

A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE PURCHASING WITH SPECIAL PREFERENCE ON CONSUMER DURABLE PRODUCTS IN MYLAPORE, CHENNAI

Submitted in partial fulfillment of the requirements for the award of

Master of Business Administration

by

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SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

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

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafide work of **JANAKAN S 42410294** who carried out the Project Training “**A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE PURCHASING WITH SPECIAL PREFERENCE ON CONSUMER DURABLE PRODUCTS IN MYLAPORE, CHENNAI**” under my supervision from October 2023 to December 2023.

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I **Janakan.S (42410294)** hereby declare that the Project Report entitled “**A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE PURCHASING WITH SPECIAL PREFERENCE ON CONSUMER DURABLE PRODUCTS IN MYLAPORE, CHENNAI**” done by me under the guidance of Dr. M. Raja, at SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY, CHENNAI is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

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ABSTRACT

Consumer perception of online product ordering is that the method of shopping for product and services from merchants World Health Organization sell on the web. Since the emergence of the globe wide net, merchants have wanted to sell their product to people that surf the web. Shoppers will visit net stores from the comfort of their homes and search as they sit before of the pc currently daily, online searching has become widespread among individuals, they have become techno-savvy and feel terribly snug in mistreatment web. Therefore, online searching has turned into a trend that's why it's necessary to create a study on Consumer perception of online product ordering usage and perception. The most aim of this analysis is to check the perception of the purchasers towards Consumer perception of online product ordering and conjointly discriminate this perception of gender bench vise. For this purpose, with facilities of convenient sampling technique a hundred and fifty respondents were selected and knowledge was collected through the structured form. On the premise of knowledge analysis, it's found that the majority of the purchasers were perceived that online searching is higher possibility than manual searching and most of the customers were glad about their online searching transactions. Customers are accessing their web at their home and office/ faculty. For the most part, customers are shopping for dress, physics things and accessories. The most mendacious barrier for online searching was customers have to give their MasterCard variety and that they can't see the product in person. Customers believe the statement that online searching is costlier than manual searching, its take longer to deliver the product and that they face issues whereas creating online purchases.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Internet is changing the way consumers shop and buys goods and services, and has rapidly evolved into a global phenomenon. Many companies have started using the internet with the aim of cutting marketing costs, thereby reducing the price of their products and services in order to stay ahead in highly competitive markets. Companies also use the Internet to convey, communicate and disseminate information, to sell the product, to take feedback and also to conduct satisfaction surveys with customers. Customers use the Internet not only to buy the product online, but also to compare prices, product features and after sale service facilities they will receive if they purchase the product from a particular store. Many experts are optimistic about the prospect of online business. In addition to the tremendous potential of the Consumer perception of online product ordering market, the Internet provides a unique opportunity for companies to more efficiently reach existing and potential customers. It has been more than a decade since business-to- consumer Consumer perception of online product ordering first evolved. Scholars and practitioners of electronic commerce constantly strive to gain an improved insight into consumer behavior in cyberspace. Along with the development of E-retailing, researchers continue to explain E-consumers' behaviour from different perspectives. Many of their studies have posited new emergent factors or assumptions that are based on the traditional models of consumer behaviour, and then examine their validity in the Internet context. Consumer perception in online product ordering is definitely a great way to shop with everything available on the websites. From clothes, gift items, food, home needs, medicines, and many more, this mode of shopping allows one to shop conveniently without hassle on spending hours in a supermarket or shopping areas. The Internet with its wide array of information nooks, allows the customer to go through various reviews of the product or service before actually heading for purchases. These consumer perception in online product

websites also have daily deals for the customer looking for discounts and store offerings.

Consumer perception in online product ordering may be a sort of electronic commerce that permits shoppers to directly get merchandise or services from a marketer over the net employing an application program. Various names square measure e-shop, e-store, web search, web-shop, web-store, online store, and virtual store, (an online, a web, an internet) search evokes the physical analogy (of buying, of shopping for) product or services at a bricks-and-mortar distributor or looking center; the method is named Business-To-Consumer (B2C) consumer perception in online product ordering. Within the case wherever a business buys from another business, the method is named Business-To Business (B2B) consumer perception in online product ordering. The most important of those online merchandising companies' square measure EBay and Amazon.com, each primarily based within the

U.S. The primary World Wide net server and browser, created by Tim Berners-Lee in 1990, opened for industrial use in 1991. Thereafter, sequent technological innovations emerged in 1994: online banking, the gap of an internet shop by Dish Hut, Netscape's SSL v2 cryptography customary for secure knowledge transfer, and Inter shop's first Consumer perception in online product ordering system. Like a shot when Amazon.com launched its Consumer perception in online product ordering website in 1995 and eBay was additionally introduced in 1995. Currently, consumer perception in online product ordering is moving high towards the growth of both consumer satisfaction and profitability.

India's Consumer perception of online product ordering market grew at a staggering 95% in 2016 to 22 billion dollars, riding on booming online retail trends and defying slower economic process and coil inflation. The increasing net penetration and availableness of a lot of payment choices boosted the Consumer perception of online product ordering trade in 2016. Consumer perception of online product ordering business in the Republic of India is anticipated to achieve around \$50-70 billion by 2020 on the rear of a quick growing internet-connected population and improvement in connected infrastructure like payment and delivery systems.

Benefits of consumer perception of online product ordering:

Consumer perception of online product ordering benefits are broadly classified in 3 major categories:-

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

BENEFIT TO ORGANIZATION:-

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

BENEFIT TO CUSTOMERS:-

- Customers can enquire about a product /service and place orders anytime, anywhere from any location.
- Consumer perception of online product ordering application provides users with more options to compare and select the cheaper and better options & also quicker delivery of products.
- A customer can put review comments about a product and can see what others are buying, or see the review comments of other customers before making a final purchase.
- A customer can see the relevant detailed information within seconds, rather than waiting for days or weeks.
- Consumer perception of online product ordering increases the competition among organizations and as a result, organizations provide substantial discounts to customers.

BENEFITS TO SOCIETY:-

- Customers need not travel to shop a product, thus less traffic on road and low air pollution.
- Consumer perception of online product ordering helps in reducing the cost of products, so less affluent people can also afford the products.
- Consumer perception of online product ordering has enabled rural areas to access services and products, which are otherwise not available to them.
- Consumer perception of online product ordering helps the government to deliver public services such as healthcare, education, social services at a reduced cost and in an improved manner.

TOP 10 ONLINE PRODUCT ORDERING SITES IN INDIA

1. Flipkart.com

This one has to come first hands down. The entire country is completely dependent on Flipkart for nearly all their shopping needs. Flipkart sells everything from gift vouchers to electronics to home appliances. In fact, statistics claim that there are more items on flipkart than in a mall. Hence, Indians are heavily reliant on flipkart for all their shopping needs.

2. Amazon.in

A large number of people from India swear by the services of amazon. Amazon and flipkart are always at war with each other and are always at close heels. Amazon has an equally large number of products as flipkart. In fact, Amazon apparently sells more than flipkart. Since amazon is an American company, it lacks the desi taste that would be preferred by an Indian. It would be wise to indianise its Indian domain. It would then be an instant hit amongst the masses.

3. Snapdeal.com

Snapdeal is a completely Indian website and is often preferred by the masses for its cheap rates. It sells products at really low prices and hence, is a favourite of the masses. It is a good idea to buy from Snapdeal if you are looking for absolutely cheap prices. However, there have been times when consumers have complained of the products of Snapdeal and hence, some of them stay away from Snapdeal.

4. Jabong.com

Jabong is again an American brand but seems to be doing very well in India. It has a large number of clothes and accessories for sale and is a complete paradise for those who love shopping for clothes. It has all kinds of products from western wear to desi kurtis and it would be fun to sit home and shop for clothes on Jabong. Jabong is excessively preferred by women shoppers.

5. Myntra.com

Myntra also has a large number of accessories and clothes on its online portal. It has a large number of categories as well and one can buy from a category of their choices. From western to ethnic to traditional, all kinds of clothes are sold on Myntra.

6. Homeshop18

This is an equally popular website amongst online shoppers. Those who do not mind waiting a little extra for delivery at the reward of a lower price, order from here. A lot of times, the cheapest of items and the remotest of items are easily found on homeshop18.com. Thus, this site also has an equally large number of shoppers who are loyalists. However, homeshop18 cannot be trusted when one is in an emergency. You'd rather buy from one of the websites where they give express deliveries.

7. Shopclues.com

Shopclues is famous for their heavily discounted best shopping deals. Shopclues is one of the best online stores that offers a wide variety of cameras, Computer accessories, Mobile, Gift, Jewellery, Cosmetics, toys, clothes, books and bag.

8. Paytm.com

Started just as mobile recharge app, now Paytm become the Indian Alibaba. Provides a number of services like mobile recharge, bill payments, tickets etc. along with a variety of generic products. Paytm offers cashback with the discounts, that makes it different from other shopping sites in India. Sometimes such cashback makes a big difference and saves your extra money. PayTM has now launched PayTM Mall which is equivalent to Amazon and Flipkart. You can go and shop anything on PayTM mall. PayTM mall offers electronic items, shoes, bags, home décor, clothing for men and women and many more products which are 100% authentic. Once, you do shopping from PayTM mall then you will get cashbacks, these cashbacks can be used later to process mobile recharges, pay bills and other stuff.

9. Voonik.com

Voonik is one of those sites that specifically focus on only women products. This thing makes it more popular among women as compare to other fashion sites. The products include Indian wear, western wear, lingerie & sleepwear, footwear, bags and accessories, jewellery and beauty products. Voonik offers deep discounts on its products along with cash back offers. Voonik was started in Bangalore with the vision of being the personal stylist to every woman. It provides the free personalization which is inbuilt in the app for its user.

10. Bigbasket.com

Bigbasket is the top grocery shopping site in India. From Bigbasket you can purchase products under the category of grocery, household, personal care, gourmet, beverage, dairy and fruit & veggie. It offers a wide range of top brands product. It additionally offers up to 20% cash back on different debit and credit cards.

Consumer perception in online product ordering is the process of buying goods and services from merchants who sell on the Internet. Since the emergence of the World Wide Web, merchants have sought to sell their products to people who surf the Internet. Shoppers can visit web stores from the comfort of their homes and shop as they sit in front of the computer. Now a day, consumer perception in online product ordering has become popular among people, they have become techno savvy and feel very comfortable in using internet. So consumer perception in online product ordering has becoming a trend that is why it is necessary to make a study on consumer perception in online product ordering usage and perception. The main aim of this research is to study the perception of the customers towards consumer perception in online product ordering and also discriminate this perception gender wise. For this purpose, with help of convenient sampling method 150 respondents were selected and data were collected through structured questionnaire. On the basis of data analysis it is found that most of the customers were perceived that consumer perception in online product ordering is better option than manual shopping and most of the customers were satisfied with their consumer perception in online product

ordering transactions. Customers are accessing their net at their home and office/ college. Largely customers are buying clothes, electronics items and accessories. Most alarming barrier for consumer perception in online product ordering was customers have to give their credit card number and they can't see products personally. Customers agree with the statement that consumer perception in online product ordering is more expensive than manual shopping, it takes more time to deliver the products and they are facing problems while making online purchases.

The emergence of World Wide Web has made the services available to customers without leaving their home. The usage of internet is increasing more on the marketing services and ebusiness. Consumer perception in online product ordering is one of them which are emerging as the fastest growing phenomenon. Companies are now using internet to build closer relation with consumers and existing marketing partners. As said by Srisuwan & Barnes(2008;et al.,2007) that from virtual reality displays that test new products to online virtual stores that sell them, the technology explosion is affecting every aspect of marketing. The Internet has now become a truly global phenomenon.

Consumer perception in online product ordering is the process whereby consumers directly buy goods, services etc. from a seller interactively in real-time without an intermediary service over the internet. Shoppers can visit web stores from the comfort of their homes and shop as they sit in front of the computer. Consumers buy a variety of items from online stores. Nowadays, consumer perception in online product ordering is emerging a convenient way of shopping. Customers will be able to save time & money, retrieve all the product information with clicks in few minutes. According to survey done in 2010 by the Clicks stats, the growth & diverse internet population means the people having diverse taste and purposes are going to web for information and buy product and services. This survey is becoming true as now customers use consumer perception in online product ordering according to their needs, wants and adopting new technologies.

Consumer perception in online product ordering made it easy for everyone with their product variations. An attempt of comparison has been done considering e-commerce challenges, their business model, funding, revenue generation, growth, survival strategies, Shoppers consumer perception in online product ordering experience, value added differentiation, and product offerings. Big players made their own mark in India, but who is going to be ultimate winner or be the top one is going to be. A comparative study of ecommerce sites delivers the information about the different strategies to succeed in e-commerce market and different opportunities available in India.

India has always been a land of great potential. The socioeconomic condition of the country has improved many folds after independence and India is now emerging as one of the leading countries in the world. Moreover with the introduction of 4G network the use of e-commerce have increased many folds in India. As technology is spreading to the remotest villages and many job opportunities are presenting themselves to the unemployed youth more and more people are gaining awareness and the money to purchase expensive and luxurious items over the internet.

CHAPTER 2

LITERATURE REVIEW

2.1 REVIEW OF LITERATURE

D.R.M.Rajesh and G.Purushothaman (2013) studied E-shopping has become growing more popular, the main reason is convenience (and often lower prices). Usually in the holiday season, consumer perception in online product ordering saves an individual the hassle of searching several stores and then waiting in long queues to buy a certain item. Internet is changing the way consumers shop and buy goods and services, and has quickly evolved into a global phenomenon. Numerous companies have started using the Internet with the purpose of cutting marketing costs, thereby minimizing the price of their products and services in order to face competition. No doubt the Internet has affect our lives deeply in which it plays a pre- eminent and unparalleled role. In addition to the tremendous potential of the E- commerce market, the Internet provides a distinctive opportunity for companies to more efficiently reach existing and potential customers

K.S. Silpa, P.U. Rajasree and Dr.P. Balasubramanian(2016) This project was an attempt to study people perception towards consumer perception in online product ordering. As result of survey the majority of people favor to do consumer perception in online product ordering, even if they felt some difficulties. Majority of the people agree that in near future consumer perception in online product ordering will be more on demand than offline shopping. Therefore, online marketing have a wider scope in the coming years. More people prefer cash on delivery than net banking. Greater part of respondents encourages other people to enter into e-shopping. Most of people do not shop online due to fear of quality of goods, afraid to give out their credit card details and also they find conventional methods more enjoyable. The fact that large number of people is getting attracted towards consumer perception in online product ordering creates a basis for tremendous prospects for marketers of today and tomorrow.

K. Rama Mohana Rao and Chandra Sekhar Patro (2016) the study focuses on identifying and analyzing the various factors influencing the consumers' perception towards e-shopping on different products available in the online retail market. The findings of the study established the fact that consumer perception on e-shopping depends upon different factors which can be broadly identified as convenience, website design, delivery, price advantage, reliability, and responsiveness. According to the study, most of the respondents are satisfied with the current conditions. But there still have several indicators that are needed to be improved. Due to increase in e-shopping websites, the in-store shoppers need to attract the consumers with more attractive offers and quality products

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

Kanwal Gurleen (2012) this paper focuses on the understanding of demographic profiles of adopters and non-adopters of consumer perception in online product ordering. The following four factors were found to be significant Price Consciousness, Convenience and Variety, Easy Payment options and Challenges of Consumer perception in online product ordering. Most of the consumers prefer to buy some selected products online because they will get heavy discounts in comparison to store purchases. Also, the consumer feels that there are good websites available which can be trusted for purchases. The only worry of consumers is regarding the

trustworthiness of some websites, since they have to give their credit card details to shop online

Muthuman & et.al. (2017) this study shows that the consumer perception in online product ordering is one of the most popular way for the consumers to make purchases of goods and availing services, but this study identifies that it is not a comfortable and safest one for consumers to make purchases and availing services online. The study also finds that consumer perception in online product ordering is gaining popularity among young people to make purchases their requirements.

