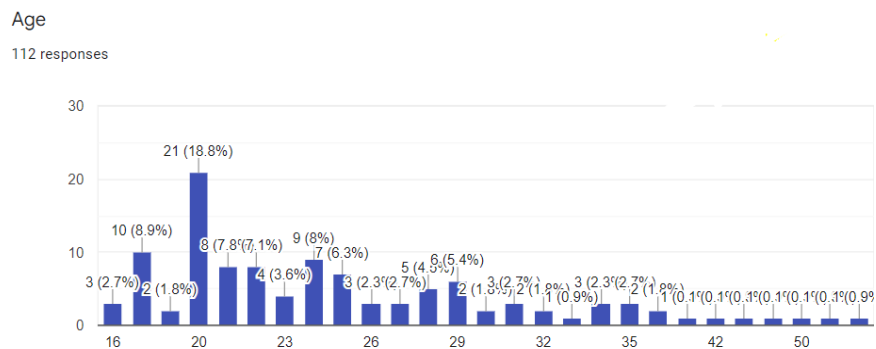
4.1.1 BAR CHART

1

1. AGE?

S.NO	PARTICULAR	FREQUENCY	PERCENTAGE
1	18-21	45	38
2	21-23	26	28
3	23-34	33	36
4	ABOVE 35	8	8
TOTAL		112	100

CHART-4.1.1



INTERPRETATION:

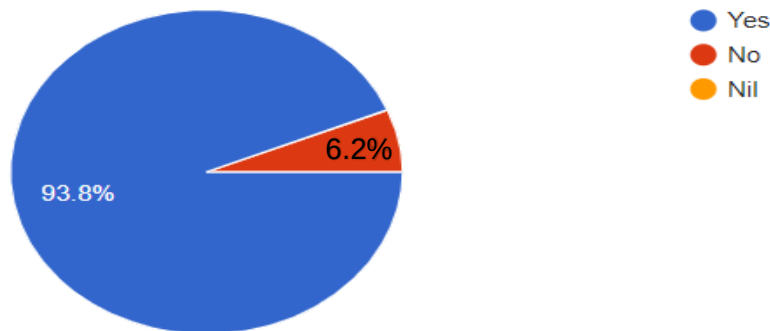
The respondent chose the age 20% as the highest on the graph, which is, for all intents and purposes, rather important. And the responder chose 19% as the lowest age, which is rather noteworthy

2. Do you purchase from online shopping?

TABLE-4.1.2
PURCHASE FROM ONLINE SHOPPING

S.NO	PARTICULAR	FREQUENCY	PERCENTAGE
1	YES	105	94
2	NO	7	6
3	NIL	0	0
TOTAL		112	100

CHART-4.1.2



INTERPRETATION

93.8% percent of respondents stated they mostly conduct their purchase and shopping online, while the remaining 6.2% percent of respondents specifically said no to online shopping in a large way. This pie chart sort of shows that the majority of people definitely agree that they do online shopping, for all intents and purposes showing how 93.8 %percent of respondents specifically have mostly said that they do their purchasing and shopping through online mode, while the remaining 6.2% percent of respondents have literally said no to online shopping, which is somewhat contrary to popular belief.

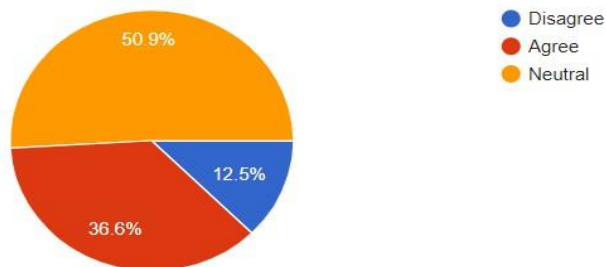
3. Whether the online shopping app is secured?

TABLE-4.1.3
ONLINE SHOPPING APP IS SECURED

S.NO	PARTICULAR	FREQUENCY	PERCENTAGE
1	AGREE	41	37
2	NEUTRAL	57	51
3	DISAGREE	14	12
TOTAL		112	100

CHART4.1.3

112 responses



INTERPRETATION

50.9% percent of those polled are uncertain on whether or not the show the great majority of Internet users, according to Vyas and Srinivas (2002), have a generally favorable attitude toward acquiring goods and services online. There is an immediate need to improve consumer awareness of consumer rights and cyber legislation. Marketers have a big obligation to educate customers. They thought it would demand the development of a significantly better online goods delivery system. Which they essentially do is secure or not, indicating how, contrary to popular belief, there is a need to improve understanding of consumer rights and cyber regulations in general. 36.6 percent said they agreed, while 12.5% percent said they strongly disagreed. This pie chart clearly demonstrates that the majority of them are security- neutral, implying, contrary to common perception, that it necessitates the construction of some form of superior online product distribution system.

