

A STUDY ON CUSTOMER'S PREFERENCE TOWARDS ONLINE SHOPPING IN CHENNAI CITY

Submitted in partial fulfillment of the requirements for the award of

Master of Business Administration

by

SANGEETHA. C

Register No. 42410190



SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

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

Accredited with Grade "A++" by NAAC | Category – 1 University by UGC

Approved by AICTE | Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai – 600 119

DECEMBER 2023



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **SANGEETHA. C (42410190)** who carried out the Project entitled “**A STUDY ON CUSTOMER’S PREFERENCES TOWARDS ONLINE SHOPPING IN CHENNAI CITY**” under my supervision from October 2023 to December 2023.

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DECLARATION

I **SANGEETHA. C (42410190)**. Hereby declare that the Project Report entitled “**A STUDY ON CUSTOMER’S PREFERENCE TOWARDS ONLINE SHOPPING**” done by me under the guidance of **Dr. MOLI GHOSH**, is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree in Finance and Marketing.

DATE: 22.12.2023

PLACE: CHENNAI



SIGNATURE OF THE CANDIDATE

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ABSTRACT

Now a days the lifestyle of the people is different. People feel uncomfortable and time consuming for going crowded markets. So, E-Shopping is a boon as it saves lot of time. Online shopping is a process whereby consumers directly buy goods, services etc. from a seller without an intermediary service over the Internet. Shoppers can visit web stores from the comfort of their house and shop as by sitting in front of the computer. Online stores are usually available 24 hours a day and many consumers have internet access both at work and at home. So, it is very convenient for them to shop Online. One of the most enticing factors about online shopping, particularly during holiday season is, it alleviates the need to wait in long lines or search from a store for a particular item. Variety of goods are available in online. So, the researcher want to know the preference of the consumers. The sample size of the study is 210 respondents. The sampling technique used was convenient sampling. The research is Descriptive in nature. The statistical tools used for analyzing hypothesis is CHI – SQUARE test method. From this study the satisfaction level of the customers in online shopping and awareness about the online shopping. The study also collects respondent's suggestions about online shopping.

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CHAPTER 1

INTRODUCTION

CHAPTER 1

1.1 INTRODUCTION

- ✚ Online shopping is basically a virtual platform providing varieties of goods and services to customers at huge discounts on their doorsteps. Online shopping is becoming an increasing preference among educated people because of its unique features like, wide variety of goods, promotional offers, discount schemes etc.
- ✚ Consumers can get full information about the product with its reviews being passed by the existing users. If one wants to buy a product, he/she is no longer limited to asking the friends and families because there are many products reviews on the web which gives opinions of the existing users of the product.
- ✚ Online shopping is also known as e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, e-shop, e-store, web-shop, web-store, online store, online storefront, and virtual store.
- ✚ The popular online retailing companies in India are Flipkart, Amazon, Myntra, Snapdeal, Meesho, Ajio and so on.
- ✚ The factors which impact customer preference towards online shopping are Information, Easy to use, Security, Satisfaction, Proper utilization of available information to compare the different products available in the market.
- ✚ Generally, higher levels of education and personal income correspond to more favorable perception of shopping online. Increased exposure to technology also increases the probability of developing favorable attitude towards new shopping channels.

1.2 STATEMENT OF THE PROBLEM

- ❖ This study has been carried out on the title, “ A study on customer’s preference towards online shopping”. The study talks about the various factors like security, website design, time convenience, comparability of products – to analyze what are all the factors influencing online shopping preference.
- ❖ An increasing number and variety of firms and organizations are exploiting and creating business opportunities on the internet statistics indicate the repaid growth in the field of virtual shopping.
- ❖ With this emerging field of shopping the interest of marketers is also increasing in studying what actually motivates consumers to shop online.
- ❖ As online shopping is a new medium so the consumers behavior in the field of online shopping in order to gain competitive edge in the market, marketers need to know the consumer behavior in the field of online shopping.
- ❖ Other than the factors which influence consumers to shop online, online shopper’s demography in terms of Age, gender, income, and education is equally important to define their strategies accordingly.
- ❖ Though online shopping is more prevalent now, the problems associated with it acts as a hindrance or setback for online selling companies. The problems in online shopping may arise at any time from entering the website for purchase to receiving or while using the product or even after sales service. This paper aims to find out the problems of online consumers and provide suitable suggestions to overcome them.

1.3 DEFINITION OF CONSUMER PREFERENCE:

Consumer preference is defined as the subjective tastes of individual consumers, measured by their satisfaction with those items after they've purchased them. This satisfaction is often referred to as utility. Consumer value can be determined by how consumer utility compares between different items.

1.4 WHY IS CONSUMER PREFERENCE IMPORTANT?

Because consumer preference determines what products people will buy within their budget, understanding consumer preference will give you an indication of consumer demand. This information will help to ensure that you have enough product to meet demand and will help you determine the price for your product.

1.5 SCOPE OF THE STUDY:

- The present study has made an attempt to understand the customer's preference towards online shopping.
- Online shopping is an emerging concept in the study area.
- This study enables to understand the customer's preference towards shopping and provides insight about online shopping.
- This study helps to know about the opinion of the customers about online shopping.
- To know what customers will prefer in the online shopping.
- It helps to online shops to carry out their business successfully by understanding customer's perception, taste and preference towards products and services offered at the online shops.

1.6 OBJECTIVES OF THE STUDY:

- ✓ To know why the customer's do online shopping.
- ✓ To identify customers interest towards online shopping.
- ✓ To understand the consumer awareness of the online shopping.
- ✓ To be able to easily save money and compare prices from website to website.
- ✓ To know the factors which affect decision making process of customer while purchasing products in online.

1.7 CHAPTER FRAMEWORK

CHAPTER 1: INTRODUCTION:

This chapter consists of the introduction to the study, scope, and objectives of the study along with its limitations and also includes the chapter framework of the study.

CHAPTER 2: REVIEW OF LITERATURE:

This chapter consists of research paper of Authors who have conducted detailed research study into the customer preference towards online shopping.

CHAPTER 3: RESEARCH METHODOLOGY:

This chapter consists of research design, methods of data collection, sample size, period of study, statistical tools used in this study.

CHAPTER 4: DATA ANALYSIS AND INTERPRETATION:

This chapter consists of analysis of the data which was collected through the questionnaire and Chi Square analysis.

CHAPTER 5: FINDINGS, SUGGESTIONS AND CONCLUSIONS:

This chapter consists of the findings, suggestions, and the conclusions of the study.

CHAPTER 2

LITERATURE REVIEW

CHAPTER 2

2.1 LITERATURE REVIEW:

The secondary data was taken from review of literature. Such literature review is given below. Researchers have made studies on the customers preference towards online shopping. The focus has mostly remained on core factors such as age, gender, income, profession, and awareness about online shopping.

Jarvenpaa, Tractinsky and Vitale (2000) explore how customers professed store size and status inspire their trust in risk perception, attitudes and willingness to purchase from the specific store. They realize that there is a positive correlation between customer belief in internet stores and the stores supposed reputation and scope. Higher customer belief correspondingly decreases perceived risks related to internet shopping and produces more promising attitudes near to shopping at a specific store, which in turn raises readiness to buying from store.

Bhatnagar et al. (2000) Suggest that shopping online is perceived to be quite risky. Perceived risk includes fear of technology use and information overloading, feeling of uncertainty and confusion, feeling of insecurity when engaging in online transations (e.g. credit card fraud). Because technology for secure transactions (e.g. online payment) is not yet mature, security and privacy are major issues that should be addressed satisfactorily in this medium.

Ernst and Young (2000) reported that Internet users purchased online because of good product selection, competitive prices, and ease of use, but were concerned about shipping costs, lack of opportunity to prior examining the products, as well as, the confidentiality of credit card and personal information.

Hsin (2000) and Rowley (2000) stated that Electronic retailing over the Internet or online shopping first started in 1994 and it is considered as one form of direct consumer marketing of non-store retailing using online channels. This new concept of retailing has captured the interest of many retailers and merchants because of the general recognition that online shopping will establish itself as an alternative

channel alongside traditional offline retail channels such as physical retail stores (Rowley, 2000).

Venkatesh (2000) reported that perceived convenience offered by Internet Vendors has a positive impact on consumers' attitude towards online shopping, as they perceive Internet as a medium that enhances the outcome of their shopping experience in an easy way. Online shopping holds a great potential for youth marketers.

Song and Zahedi (2001) classify website quality elements into five categories according to their purpose: for promotion, service, informational influence, self-efficacy, and resources facilitation. These investigators find that each of the five significantly and positively reinforces the consumers. Perceptions in these factors, which in turn positively influence consumer online shopping attitudes and behaviour.

Childers et al., (2001) found “ ‘enjoyment’ to be a consistent and strong predictor of attitude towards online shopping. If consumers enjoy their online shopping experience, they have a more likely to adopt the Internet as a shopping medium”

Benedict et al (2001) in his study on perceptions towards online shopping reveals that perceptions toward online shopping and intention to shop online are not only affected by ease of use, usefulness, and enjoyment, but also by external factors like consumer traits, situational factors, product characteristics, previous online shopping experiences, and trust in online shopping.

Bhattacharjee (2001) stated that satisfied users are more likely to continue the IS use. Thus, we point that adoption and continuance are connected to each other through several mediating and moderating factors such as trust and satisfaction.

Mathwick et al., (2002) , “If online shopping meets this ideal by enabling the consumer to accomplish the shopping task he or she has set out to perform , then consumers will judge the Internet shopping performance positively.”

Sami Alsmadi” (2002) carried out the convenience sampling for Consumer Attitudes towards Online Shopping in Jordan: Opportunities and Challenges. The research was drawn from 500 Self-administered questionnaire distributed in Ibrid Jordan. Through research the writer concluded that Security of online users is important factor that stops the willingness of online purchasers. The study also concluded that the higher the income the more positive will be the attitude towards online shopping is there.

Dholakia and Uusitalo (2002) study examined the relationship between age and Internet shopping; found that younger consumers reported more linen to the online shopping. They also found that younger consumers searched for more products online and they were more likely to agree that online shopping was more convenient.

Anita desai (2003) in her study E-tailing is the practice of selling retail goods on the Internet explores that emarketing is the reduced version of “electronic retailing” which basically creates business to buyer business. While the concept of e-tailing is no longer in its budding stage; it remains to change, as progressive e-commerce requests act as a strong promoter in developing e- marketing. The idea of e-marketing differs from a diverse range of products and services as against direct shopping experience. Therefore, etailing/ online marketing is just not restricted to consumers purchase. As consumers are well-informed, they can take good decisions. This includes a fair price comparison, product research, and proving the credibility of the e-store online shopping.

Wang and Emuian (2004) defined online shopping as buying stuff through the internet. The items are usually sent to the buyers door step that you have purchased online

“Shergill and Chen” (2005) carried out the Non Probability and convenience sampling for Customers Attitudes towards Online Shopping in New Zealand. The sample was drawn from 149 online shoppers selected but only 102 usable questionnaires collected. Through their research they found one of the major reasons of not shopping online is security issues. The study concluded that many online shoppers are less satisfied with website design.

“Alzola and Robaina” (2006) carried out research and finds about attitude of customers regarding security purposes of online shopping that to reduce insecurity in online shopping, designers must take note of consumers' needs because the usability is the starting point to get the confidence and support of the consumers; besides that, tangibility also helps to reduce heterogeneity of the web site in the supply of the service and to improve quality control.

Petrovic Dejan (2006) in his study on Analysis of consumer behaviour online explained that the most appropriate behavioural appearances of online customers and inspect the ways they find, associate and estimate product information. Comparison of survey data with the present customer performance theory stemmed in detection of an amount of issues related to an explicit customer group. The objective of this report is to transform these results into a set of execution activities at strategic and technical level. Implementation of these recommendations will end in better adaptation of customers.

Shun &Yunjie (2006) in their study revealed that there are different kinds of product, which are additional possible to be sold online such as book, software, electronics and music. Motive for such belongings is that when buying these kinds of products, one does not need individual examination, if not all products, can be drawn in the product explanation and descriptions. Most goods in the mobile phone family fit to this group. According to the new study on customer behaviour, there are four different customer groups with diverse purposes and motivations. They also found that regular efficient collection of music videos. A great level of technical assurance inside this cluster tends to be a hopeful feature when it comes to product evidence research online.