Madhu & Sampath (2017) in their study consumer perception in online product ordering is now become a primary part of any business. This study also stressed that the e-commerce portals have to educate and promote the consumers towards consumer perception in online product ordering by determine the factors influencing the consumers towards consumer perception in online product ordering. This study concludes that the era of information providing new dimension to the marketer and consumer as well by virtual shops in India

Soonyong Bae, Taesik Lee (2010) they investigates the effect of online consumer reviews on consumer's purchase intention. In particular, they examine whether there are gender differences in responding to online consumer reviews. The results show that the effect of online consumer reviews on purchase intention is stronger for females than males. The negativity effect, that consumers are influenced by a negative review more than by a positive review, is also found to be more evident for females. These findings have practical implications for online sellers to guide them to effectively use online consumer reviews to engage females in consumer perception in online product ordering.

Isaac J. Gabriel (2007) studied online consumers' risk perceptions and will reveal a "cognitive map" of their attitudes and perceptions to online risks. It was accomplished by composing a master list of online hazards and activities, measuring current level of perceived risk, desired level of risk, and desired level of regulation associated with them, composing a master list of online risk characteristics, determining online risk

dimensions, and revealing position of each online hazard or activity in the factor space diagram. A factor space diagram captures a graphical representation of the results of the factor analysis. This study is still in progress and results are not available yet.

Guda Van Noort, M.A., Peter Kerkhof, Ph.D and Bob M. Fennis, Ph.D. (2007) in two experiments, the impact of shopping context on consumers' risk perceptions and regulatory focus was examined. They predicted that individuals perceive an online (vs. conventional) shopping environment's more risky and that an consumer perception in online product ordering environment, by its risky nature, primes a prevention focus. The findings in Study 1 demonstrate these effects by using self- report measures for risk perception and prevention focus. In Study 2, replicated these findings and demonstrated that the effect of an consumer perception in online product ordering environment carries over to behavior in a domain unrelated to shopping

Yu-Je Lee, Ching-Lin Huang, Ching-Yaw Chen The purpose of this study is to use structural equation modeling (SEM) to explore the influence of online bookstore consumers' perception on their purchase intention. Through literature review, four constructs were used to establish a causal relationship between perception of consumer perception in online product ordering and consumers' purchase intention. Results of this study show that product perception, shopping experience, and service quality have positive and significant influence on consumers' purchase intention, but perceived risk has negative influence on consumers' purchase intention, and shopping experience is most important.

Ramin Azadavar, Darush shahbazi, and Mohammad Eghbali Teimouri. (2011) examined the factors influencing consumers' perception of consumer perception in online product ordering and developed a causal model that explains how this perception affects their online-shopping behavior. Research found that factors like, trust, customer service, customers' income, price of products or services and security are more important to encourage people to purchase online the computer related products and services. In other side factors like product customization and price of

product were not much effective on purchasing behavior of the respondents. So high level of security in online marketing of computer related products and services has this potential to growth more and more to encourage people to reduce the time and cost of transaction. Most important concern regarding to consumer perception in online product ordering is the security of transactions. The study intends to explore the understanding of consumer behavior regarding to the direct and indirect influences of the perceptions of consumer perception in online product ordering on consumer behavior

Kanwal Gurleen. (2012) focuses on the understanding of demographic profiles of adopters and non-adopters of consumer perception in online product ordering. For this purpose the data from 400 respondents was collected in the form of questionnaires. The study has been conducted in 3 cities of Punjab, a sample of urban respondents were selected from the Jalandhar, Ludhiana and Amritsar The paper also analyses the various reasons for adoption and non-adoption of consumer perception in online product ordering.

Martin Dodges (1999),”finding the source of Amazon.com: examining the hype of the earth’s biggest book store”, center for advanced spatial analysis. Concluded that Amazon com have been one of the most promising e-commerce companies and has grown rapidly by providing quality service.

Miyazaki and Fernandez (2001) substantiated that the prior experience was found to affect the intention and behavior significantly and in a variety of ways. The results of this study imply that the technology acceptance model should be applied to electronic commerce research with caution. In order to develop a successful and profitable web shop, understanding customers' needs is essential. It has to be ensured that products are as cheap in a web shop as purchased from traditional channels.

Kotler, (2003) described Consumer buying method as learning, information-processing and decision-making activity divided in several consequent steps: Problem identification, Information search, Alternatives evaluation, Purchasing decision, Post-purchase behavior. Efthymios, identified the main constituent of the

consumer perception in online product ordering experience as follows: the functionality of the Web site that includes the elements trade with the site's usability. The emotional elements planned for lowering the customer's hesitation by communicating trust and credibility of the online seller and Web site and the content elements including the aesthetic aspects of the online presentation and the marketing mix

Kotler & Keller (2009), a buyer goes through five stages while making a decision to purchase. These stages are best explainable when a buyer goes for buying costly items, such as a house, a car, diamond jewellery etc. However, in day- to- day purchase, consumers may not go through all these stages, since some commodities do not need information, and based on buyer's previous experience they will visit a store for the purchase. Sharma and mittal (2009) in their study "prospects of e-commerce in India", mentions that India is showing tremendous growth in the e-commerce. Undoubtedly, with the middle class of 288 million people, consumer perception in online product ordering shows unlimited potential in India. The real estate costs are touching the sky. Today e-commerce has become an integral part of our daily life. There are websites providing any number of goods and services. The e-commerce portals provide goods and services in a variety of categories. To name a few: apparel and accessories for men and women, health and beauty products, books and magazines, computers and peripherals, vehicles, software, consumer electronics, household appliances, jewelry, audio, video, entertainment, goods, gift articles, real estate and services.

Samadi and Ali (2010) compared the perceived risk level between internet and store shopping, and revisit the relationships among past positive experience, perceived risk level, and future purchase intention within the internet shopping environment.

Kanwal Gurleen (2012), "Customers satisfaction towards Consumer perception in online product ordering", discussed that different options in internet encouraged people to search and eventually purchase online, because there are more than 100 million internet users in India. People those who are using internet from 5 to 7 hours a

day were found to be adopter of consumer perception in online product ordering. Price consciousness, convenience and variety, easy payment options and challenges of consumer perception in online product ordering are the factors found to be a significant in consumer perception in online product ordering.

Adrita Goswami (2013), studied “Customer Satisfaction towards Consumer perception in online product ordering with Special Reference to Teenage Group of Jorhat Town” study concludes that online customers are satisfied in the aspects such as Price, Quality of products, Ease of use in mobile platform and Timely Delivery at remote areas. This research explicitly indicates that online marketer should give more importance on price factor and after sale factor.

Abhijit mitra. (2013), “e-commerce in India-a review”, international journal of marketing, financial services & management research. Concluded that the e-commerce has broken the geographical limitations and it is a revolution-commerce will improve tremendously in next five years in India.

D.k.gangeshwar. (2013),” e-commerce or internet marketing: a business review from Indian context”, international journal of u- and e- service, science and technology. Concluded that the ecommerce has a very bright future in India although security, privacy and dependency on technology are some of the drawbacks of e-commerce but still there is a bright future to ecommerce.

Dhevika V.P.T, Latasri O.T.V, S Karmugil (2014), in their paper “Factors Affecting Consumer perception in online product ordering of Customers” revealed that the most important factor influencing consumer perception in online product ordering is security, followed by – trust worthy shopping and – website design/features and the least important factor influencing is - bargaining shopping, there is no significant association between security and website design/features of the respondents and their overall online buying behavior.

Saravanan S and Brindha Devi K (2015), “A Study on Online Buying behavior with special reference to Coimbatore city” focused on online shoppers’ preferences and

problems on various consumer perception in online product ordering marketers. Higher computer literacy makes internet shopping smarter. Their awareness about the internet also makes them better positioned to identify and take decision for products and services.

Pooja Gupta (2015), The study tries to recognize that, how consumer measure channels for their purchasing. Specifically, it progresses a conceptual model that addresses consumer value perception for using the internet shopping versus the traditional shopping. Earlier study showed that perceptions of price, product quality, service quality and threat strongly impact perceived value and purchase intents in the offline and online network. Observations of online and offline buyers can be evaluated to see how value is constructed in both channels. It is hitherto to recognize what factors influence online and offline shopping choice progression. The objective of this study is to provide an impression of consumer perception in online product ordering decision process by comparing the offline and online decision making and identifying the factors that motivate customers to decide whether to do consumer perception in online product ordering or go for the offline shopping. Consumer's shop when and where they want, where they are comfortable with the products and the choice of shopping. The study finds that female are more into consumer perception in online product ordering than male.

Vijay govindarajan is one of the world's leading experts on strategy and innovation. Govindarajan, cox distinguished professor at dartmouth college's tuck school of business and marvin bower fellow at harvard business school, is also a best-selling author. The biggest opportunity in India is e-commerce. Why? Three important factors will drive this: 1) mobile sphone penetration; 2) a young demographic that is used to ordering things using the mobile platform; 3) growth of consumerism with more Indians with higher disposable income. We will see many new innovative business models in the e-commerce space in the next five years. No doubt we will see new innovative high-growth companies—Indian equivalents of Alibaba

Shippa Gupta 'Indian online shoppers believed there was a wider purchase choice online rather than offline, that shopping online was extremely convenient and easy, and that most goods were cheaper online than they were offline,' says, Country Manager, West Africa, MasterCard Worldwide. Times of India also explored the reasons why the majorities (78%) of Indians surveyed do not currently shop online. Of this group, 59% said they were not sure that making transactions online was secure or safe, 43% said they simply preferred to shop in -store to look at the physical products and an additional 40% raised their concerns about the time it would take for items to be delivered to them.

Muthumani & et.al. (2017) this study shows that the consumer perception in online product ordering is one of the most popular way for the consumers to make purchases of goods and availing services, but this study identifies that it is not a comfortable and safest one for consumers to make purchases and availing services online. The study also finds that consumer perception in online product ordering is gaining popularity among young people to make purchases their requirements.

Madhu & Sampath (2017) in their study consumer perception in online product ordering is now become a primary part of any business. This study also stressed that the e-commerce portals have to educate and promote the consumers towards consumer perception in online product ordering by determine the factors influencing the consumers towards consumer perception in online product ordering. This study concludes that the era of information providing new dimension to the marketer and consumer as well by virtual shops in India.

Guo Jun & et.al. (2017) in their study, Consumer perception in online product ordering is a innovative platform to do business in this competitive world and it is a classic example of the business revolution. This stud focused on consumer perception in online product ordering in china and the study states that consumer perceived positively with relate to factors such as usability, safety, privacy, after sales service and quality of products. It also states that most of the young population

preferred to use consumer perception in online product ordering to make purchase of their necessities.

Pritam Kothari & et.al. (2016) this study states that the rising number of internet user in India provides a bright prospect for e-commerce. This paper highlights on factors which influences consumer to shop online. Indian consumers using e-commerce portal not only to purchase the product but also to avail online services. This study finds that majority of customers perceived that consumer perception in online product ordering is the best way to buy goods and services and they were willing to continue this platform of purchasing.

Rajarajan and Vetriveeran (2016) this paper analyse the customer satisfaction level in online marketing the study was conducted among two hundred and fifty respondents and it finds that majority of the respondents preferred to use consumer perception in online product ordering portal for buying goods and services and this study suggest that due to increasing importance of consumer perception in online product ordering, e-merchants should protect the consumers by supplying quality goods and services at affordable price

Kanwal Gurleen (2012)¹this paper focuses on the understanding of demographic profiles of adopters and non-adopters of consumer perception in online product ordering. The following four factors were found to be significant Price Consciousness, Convenience and Variety, Easy Payment options and Challenges of Consumer perception in online product ordering. Most of the consumers prefer to buy some selected products online because they will get heavy discounts in comparison to store purchases. Also, the consumer feels that there are good websites available which can be trusted for purchases. The only worry of consumers is regarding the trustworthiness of some websites, since they have to give their credit card details to shop online.

D.R.M.Rajesh and G.Purushothaman (2013)² studied E-shopping has become growing more popular, the main reason is convenience (and often lower prices). Usually in the holiday season, consumer perception in online product ordering saves

an individual the hassle of searching several stores and then waiting in long queues to buy a certain item. Internet is changing the way consumers shop and buy goods and services, and has quickly evolved into a global phenomenon. Numerous companies have started using the Internet with the purpose of cutting marketing costs, thereby minimizing the price of their products and services in order to face competition. No doubt the Internet has affect our lives deeply in which it plays a pre- eminent and unparalleled role. In addition to the tremendous potential of the E- commerce market, the Internet provides a distinctive opportunity for companies to more efficiently reach existing and potential customers.

K.S. Silpa, P.U. Rajasree and Dr.P. Balasubramanian(2016)³ This project was an attempt to study people perception towards consumer perception in online product ordering. As result of survey the majority of people favor to do consumer perception in online product ordering, even if they felt some difficulties. Majority of the people agree that in near future consumer perception in online product ordering will be more on demand than offline shopping. Therefore, online marketing have a wider scope in the coming years. More people prefer cash on delivery than net banking. Greater part of respondents encourages other people to enter into e-shopping. Most of people do not shop online due to fear of quality of goods, afraid to give out their credit card details and also they find conventional methods more enjoyable. The fact that large number of people is getting attracted towards consumer perception in online product ordering creates a basis for tremendous prospects for marketers of today and tomorrow.

K. Rama Mohana Rao and Chandra Sekhar Patro (2016)⁴ the study focuses on identifying and analyzing the various factors influencing the consumers' perception towards e-shopping on different products available in the online retail market. The findings of the study established the fact that consumer perception on e-shopping depends upon different factors which can be broadly identified as convenience, website design, delivery, price advantage, reliability, and responsiveness. According to the study, most of the respondents are satisfied with the current conditions. But there still have several indicators that are needed to be improved. Due to increase in

e-shopping websites, the in-store shoppers need to attract the consumers with more attractive offers and quality products.

Vidyashree.D.V, Alay.P, and Shobha.H.N (2018)⁵ examined that consumer's perception on online shopping varies from person to another and the perception is limited to a certain extent with the availability of the proper connectivity and the exposure to the consumer perception in online product ordering has to be improved to make the customer satisfied. The perception of the consumer also has similarities and difference based on their personal characteristics usage based on their needs and demand. In the day to come consumer perception in online product ordering has tremendous potential and more and more business are going to add online platform to offer extended retailer's shelves in the customers. However they have to build up the trust by offering value service to the customers to sustain in the long run.

Soonyong Bae, Taesik Lee (2010) they investigate the effect of online consumer reviews on consumer's purchase intention. In particular, they examine whether there are gender differences in responding to online consumer reviews. The results show that the effect of online consumer reviews on purchase intention is stronger for females than males. The negativity effect, that consumers are influenced by a negative review more than by a positive review, is also found to be more evident for females. These findings have practical implications for online sellers to guide them to effectively use online consumer reviews to engage females in consumer perception in online product ordering.

Isaac J. Gabriel (2007) studied online consumers' risk perceptions and will reveal a "cognitive map" of their attitudes and perceptions to online risks. It was accomplished by composing a master list of online hazards and activities, measuring current level of perceived risk, desired level of risk, and desired level of regulation associated with them, composing a master list of online risk characteristics, determining online risk dimensions, and revealing position of each online hazard or activity in the factor space diagram. A factor space diagram captures

a graphical representation of the results of the factor analysis. This study is still in progress and results are not available yet.

Guda Van Noort, M.A., Peter Kerkhof, Ph.D and Bob M. Fennis, Ph.D. (2007) in two experiments, the impact of shopping context on consumers' risk perceptions and regulatory focus was examined. They predicted that individuals perceive an online (vs. conventional) shopping environment's more risky and that an consumer perception in online product ordering environment, by its risky nature, primes a prevention focus. The findings in Study 1 demonstrate these effects by using self- report measures for risk perception and prevention focus. In Study 2, replicated these findings and demonstrated that the effect of an online shopping environment carries over to behavior in a domain unrelated to shopping.