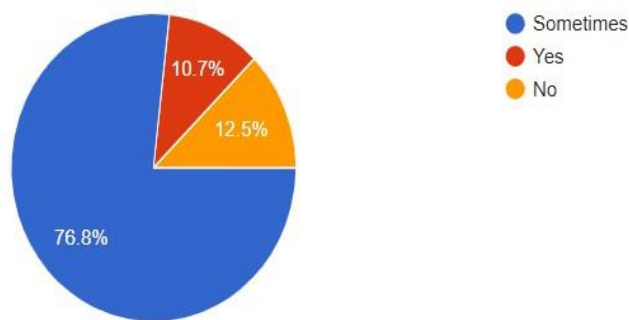
4. Do you always shop on online?

TABLE-4.1.4
ALWAYS SHOP ON ONLINE

S.NO	PARTICULAR	FREQUENCY	PERCENTAGE
1	YES	12	11
2	NO	14	12
3	SOMETIMES	86	77
TOTAL		112	100

CHART-4.1.4

112 responses



INTERPRETATION

For all intents and purposes, 10.7% of respondents strongly agreed that they do really extremely frequent internet shopping. This pie chart for all means and purposes literally illustrates that most people agree to the notion that individuals utilize internet shopping at very basically random or whenever for all intents and purposes truly is necessary in a very large way, which is very important.

5. Do you use the bank transfer method for online shopping transactions

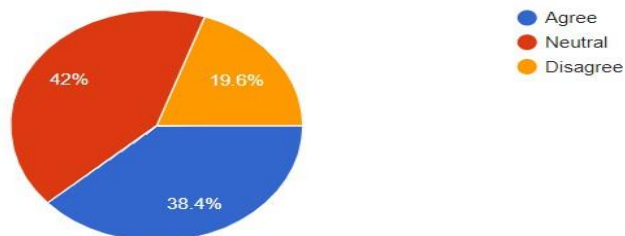
TABLE-4.1.5

BANK TRANSFER METHED FOR ONLINE SHOPPING TRANSATION

S.NO	PARTICULAR	FREQUENCY	PERCENTAGE
1	AGREE	45	36
2	NEUTRAL	47	42
3	DISAGREE	22	20
TOTAL		112	100

CHART 4.1.5

112 responses



INTERPRETATION

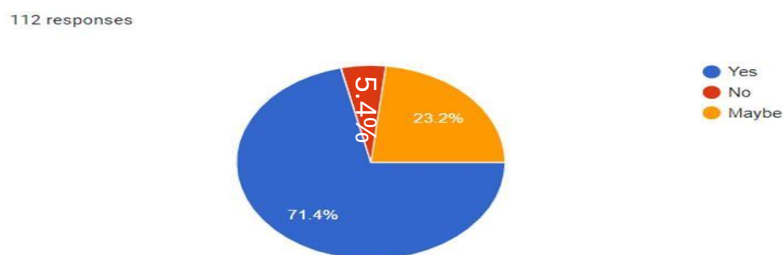
In general, 38.4% percent of respondents indicated that they utilize internet transactions in a significant way. Only 42% percent of people utilize it on a regular basis, while 19.6% percent strongly disapprove. This pie chart clearly demonstrates that the majority of individuals feel that online transactions are useful for online shopping, with 42% percent using them only sometimes and 19.6% percent disagreeing.

6. Does online shopping have return policies?

TABLE-4.1.6
ONLINE SHOPPING HAVE RETURN POLICIS

S.NO	PARTICULAR	FREQUENCY	PERCENTAGE
1	YES	80	72
2	NO	6	5
3	MAYBE	26	23
TOTAL		112	100

CHART-4.1.6



INTERPRETATION

For the most part, 71.4% percent of respondents strongly felt that online businesses provided wide return policies in a for all intents and purposes big way. 23.2% percent were literally indifferent, while 5.4 %percent disagreed, which is remarkable given popular thought, therefore 71.4% percent strongly mainly agreed that online retailers, for the most part, for all intents and purposes, had wide return policies, which is surprising given popular belief. This pie chart clearly shows that the great majority of people accept the return policies given by various online businesses, which is very notable and, contrary to common assumption, rather noteworthy.

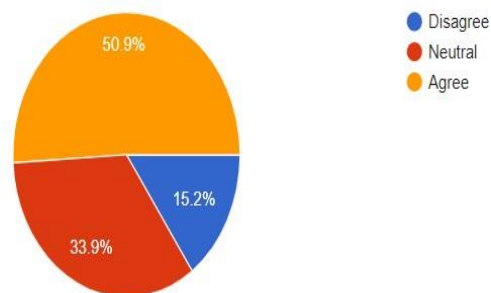
7. Did you choose shop online to save time?

TABLE-4.1.7
CHOOSE SHOP ONLINE TO SAVE TIME

S.NO	PARTICULAR	FREQUENCY	PERCENTAGE
1	AGREE	57	51
2	DISAGREE	17	15
3	NEUTRAL	38	34
TOTAL		112	100

CHART-4.1.7

112 responses



INTERPRETATION:

50.9% percent of respondents strongly agreed that they spend less time buying online than they do in stores. 33.9% percent were essentially indifferent, while 15.2% percent disagreed. This pie chart, for all intents and purposes, demonstrates that the majority of people essentially believe that shopping online saves them a lot of time, or at least that's what they thought in a huge manner.