Sita Mishra (2007) Study examines “Consumers Attitude towards Online Shopping for clothing” examines the demographic characteristics of online consumers and their attitude towards online shopping behaviour for clothing. This study is based on a sample of 200 internet users in NCR Delhi. The findings show that consumers have positive attitude towards online shopping but low attitude towards online purchase of clothes. The analysis shows that city and sex do not affect consumers' attitude but age and income indicates a significant association. The issue of trust

enjoys ability and trial policy seems to be major concerns for the consumer but convenience and technological advancement play a major role in online shopping.

Jayawardhena”(2009) carried out the convenience sampling for customers attitude about convenience of online shopping that Shoppers may save their time in e-shopping because they do not have to go through any effort on travelling to a mall or saving their time in other psychology factors such as traffic jam etc. Online shopping increases search efficiency by eliminating travelling costs and psychological costs brings convenience in e-shopping.

Sharma and Mittal (2009) said that India is showing tremendous growth in the Ecommerce, in their study Prospects of e-commerce in India. Online shopping shows unlimited potential in India with the population of millions of people. E-commerce has become an integral part of our daily life and it is a common word in Indian society with websites providing a number of goods and services. Some of these portals provide specific product along with its allied services.

“ShahriarAzizi and MasoudJavidani” (2010) carried out the descriptive study through stratified sampling formeasuring e-shopping intention: An Iranian perspective. The sample was drawn from 120 people households in Tehran. Through their research they concluded that Ecommerce impact on attitude towards online shopping in Iran. The results showed that Iranian users have not confronted any risky situations while shopping online.

“Osman, Yin-Fah and Hooi-Choo” (2010) carried out the convenience sampling for Undergraduates and their Online Purchasing attitude. The sample was drawn from 100 undergraduate students. Through their study they concluded that mostly students buy books, cloths, travel bookings and computer hardware. Website quality and purchase perception have significant relationship with online shopping.

“Ha sejin and Stoel Leslie” (2011) Among four e-shopping quality factors identified (privacy/security, web site content/functionality, customer service, and experiential/atmospheric), web site content/functionality and atmospheric/experiential quality have significant impact on e-shopping satisfaction

contributing to e-shopping intention, while privacy/security and customer service have significant impact on e-shopping intention but not on e-shopping satisfaction. Furthermore, this study provides some support for the moderating roles that experiential e-shopping motives plays in the e-shopping quality e-shopping outcomes links.

Kuester, Sabine (2012) in his study considers, Consumer behaviour as the study of individuals, groups, process and organizations they use to secure, select, and arrange of experience, products, services, experiences, or ideas to satisfy the consumer and society. It balances components from sociology, psychology, management and economics. It tries to know the decision-making processes of consumers, both exclusively and in clusters. It makes emphasis on individual consumers and their characteristics such as demographics and behavioural variables to understand customers' want. It also tries to assess the effects on the consumer from family, friends, groups, and also society in general.

Prashant singh (2014) made study on consumer's buying behavior on flipkart (India) and found that any e-tailer will be get success depends on fair policies, brand image and popularity.

According to the **Alina Babar et.al (2014)**, behaviour of the consumers regarding technology of internet is medium level and in other hand it should be free from physical and mental effort and even if online shopping not make any financial risk, there consumer attitude towards online shopping will be positive.

Alka Kumawat and Tandon (2014) made study using questionnaire with 200 customers as a sample. The study reveled that customers are very satisfied towards online shopping because of the delivery system is working effectively therefore customers are doing shopping again and again.

"Dahiya Monika"" (2015) According to the study the trend of online shopping has become very popular especially among youngsters not even in big cities but also in small cities. The study has discussed the current scenario and the position of India in the same context.

Prasad and Aryasir (2009), their analysis focused on determinants of shopper behavior in E-Tailing. They concluded that convenience, web store environment, web shopping enjoyment and customer service have significant impact on the willingness to buy from online retail stores rather than perceived trust. Except trust and customer service, all other valuables are significant with patronage of online retail store.

Monika Sharma and Deepshika Kalra (2010) in their article about an Empirical Study of Online Social Influence Marketing with Reference to Customers Product Purchase Decision and Product Recommendation They find Branded Websites are the most trusted online social media for product recommendation followed by search engine results. In addition to trust, the product recommendations through online social media are generally positive.

Ankur kumar Rastogi (2010) he conducted a study of Indian online consumers and their buying behavior. He concludes that, all the respondents are having 100% awareness about online shopping. And they feel that online shopping has easy buying procedures, it offers wide variety of products at lower price with various modes of payments. Availability of online information about product and services is excellent and they purchase the products 2 to 5 times annually (46%) through cash on delivery (61%).

Nierop, leeflang, Teerling, and Huizingh (2011), in their study they considered the effects of the introduction and use of an informational website by a large national retailer on offline customer buying behavior. More specifically, they studied a websites effect on the number of shopping trips (daily, weekly, monthly, yearly) and the amount spent per category per shopping trip.

Ruchi Nayyar and Gupta (2011) they determined Internet Buying Behaviour in india. They find that 55% of respondents believe convenience as the reason influencing online purchase and ease of use and usefulness are antecedents of intention to purchase online. In comparison to females, males are more participate in internet activities predominantly emailing, information search or downloading and purchasing activities.

Thongpapanl and Ashraf (2011) examined the impact of information content and website personalization on performance to identify the most effective ways to design and implement online retailers' website features. They found that a large number of information content features for online customers are not sufficient to motivate them. They also found that information target to individual customers influenced customer satisfaction and purchase intention, which in turn influenced retailers online sales performance.

Dahiya Richa (2012) in her article she examined The Impact of Demographic Factors of Consumers on Online Shopping Behaviour: The overall results are that all the respondents might be comfortable with the online shopping Internet. The results for consumers' response across different demographics factors shows that gender impacts frequency of on-line shopping positively and Family Size impacts overall spend on on-line shopping.

Dr.Payal Upadhyay, and Jasvinder Kaur (2012) They made Analysis of Online Shopping Behavior of Customer in Kota City. The most preferred product of online buying is travelling tickets and clothing remains the least preferred choice of online shoppers. Among the payment options, Payment on delivery through cash in the safest choice of payment, while credit card are next preferred choice. The offers with punch lines "Attractive offers" do not attract online shoppers. Most of the consumers who have experienced online shopping are very satisfied.

Shalini and Kamalaveni (2012) in their article they made a study on online buying behavior of netizens with reference to Coimbatore. They concludes that online shoppers are young, highly educated, active, intensive and are expert users of the internet; they have a strong positive perception towards online shopping and generally spend a very low amount on online shopping. The largest driving factor for online shopping is convenience. Risk perceptions, particularly concerns about online security, are deterring many people from shopping online.

Nidhi Vishnoi Sharma and Varsha Khattri (2013) in their study of online shopping behavior and its impact on online deal websites. They find marketers should increase awareness about the availability of goods and services and

building a feedback mechanism. Trust on the tight security mechanism leads to repeat purchase. The most preferred is Bank transfers and the next preferred mode is credit or debit card payments.

K. Ganesh Kumar & Dr. S. Kasthurimeena, has conducted a Study on Customer Problems towards Online Shopping in Coimbatore region. The main objective of the study is to study the consumer's expectation towards online shopping and to study about the customer's opinion towards the problems in online shopping. For this purpose a sample of 270 was collected from the respondents were percentage analysis, ranking on Kendall's correlation and chi square was used as tools to analyse the data and the conclusion is that based on the customers perception towards service provided by the companies Flipkart has the highest priority to the service provided and the priority can be given by the customers to purchase their products in this website.

Dr. N. Senthilkumar, KL. Chandramohan made an attempt to determine the problems faced by customers in online shopping with special reference to Namakkal District. A sample of 200 respondent's were randomly selected for this study from Namakkal District. The selected samples were analyzed using simple percentage, ANOVA, t-test and Friedman ranking test. It is found that customer's gender, age, educational qualification, monthly income have significant difference in the problems faced by customers in online shopping.

Bhatnagar et al. (2000) found that customer perceived shopping online quite risky and perceived risk includes fear of technology use and information overload, feeling of uncertainty and confusion, feeling of insecurity when engaging in online transactions (e.g. credit card fraud). They have concluded that security and privacy are major issues that should be addressed properly.

Karayanni (2003) depicted online shoppers tend to benefit in three ways. First is availability of shopping on 24 hours basis, second, it is time saving and third and last is avoidance of visiting physical stores.

Mish-ra (2007) has examined the demographic characteristics and attitude of online consumers towards online shopping. The study was conducted in Delhi NCR and finding revealed that consumers have positive attitude towards online shopping. The results show that convenience and technological advancement play a major role in online shopping.

Gurleen (2012) found that price consciousness, convenience and variety, easy payment options and challenges of online shopping are the significant drivers of online shopping. Online shoppers are mainly concerns about the trustworthiness of some websites, longer time in shipments and deliveries. The psychology of Indian buyers is still the same of checking the product physically before purchasing it, act as mental barrier for online shopping.

Joshi and Narwal (2015) revealed various macroeconomic factors including both benefits and risks like privacy, convenience, source, monetary, wider selection, fun, homepage, customer service, price that affects online shopping. Study depict that nine independent variables (privacy, convenience, source, monetary, wider selection, fun, homepage, customer service, price) determine consumers attitude towards online shopping in Himachal Pradesh.

Yadav (2015) has found that online purchase of products is influenced by three factors i.e., convenience factor, credibility factor and risk factor. Further the study exhibited that the acceptance of online buying by customers positively influenced by convenience factor and credibility factor, while negatively affected by risk factor.

CHAPTER 3

RESEARCH

METHODOLOGY

CHAPTER – 3

RESEARCH METHODOLOGY

3.1. RESEARCH DESIGN:

The research is descriptive in nature. It is descriptive in the sense it exist at present, and it includes facts and findings. The researcher used the method of convenient sampling technique. This research identifies the customer's preferences and customers opinion in online shopping.

3.2 SOURCES OF DATA:

The research uses both Primary and Secondary data.

3.2.1 Primary Data:

Primary data were collected by means of systematically prepared questionnaire from online purchasers in Chennai city.

- In order to carryout statistical enquires a questionnaire was prepared comprising age, gender, information about the preference of the respondents.
- Primary data has been collected from 210 respondents using questionnaire (Survey Method).

3.2.2 Secondary Data:

Secondary data has been collected from various Books, Journals, Thesis, and websites related to customers preferences towards online shopping.

3.3. STRUCTURE OF QUESTIONNAIRE:

The questionnaire has been framed and circulated to collect primary data. The questionnaire contains;

- Direct questions.
- Multiple choice questions.
- Dichotomous questions.

3.4. SAMPLE SIZE:

The sample size is 210 respondents. The respondents are from various locations spread across Chennai City.

3.5. SAMPLING TECHNIQUE:

The sampling technique is the technique used to select the sample size. A convenient sampling technique is used for this research. The respondents are from various locations spread across the city.

3.6. PERIOD OF STUDY:

The study was conducted for a period of 3 month's starting from October 2023 to December 2023.

3.7. TOOLS:

Here, I used the SPSS tool Chi-Square test for my hypothesis analysis.

3.8 LIMITATIONS OF MY STUDY:

- The reality of shopping return requires a complex procedure, and even for the product to be protected, the net return is relatively more difficult. Even proposed various unreasonable requests refused to return and buck.
- Net purchase only is seen pictures of goods, to get your hands, you will feel, and the objects are not the same.
- Inability to get items in your possession quickly.
- Goods might get hampered because of mishandling during shipping or at the time of delivery.
- In the case of low-priced items, the shipping cost gets added to it which increases the cost.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

The following consists of the data analysis and interpretation of my questionnaire.