Seyed Rajab Nikhashem, Farzana Yasmin, Ahsanul Haque. (2011) Studied that investigated peoples" perception of online buying tickets (e-ticketing) as well as why some people use this facility while some who do not use it stick to the traditional way to fulfill their needs. In addition, factors such as what inform peoples" eagerness and unwillingness to use internet facilities are also examined. The outcome of this research showed a comprehensively integrated framework that can be utilized by policy makers and business enterprises to understand the dynamic relationships among dimensions of perceived risk, user trustworthiness, usefulness, familiarity and confidence. Also, this study considered how price perception and internet security can be utilized to understand the consumers" perception.

Yu-Je Lee, Ching-Lin Huang, Ching-Yaw Chen The purpose of this study is to use structural equation modeling (SEM) to explore the influence of online bookstore consumers' perception on their purchase intention. Through literature review, four constructs were used to establish a causal relationship between perception of online shopping and consumers' purchase intention. Results of this study show that product perception, shopping experience, and service quality have positive and significant influence on consumers' purchase intention, but perceived risk has

negative influence on consumers' purchase intention, and shopping experience is most important.

Ramin Azadavar, Darush shahbazi, and Mohammad Eghbali Teimouri. (2011) examined the factors influencing consumers' perception of consumer perception in online product ordering and developed a causal model that explains how this perception affects their online-shopping behavior. Research found that factors like, trust, customer service, customers' income, price of products or services and security are more important to encourage people to purchase online the computer related products and services. In other side factors like product customization and price of product were not much effective on purchasing behavior of the respondents. So high level of security in online marketing of computer related products and services has this potential to growth more and more to encourage people to reduce the time and cost of transaction. Most important concern regarding to online shopping is the security of transactions. The study intends to explore the understanding of consumer behavior regarding to the direct and indirect influences of the perceptions of online shopping on consumer behavior. Based on our analysis first, a factor analysis was conducted on the student's perception of 13 items, and three factors, "convenience, anxiety regarding security, and "poor navigation", were extracted. A model was created reflecting the direct influence of these three "perception"-related factors on behavior or their indirect influence through consumers' attitudes.

Kanwal Gurleen. (2012) focuses on the understanding of demographic profiles of adopters and non-adopters of consumer perception in online product ordering. For this purpose the data from 400 respondents was collected in the form of questionnaires. The study has been conducted in 3 cities of Punjab, a sample of urban respondents were selected from the Jalandhar, Ludhiana and Amritsar The paper also analyses the various reasons for adoption and non-adoption of consumer perception in online product ordering.

Kodandarama Setty (2013) stated that “We are facing some threat from online stores in these electronics categories, however, in the big market of consumer durables we are safe for now” K.Vaitheesewaran (2013) examined the convenience of consumer perception in online product ordering “With product getting standardized, specifications getting fixed and the concept of service getting eroded, the post-sale responsibility of the retailer has come down drastically. Hence customers go to stores to explore the product physically detail but by online at a cheaper rate. Heavy discounts of e-commerce firms are possible because of their no warehouse model.”

Kim and Park (1991) stated that the consumers spend more time online for information search and they also found that the Internet is easily accessible Price which is a part of the marketing mix is a factor used to stimulate the consumer and is also communicator, to negotiate and a competitive weapon. The consumer can use price as a means to compare products, judge relative value for the money, and the judge quality of products. It is estimated that this factor has a considerable influence on the consumers during their consumer perception in online product ordering Brassington & Pettitt (2000).

Wang and Emuian (2004) defined consumer perception in online product ordering as buying stuff through the internet. The items are usually sent to the buyers door step that you have purchased online. Sharma and Mittal (2009) said that India is showing tremendous growth in the Ecommerce, in their study Prospects of e-commerce in India. Consumer perception in online product ordering 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. Solomon, 1998 in his study Consumer behavior is the study of the processes involved when an individual selects, purchases, uses or disposes of products, services, ideas, or experiences to satisfy needs and desires.

Bellman et al (1999) investigated various predictors for whether an individual will purchase online. These authors concluded that demographic variables, such as income, education and age, have a modest impact on the decision of whether to buy online, whereas the most important determinant of consumer perception in online product ordering was previous behaviour, such as earlier online purchases.

Standing (1999) stated that traditionally retail travel agencies have acted as intermediaries between airline companies and wholesale travel companies and the consumer. The Internet and the World Wide Web provide a whole new set of challenges and opportunities for this business sector. The major threat stems from airlines and wholesale travel companies offering their products and services directly to the customer without the assistance of travel agencies. Large online agencies have gained significant attention in the travel industry and provide some evidence of a restructuring of the travel industry sector.

Leong (2001) examined the marketing strategies adopted by local hotel establishments in the competitive hospitality industry. It also analyses the adoption and role of information technology in strategic marketing. It was found that most hotels seemed to have embraced the marketing concept, given the existence of extensive marketing plans. Although most hotels appeared to have successfully incorporated information technology into their marketing campaigns, the level of commitment seemed to be insignificant. Following a brief comparison with a similar US study, the paper concludes that there are only minor differences between US and Singapore hotels in terms of their marketing practices.

Parasuraman (2002) stated that the motivations for this special issue and propose a conceptual framework pertaining to the issue's theme. Using this framework as a backdrop, they then offer an overview of the remaining articles by segmenting them into categories and discussing their relationship to the framework. They conclude by highlighting research avenues for augmenting our understanding of marketing to and serving customers through the Internet.

Sigala (2003) stated that despite the exponential growth of e-commerce on the Internet, little is still known on how the new medium is transforming marketing concepts/practices and their effectiveness. This empirical study aims to fill in this gap. This article first analyzes the Internet's capabilities and features as well as the new virtual market space that Internet advances have fostered. After reviewing models and strategies for Internet marketing, an Internet marketing mix is proposed based on the Internet strategies of hotels in Greece that were investigated. Know and Lee (2003) explored consumers' concerns about payment security and its relationship to consumer perception in online product ordering attitude and actual purchases. They observed a negative relationship between attitude towards consumer perception in online product ordering and concerns about online payment security. Consumers with a positive attitude seem to be less concerned about payment security.

Bechrer (2004) stated that Internet marketing is a field that is continuing to grow, and the online auction concept may be defining a totally new and unique distribution alternative. Very few studies have examined auction sellers and their internet marketing strategies. This research examines the internet auction phenomenon as it relates to the marketing mix of online auction sellers. The data in this study indicate that, whilst there is great diversity among businesses that utilize online auctions, distinct cost leadership and differentiation marketing strategies are both evident. These two approaches are further distinguished in terms of the internet usage strategies employed by each group.

Ryan (2004) conducted a research on the mosaic of institutional issues associated with gaining credibility for internet marketing standards. Strong claims for a predominantly self-regulatory approach are reviewed in conjunction with other factors that inhibit credibility, namely: competing internet worldviews, weak moral coherency and offline ambiguity about respective institutional roles, especially as regards moral dimensions of notions of regulation and self-regulation.

Wang (2006) conducted a research to examine the current use and predict future Web-based marketing activities of U.S. convention and visitor bureaus. A survey was sent to 600 randomly selected American convention and visitor bureaus with a focus on assessing the applications included in the bureaus' Web sites, their Web site promotion techniques, and customer relationship management programs in relation to these Web sites. The results indicate that most bureaus' Internet marketing activities are relatively limited, focusing on providing travel information to prospective visitors.

Bengtsson (2007) stated that adopting the Internet for advanced marketing operations opens up challenging opportunities for firms of all sizes. However, such adoption might destroy investments in present market channels and thus has the characteristics of radical innovation. The results of analysis show that composition of factors on which firms base their decision to adopt advanced Internet-based marketing operations varies significantly with firm size.

Chinting (2010) stated that few school or educational studies have simultaneously explored both internet marketing and organizational commitment, and of those that have, only direct effects were examined. This study clarifies the relationship between school organization's internet marketing and teachers' organizational commitment by examining the mediating role of teachers' job involvement and job satisfaction

CHAPTER 3

RESEARCH METHODOLOGY

3.1 NEED FOR STUDY

In recent years, consumer perception in online product ordering has become very popular. The growth of technology has made these a part and parcel of everyday lifestyle. The advent of plastic money or the debit /credit card and the smooth access to the World Wide Web has brought the shops from around the world to the desktop. We personally have seen many of our friends surfing through various consumer perception in online product ordering sites and purchasing things. Student community has become so strong that even the parents seek the help and advice of their children before conducting big purchases. This is solely because of their exposure to web and social media. Moreover, while it comes to personal purchases, students are very particular that they get best products available in the market and seek all the possible ways to secure the best products. This is where the role of consumer perception in online product ordering sites emerges. Students, who are well versed in the use of internet and active in social media, know about online markets and have tried at least some of them. The study is very relevant because it can give a clear picture of the future of online markets in India and the emerging trends in this particular field. The various factors that influence online shopping habits and its merits and demerits are also dealt with. The study also tries to have a comparison of consumer perception in online product ordering habits among different age group as well as income group.

3.2 SCOPE OF THE STUDY

- ☐ To determine which factor influences the consumer to go for consumer perception in online product ordering.
- ☐ To find out which feature of the website attracts the user to purchase the product from the consumer perception in online product ordering website.

- ☐ To find out the weather grocery consumer perception in online product ordering is beneficial for the user.
- ☐ To analyze which factors influence the user to buy online grocery

3.3 OBJECTIVE OF THE STUDY

Following are the objectives of the study.

- This study aims to design and construct an “Online Ordering System”,
- To know the consumers perception towards online product ordering
- To know the type of products purchased by consumers through consumer perception in online product ordering.
- To know the stimuli which contributes for buying behavior of consumers
- To find out the various issues, if any, faced by the consumer in consumer perception in online product ordering.

3.4 STATEMENT OF THE PROBLEM

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

Another problem faced in consumer perception in online product ordering is an issue with delivery and logistics. Products are lost or damaged while in transit and the order tracking system is not able to locate the location accurately. People pay their money for same-day delivery, and however, they do not get their products on time. Similar

challenges are faced by consumers when it comes to returning the product. Many consumers become victims of online payment issues. Even though there are several payment methods like Net Banking, Credit or Debit Card payments, and even Cash-on-Delivery, but there is still payment error.

3.5 RESEARCH METHODOLOGY:

Research is the process of systematic and in-depth study or search for any particular topic, subject or area of investigation, backed by collection, compilation, presentation and interpretation of relevant details or data.

RESEARCH PROCESS

In research process, the first and foremost step is defining and selecting a research problem. A Researcher should at first find the problem. Then he should formulate it so that it becomes susceptible to research. For a systematic presentation, the process of research may be classified under three stages-primary stages, secondary stage, and the tertiary stage.

The primary stage includes

- Observation
- Interest
- Formulating research problems
- Documentation
- Research designs

The secondary stage includes

- Project planning
- Data collection
- Questionnaire preparation
- Analysis of data
- Testing of hypothesis
- Interpretation
- Questionnaire preparation.

TYPE OF RESEARCH

DESCRIPTIVE RESEARCH

Descriptive research has been used, it involves survey and fact finding enquiries of different kinds, the purpose of descriptive research is the description of state of affairs, as it exists at present.

PROJECT PLANNING

Project planning is the first step in actually conducting & directing a research Project. It is one of the most important tasks of a researcher. This includes formulation of the researcher objectives & goals and determining ways of achieving them.

DATA COLLECTION:

Data collection is one of the most important aspects of research. The information through research methodology must be accurate and relevant. The data collection method can be classified into two methods.

PRIMARY DATA

Questionnaire method have been used as a tool for a data collection in this research.

SECONDARY DATA

Secondary data means data that are already available i.e., they refer to data which has already been collected and analysed by someone else. The secondary data for the study was collected from book, company websites, magazines and other sources.

Sample size :162

QUESTIONNAIRE PREPARATION

The basic requisite of any research study is the appropriate data which can be collected with the help of a schedule or questionnaire. With the help of questionnaire it is easy to determine the involvement level of so many employees in the organization.

PILOT SURVEY

Before collecting the relevant data to test the hypothesis, it is essential to ascertain the applicability of the instrument to the population being studied. Hence, a pilot study

was undertaken with an objective to evaluate the tools prepared for the study and to find whether they are providing the information required.

TYPE OF QUESTIONS

- Linker's scaling question
- Rank question
- Satisfaction scale
- Agreeability scale.

HYPOTHESIS TESTING

H₀ - Null hypothesis (there is no significant relationship between the variables).

H_a - Alternative hypothesis (there is significant relationship between the variables) .

After analyzing the data, hypothesis testing is done. It will result in either accepting or rejecting the hypothesis.

INFERENCE

After telling the hypothesis, the researcher comes out with his conclusion. The explanation of theory can also be considered as inference.

PREPATION OF REPORT AND PRESENTATION OF REPORT

Finally, the researcher has to prepare a final report along with conclusion and suggestion.

LIMITATION

- The study is based upon the consumer satisfaction, perception and experience of consumer perception in online product ordering.
- The data collected for the research is fully primary data given by the respondents by filling the google form.
- The questionnaire was made available to consumers through google drive - forms.
- No personal biasness happens while taking filling the questionnaire because of the online google form.
- Limited time frame.
- Responses were restricted to only 162 samples out of the large population size.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 Percentage Analysis

Table 1: Age of the response

Particular	No. of Respondent	Percentage of Respondent
20-25	106	65.4
25-30	36	22.2
30-35	13	8.1
35- above	7	4.3
Total	162	100

Source: Primary Data

INTERPRETATION

From the above table shows that the age of the response, 65.4% of 20-25, 22.2% of 25-30, 8.1% of 30-35 and 4.3% of 35- above of the respondent

Chart 1: Age of the response

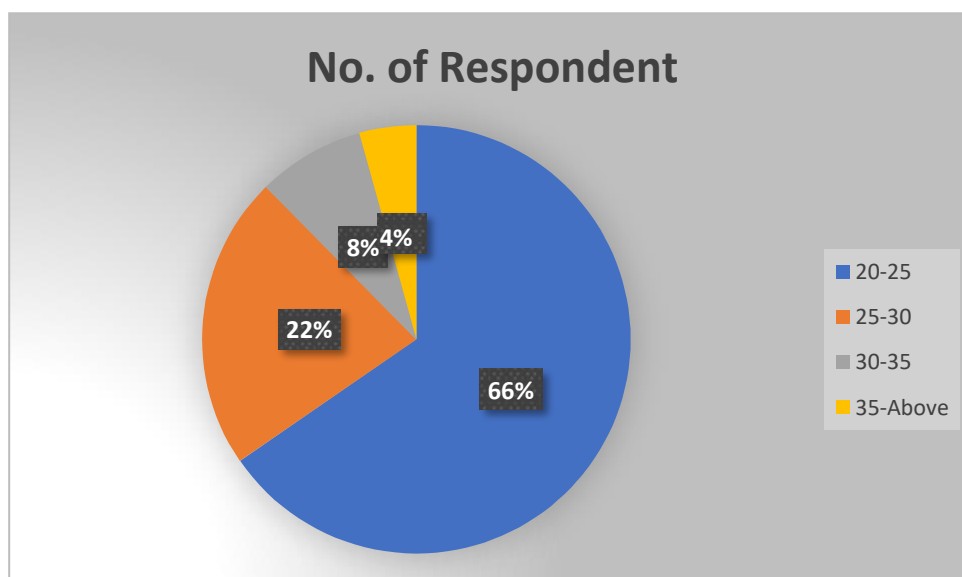


Table 2: Gender of the response

Particular	No. of Respondent	Percentage of Respondent
Male	114	70.3
Female	48	29.7
Total	162	100

Source: Primary Data

INTERPRETATION

From the above table shows that the gender of the response, 70.3% of male and remaining 29.7% of female respondent