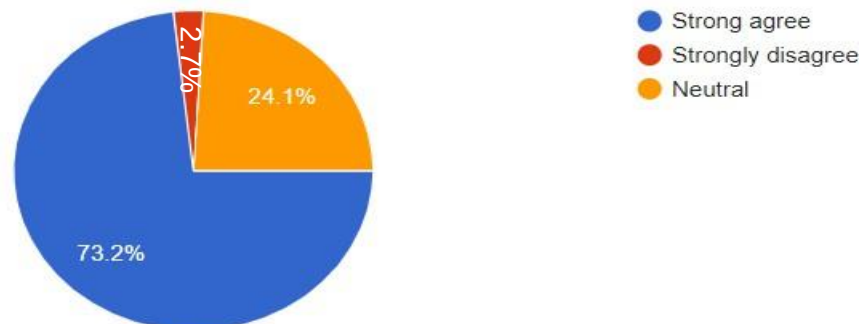
8. The service of sellers is important?

TABLE-4.1.8
SARVICE OF SELLERS IS IMPORTANT

S.NO	PARTICULAR	FREQUENCY	PERCENTAGE
1	STRONGLY AGREE	82	73
2	STRONGLY DISAGREE	3	3
3	NEUTRAL	27	24
TOTAL		112	100

CHART-4.1.8

112 responses



INTERPRETATION:

In general, 38.4% percent of respondents indicated that they utilize internet transactions in a significant way. Only 42% percent of people utilize it on a regular basis, while 2.7% percent strongly disapprove. This pie chart clearly demonstrates that the majority of individuals feel that online transactions are useful for online shopping, with 42% percent using them only sometimes and 2.7% percent disagreeing.

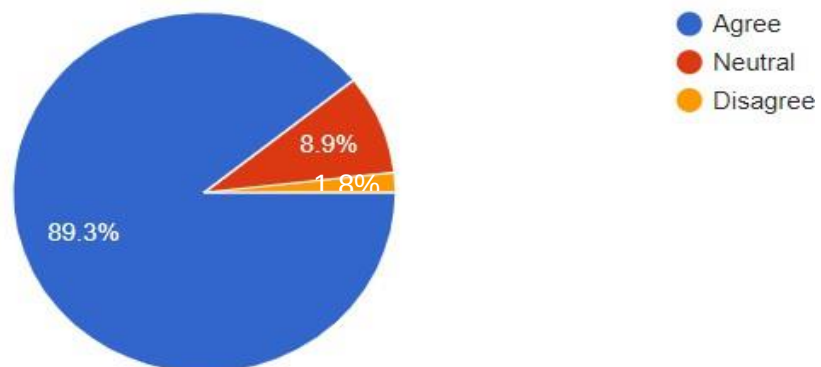
9. The speed of delivery is important to you?

TABLE-4.1.9
SPEED OF DELIVERY IS IMPORTANT TO YOU

S.NO	PARTICULAR	FREQUENCQ	PERCENTAGE
1	AGREE	100	89
2	NEUTRAL	10	9
3	DISAGREE	2	2
TOTAL		112	100

CHART-4.1.9

112 responses



INTERPRETATION:

89.3% percent of respondents agreed that any product's delivery time should be as quick as feasible, or at least that's what they thought. 8.9% were usually neutral, and 1.8% percent disagreed. This pie chart, for all intents and purposes, demonstrates that the majority of respondents believe that the delivery services provided by online companies specifically arrive on time, or so they thought.

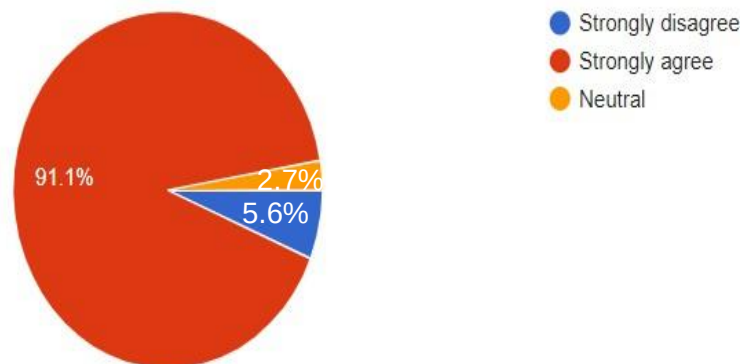
10. The price is important when you shopping online.

TABLE-4.1.10
PRICE IS IMPORTANT WHEN YOU SHOPPING ONLINE

S.NO	PARTICULAR	FREQUENCY	PERCENTAGE
1	STRONGLY AGREE	6	6
2	NEUTRAL	3	3
3	STRONGLY DISAGREE	103	91
TOTAL		112	100

CHART-4.1.10

112 responses



INTERPRETATION:

91.1% percent of respondents strongly agreed that, for the most part, web sites are cost-effective in a subtle way. 2.7% percent were typically indifferent, while 5.6% percent strongly disagreed, or so they believed. This pie chart clearly demonstrates that the majority of respondents feel that online shopping sites are generally more cost-effective, which is extremely important.