4.1 SURVEY ANALYSIS OF DATA

4.1.1 Gender Profile:

Gender-wise calculation of the respondents

Table 4.1.1 Frequency Analysis of Gender

GENDER	NO. OF RESPONDENTS	PERCENTAGE
Male	85	40.5%
Female	121	57.6%
Prefer not to say	4	1.9%
TOTAL	210	100%

INTERPRETATION:

From the above table, it is interpreted that 57.6% of respondents are belongs to Female category, 40.5% of respondents are belongs to male category, 1.9% of respondents are said prefer not to say.

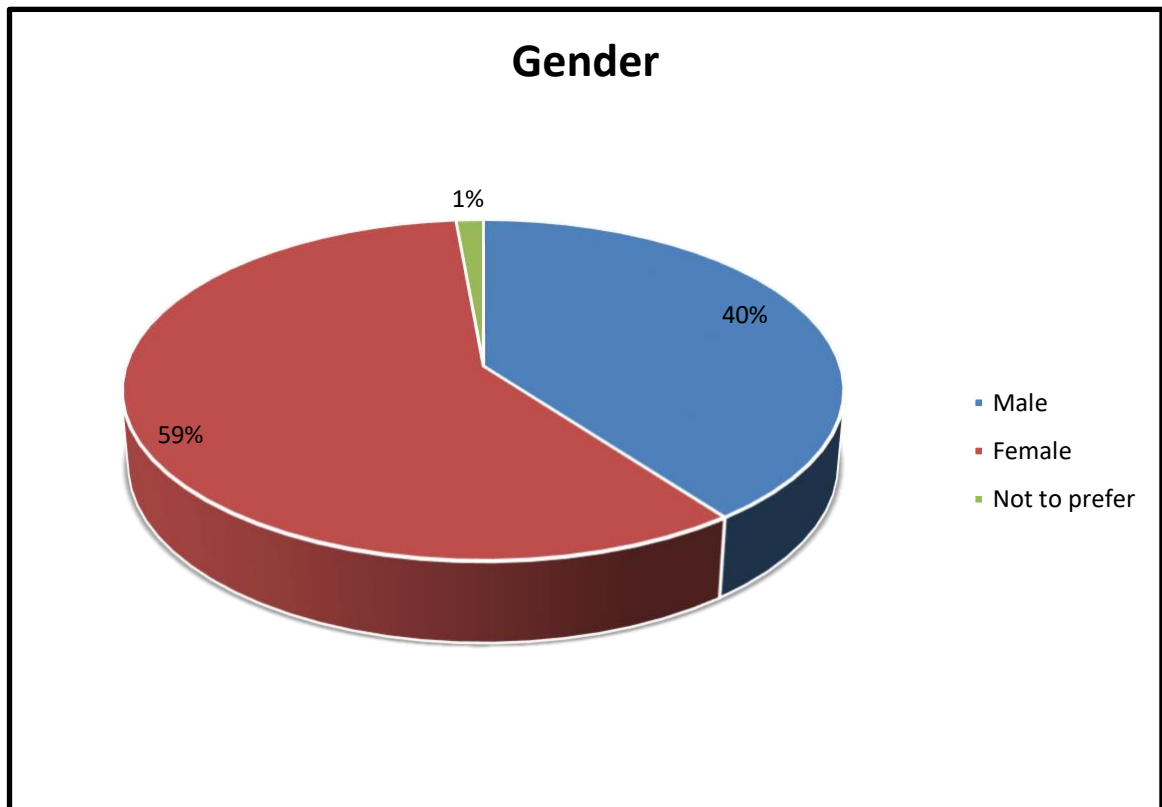


Chart 4.1.1 Gender of the Respondents

INFERENCE:

The majority of the respondents are belonging to female.

4.1.2 Age wise calculation of the respondents:

Table 4.1.2 Frequency analysis of Age:

AGE	NO.OF RESPONDENTS	PERCENTAGE
Below 20	29	13.8%
20 – 35	163	77.6%
35 – 50	11	5.2%
Above 50	7	3.3%
TOTAL	210	100.0%

INTERPRETATION:

From the above table, it is interpreted that 77.6% of respondents are belongs to 20-35 age group, the 13.8% of respondents are belongs to below 20 age group, 5.2% of respondents are belongs to 35-50 age group, 3.3% of respondents are belongs to above 50 age group.

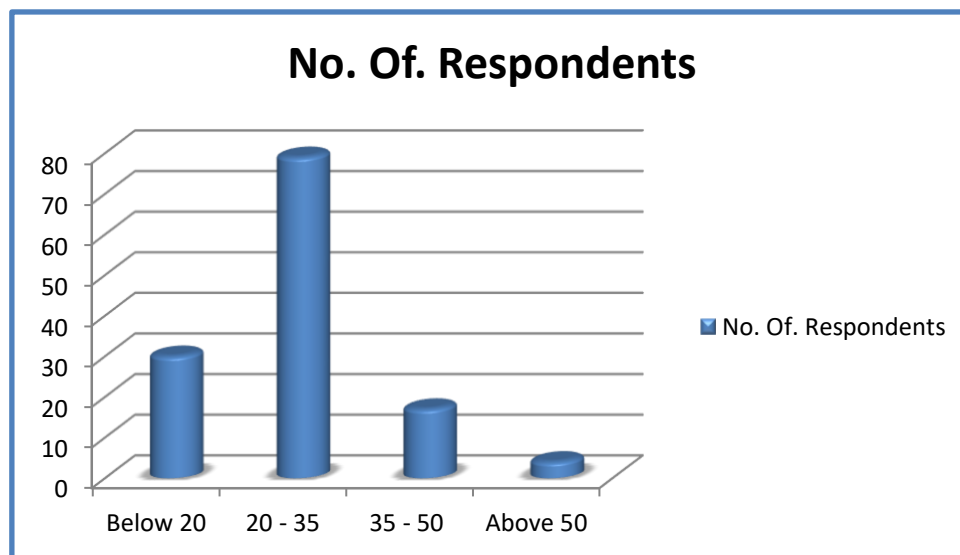


Chart 4.1.2 Age of The Respondents:

INFERENCE:

The majority of the respondents are belongs to 20-35 age group.

4.1.3 Occupation:

Table 4.1.3 Frequency Analysis of Occupation:

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
STUDENT	133	63.3%
JOB HOLDER	49	23.3%
UNEMPLOYED	12	5.7%
BUDINESS MAN/WOMEN	10	4.8%
FREELANCER	6	2.9%
TOTAL	210	100.0%

INTERPRETATION:

From the above table, it is interpreted that 63.3% of respondents are belongs to students category, 23.3% of respondents are belongs to job holder category, 5.7% of respondents are belongs to unemployed category, 4.8% of respondents are belongs to business man/women category, 2.9% of respondents are belongs to freelancer category.

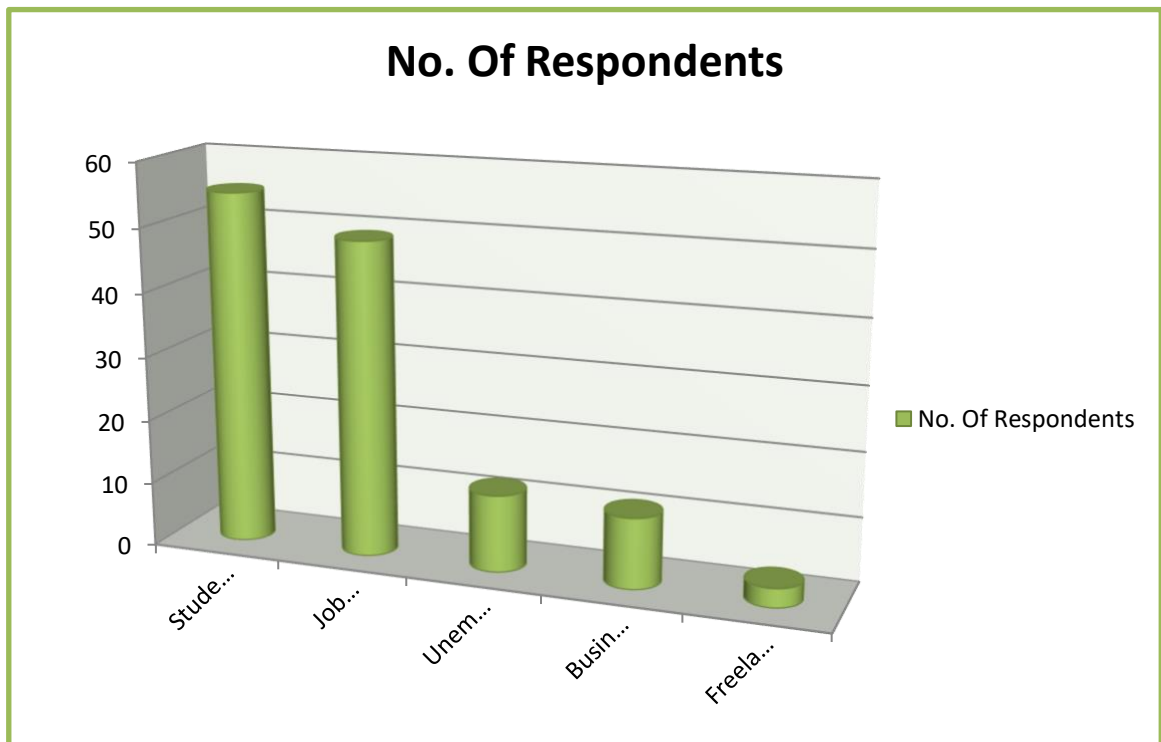


Chart 4.1.3 Occupation:

INFERENCE:

The majority of the respondents are belonging to students.

4.1.4 Would you prefer to purchase Online?

Table 4.1.4 Would you prefer to purchase online:

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Yes	198	94.3%
No	12	5.7%
TOTAL	210	100.0%

INTERPRETATION:

From the above table, it is interpreted that 94.3 % of respondents are said yes, 5.7% of respondents are said no to the questionnaire.

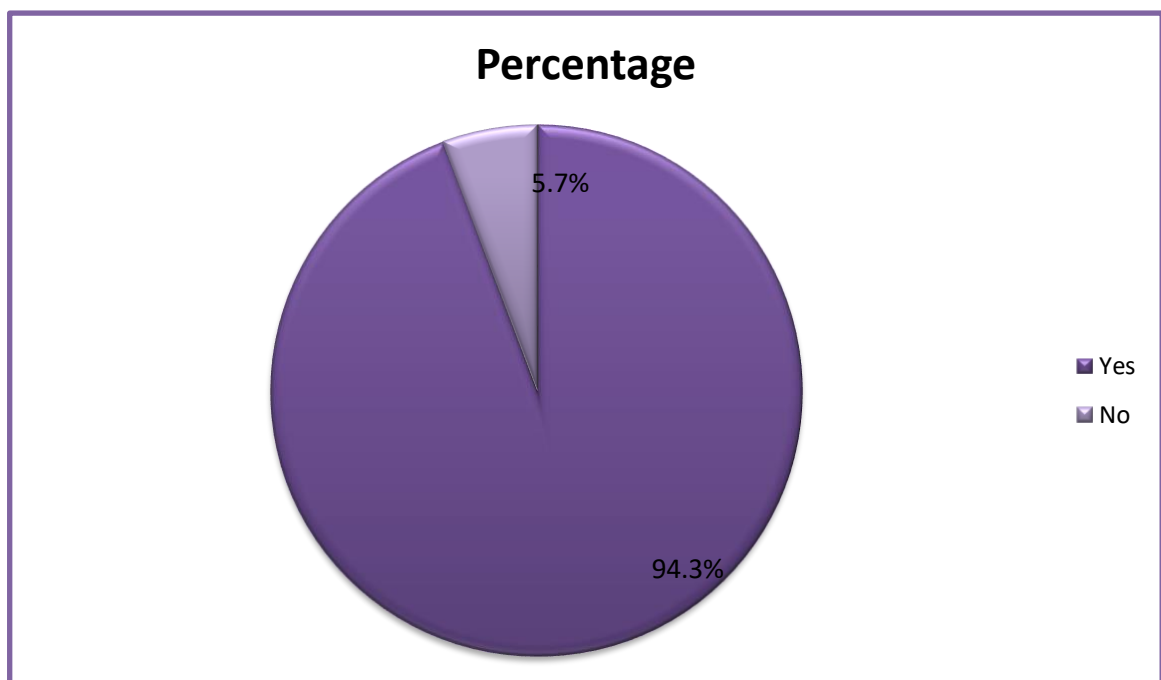


Chart 4.1.4 Would you prefer to purchase Online:

INFERENCE:

The majority of the respondents are said yes.