Chart 2: Gender of the response

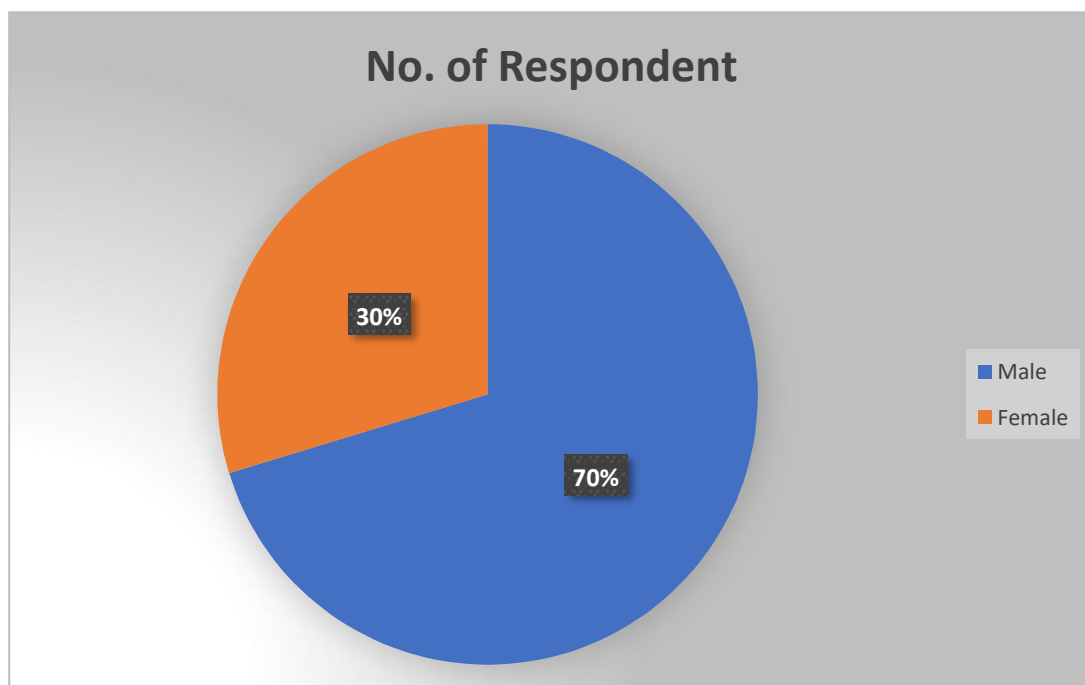


Table 3: Qualification of the respondent

Particular	No. of Respondent	Percentage of Respondent
Employed	54	33.3
Self employed	13	8.1
Student	84	51.9
House wife	11	6.7
Total	162	100

Source: Primary Data

INTERPRETATION

From the above table shows that the qualification of the response, 33.3% of Employed, 8.1% of Self employed, 51.9% of Student and 6.7% of House wife

Chart 3: Qualification of the respondent

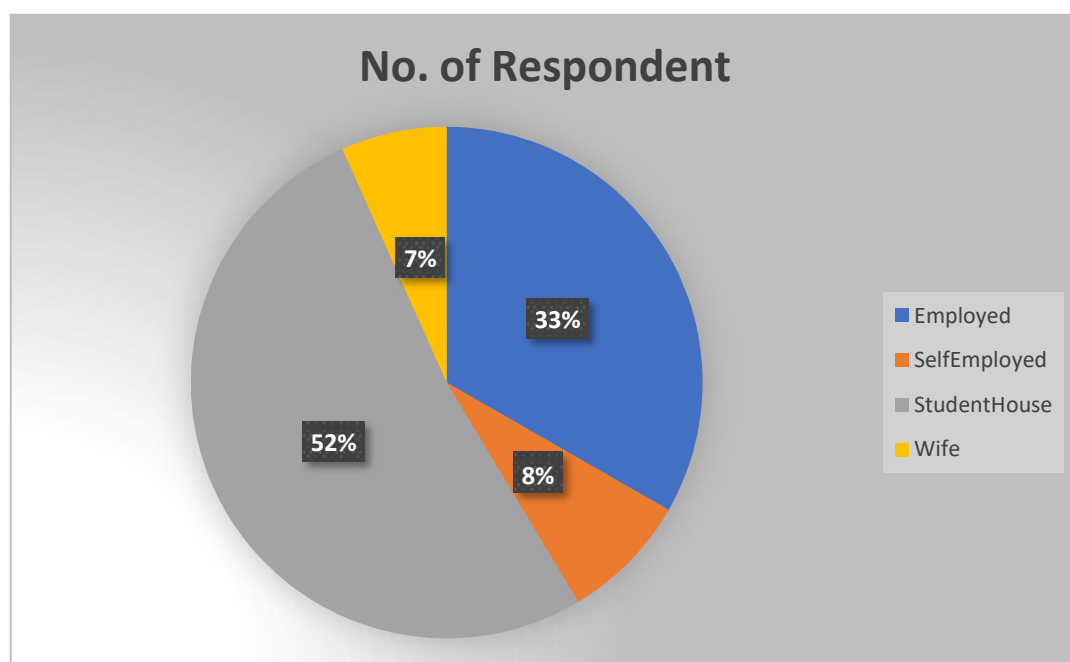


Table 4: Marital Status of the respondent

Particular	No. of Respondent	Percentage of Respondent
Single	113	69.7
Married	49	30.3
Total	162	100

Source: Primary Data

INTERPRETATION

From the above table shows that the marital status of the respondent , 69.7% of single and 30.3% of married respondent

Chart 4: Marital Status of the respondent

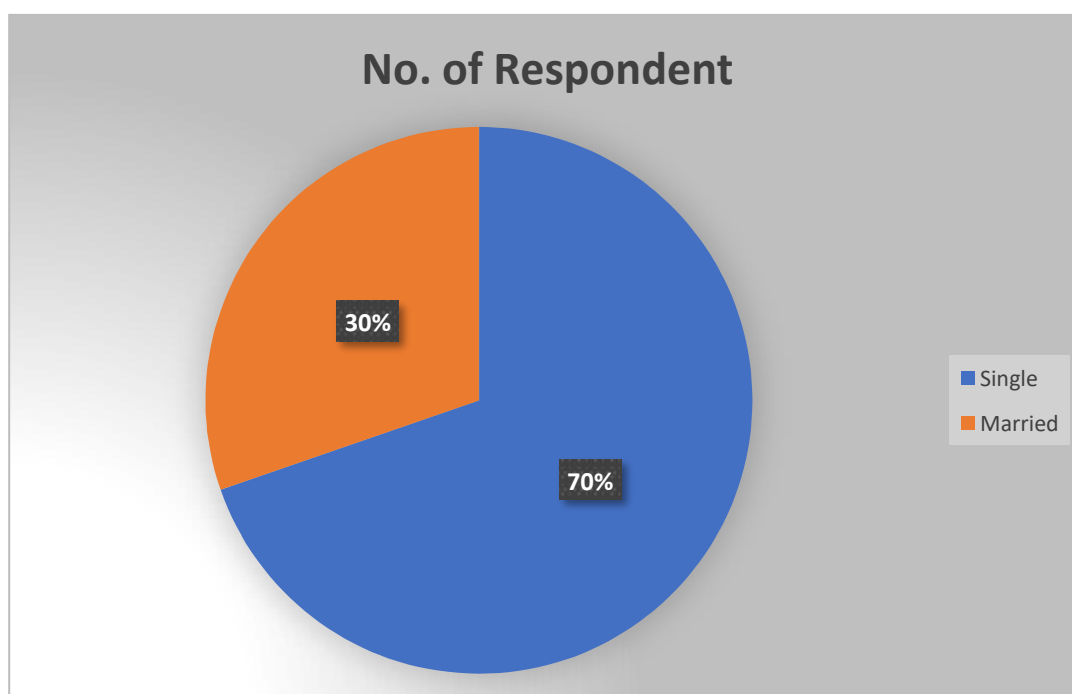


Table 5: How frequently you order product on online

Particular	No. of Respondent	Percentage of Respondent
More than once a month	55	34.8
Once in 1-2 months	49	30.2
Once in 3-6 months	44	27.1
Once in 7- 12 months	14	8.4
Total	162	100

Source: Primary Data

INTERPRETATION

From the above table shows that the frequently you order product on online of the response, 34.8% of More than once a month, 30.2% of Once in 1-2 months, 27.1% of Once in 3-6 months and 8.4% of Once in 7- 12 months

Chart 5: How frequently you order product on online

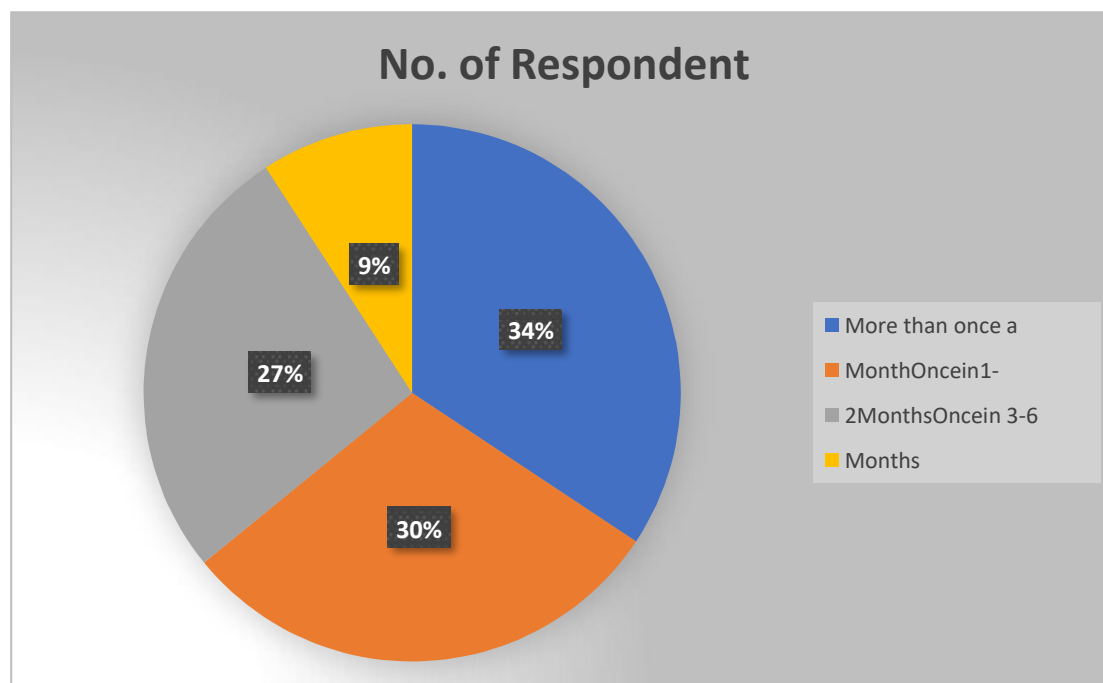


Table 6: How do you get to know about the products that you order online?

Particular	No. of Respondent	Percentage of Respondent
Through Friends	64	39.5
Social Media	66	40.7
Through Advertisements	17	10.5
Others	15	9.3
Total	162	100

Source: Primary Data

INTERPRETTAION

From the above table shows that the about the products that you order online of the respondent, 39.5% of Through Friends, 40.7% of Social Media, 10.5% of Through Advertisements and 9.3% of Others

Chart 6: How do you get to know about the products that you order online?

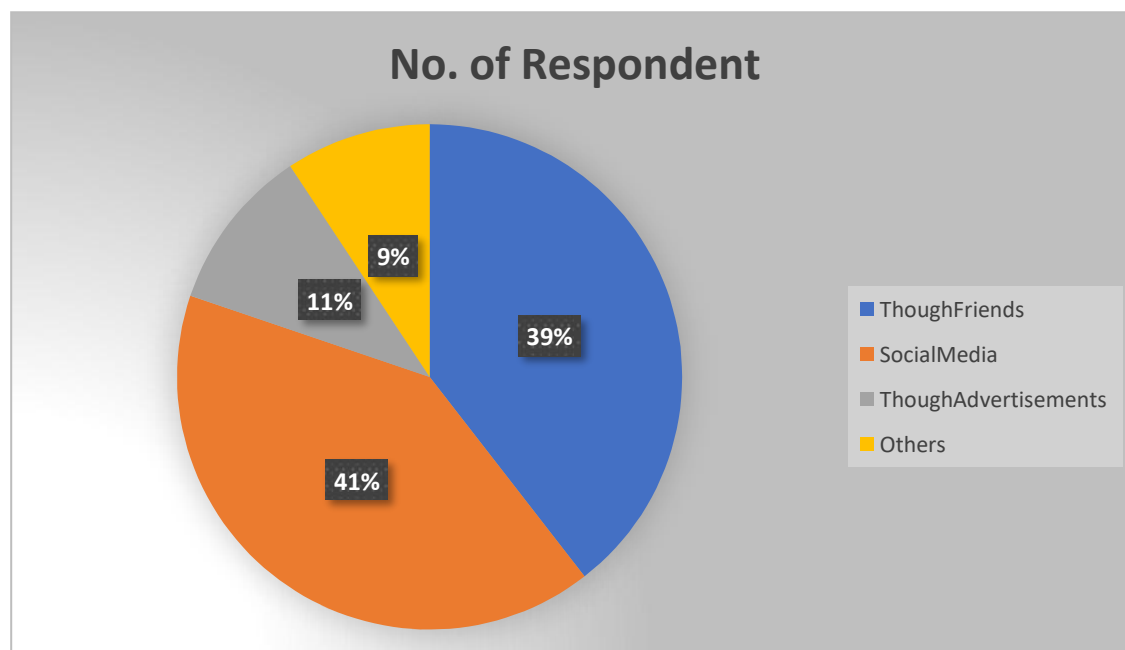


Table 7: Which of the following site you visit for ordering product online

Particular	No. of Respondent	Percentage of Respondent
Amazon	68	41.9
Flipkart	36	22.2
Snap deal	13	8.1
Myntra	18	11.1
Others	27	16.7
Total	162	100

Source: Primary Data

INTERPRETATION

From the above table shows that the site you visit for ordering product online of the respondent, 41.9% of Amazon, 22.2% of Flipkart, 8.1% of Snap deal, 11.1% of Myntra and 16.7% of others

Chart 7: Which of the following site you visit for ordering product online

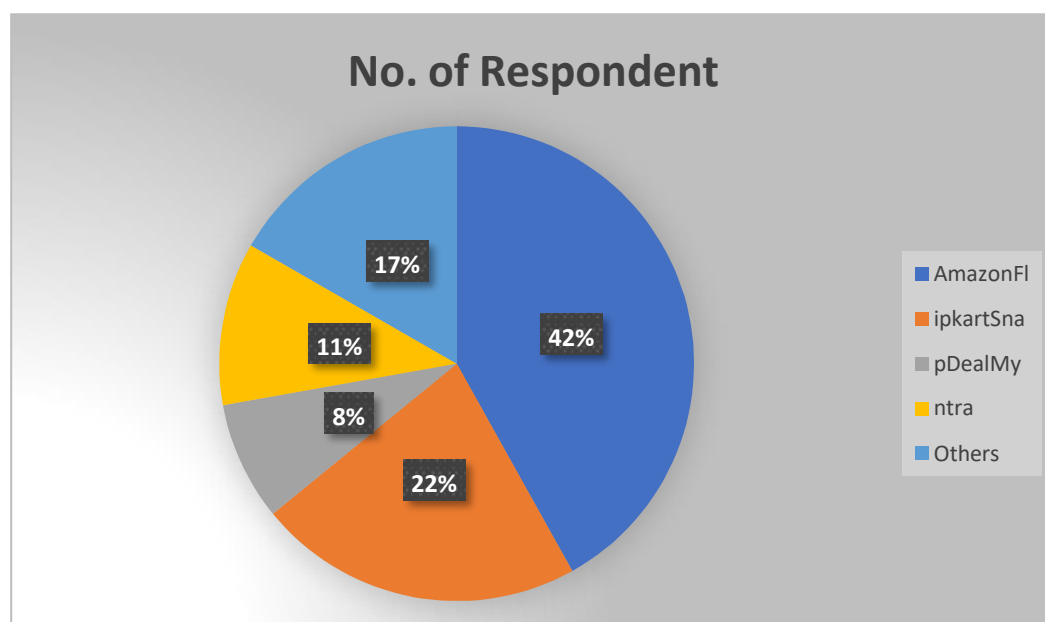


Table 8: What is your experience towards ordering product at online?