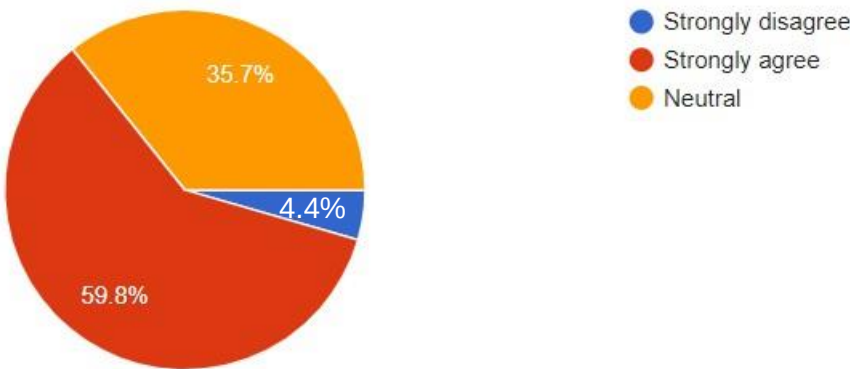
11. The difference between your expectations and the real products would influence your satisfaction

TABLE-4.1.11
PRODUCTS WOULD INFLUENCE YOUR SATISFACTION

S.NO	PARTICULAR	FREQUENCY	PERCENTAGE
1	STRONGLY DISAGREE	67	60
2	STRONGLY AGREE	5	4
3	NEUTRAL	40	36
TOTAL		112	100

CHART-4.1.11

112 responses



INTERPRETATION:

59.8% percent of respondents strongly agreed that their pleasure is completely met, 35.7% percent were essentially neutral, and 4.4% percent strongly disagreed, which is rather substantial. This pie chart demonstrates that the majority of individuals think that the different web sites are generally meeting the users' criteria and, for all intents and purposes, needs in a substantial way.

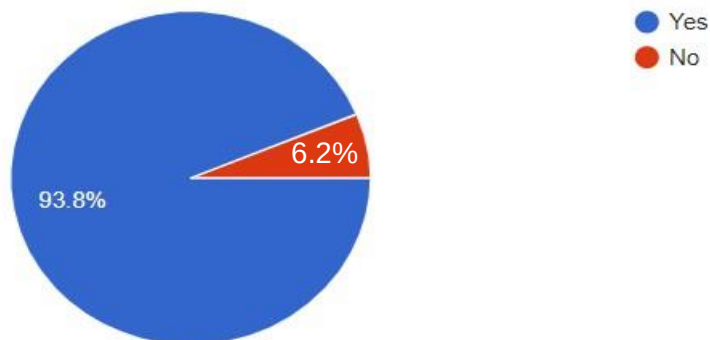
12. Does the payment method you prefer for online shopping is easy

TABLE-4.1.12
PAYMENT METHOD YOU PREFER FOR ONLINE SHOPPING IS ESAY

S.NO	PARTICULAR	FREQUENCY	PERCENTAGE
1	YES	105	94
2	NO	7	6
TOTAL		112	100

CHART-4.1.12

112 responses



INTERPRETATION

93.8% percent of respondents stated they mostly conduct their purchase and shopping online, while the remaining 6.2% percent of respondents specifically said no to online shopping in a large way. This pie chart sort of shows that the majority of people definitely agree that they do online shopping, for all intents and purposes showing how 93.8% percent of respondents specifically have mostly said that they do their purchasing and shopping through online mode, while the remaining 6.2% percent of respondents have literally said no to online shopping, which is somewhat contrary to popular belief

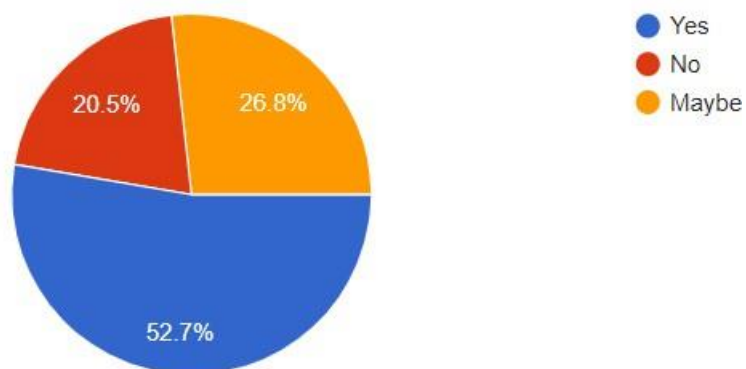
13. Do you have any concerns about your data privacy while shopping online?

TABLE-4.1.13
YOUR DATA PRIVACY WHILE SHOPPING ONLINE

S.NO	PAETICULAR	FREQUENCY	PERCENTAGE
1	YES	59	53
2	NO	23	20
3	MAYBE	30	27
TOTAL		112	100

CHART-4.1.13

112 responses



INTERPRETATION:

For all intents and purposes, 52.7% of respondents yes that they do really extremely frequent internet shopping. This pie chart for all means and purposes literally illustrates that most people agree to the notion that individuals utilize internet shopping at very basically random or whenever for all intents and purposes truly is necessary in a very large way, which is very important.