4.1.5 Are you aware of online shopping?

Table 4.1.5 Are you aware of online shopping:

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Yes	192	91.4%
No	18	8.6%
TOTAL	210	100.0%

INTERPRETATION:

From the above table, it is interpreted that 91.4% of respondents are said yes to the questionnaire, 8.6 % of respondents are said no to the questionnaire.

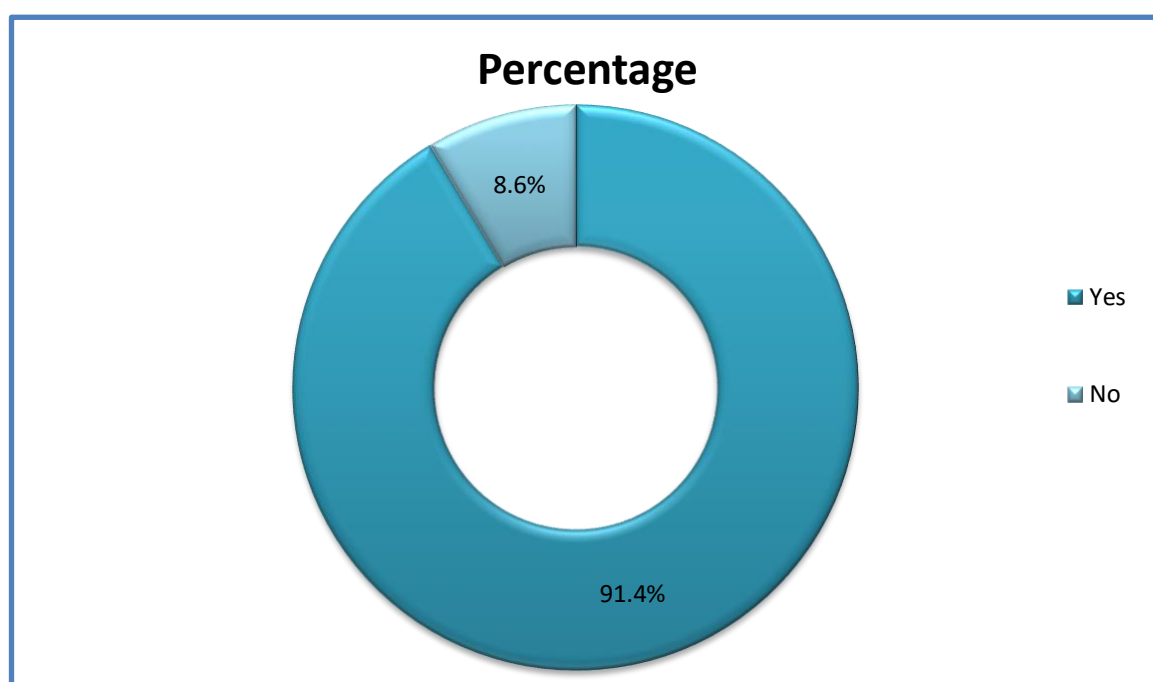


Chart 4.1.5 Are you aware of online shopping:

INFERENCE:

The majority of the respondents are said yes.

4.1.6 Which Website you prefer for Online Shopping?

Table 4.1.6 Which website you prefer for online shopping:

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Amazon.in	149	71.0%
Flipkart.com	135	64.3%
Myntra.com	56	26.7%
AJIO.com	62	29.5%
Nykaa.com	25	11.9%
Bigbasket.com	21	10.0%
Meesho	85	40.5%

INTERPRETATION:

From the above table, it is interpreted that 71.0% of respondents are said, they are using Amazon.in, 64.3%% of respondents are said, they are using Flipkart.com, 26.7% of respondents are said, they are using Myntra.com, 29.5% of respondents are said, they are using AJIO.com, 11.9% of respondents are said, they are using Nykaa.com, 10.0% of respondents are said, they are using Bigbasket.com, 40.5% of respondents are said, they are using Meesho.

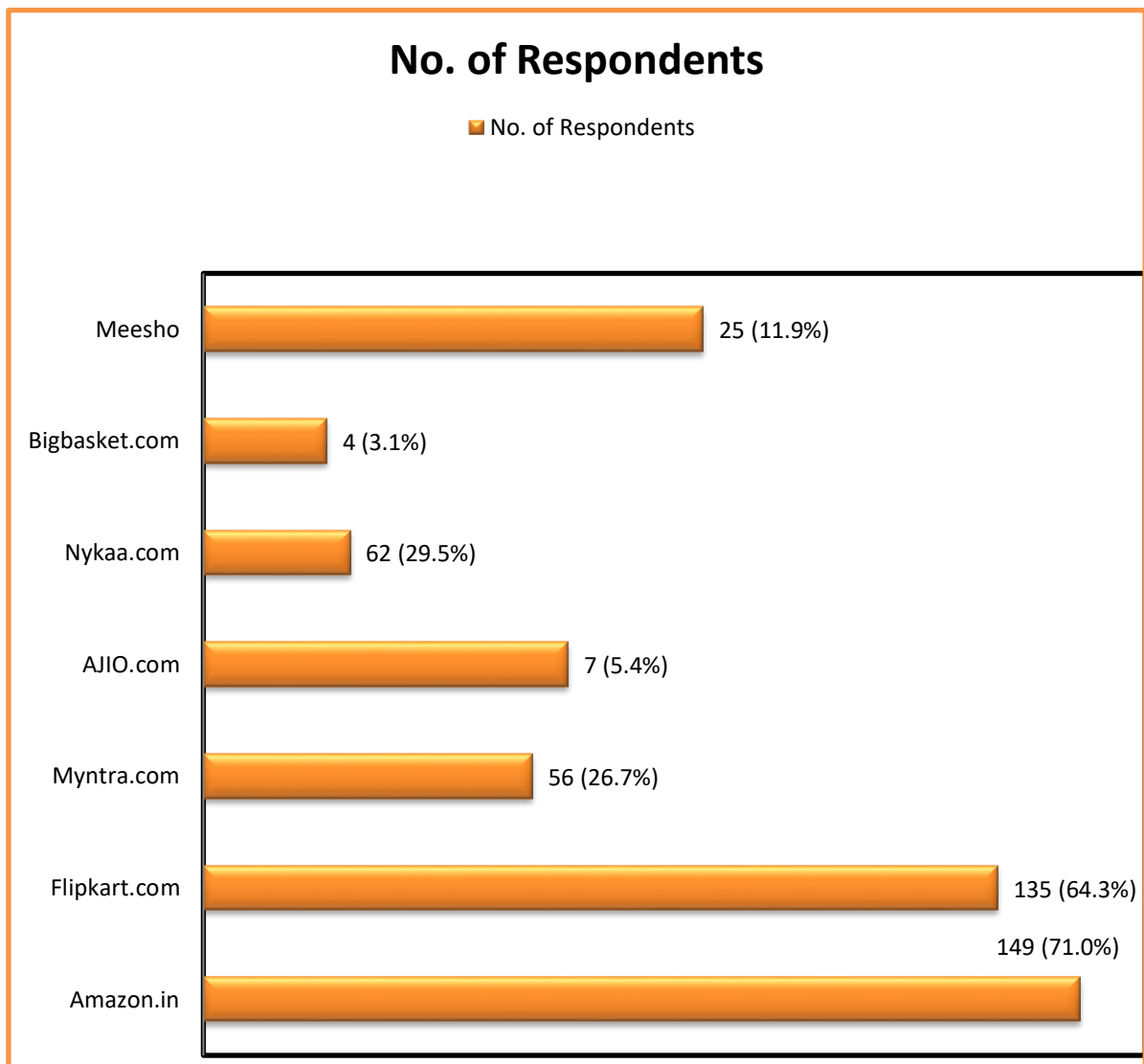


Chart 4.1.6 Which website you prefer for online shopping:

INFERENCE:

The majority of the respondents are said Amazon.in & Flipkart.com.

4.1.7 What are the products you purchased in online?

Table 4.1.7 What are the products you purchased in online:

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Grocery	65	31%
Books	36	17.1%
Electronic items	91	43.3%
Food	80	38.1%
Medicine	28	13.3%
Fashion items	119	56.7%
Dress/Jewelry	136	64.8%

INTERPRETATION:

From the above table, it is interpreted that 64.8% of respondents are purchased dress/jewelry, 43.3% of respondents are purchased Electronic items, 56.7% of respondents are purchased Fashion items, 38.1% of respondents are purchased Food, 31.0% of respondents are purchased Grocery, 17.1% of respondents are purchased Books, 13.3% of respondents are purchased Medicine.

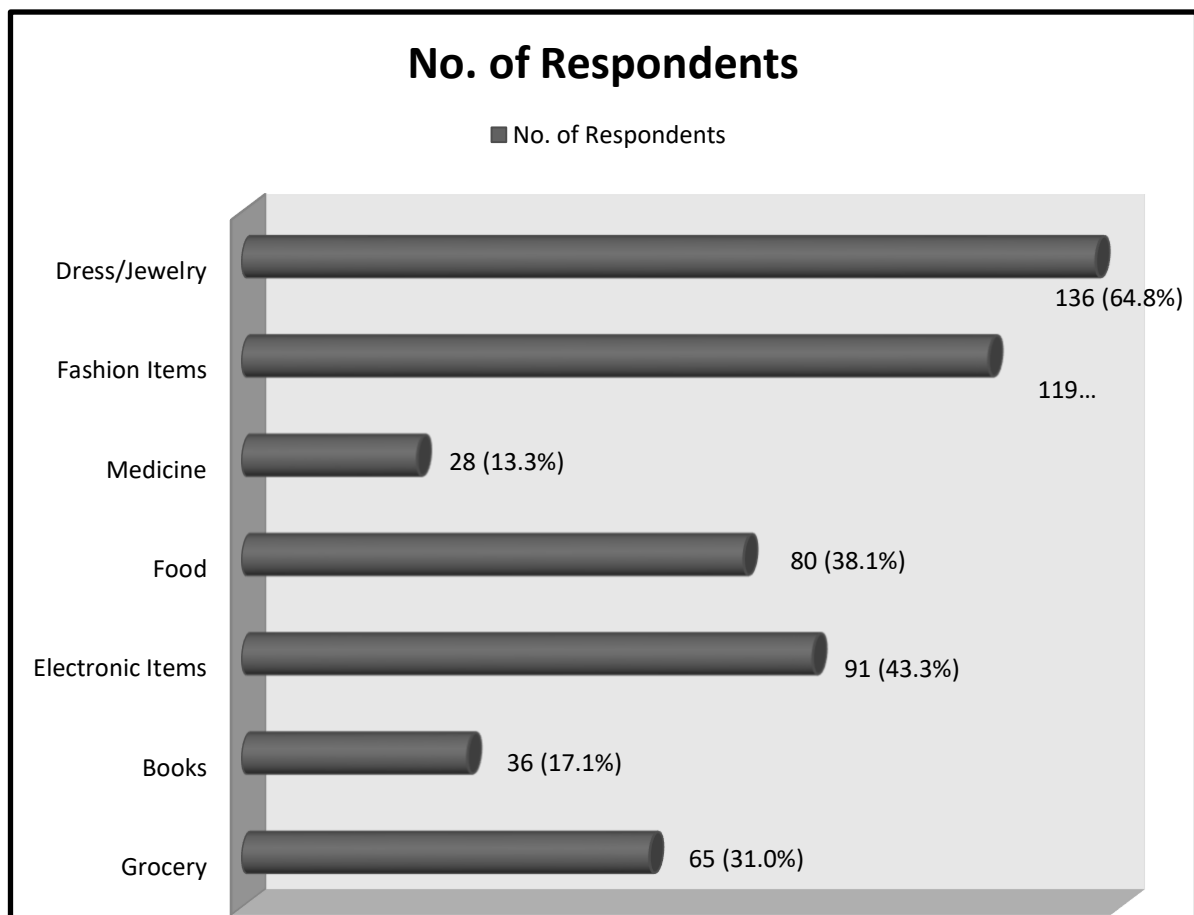


Chart 4.1.7 What are the products you purchased in online:

INFERENCE:

The majority of the respondents are said dress/jewelry, Electronic items, Fashion items.