Particular	No. of Respondent	Percentage of Respondent
Excellent	47	29
Good	101	62.3
Average	12	7.5
Poor	2	1.2
Total	162	100

Source: Primary Data

INTERPRETATION

From the above table shows that the experience towards ordering product at online of the response, 29% of excellent, 62.3% of good, 7.5% of average and 1.2% of poor

Chart 8: What is your experience towards ordering product at online

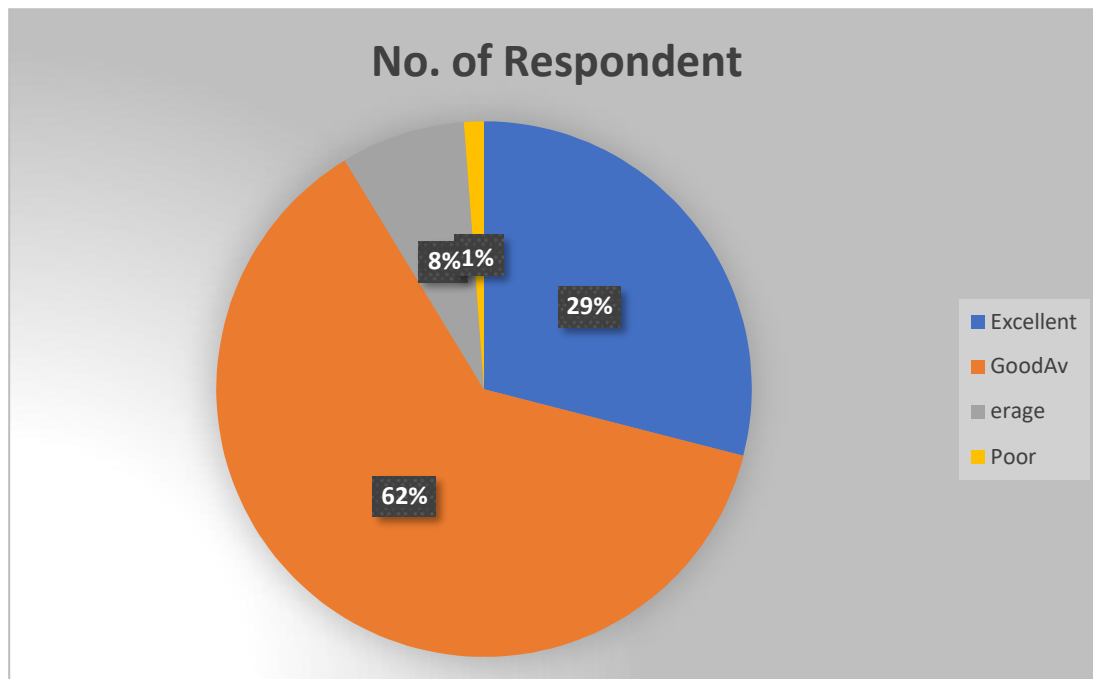


Table 9: I got on time delivery by ordering product online

Particular	No. of Respondent	Percentage of Respondent
Strongly Agree	21	13
Agree	125	77.1
Neutral	11	6.8
Disagree	5	3.1
Strongly Disagree	0	0
Total	162	100

Source: Primary Data

INTERPRETATION

From the above table shows that the on time delivery by ordering product online of the response, 13% of strongly agree, 77.1% of agree, 6.8% of neutral, 3.1% of disagree and 0% of strongly disagree

Chart 9: I got on time delivery by ordering product online

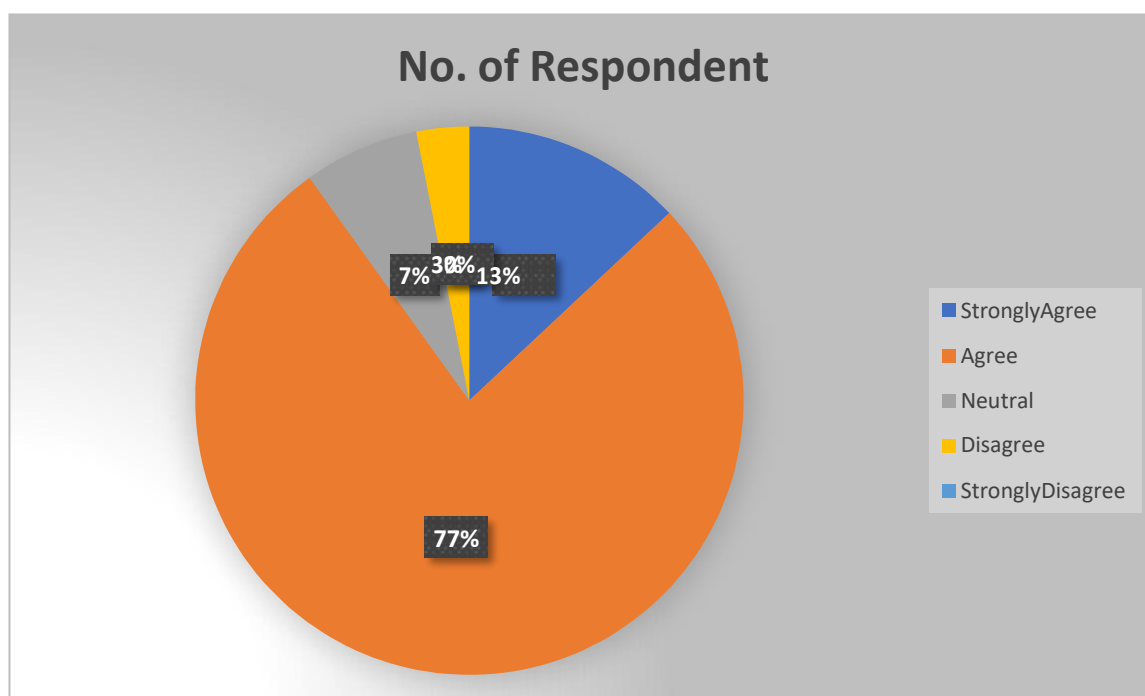


Table 10. Detail Information is available while ordering product Online

Particular	No. of Respondent	Percentage of Respondent
Strongly Agree	13	8
Agree	121	74.7
Neutral	14	8.6
Disagree	8	4.9
Strongly Disagree	6	3.8
Total	162	100

Source: Primary Data

INTERPRETATION

From the above table shows that the Information is available while ordering product Online of the response, 8% of strongly agree, 74.7% of agree, 8.6% of neutral, 4.9% of disagree and 3.8% of strongly disagree

Table 10. Detail Information is available while ordering product Online

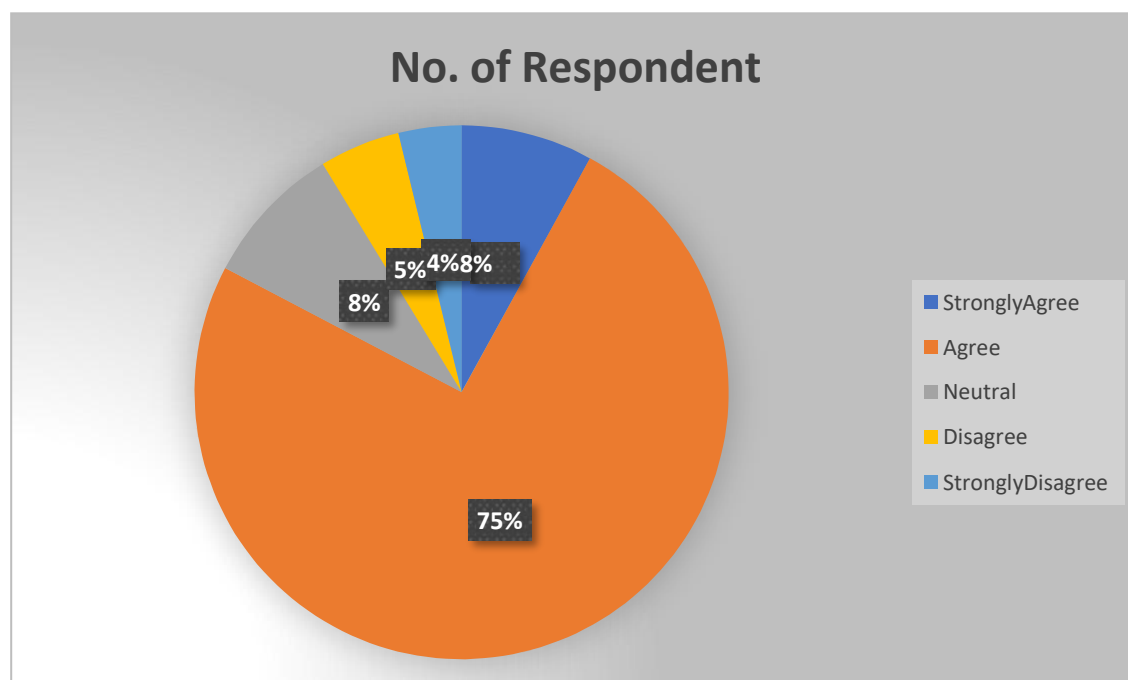


Table 11. I can buy the products anytime 24 hours a day while ordering product online

Particular	No. of Respondent	Percentage of Respondent
Strongly Agree	52	32
Agree	89	55
Neutral	11	6.8
Disagree	6	3.7
Strongly Disagree	4	2.5
Total	162	100

Source: Primary Data

INTERPRETATION

From the above table shows that the products anytime 24 hours a day while ordering product online of the response, 32% of strongly agree, 55% of agree, 6.8% of neutral, 3.7% of disagree and 2.5% of strongly disagree

Chart 11. I can buy the products anytime 24 hours a day while ordering product online

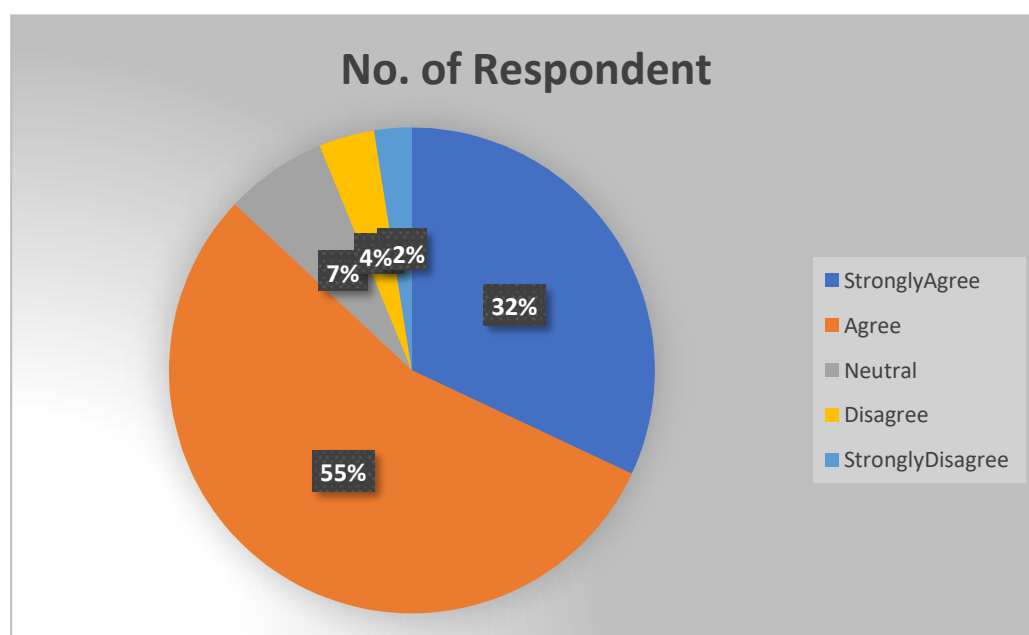


Table 12. It is easy to choose and make comparison with other products while ordering product online

Particular	No. of Respondent	Percentage of Respondent
Strongly Agree	9	5.5
Agree	119	73.5
Neutral	22	13.5
Disagree	8	5
Strongly Disagree	4	2.5
Total	162	100

Source: Primary Data

INTERPRETATION

From the above table shows that the to choose and make comparison with other products while ordering product online of the response, 5.5% of strongly agree, 73.5% of agree, 13.5% of neutral, 5% of disagree and 2.5% of strongly disagree

Chart 12. It is easy to choose and make comparison with other products while ordering product online

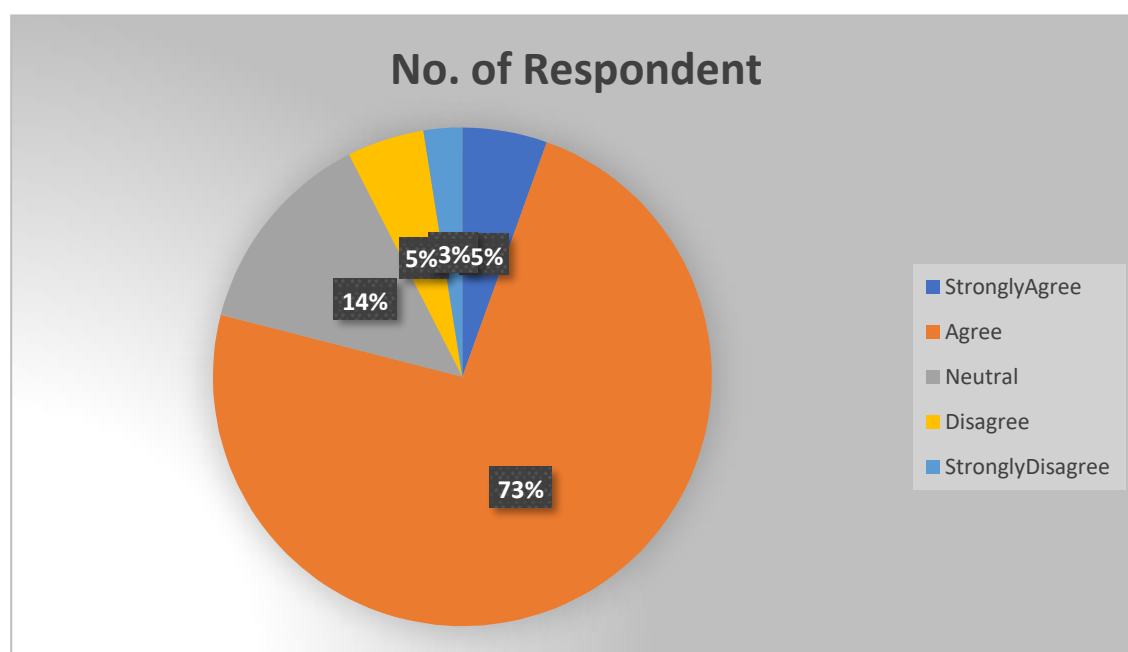


Table 13. The website design helps me in searching the products easily

Particular	No. of Respondent	Percentage of Respondent
Strongly Agree	11	6.7
Agree	121	74.7
Neutral	24	14.8
Disagree	5	3.1
Strongly Disagree	1	0.7
Total	162	100

Source: Primary Data

INTERPRETATION

From the above table shows that the design helps me in searching the products easily of the response, 6.7% of strongly agree, 74.7% of agree, 14.8% of neutral, 3.1% of disagree and 0.7% of strongly disagree