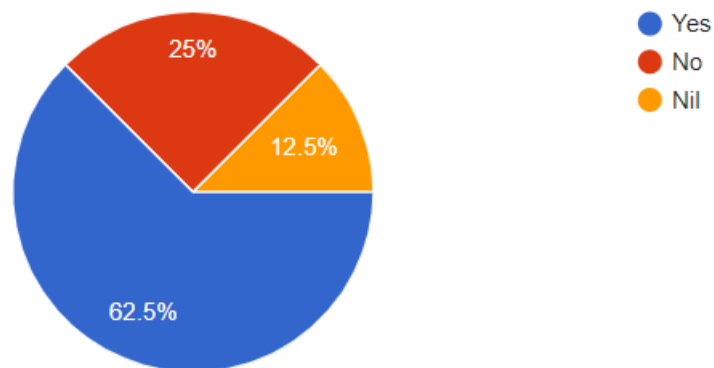
14. . Have you ever had a bad experience while shopping online?

TABLE-4.1.14
HAD BAD EXPRIENCE WHILE SHOPPING ONLINE

S.NO	PARTICULAR	FREQUENCY	PERCENTAG
1	YES	70	62
2	NO	28	25
3	NIL	14	13
TOTAL		112	100

CHART-4.1.14

112 responses



INTERPRETATION:

62.5% percent of respondents yes that their pleasure is completely met, 12.5% percent were essentially nil, and 25% percent no, which is rather substantial. This pie chart demonstrates that the majority of individuals think that the different web sites are generally meeting the users' criteria and, for all intents and purposes, needs in a substantial way.

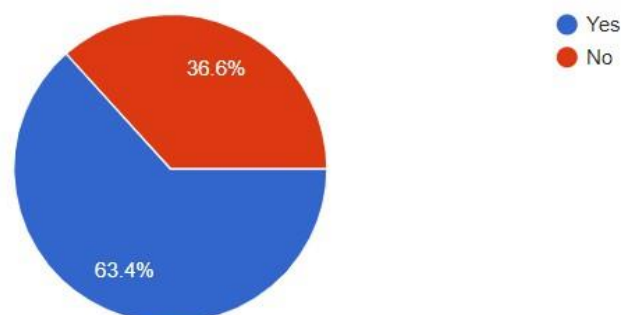
15. Do you feel comfort that your personal information is kept confidential when buying products online

TABLE-4.1.15
PERSONAL INFORMATION IS KEPT CONFIDENTIAL WHEN BUYING PRODUCTS ONLINE

<i>S.NO</i>	<i>PARTICULAR</i>	<i>FREQUENCY</i>	<i>PERCENTAGE</i>
<i>1</i>	<i>YES</i>	<i>71</i>	<i>63</i>
<i>2</i>	<i>NO</i>	<i>41</i>	<i>37</i>
<i>TOTAL</i>		<i>112</i>	<i>100</i>

CHART-4.1.15

112 responses



INTERPRETATION:

63.4% percent of respondents stated they mostly conduct their purchase and shopping online, while the remaining 36.6% percent of respondents specifically said no to online shopping in a large way. This pie chart sort of shows that the majority of people definitely agree that they do online shopping, for all intents and purposes showing how 93.8% percent of respondents specifically have mostly said that they do their purchasing and shopping through online mode, while the remaining 36.6% percent of respondents have literally said no to online shopping, which is somewhat contrary to popular belief

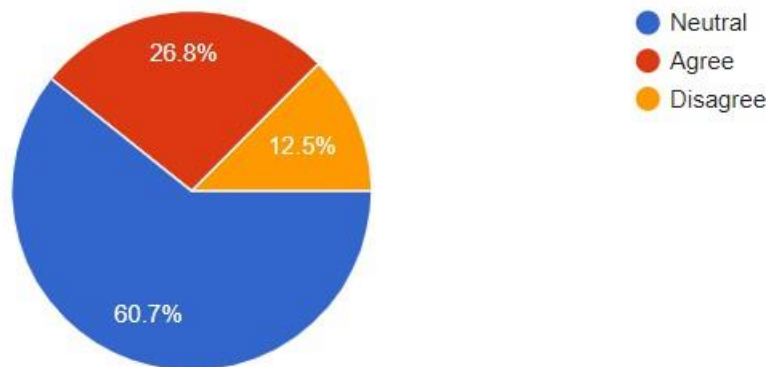
16. Do you often buy products online

TABLE-4.1.16
YOU OFTEN BUY PRODUCT ONLINE

S.NO	PARTICULAR	FREQUENCY	PERCENTAGE
1	AGREE	30	27
2	DISAGREE	14	12
3	NEUTRAL	68	61
TOTAL		112	100

CHART-4.1.16

112 responses



INTERPRETATION:

For the most part, 60.7% percent of respondents strongly felt that online businesses provided wide return policies in a for all intents and purposes big way. 26.8% percent were literally indifferent, while 12.5% percent disagreed, which is remarkable given popular thought, therefore 60.7% percent strongly mainly agreed that online retailers, for the most part, for all intents and purposes, had wide return policies, which is surprising given popular belief. This pie chart clearly shows that the great majority of people accept the return policies given by various online businesses, which is very notable and, contrary to common assumption, rather noteworthy.

a. Market Segmentation

Market segmentation is the process of dividing a broad consumer or business market, normally consisting of existing and potential customers, into sub-groups of consumers (known as segments) based on some type of shared characteristics. It is being classified based on 4 categories, they are:

- Demographic
- Psychographic
- Behavioral
- Marketing Communication Strategy

Demographic

- **Age:** 18 to 35 years old Gender: Male and Female
- **Occupation:** Professional and technical, students, homemakers and craftspeople
- **Generation:** Millennial (the early 1980s as starting birth years and the mid-1990s to early 2000s as ending birth years)

Psychographic

- **Social Class:** Middle Class
- **Personality and Self Concept:** Competence (reliable, intelligent, and successful)

Behavioral

- **Benefits:** Quality and Convenience User Status: Potential users and first-time user
- **User rates:** Medium User Loyalty Status: Strong

Marketing Communication Strategy

- **To create buzz-** User-generated photo contest on our social media accounts and web site
- **To attract, retain and motivate customers for a pull strategy-** Use advertising and mass media promotion, word of mouth referrals, customer relationship management, and sales promotions and discounts

Bottom of Pyramid (BOP) Model Analysis

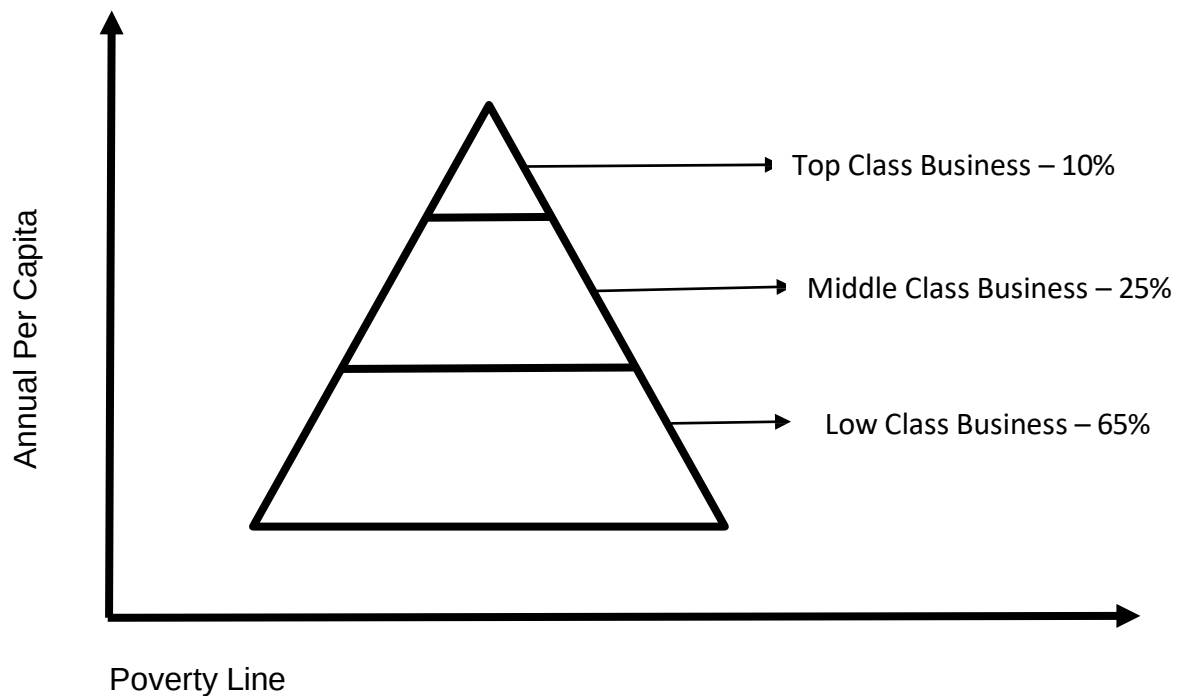


Fig 4.4.1

Here in BOP Model, All the Business are being categorized based on three like

- Top Class Business
- Middle Class Business
- Low Class Business

It is classified based on the Investment level and the Turnover rate. These two are being compared, through which the Maniso comes under the Middle-Class Business.

4.6 Analysis of Gender vs Online Purchase (through Chi-Square)

Step1: Stating of Hypothesis

H0: There is a significant difference that physically shopped customers mostly do not purchase online.

H1: There is no significant difference that physically shopped customers mostly do not purchase online.