4.1.8 What made you to buy products in online?

Table 4.1.8 What made you to buy products in online:

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Save time	119	56.7%
Discount	110	52.4%
Quality	35	16.7%
Home Delivery	128	61%
Price	68	32.4%
Availability	80	38.1%

INTERPRETATION:

From the above table, its interpreted that 61% of respondents are said Home Delivery, 56.7%, 52.4% of respondents are said Save time and Discount, 32.1% of respondents are said Price, 38.1% of respondents are said Availability, 16.7% of respondents are said Quality.

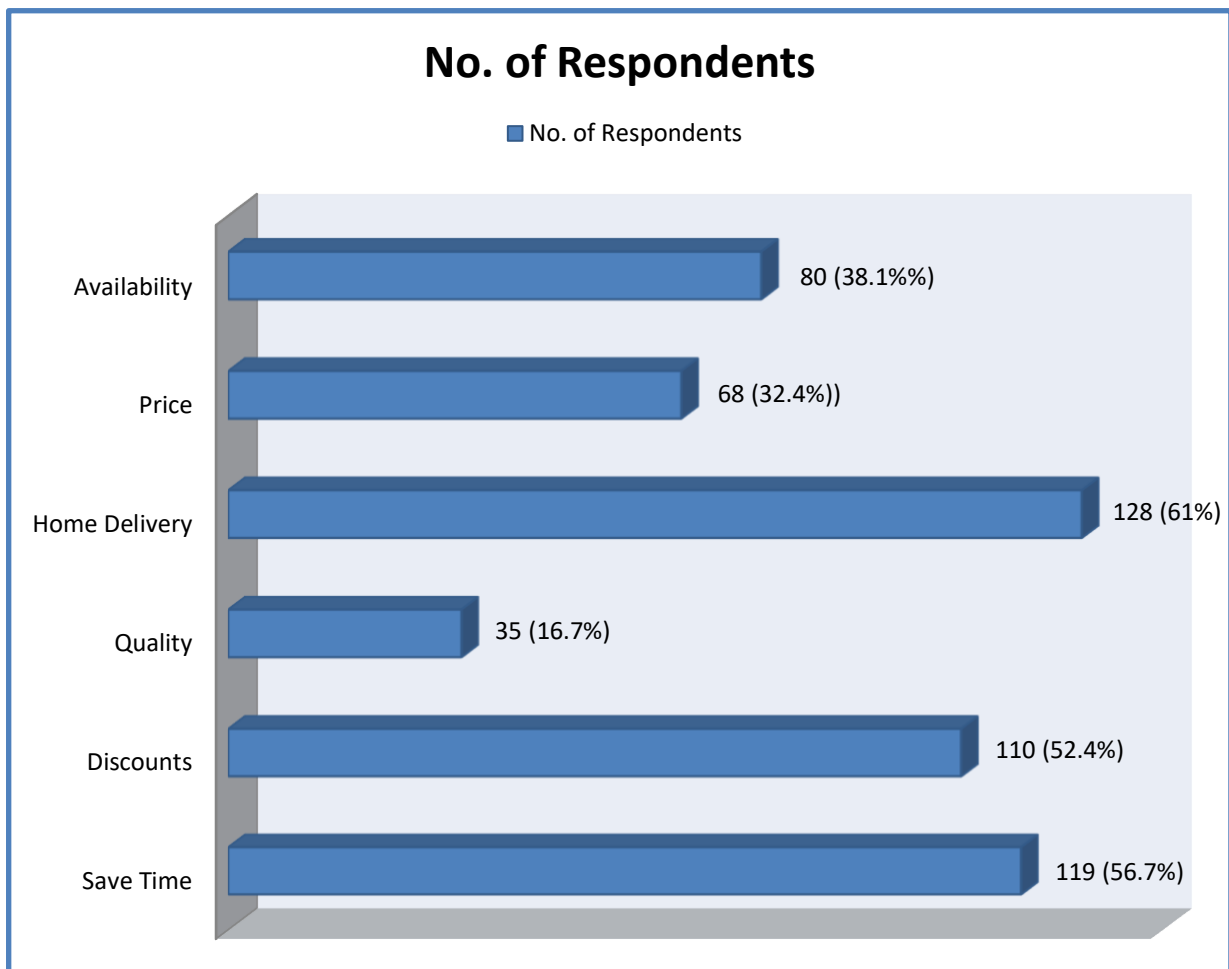


Chart 4.1.8 What made you to buy products in online:

INFERENCE:

The majority of the respondents are said Home delivery.

4.1.9 How much you spend for online shopping per month?

Table 4.1.9 How much you spend for online shopping per month:

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
1000	114	54.3%
1000 – 2500	75	35.7%
2500 – 5000	13	6.2%
More than 5000	8	3.8%
TOTAL	210	100.0%

INTERPRETATION:

From the above bar diagram, it is interpreted that 54.3% of the respondents are said 1000 rupees, 35.7% of the respondents are said 1000 – 2500 rupees, 6.2% of the respondents are said 2500 – 5000 rupees, 3.8% of the respondents are said more than 5000 rupees are spend for online shopping per month.

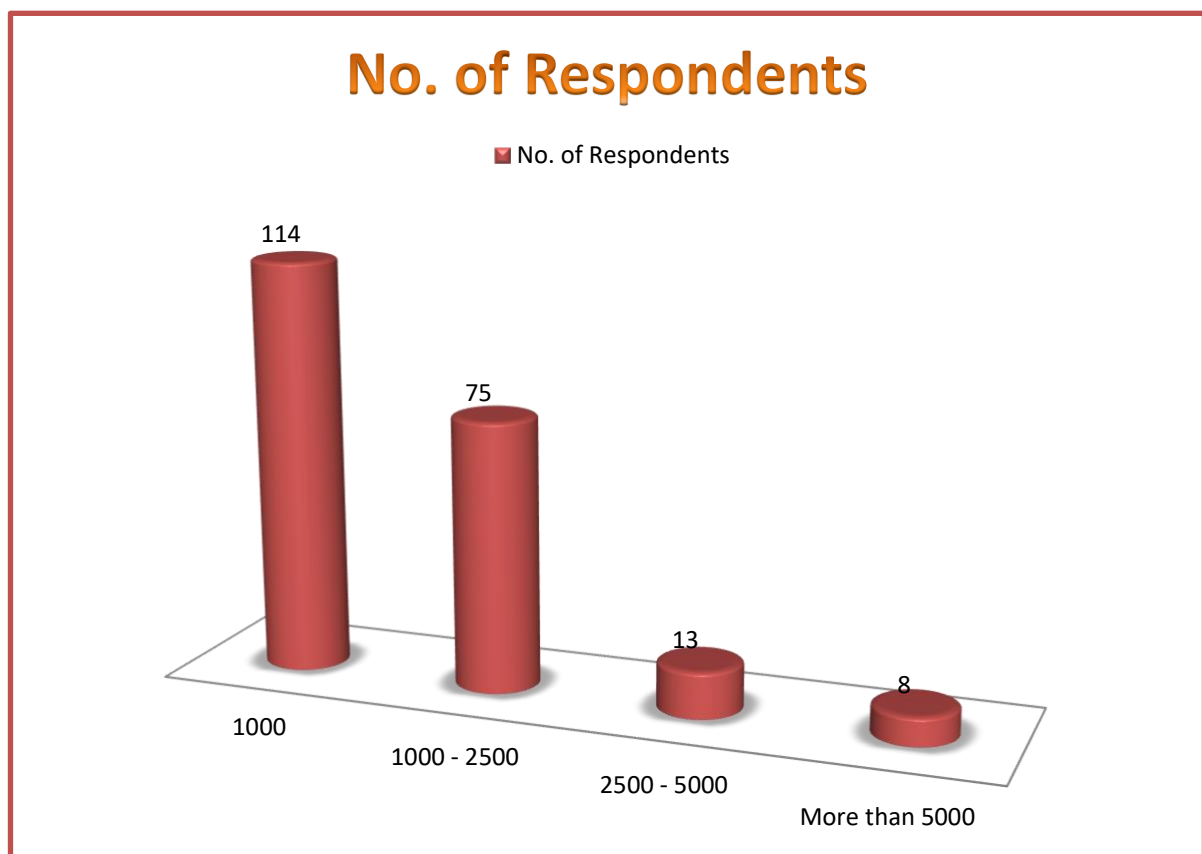


Chart 4.1.9 How much you spend for online shopping per month:

INFERENCE:

The majority of the respondents are said 1000 rupees.

4.1.10 What is the biggest concern about online shopping?

Table 4.1.10 What is the biggest concern about online shopping?

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Payment process	64	30.5%
No guarantee of a products quality	137	65.2%
Slow webpage response time	29	13.8%
Poor internet connection	16	7.6%

INTERPRETATION:

From the above table, its interpreted that 56.9% of respondents are said No guarantee of a products quality, 45.4% of respondents are said Payment process, 6.9% of respondents are said Slow webpage response time, 4.6% of respondents are said Poor internet connection.

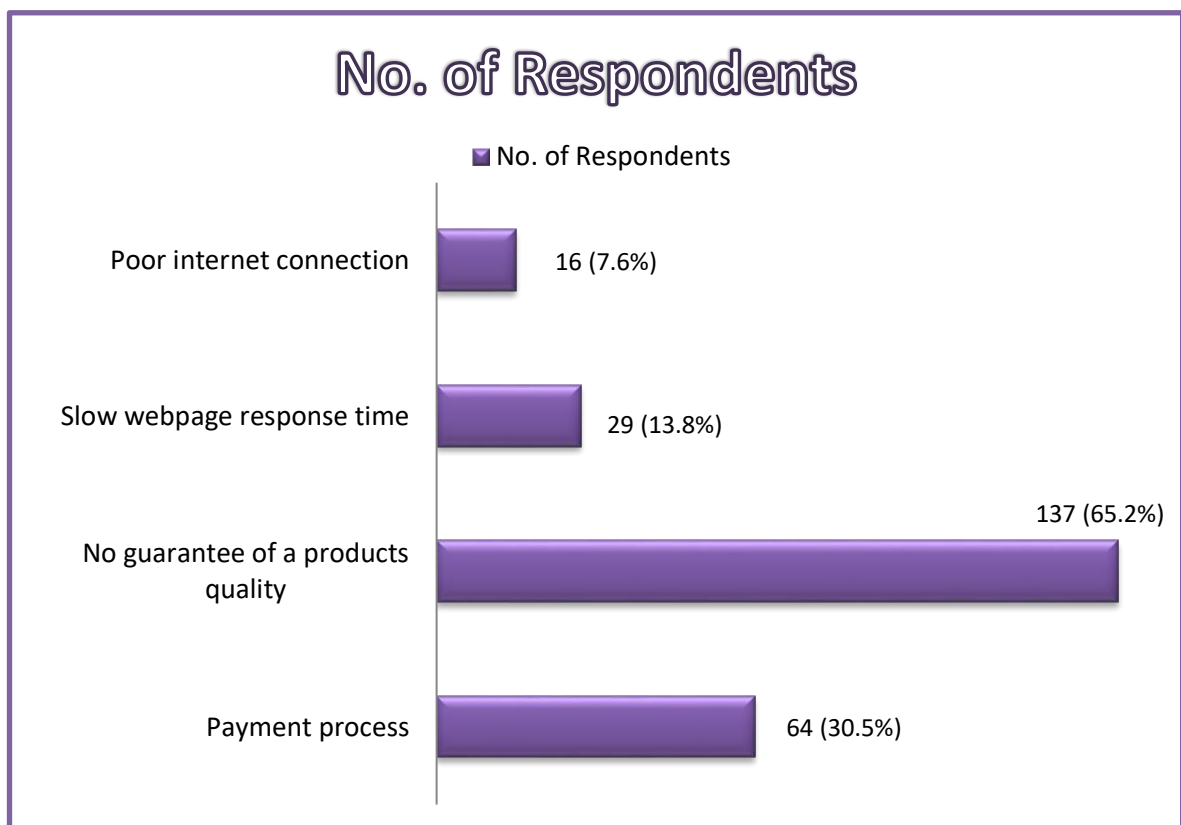


Chart 4.1.10 What is the biggest concern about online shopping:

INFERENCE:

The majority of the respondents are said No guarantee of a products quality.