Chart 13. The website design helps me in searching the products easily

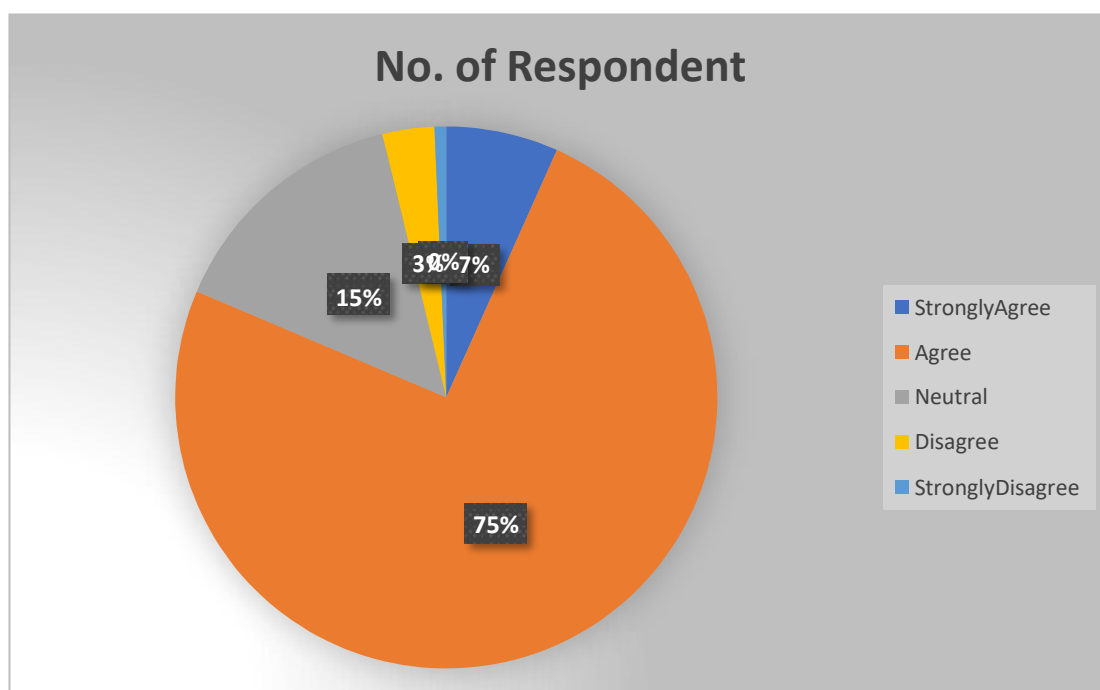


Table 14. While shopping online, I prefer to ordering product online from a website that provides safety and ease navigation and order

Particular	No. of Respondent	Percentage of Respondent
Strongly Agree	8	5
Agree	91	57
Neutral	55	34
Disagree	5	2.2
Strongly Disagree	3	1.8
Total	162	100

Source: Primary Data

INTERPRETATION

From the above table shows that the prefer to ordering product online from a website that provides safety and ease navigation and order of the response, 5% of strongly agree, 57% of agree, 34% of neutral, 2.2% of disagree and 1.8% of strongly disagree

Chart 14. While shopping online, I prefer to ordering product online from a website that provides safety and ease navigation and order

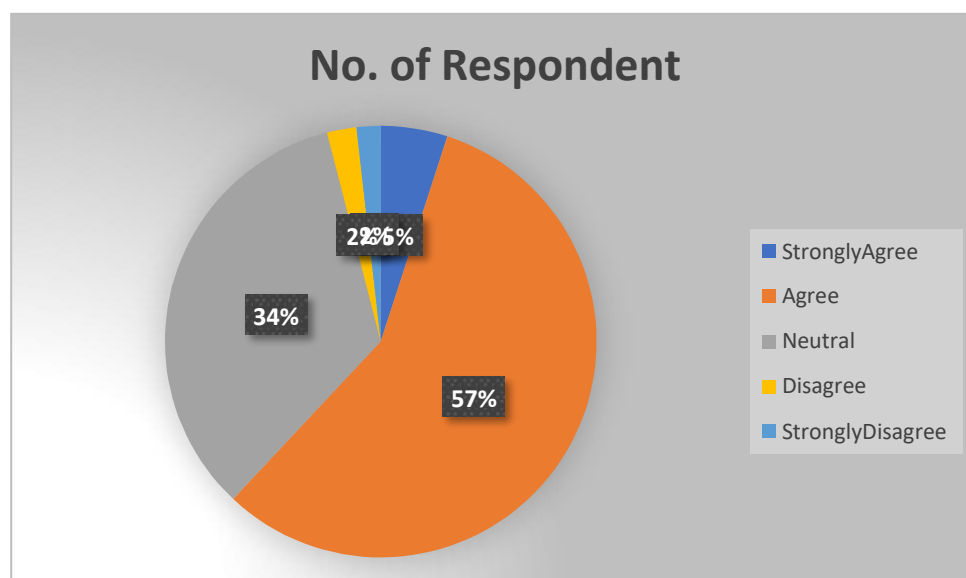


Table 15. I believe that familiarity with the website before making actual purchase reduce the risk of ordering product online

Particular	No. of Respondent	Percentage of Respondent
Strongly Agree	16	9.8
Agree	101	62.3
Neutral	34	21
Disagree	7	4.4
Strongly Disagree	4	2.5
Total	162	100

Source: Primary Data

INTERPRETATION

From the above table shows that the familiarity with the website before making actual purchase reduce the risk of ordering product online of the response, 9.8% of strongly agree, 62.3% of agree, 21% of neutral, 4.4% of disagree and 2.5% of strongly disagree

Chart 15. I believe that familiarity with the website before making actual purchase reduce the risk of ordering product online

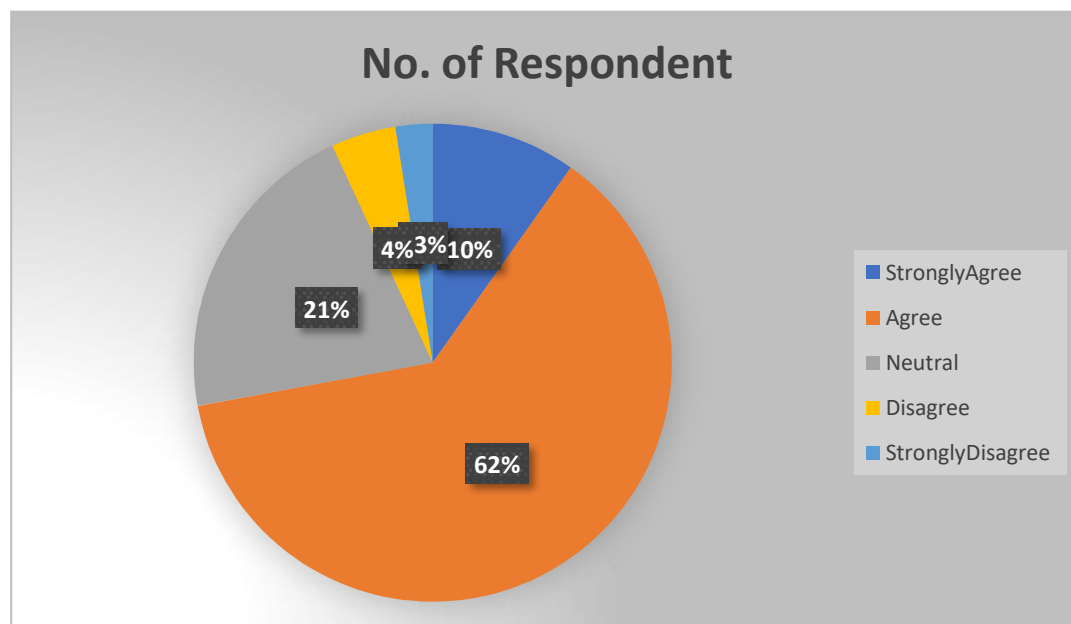


Table 16. Ordering product online takes less time to purchase

Particular	No. of Respondent	Percentage of Respondent
Strongly Agree	18	11
Agree	99	62
Neutral	42	24.2
Disagree	2	1.6
Strongly Disagree	1	1.2
Total	162	100

Source: Primary Data

INTERPRETATION

From the above table shows that the ordering product online takes less time to purchase of the response, 11% of strongly agree, 62% of agree, 24.2% of neutral, 1.6% of disagree and 1.2% of strongly disagree

Chart 16. ordering product online takes less time to purchase

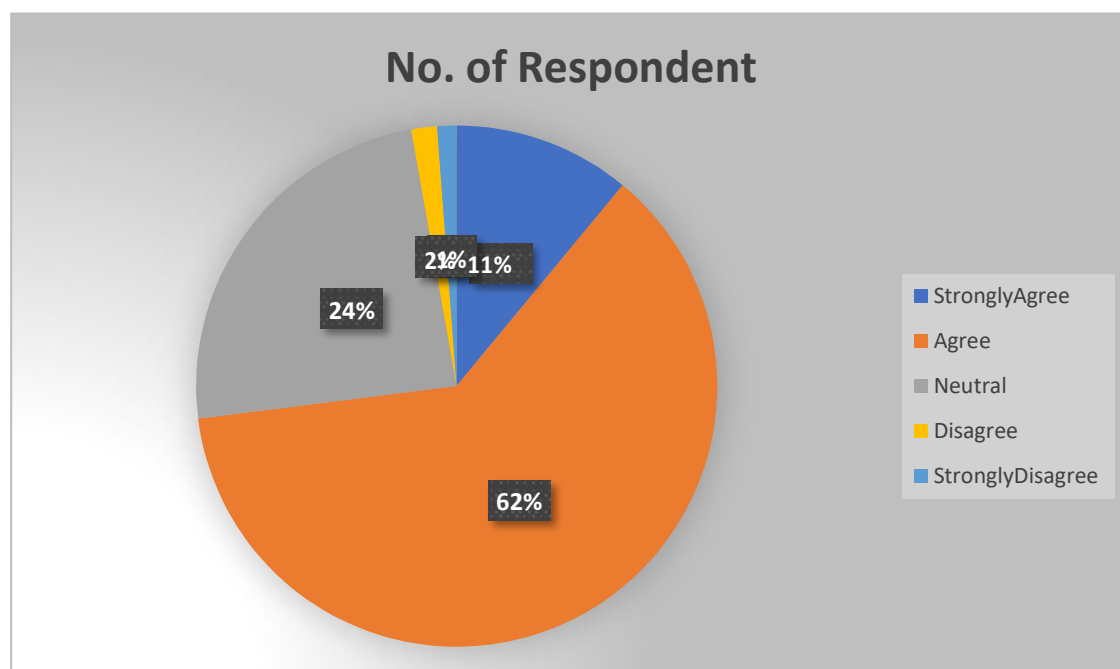


Table 17. Ordering product online doesn't waste time

Particular	No. of Respondent	Percentage of Respondent
Strongly Agree	15	9.3
Agree	101	62.3
Neutral	29	18
Disagree	12	7.4
Strongly Disagree	5	3
Total	162	100

Source: Primary Data

INTERPRETATION

From the above table shows that the Ordering product online doesn't waste time of the response, 9.3% of strongly agree, 62.3% of agree, 18% of neutral, 7.4% of disagree and 3% of strongly disagree

Chart 17. Ordering product online doesn't waste time

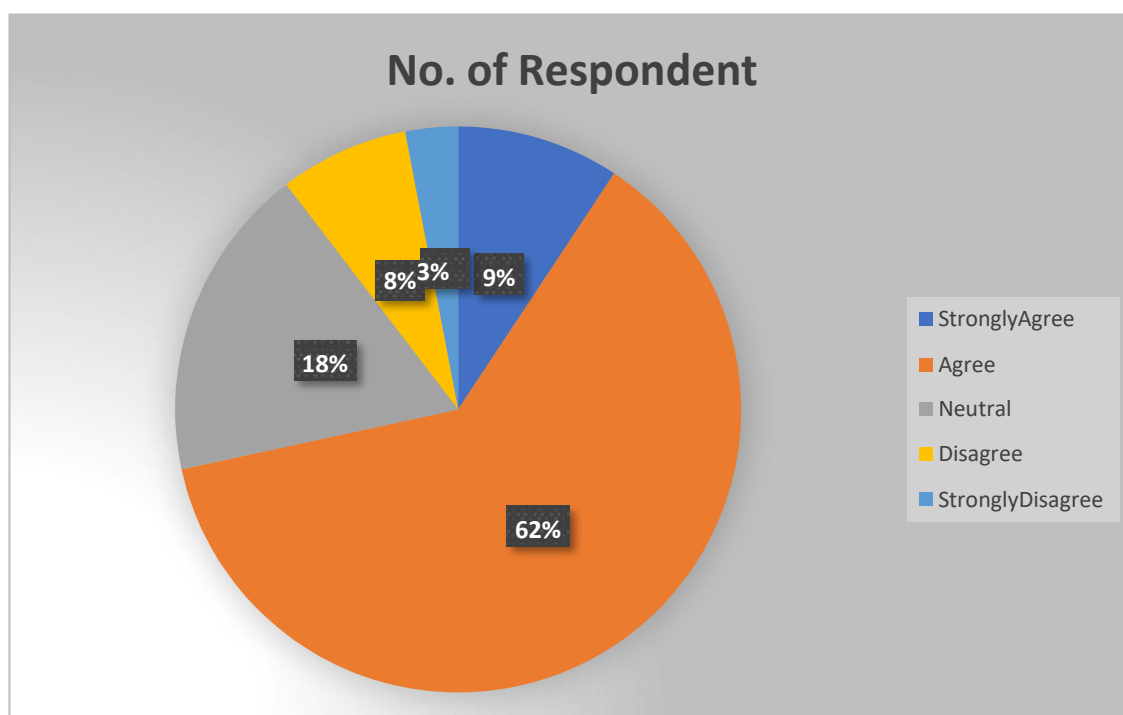


Table 18. I feel that it takes less time in evaluating and selecting a product while ordering product online

Particular	No. of Respondent	Percentage of Respondent
Highly satisfied	30	18.5
Satisfied	101	62.3
Neutral	25	15.4
Dissatisfied	6	3.8
Highly dissatisfied	0	0
Total	162	100

Source: Primary Data

INTERPRETATION

From the above table shows that the feel that it takes less time in evaluating and selecting a product while ordering product online of the response, 18.5% of highly satisfied, 62.3% of satisfied, 15.4% of neutral, 3.8% of dissatisfied and 0% of highly dissatisfied

Chart 18. I feel that it takes less time in evaluating and selecting a product while ordering product online

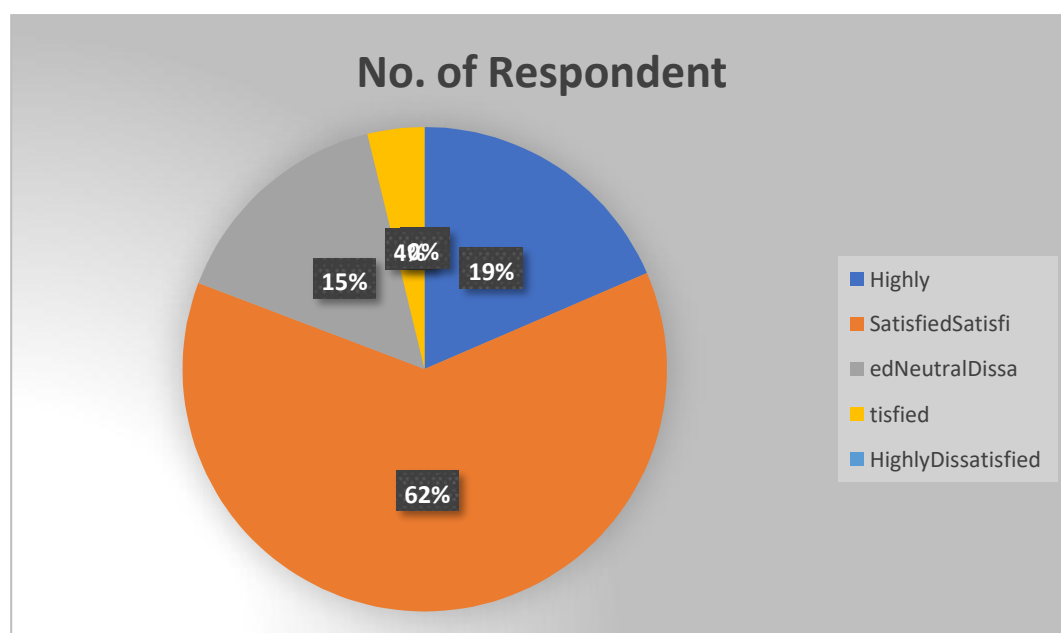


Table 19. I feel safe and secure while ordering product online

Particular	No. of Respondent	Percentage of Respondent
Strongly Agree	11	6.7
Agree	98	61
Neutral	33	20.3
Disagree	16	9.8
Strongly Disagree	4	2.2
Total	162	100