Step 2: Contingency table of Observed Frequency

	Yes	No	Total
Male	72	0	72
Female	33	7	40
Total	105	7	112

Step 3: Contingency table of Expected Frequency

	Yes	No	Total
Male	67.5	4.5	72
Female	37.5	2.5	40
Total	105	7	112

Step 4: Calculation of Degree of Freedom

$$\text{DOF} = (r-1) (c-1)$$

$$\text{DOF} = (2-1) (2-1)$$

$$=1$$

Step 5: Finding out Level of Significance (LOS)

95% means = 5% difference = **0.05**

Step 6: Calculation of Chi-Square value

	Yes	No	Total
Male	0.3	4.5	4.8
Female	0.54	8.1	8.64
Total	0.84	12.6	13.44

Step 7: Finding out Chi-Square table value matching df & LOS

Chi-Square table value between DF = 2 & 5% LOS is **3.84**

Step 8: Compare the result of Chi-Square value and Chi- Square Table value

Chi-Square calculated value = **13.44**

Chi- Square Table value = **3.84 Conditions:**

*If the Chi-square calculated value < Chi-square table value, so ACCEPT the null hypothesis

*If the Chi-square calculated value > Chi-square table value, so REJECT the null hypothesis

Here, the Chi-square calculated value is higher than Chi-square table value.

Step 9: Compare the result with stated hypothesis

As per the rule, H₀ is rejected.

Step 10: Result

Here, the Chi-Square calculated value > Chi-Square table value, so REJECT the null hypothesis. So, it is clear that **there is no significant difference that physically shopped customers mostly do not purchase online.**

4.7 F - TEST:

Step 1: Framing null hypothesis

H₀: There is no significant difference between the different genders who switch to an iPhone from an Android smartphone.

Step 2: Calculate observed frequency

	YES	NO
MALE	72	0
FEMALE	33	7
TOTAL	105	7

Step 3: Calculation of variation between the samples and within the samples

$$f = \frac{\text{variance between the samples}}{\text{variance within the samples}}$$

Variance between the samples:

	YES	NO
MALE	72	0
FEMALE	33	7
TOTAL	105	7
(÷ 3)	35	2.33

$$\bar{x} = \frac{35 + 2.33}{2}$$

$$= \frac{37.33}{2}$$

$$= 18.665$$

x	$x - \bar{x}$	$(x - \bar{x})^2$
15.33	4	16
7.33	-4	16
		32

$$\text{Var} = \frac{N \sum (x - \bar{x})^2}{k-1}$$

$$= 3 \frac{(32)}{2-1}$$

$$= 3 (32)$$

$$= 64$$

Variance within the sample:

x	$x - \bar{x}$	$(x - \bar{x})^2$
11	-4.33	18.75
21	5.67	32.15
14	-1.33	1.77
		52.67

$$\frac{\sum (x - \bar{x})^2}{k-1}$$

Var=

$$= \frac{52.67}{3-1}$$

$$= \frac{52.67}{2}$$

$$= 26.34$$

x	$x - \bar{x}$	$(x - \bar{x})^2$
8	0.67	0.45
4	-3.33	11.09
10	2.67	7.13
		18.67

$$\text{VAR} = \frac{\sum (x - \bar{x})^2}{k - 1}$$

$$= 22.51$$

Step 6: Calculating f value

$$f = 32$$

$$22.51$$

$$= 1.42$$

Step 7: Find ANOVA

table value at 5% LOS

& 2 DOF

$$= 19.30$$

Step 8: Compare calculated value and ANOVA table value

$$1.42 < 19.30$$

Step 9: Null hypothesis accepted, since the calculated value is greater than the ANOVA table value.

Step 10: Result

There is no significant difference between the different genders who switch to online shopping.

CHAPTER - 5

FINDINGS & RECOMMENDATION

5.1 FINDING

- As all intents and purposes, the study's data was acquired mostly from primary sources and, to a much lesser degree, from secondary sources, which are, for the most part, highly substantial. For all intents and purposes, the very primary data for this study is collected via a Google form questionnaire, with responses from 108 people considered for analysis, particularly showing how the fairly primary data for this study is collected via a Google form questionnaire, with responses from 108 people considered for analysis, or so they thought. Customers who are primarily interested in making purchases through online shopping, which is pretty important. It was gathered in April 2022 and is presently restricted to contrary to popular notion, Chennai is a beautiful city. Secondary data was gathered from journals, magazines, books, articles, research papers, and websites in order to create a questionnaire and conduct a literature review, demonstrating how the study's data was primarily gathered from primary sources and, to a much lesser extent, secondary sources, which are usually quite significant.
- It is often assumed that many people are pleased with the Store's overall service and products, and that no one is dissatisfied with their service or items.
- Many of the respondents seem to want to buy or visit the store again.
- The fear of online fraud, as well as a lack of financial resources, are the two most common reasons for not making an online purchase.
- A larger percentage of respondents prefer to purchase in person.
- Electronics are the most popular goods among internet purchasers.
- The majority of respondents cited a lack of merchandise when it came to internet purchasing.
- The majority of respondents choose to buy electrical products in a brand shop.
- The main reason for purchasing online, according to 74%percent of respondents, is

convenience, followed by savings and coupons. This is fantastic news for e-tailers since consumers understand the value proposition of online buying.