4.1.11 The speed of delivery is important to you!!

Table 4.1.11 The speed of delivery is important to you!!

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Strongly Agree	82	39.0%
Agree	92	43.8%
Neutral	33	15.7%
Disagree	3	1.4%
Strongly Disagree	0	0.0%
TOTAL	210	100.0%

INTERPRETATION:

From the above bar diagram, it is interpreted that 43.8% of the respondents are agree, 39.0% of the respondents are strongly agree, 15.7% of the respondents are neutral, 1.4% of the respondents are disagree with the speed of delivery.

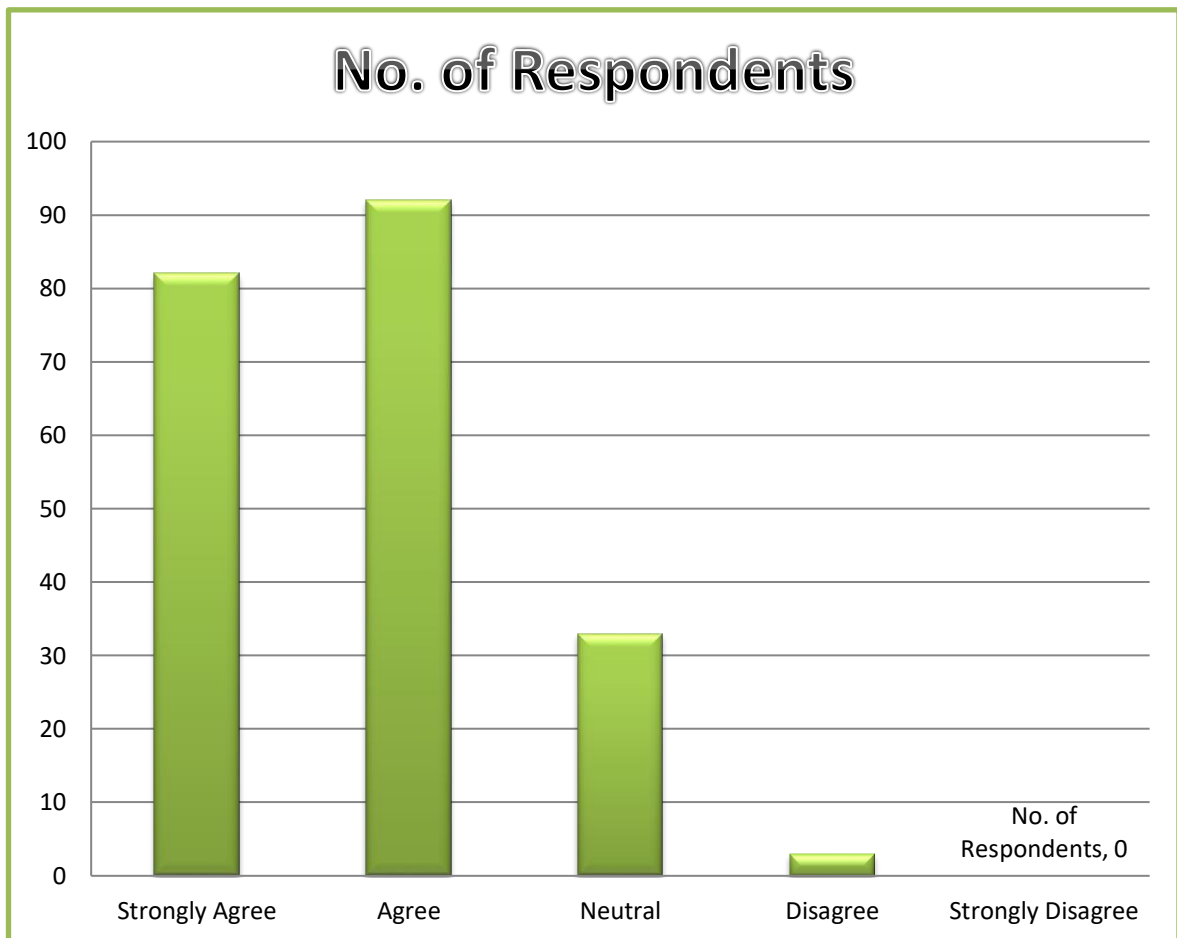


Chart 4.1.11 The speed of delivery is important to you!!

INFERENCE:

The majority of the respondents are said Agree.

4.1.12 Which payment method do you prefer for online shopping?

Table 4.1.12 Which payment method do you prefer for online shopping?

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Paypal	4	1.9%
Cash on delivery	116	55.2%
Debit/Credit card	15	7.1%
UPI	75	35.7%
TOTAL	210	100.0%

INTERPRETATION:

From the above table, its interpreted that 55.2% of respondents are said cash on delivery, 35.7% of respondents are said UPI, 7.1% of respondents are said Debit/Credit card, 1.9% of respondents are said Paypal method.

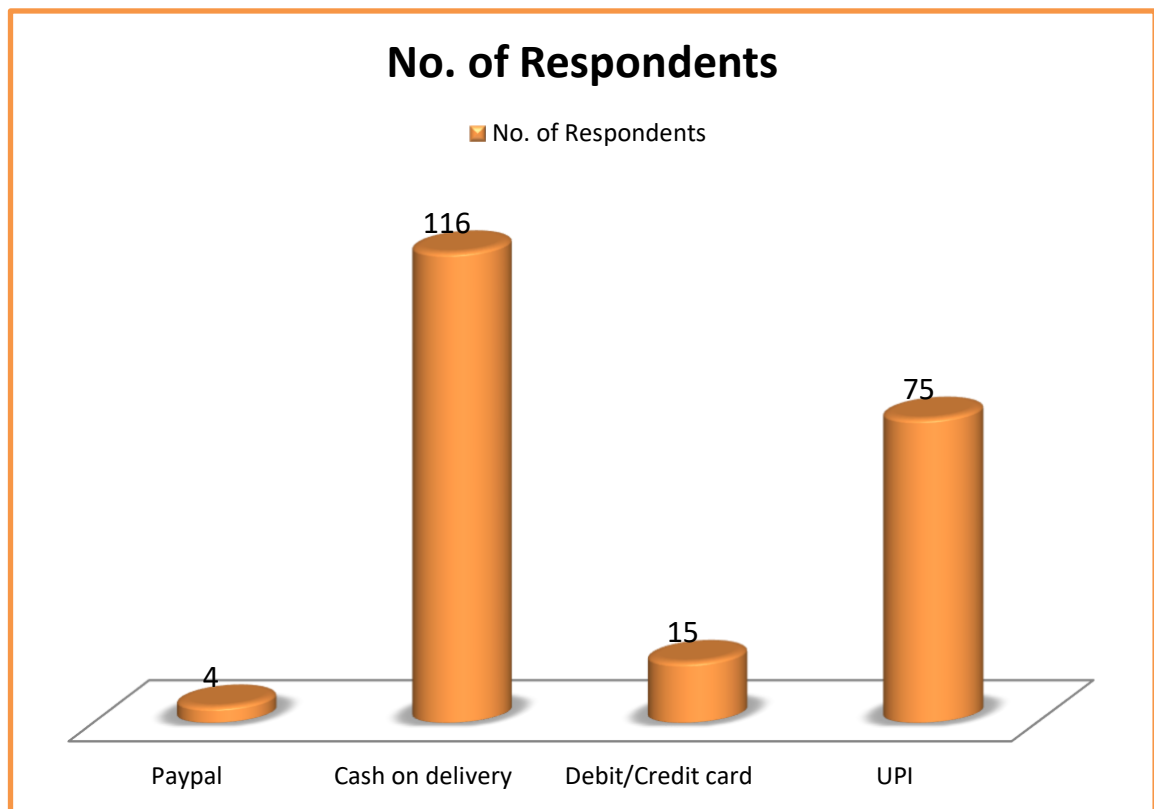


Chart 4.1.12 Which payment method do you prefer for online shopping:

INFERENCE:

The majority of the respondents are used cash on delivery.

4.1.13 Would you read comments and reviews of the products before shop in online?

Table 4.1.13 Would you read comments and reviews of the products before shop in online

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Yes	191	91.0%
No	5	2.4%
Maybe	14	6.7%
TOTAL	210	100.0%

INTERPRETATION:

From the above pie chart, it is interpreted that 91.0% of the respondents are said yes, 2.4% of the respondents are said no, 6.7% of the respondents are said maybe for read comments and review of the products.

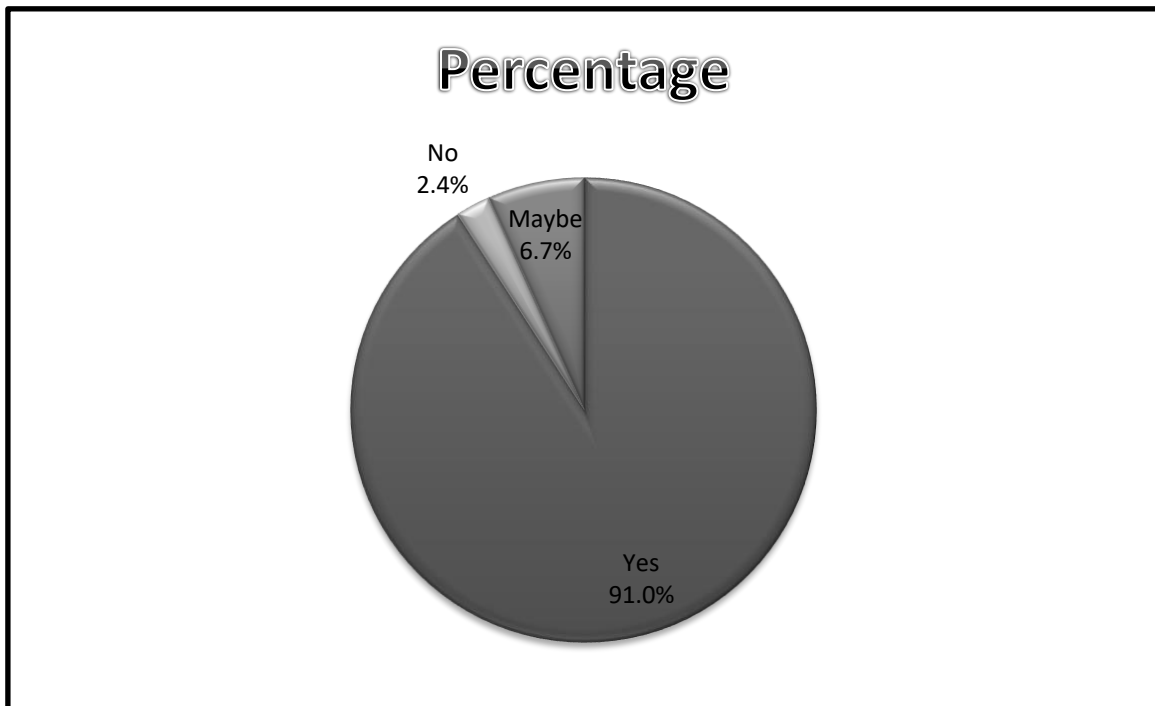


Chart 4.1.13 Would you read comments and reviews of the products before shop in online:

INFERENCE:

The majority of the respondents are said Yes.

4.1.14 Would you give feedback and reviews after every shopping in online?

Table 4.1.14 Would you give feedback and reviews after every shopping in online:

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Yes	74	35.2%
No	59	28.1%
Maybe	77	36.7%
TOTAL	210	100.0%

INTERPRETATION:

From the above pie chart, it is interpreted that 36.7% of the respondents are said maybe, 35.2% of the respondents are said yes, 28.1% of the respondents are said no for give feedback and reviews of the product.