Source: Primary Data

INTERPRETATION

From the above table shows that the feel safe and secure while ordering product of the response, 6.7% of strongly agree, 61% of agree, 20.3% of neutral, 9.8% of disagree and 2.2% of strongly disagree

Chart 19. I feel safe and secure while ordering product online

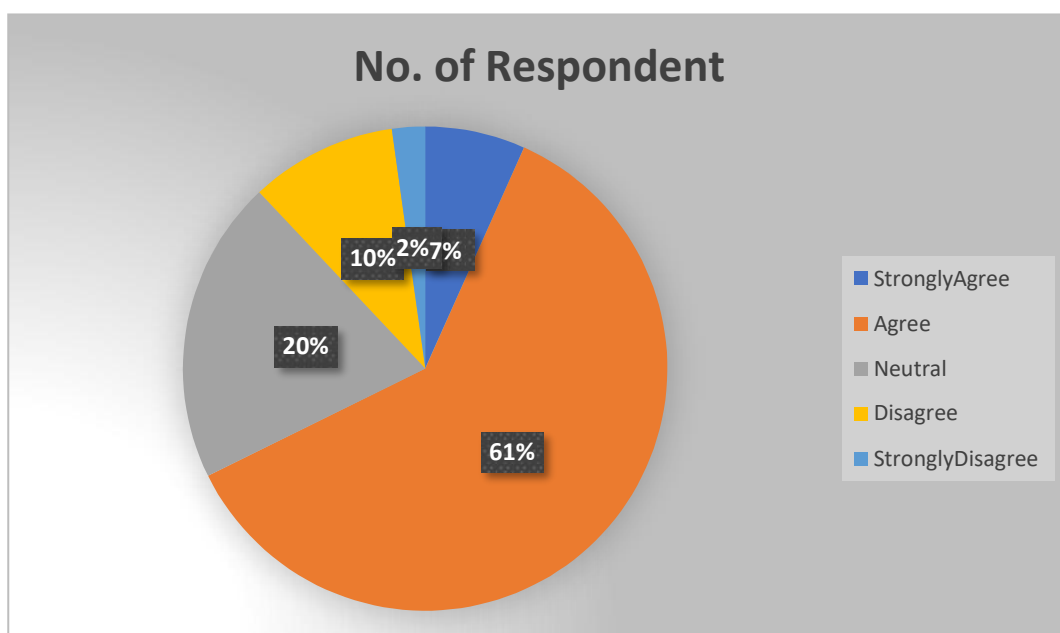


Table 20. Ordering product online will protects the security

Particular	No. of Respondent	Percentage of Respondent
Strongly Agree	11	7
Agree	91	56
Neutral	42	26
Disagree	14	8.6
Strongly Disagree	4	2.4
Total	162	100

Source: Primary Data

INTERPRETATION

From the above table shows that the Ordering product online will protects the security of the response, 7% of strongly agree, 56% of agree, 26% of neutral, 8.6% of disagree and 2.4% of strongly disagree

Chart 20. Ordering product online will protects the security

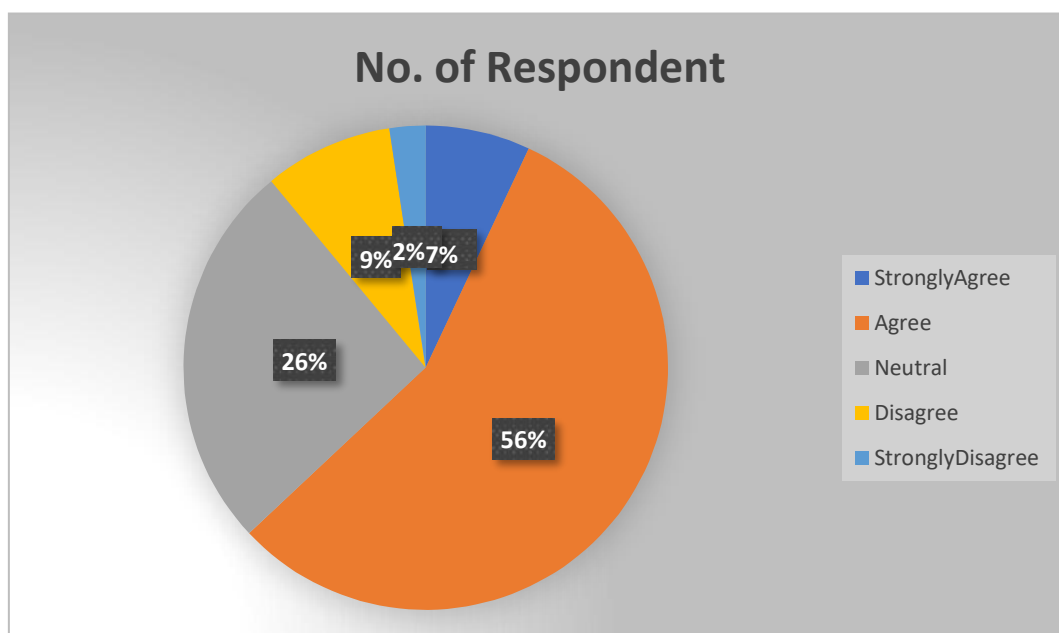


Table 21. What features in ordering product online attracts you?

Particular	No. of Respondent	Percentage of Respondent
Design of Website	10	6.1
Discounts offered	85	52.5
Advertisement	13	8
Variety	41	25.4
Value of Money	13	8
Total	162	100

Source: Primary Data

INTERPRETATION

From the above table shows that the features in ordering product online attracts you of the response have features in ordering product online attracts you 6.1% of Design of Website, 52.5% of Discounts offered, 8% of Advertisement, 25.4% of Variety and 8% of Value of Money

Chart 21. What features in ordering product online attracts you?

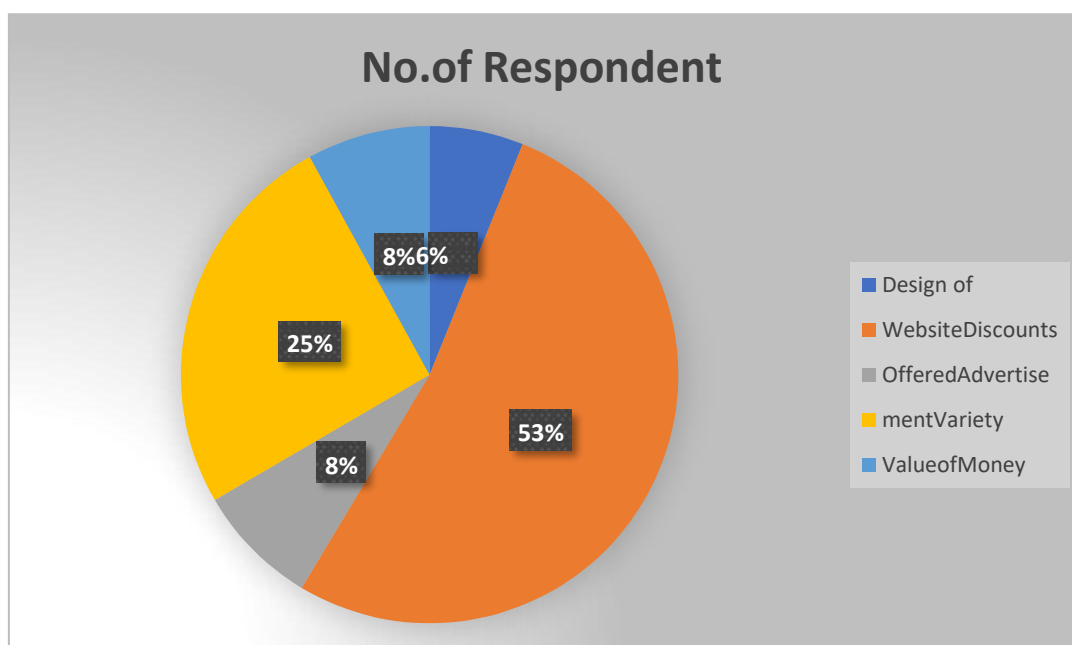


Table 22. While ordering product online g what effects the satisfaction the most in website user friendly

Particular	No. of Respondent	Percentage of Respondent
Very Important	39	24
Important	102	63
Neutral	11	6.7
Somewhat Important	8	4.8
Not important	2	1.2
Total	162	100

Source: Primary Data

INTERPRETATION

From the above table shows that the ordering product online what effects the satisfaction the most in website user friendly of the response have 24% of Very Important, 63% of Important, 6.7% of Neutral, 4.8% of Somewhat Important and 1.2% of Not important

Chart 22: While ordering product online g what effects the satisfaction the most in website user friendly

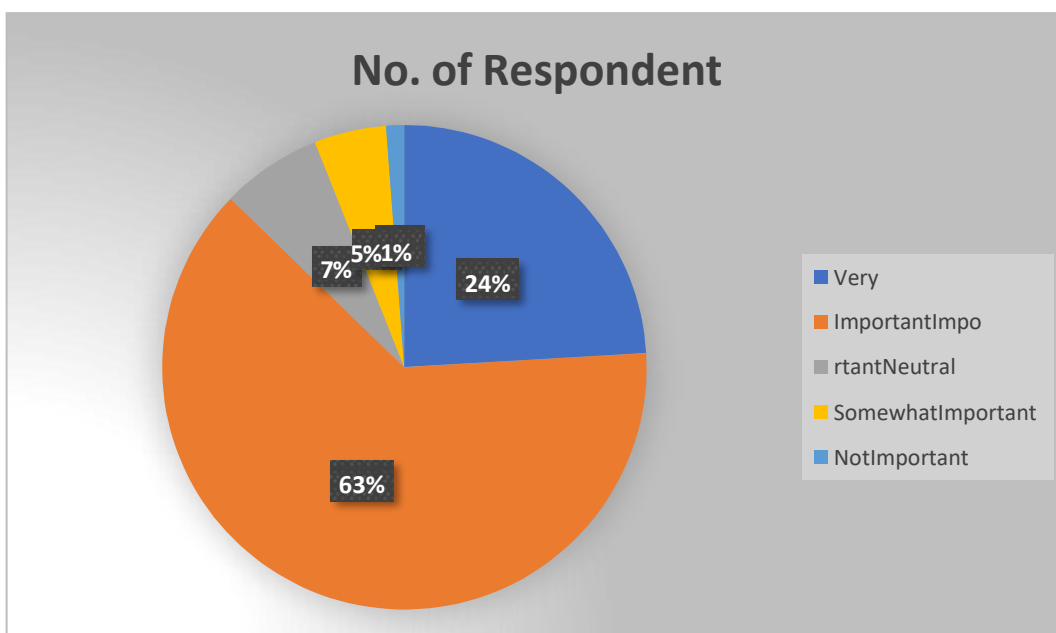


Table 23. Issues regarding ordering product online No guarantee

Particular	No. of Respondent	Percentage of Respondent
Possibility of forgery	78	48.2
Product highly priced	38	23.4
Too much clutter	9	5.5
Security issue	17	10.4
No guarantee	20	12.5
Total	162	100

Source: Primary Data

INTERPRETATION

From the above table shows that the Issues regarding ordering product online No guarantee of the response have 48.2% of Possibility of forgery, 23.4% of Product highly priced, 5.5% of Too much clutter, 10.4% of Security issue and 12.5% of No guarantee

Chart 23. Issues regarding ordering product online No guarantee

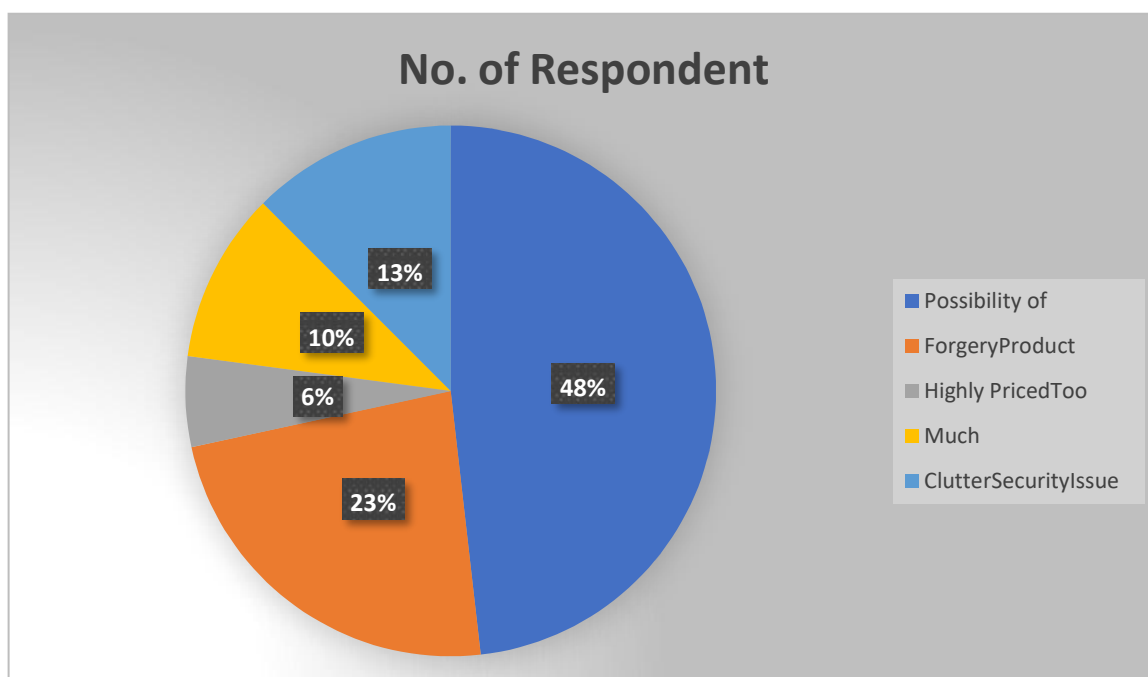


Table 24. Parameters for ordering product online at a particular shop

Particular	No. of Respondent	Percentage of Respondent
Price	28	17.5
Quality	47	29
Variety	67	41.3
Proximity	3	1.8
Discounts/Offers	17	10.4
Total	162	100

Source: Primary Data

INTERPRETATION

From the above table shows that the Parameters for ordering product online at a particular shop of the response have 17.5% of Price, 29% of Quality, 41.3% of Variety, 1.8% of Proximity and 10.4% of Discounts/Offers of the respondent