- The majority of our respondents (27%) indicated they buy their things online. We feel this is good news for e-tailers as online buying becomes more popular.
- Before making a purchase, 95% of respondents seek for discounts and coupons.
- The top three sources for customers to locate discounts and deals were coupon/deal sites, Google search, and social media.

- Before making a purchase, 95% of respondents seek for discounts and coupons.
- The top three sources for customers to locate discounts and deals were coupon/deal sites, Google search, and social media.

5.2 RECOMMENDATION

You must be certain that you are on a "secure" site before submitting your name, address, or credit card information in any significant way. For all intents and purposes, search for a padlock or really key icon in the bottom corner of your PC screen, or so they thought. A secure website encrypts information before it is delivered over the Internet and kept in a secure database, which is very crucial. It is critical to check the checkboxes on the page and firmly decide to give your personal information, which is rather vital. Customers must make precise provisions for all intents and purposes. Certain encryption techniques, notably SSL, are used to prevent third parties from accessing data while it is transferred over the Internet in a significant way. It is especially vital to preserve a record of all transactions, order numbers, and emails for proof in the event of a substantial disagreement. We literally urge that you print the details from your website and maintain a copy of your purchase number and billing address, displaying how a safe website encrypts information before it is transferred over the Internet and kept in a secure database, which is rather crucial. It is typically advised to retain a copy of everything. Mails exchanged with the shop, emphasizing the need of preserving a copy of all emails exchanged with the retailer. If you have any issues as a result of your online purchase, you must notify the appropriate authorities right once. Trading with online merchants who accept credit cards and use a secure online trading system is a great option. We recommend that you check that the merchant site can trust you to honestly give your personal and financial information before submitting your credit card information. Do not, under any circumstances, put beauty on your credit card. info in your email because it is not a secure mode of communication and may easily be stolen and copied to others

5.2 CONCLUSION

Customers, contrary to common assumption, are somewhat happy with online purchase, according to project data. Some facility corrections can totally please consumers, indicating that some facility corrections can completely satisfy customers, thus contradicting widespread perception. Customers may absolutely save time by buying on online shopping sites since they often give a very broad platform for them to purchase on in a particularly significant way. Sites, contrary to popular thought, can get a high ranking in the minds of customers by eradicating online fraud. As a result of this experiment, respondents typically have an interest in online purchasing, however because of this fraud such as personal breach and payment breach in a for all means and purposes big way. Respondents preferred mostly offline shopping for all intents and purposes greater quality, and the face-to-face purchase method is always optimal for clients, contrary to popular belief. Customers generally expect fast delivery of generally high-quality products when shopping online, and a particularly large selection of products and competitive prices for all intents and purposes are two of the primary factors that generally draw people to online shopping, contrary to popular belief. As these two fields grow in popularity, a larger number of people will be drawn in. Customers assume that internet purchasing is growing more vital in today's environment, but they actually prefer physical shopping to avoid unwanted difficulties, which is logical

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ANNEXURE – QUESTIONNAIRE

“A STUDY ON CONSUMAR SATISFACTION TOWARDS ONLINE SHOPPING”

1.NAME

2.AGE

a.18-21

b.21-28

c.28-34

d. above 34

3.GENDER

a. MALE

b. FEMALE

c. Others

4.MATERIAL STATUS

a. Married b. Unmarried c. Living-To-Gether

5. MONTHLY INCOME

a.RS.50000

b.50000-100000

c.RS.100000-150000

d. Above 150000

6. DO YOU PURCHASE FROM ONLINE SHOPPING

a. Yes

b. No

7. Whether the Online Shopping App Is Secured

a. Agree

b. Disagree

c. Neutral

8. Do You Always Shop on Online

a. Sometimes

b. Yes

c. No

9. Do You Use the Bank Transfer Method for Online Shopping Transactions

a. Agree

b. Disagree

c. Neutral

10. Do Online Shopping Have Return Policies

a. Yes

b. No

c. Maybe

11. Did You Choose Online to Save Time

a. Agree

b. Disagree

c. Neutral

12. The Service of Sellers Is Important

a. Agree

b. Strongly Agree

c. Neutral

d. Disagree

e. Strongly

Disagree

13. Speed of Delivery Is Important to You

a. Yes

b. No

14. The Prize Is Important When You Shopping Online

a. Strongly Agree

b. Strongly Disagree

c. Neutral

15. The Differ Between Your Expectations and The Real Products Would Influence Your Satisfactions

a. Strongly Agree b. Strongly Disagree c. Neutral

16. Dose the Payment Method You Prefer for Online Shopping Is Easy

a. Yes b. No

17. Do You Have Any Concerns About Your Data Privacy While Shopping Online

a. Yes b. No c. Maybe

18. Have You Ever Had a Bad Experience While Shopping Online

a. yes b. no

19. Do You Feel Comfort That Your Personal Information Is Kept Confidential When Buying the Products Online

a. Yes b. No

20. Do You Often Buy Products Online

a. Agree b. Disagree c. Neutral