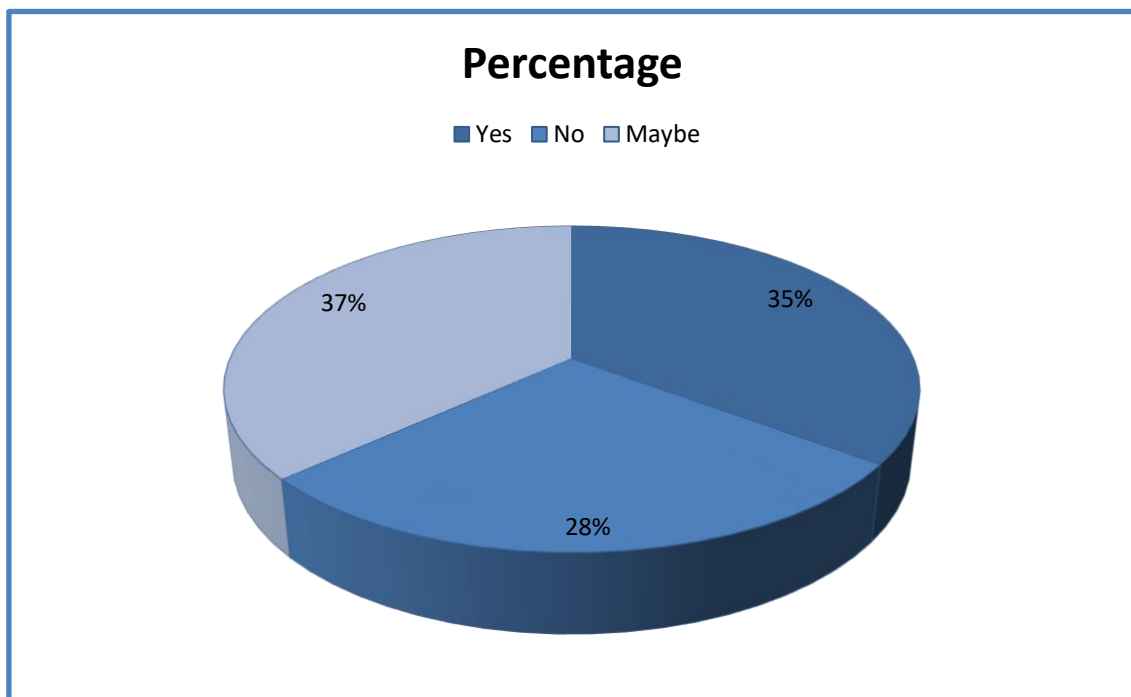


Chart 4.1.14 Would you give feedback and reviews after every shopping in online:

INFERENCE:

The majority of the respondents are said No.

4.1.15 How often did you use online shopping during this pandemic?

Table 4.1.15 How often did you use online shopping during this pandemic:

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Every day	7	3.3%
Weekly once	36	17.1%
Monthly once	137	65.2%
Many times in a month	30	14.3%
TOTAL	210	100.0%

INTERPRETATION:

From the above pie chart, it is interpreted that 65.2% of the respondents are purchase monthly once, 17.1% of the respondents are purchase weekly once, 14.3% of the respondents are purchase many times in a month, 3.3% of the respondents are purchase every day in online.

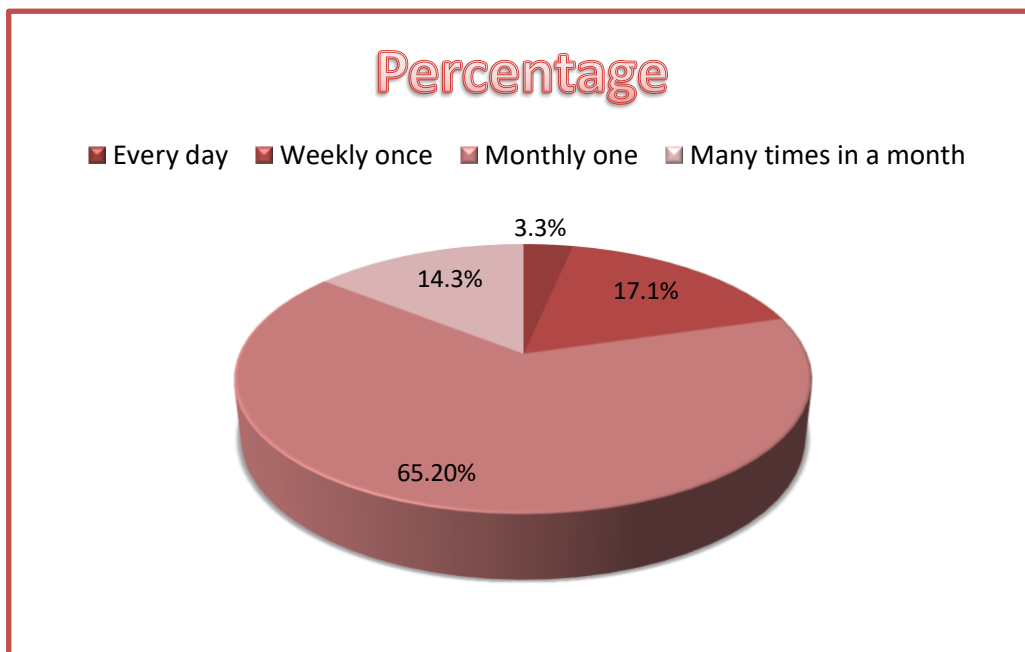


Chart 4.1.15 How often did you use online shopping during this pandemic:

INFERENCE:

The majority of the respondents are said Monthly one.

4.1.16 If you do not purchase things from online, why?

Table 4.1.16 If you do not purchase things form online, Why?

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Shipping Charges	119	56.7%
It is difficult to shop online	15	7.1%
I do not find what I look for	70	33.3%
I do not trust online shopping	33	15.7%
I heard bad things about online shopping	26	12.4%

INTERPRETATION:

From the above table, its interpreted that 56.7% of respondents are said Shipping Charges, 33.3% of respondents are said I do not find what I look for, 15.7% of respondents are said I do not trust online shopping, 7.1% of respondents are said It is difficult to shop online, 12.4% of respondents are said I heard bad things about online shopping.

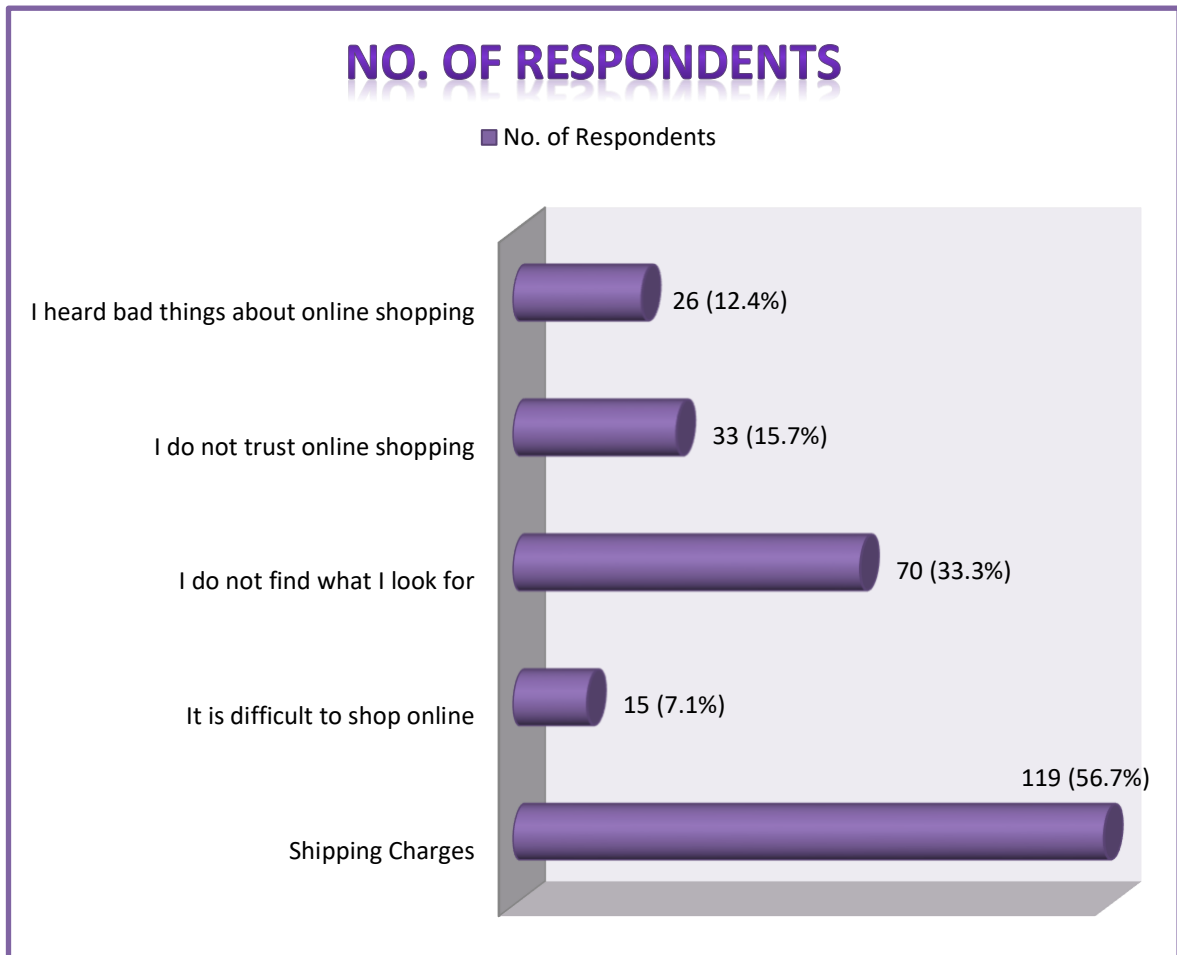


Chart 4.1.16 If you do not purchase things from online, Why?

INFERENCE:

The majority of the respondents are said Shipping Charges.

4.1.17 How would you rate your overall online shopping experience?

Table 4.1.17 How would you rate your overall online shopping experience?

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Excellent	53	25.2%
Average	154	73.3%
Poor	3	1.4%
TOTAL	210	100.0%

INTERPRETATION:

From the above bar diagram, it is interpreted that 68.5% of the respondents are said Average, 30.0% of the respondents are said Excellent, 1.5% of the respondents are said Poor.

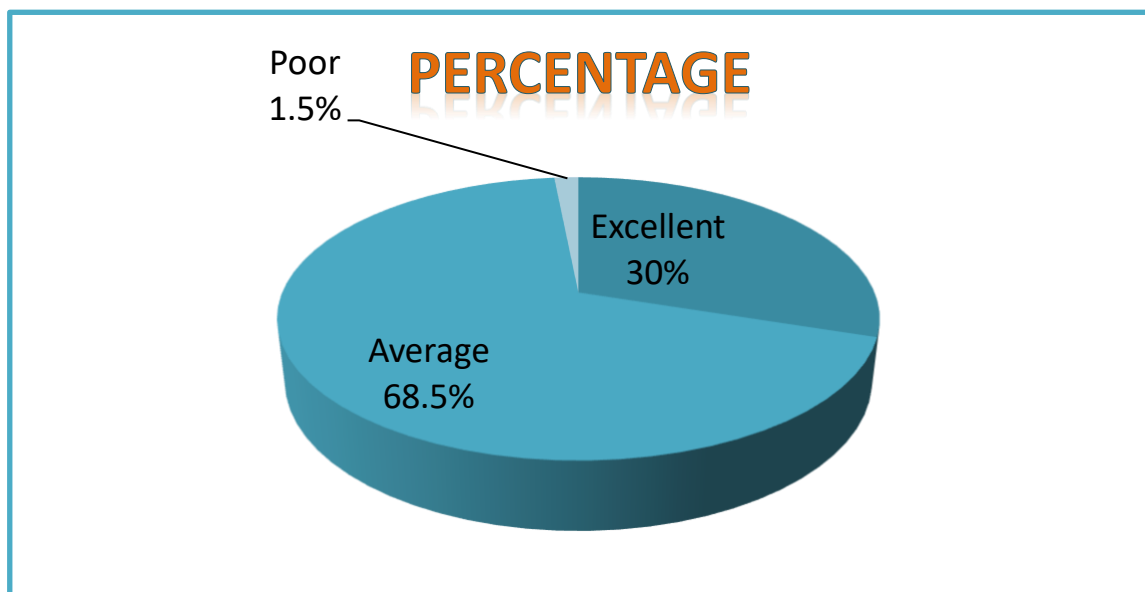


Chart 4.1.17 How would you rate your overall online shopping experience?