Chart 24. Parameters for ordering product online at a particular shop

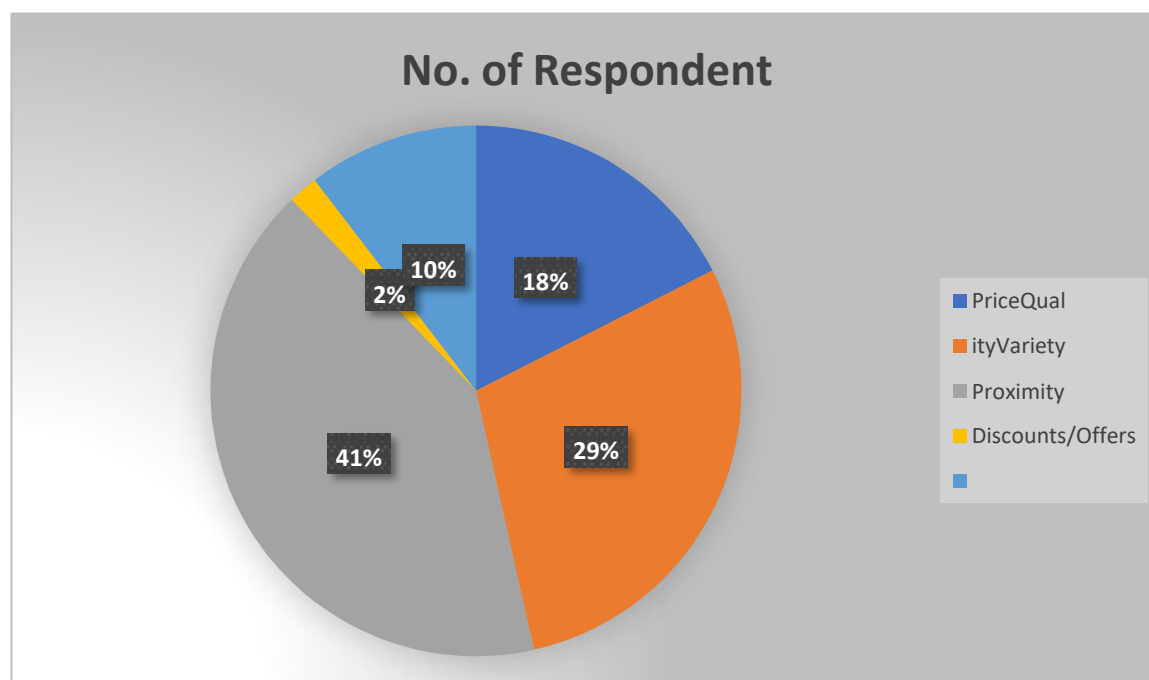


Table 25. If yes, why do you think is beneficial

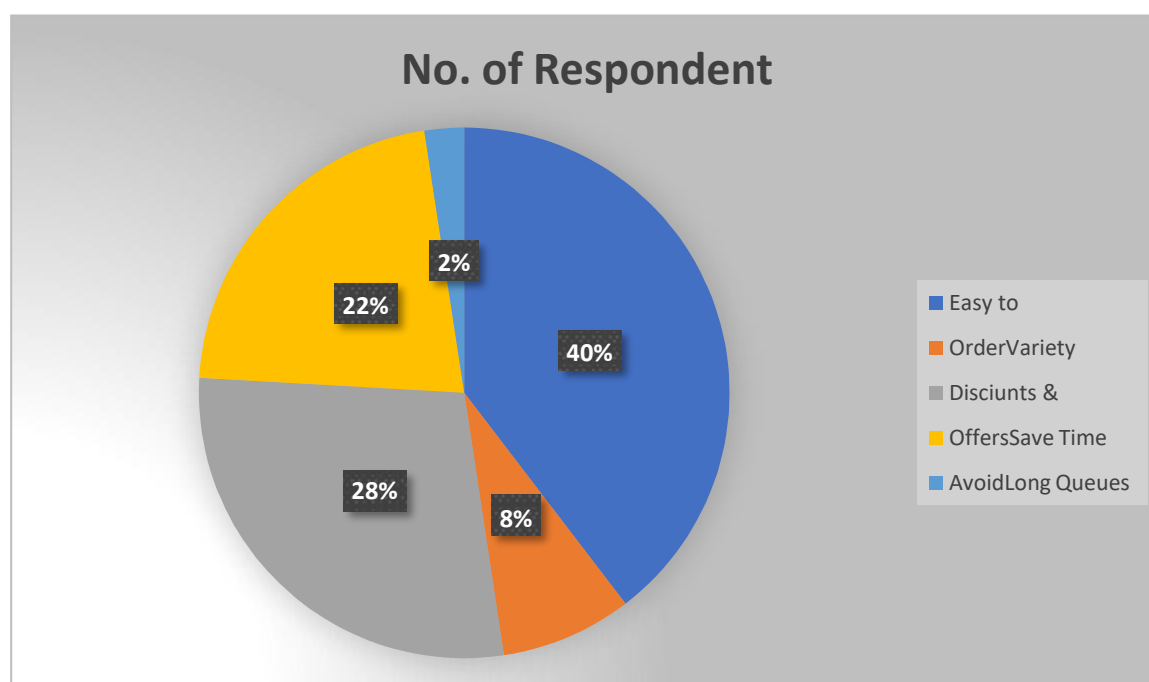
Particular	No. of Respondent	Percentage of Respondent
Easy to order	64	39.6
Variety	13	8
Discounts & offers	46	28.3
Save Time	35	21.7
Avoid long Queues	4	2.4
Total	162	100

Source: Primary Data

INTERPRETATION

From the above table shows that the do you think is beneficial of the response have 39.6% of Easy to order, 8% of Variety, 28.3% of Discounts & offers, 21.7% of Save Time and 2.4% of Avoid long Queues

Chart 25. If yes, why do you think is beneficial



4.2 CHI SQUARE

TABLE-1

HYPOTHESIS

Null hypothesis (H0): There is no significant association between age of the respondents with references to consumer perception of online product ordering.

Alternative hypothesis (H1): There is a significant association between age of the respondents with references to consumer perception of online product ordering

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
age of the respondents * frequently order product	162	100.0%	0	.0%	162	100.0%

age of the respondents * frequently order product Crosstabulation

Count		frequently order product				Total
		more than once a month	once in 1-2 months	once in 3-6 months	once in 7-12 months	
age of the respondents	20-25	42	36	20	8	106
	25-30	13	10	11	2	36
	30-35	1	2	9	1	13
	35-above	0	1	4	2	7
Total		56	49	44	13	162

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.652 ^a	9	.002
Likelihood Ratio	25.382	9	.003
Linear-by-Linear Association	14.839	1	.000
N of Valid Cases	162		
a. 9 cells (56.3%) have expected count less than 5. The minimum expected count is .56.			

INTERPRETATION

Since p value 0.002 is less than 0.05 null hypothesis is rejected alternate is accepted. Hence, there is significant association between age of the respondent and frequency product of online.

TABLE-2**HYPOTHESIS**

Null hypothesis (H0): There is no significant association between the ordering products online provides safety with references to consumer perception

Alternative hypothesis (H1): There is a significant association between the ordering products online provides safety with references to consumer perception

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
ordering products online provides safety * less time to take evaluating to select a product	162	100.0%	0	.0%	162	100.0%

ordering products online provides safety * less time to take evaluating to select a product Cross tabulation

Count		less time to take evaluating to select a product				Total
		Highly satisfied	satisfied	Neutral	Dissatisfied	
ordering products online provides safety	Strongly agree	3	4	1	0	8
	Agree	14	61	12	4	91
	Neutral	10	34	10	2	56
	Disagree	2	0	2	0	4
	Strongly disagree	1	2	0	0	3
Total		30	101	25	6	162

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.383 ^a	12	.415
Likelihood Ratio	13.658	12	.323
Linear-by-Linear Association	.001	1	.976
N of Valid Cases	162		
a. 14 cells (70.0%) have expected count less than 5. The minimum expected count is .11.			

INTERPRETATION

Since p value 0.415 is greater than 0.05 null hypothesis is accepted alternate is rejected. Hence, there is significant association between the ordering products online provides safety with references to consumer perception.

4.3 ANOVA

TABLE-1.

One-way

NULL HYPOTHESIS:

H0: There is no significance difference between qualifications of the respondents with regards to familiarity with the website making actual purchase

ALTERNATE HYPOTHESIS:

H1: There is a significance difference between qualifications of the respondents with regards to familiarity with the website making actual purchase

Descriptives

familiarity make actual purchase reduce the risk

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Employed	54	2.4444	.90422	.12305	2.1976	2.6912	1.00	5.00
self employed	14	1.9286	.73005	.19511	1.5071	2.3501	1.00	3.00
Student	84	2.2143	.65989	.07200	2.0711	2.3575	1.00	5.00
House wife	10	2.4000	1.07497	.33993	1.6310	3.1690	1.00	4.00
Total	162	2.2778	.79008	.06207	2.1552	2.4004	1.00	5.00

ANOVA

familiarity make actual purchase reduce the risk					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.695	3	1.232	2.010	.115
Within Groups	96.805	158	.613		
Total	100.500	161			

familiarity make actual purchase reduce the risk

Tukey B		
		Subset for alpha = 0.05
qualification	N	1
self employed	14	1.9286
student	84	2.2143
House wife	10	2.4000
employed	54	2.4444

Means for groups in homogeneous subsets are displayed.

INTERPRETATION

Since p value is greater than 0.05 then null hypothesis is accepted alternate is rejected. Hence, there no is significant difference between qualification of the respondent with regards to familiarity with the website making actual purchase.

CHAPTER 5

SUMMARY OF FINDINGS, SUGGESTIONS & CONCLUSION

5.1 FINDINGS

- 65.4% of the respondent have 20-25 age of the response
- 70.3% of the respondent have male gender response
- 51.9% of the respondent have student qualification of the response
- 69.7% of the respondent have single marital status of the response
- 34.8% of the respondent have more than once a month frequently you order product on online
- 40.7% of the respondent have social media get to know about the products that you order online
- 41.9% of the respondent have amazon site you visit for ordering product online
- 62.3% of the respondent have good experience towards ordering product at online
- 77.1% of the respondent have agree got on time delivery by ordering product online
- 74.7% of the respondent have agree Information is available while ordering product Online
- 55% of the respondent have agree products anytime 24 hours a day while ordering product online
- 73.5% of the respondent have agree make comparison with other products while ordering product online
- 74.7% of the respondent have agree design helps me in searching the products easily
- 57% of the respondent have agree prefer to ordering product online from a website that provides safety and ease navigation and order
- 62.3% of the respondent have agree familiarity with the website before making actual purchase reduce the risk of ordering product online

- 62% of the respondent have agree Ordering product online takes less time to purchase
- 62.3% of the respondent have agree Ordering product online doesn't waste time
- 62.3% of the respondent have satisfied less time in evaluating and selecting a product while ordering product online
- 61% of the respondent have agree safe and secure while ordering product online
- 56% of the respondent have agree Ordering product online will protects the security
- 52.5% of the respondent have agree features in ordering product online attracts you?
- 63% of the respondent have important ordering product online what effects the satisfaction the most in website user friendly
- 48.2% of the respondent have possibility of forgery regarding ordering product online No guarantee
- 41.3% of the respondent have varity of ordering product online at a particular shop
- 39.6% of the respondent have easy to order you think is beneficial
- Since p value 0.002 is less than 0.05 null hypothesis is rejected alternate is accepted. Hence, there is significant association between age of the respondent and frequency product of online.
- Since p value 0.415 is greater than 0.05 null hypothesis is accepted alternate is rejected. Hence, there is significant association between the ordering products online provides safety with references to consumer perception.
- Since p value is greater than 0.05 then null hypothesis is accepted alternate is rejected. Hence, there no is significant difference between qualification of the respondent with regards to familiarity with the website making actual purchase.

5.2 SUGGESTIONS

- As still India in large segment of population is untapped regarding the consumer perception in online product ordering the available consumer perception in online product ordering store can widen their market by getting into expansion strategies.
- Remove the fear of product quality, durability and payments etc from the mind of customers in regards of consumer perception in online product ordering
- Wide expansion of internet services facilities in rural area can bring the more customers for the consumer perception in online product ordering sites.
- Through prompt service, wide variety in rural area can bring the more customers from the remote area can be tapped.
- Transaction security and consumers data safety are principal concerns of online customers purchasing products or services online. Therefore online vendors can assure their consumers by providing them guarantee, delivery on time, special offers, by improving their technological system.

5.2 CONCLUSION

Consumer perception in online product ordering is becoming more popular day by day with the increase in the usage of World Wide Web. Understanding customers need for online selling has become challenge for marketers. Special understanding the customer's satisfaction level with their experience towards consumer perception in online product ordering, making improvement in the factors that influence consumers to shop online and working on the factors that affect consumers to shop online will help marketers to gain the competitive edge over others. Consumer perception in online product ordering to consumer is the help in finding the wide range of product without going to shop and get home delivery of the product. With this consumer perception in online product ordering has truly revolutionized and influenced our society as a whole. This use of technology has open doors opportunities that enable for more convenient lifestyle today. However, this concept of consumer perception in online product ordering led to the possibilities of fraud and privacy conflicts. Unfortunately, it has shown that it

is possible for criminal to manipulate the system and access personal information. Luckily, today with the latest features of technology, measures are being taken in order to stop hackers and criminals from inappropriately private database. Through privacy and security policies, website designers are doing their best to put an end to this unethical practice. By doing so , society will continue to depend upon consumer perception in online product ordering, which will allow it to remain a tremendous success in the future.

QUESTIONNAIRE

The purpose of this questionnaire is to find out their opinion about online product ordering and identify what main factors Indian online consumers take into consideration when purchasing products online. Please read the questions carefully and respond by marking the option that represents your opinion. Remember there are no wrong or right answers. We are only interested in your opinion. Your responses will remain anonymous and confidential. Thank you very much for your valuable time. Your help is appreciated.

Name:.....

1. Age of the response
a) 20-25
b) 25-30
c) 30-35
d) 35- above
2. Gender of the response
a) Male
b) Female
3. Occupation
a) Employed
b) Self employed
c) Student
d) House wife
4. Marital Status
a) Single
b) Married

5. How frequently you order product on online

- a) More than once a month
- b) Once in 1-2 months
- c) Once in 3-6 months
- d) Once in 7- 12 months

6. How do you get to know about the products that you order online

- a) Through Friends
- b) Social Media
- c) Through Advertisements
- d) Others

7. Which of the following site you visit for ordering product online

- a) Amazon
- b) Flipkart
- c) Snapdeal
- d) Myntra
- e) others

8. What is your experience towards ordering product at online

- a) Excellent
- b) Good
- c) Average
- d) Poor

9. I got on time delivery by ordering product online

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree

e) Strongly Disagree

10. Detail Information is available while ordering product Online

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

11. I can buy the products anytime 24 hours a day while ordering product online

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

12. It is easy to choose and make comparison with other products while ordering product online

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

13. The website design helps me in searching the products easily

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

14. While shopping online, I prefer to ordering product online from a website that provides safety and ease navigation and order

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

15. I believe that familiarity with the website before making actual purchase reduce the risk of ordering product online

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

16. ordering product online takes less time to purchase

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

17. Ordering product online doesn't waste time

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

18. I feel that it takes less time in evaluating and selecting a product while ordering product online

- a) Highly satisfied
- b) Satisfied
- c) Neutral
- d) Dissatisfied
- e) Highly dissatisfied

19. I feel safe and secure while ordering product online

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

20. Ordering product online will protect the security

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

21. What features in ordering product online attract you?

- a) Design of Website
- b) Discounts offered
- c) Advertisement
- d) Variety
- e) Value of Money

22. While ordering product online g what effects the satisfaction the most in website user friendly

- a) Very Important
- b) Important
- c) Neutral
- d) Somewhat Important
- e) Not important

23. Issues regarding ordering product online

- a) No guarantee
- b) Possibility of forgery
- c) Product highly priced
- d) Too much clutter
- e) Security issue

24. Parameters for ordering product online at a particular shop

- a) Price
- b) Quality
- c) Variety
- d) Proximity
- e) Discounts/Offers

25. If yes, why do you think is beneficial

- a) Easy to order
- b) Variety
- c) Discounts & offers
- d) Save Time
- e) Avoid long Queues

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