INFERENCE:

The majority of the respondents are said Average.

4.1.1.18 How comfortable are you buying products from online?

Table 4.1.18 How comfortable are you buying products from online?

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Extremely comfortable	43	20.2%
Moderately comfortable	103	49%
Quite comfortable	53	25.2%
Not at all comfortable	11	5.4%
TOTAL	210	100.0%

INTERPRETATION:

From the above bar diagram, it is interpreted that 42.3% of the respondents are moderately comfortable, 29.2% of the respondents are extremely comfortable, 23.1% of the respondents are quite comfortable, 5.4% of the respondents are not at all comfortable in online shopping.

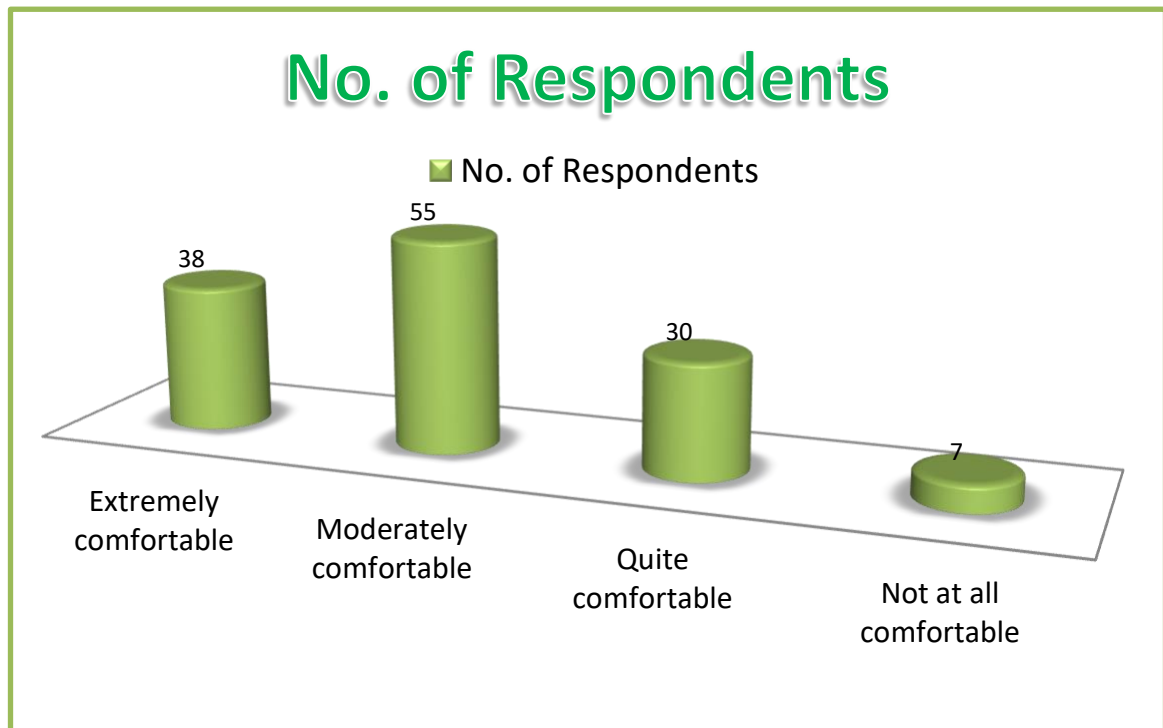


Chart 4.1.18 How comfortable are you buying products from online?

INFERENCE:

The majority of the respondents are said Moderately Comfortable.

4.2 STATISTIC ANALYSIS

Test (chi-square χ^2)

1. Significant relationship between what is the biggest concern about online shopping and customer's comfortable level:

Table 4.2.1

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	467.372 ^a	96	<.001
Likelihood Ratio	114.313	96	0.098
N of Valid Cases	219		

108 cells (92.3%) have expected count less than 5. The minimum expected count is .00.

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant relation between what is the biggest concern about online shopping and customer's comfortable level.

H1 (Alternative Hypothesis): There is significant relation between what is the biggest concern about online shopping and customer's comfortable level.

RESULT:

Since p value (0.001) is less than < 0.05 we reject the null hypothesis and accept the alternate hypothesis.

∴ H1 There is significant difference between **what is the biggest concern about online shopping and customer's comfortable level.**

2. Significant relationship between review of the product before shopping and review of the product after shopping in online.

Table 4.2.2

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	444.260 ^a	16	<.001
Likelihood Ratio	88.682	16	<.001
N of Valid Cases	219		

21 cells (84.0%) have expected count less than 5. The minimum expected count is .00.

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant relation between review of the product before shopping and review of the product after shopping in online.

H1 (Alternative Hypothesis): There is significant relation between review of the product before shopping and review of the product after shopping in online.

RESULT:

Since p value (0.001) is less than < 0.05 we reject the null hypothesis and accept the alternate hypothesis.

∴ **H1** There is significant difference between the **review of the product before shopping and review of the product after shopping in online.**

3. Significant relationship between would you prefer to purchase online and what are the products you purchased in online.

Table 4.2.3

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	508.935 ^a	201	<.001
Likelihood Ratio	125.887	201	1.000
N of Valid Cases	219		

261 cells (96.0%) have expected count less than 5. The minimum expected count is .00.

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant relation between would you prefer to purchase online and what are the products you purchased in online.

H1 (Alternative Hypothesis): There is significant relation between would you prefer to purchase online and what are the products you purchased in online.

RESULT:

Since p value (0.001) is less than < 0.05 we reject the null hypothesis and accept the alternate hypothesis.

∴ **H1** There is significant difference between **would you prefer to purchase online and what are the products you purchased in online.**

CHAPTER 5

FINDINGS, SUGGESTIONS, AND CONCLUSION

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FINDINGS, SUGGESTIONS, AND CONCLUSION

5.1 FINDINGS OF THE STUDY:

- The online shopping is getting popular among the young generation as they feel it more comfortable, time saving and convenient. It is analyzed from the survey that when a consumer makes a mind to purchase online goods, he/she is affected by multiple factors. The main crucial identified factors are time saving, the best price and convenience.
- Out of 100 percent 60.8 percent of answers for my questionnaire came from the 20-35 age group people.
- Women make up the majority (68.5%) of those who responded my questionnaire.
- With 42.8 % of opinions from students category tops the questionnaire.
- More than 3/4th of the overall opinions 89.2% people prefers online shopping.
- 88.5% of overall answerer says they are very aware on online shopping.
- Major online platform used by the people according to my survey is amazon, flipkart, myntra etc.
- With the availability of many products in the online platform mentioned above most of the people chosen to buy dress.
- In this survey I conclude most of the people chose online shopping because of time saving, discounts and home delivery etc.
- In common an average of 1000 is spent by each of them in online shopping for a month.
- The main objective in online shopping is speed of delivery which is agreed by the (43.8%) of customers.
- The major concern here is the quality of the product.
- Even though many of the people uses online shopping but their rating towards online shopping is average only (68.5%).
- Though it is an online shopping but the (63.1%) of users prefers cash on delivery.
- In online shopping before ordering the product (84.6%) of the people used to read the comments regarding the product.

- After the purchase most of the people who made online shopping will give feedback to the purchase they made.
- 60% of people use online shopping once in a month.
- The states here states that (42.3%) of respondents are moderately comfortable with the online shopping.
- Majority of the respondents said why they did not use online shopping, because of shipping expenses, and they did not find what they are looking for.

5.2 SUGGESTIONS OF THE STUDY

- The quality of the products is more important for the online shoppers.
- The products picture should be clear and need to give correct pic of that products like color, material design etc.
- In some of the products does not had cash on delivery options, but that cash on delivery option is must needed for all products.
- EMI options are given for particular banks only they need for all banks.
- The website should need to clear the content of the products like review and feedback is need more clear.
- Need to reduce the delivery charges to all products.
- The online shopping is needed to add the location in their website, because some of the products are not available in all areas.
- Online shopping sites should increase the security for online payments.
- Customer's needs return option method for all products.

5.3 CONCLUSION:

This study investigates the determinants that are responsible for choosing of the online purchasing portals by the consumers whenever they decide for purchasing products. Online shopping is becoming more popular day by day with the increase in the usage of World Wide Web known as www. Understanding customer's need for online selling has become challenge for marketers. Furthermore, the study was taken ahead with the conclusions drawn from the empirical survey and developing innovations important for the online purchasing portals. The empirical results show that consumers preferred to accept online purchasing portals for their purchases whenever they perceived that the determinants like product preference through the respective purchasing portals, variety options available in the portals and convenience of online shopping and in accordance to their preferences. This research shows that online shopping is having very bright future in India. Perception towards online shopping is getting better in India. With the use of internet, consumers can shop anywhere, anything, and anytime with easy and safe payment options. Consumers can do comparison shopping between products, as well as online stores. Specially understanding the consumer's attitudes towards online shopping, making improvement in the factors that influence consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive edge over others.

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ANNEXURE

“A STUDY ON CUSTOMER’S PREFERENCE TOWARDS ONLINE SHOPPING”

QUESTIONNAIRES:

1. Name: _____
2. Age Group :
 - a) Below 20 b) 20 – 35
 - c) 35 – 50 d) Above 50
3. Gender :
 - a) Male b) Female c) Prefer not to say
4. Occupation:
 - a) Student b) job holder c) businessMan/woman
 - d) unemployed e) Freelancer
5. Would you prefer to purchase Online?
 - a) Yes b) No

If no give reason

6. Are you aware of online shopping?
 - a) Yes b) No
7. Which website you prefer for online shopping?
 - i) Amazon.in ii) Myntra.com iii) Nykaa.com iv) Flipkart.com
 - v) AJIO.com vi) Meesho.com vii) Bigbasket.com
8. What are the products you purchased in online?
 - i) Electronic items ii) Books iii) Grocery iv) Food
 - v) Dress/Jewelry vi) Medicine vii) Fashion items

9. What made you to buy products in online?
 - i) Save time ii) Discount iii) Quality
 - iv) Home delivery v) Price vi) Availability
10. How much you spend for online shopping per month?
 - a) 1000 b) 1000 – 2500
 - c) 2500 – 5000 d) More than 5000
11. The speed of delivery is important to you
 - a) Strongly Agree b) Agree c) Neutral
 - d) Disagree e) Strongly disagree
12. What is the biggest concern about online shopping?
 - a) Poor internet connection c) Slow webpage response time
 - d) No Guarantee of a product's quality e) Payment process
13. How would you rate your overall online shopping experience?
 - a) Excellent b) Average c) Poor
14. Which payment method do you prefer for online shopping?
 - a) Paypal b) Cash on delivery
 - c) Credit / debit card d) UPI
15. Would you read comments and reviews of the product before shop in online?
 - a) Yes b) No c) Maybe
16. Would you give feedback and reviews after every shopping in online?
 - a) Yes b) No c) Maybe
17. How often did you use online shopping during this pandemic?
 - a) Everyday b) Weekly once
 - c) Multiple times in a month d) Monthly once
18. How comfortable are you buying products from online?
 - a) Extremely comfortable b) Moderately comfortable
 - c) Quite comfortable d) Not at all comfortable

19. If you do not purchase things from online, why?
- a) Shipping charges
 - b) It is difficult to shop online
 - c) I do not find what I look for
 - d) I do not trust online shopping
 - e) I heard bad things about online shopping.
20. Give Any suggestion for online shopping:
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