

**A STUDY ON CUSTOMER ENHANCEMENT TOWARDS ONLINE
SHOPPING AT WONDERPICK**

Submitted in partial fulfillment of the requirements for the award of

Bachelor of Commerce

by

NIRMALA P

(41740026)



SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)
CATEGORY-1 UNIVERSITY BY UGC

Accredited with Grade “A++” by NAAC | 12B Status by UGC | Approved by AICTE
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **NIRMALAP (41740026)** who carried out the Project Training at **A STUDY ON CUSTOMER ENHANCEMENT TOWARDS ONLINESHOPPING AT WONDERPICK** under our supervision for a period of 3 months from **JANUARY 2024 to MARCH 2024**.

Dr. RANI J

Internal guide

Dr. PALANI A

HOD

Dr. BHUVANESWARI .G
Dean

Submitted for Viva Voce Examination held on _____

Internal Examiner

External Examiner

COMPLETION CERTIFICATE



15/04/2024

TO WHOMSOEVER IT MAY CONCERN

We wish to confirm that **Ms. NIRMALA P (Register number 41740026)**, student of Bachelor of Commerce in General Final Year's **SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY**, had successfully completed the final year project on **"A STUDY ON CUSTOMER ENHANCENENT TOWARDS ONLINE SHOPPING"** with us.

During this period, She had undergone training marketing department and participated marketing activities behalf of us from **(JANUARY TO MARCH)**. As a result, the project outputs were excellent and he was observed to have a good sense of initiative and behavior.

We wish you all the very best in your future and career.

Thanks & Regards

For Wonderpick

Vignesh .M
Managing Director



DECLARATION

I NIRMALA P(41740026) hereby declare that the Project Report entitled **A STUDY ON CUSTOMER ENHANCENENT TOWARDS ONLINE SHOPPING** done by me under the guidance of **Dr. J RANI** (Internal) and **VIGNESH M**(External)at **WONDERPICK**,Chrompet. is submitted in partial fulfillment of the requirements for the award of Bachelor of Commerce.

DATE:

PLACE:CHENNAI

SIGNATURE OF THE CANDIDATE

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NIRMALA P

ABSTRACT

Online shopping has grown in popularity over the years, mainly because people find it convenient and easy to bargain shop from the comfort of their home or office. One of the most enticing factor about online shopping, particularly during a holiday season, is it alleviates the need to wait in long lines or search from store to store for a particular item. This project has been undertaken as a part of the management's initiative to understand the overall satisfaction level of the online shopping customers of Wonderpick. this will help the company to customize their services/add more features in the future to cater to the specific needs of the customers. This research was conducted with an aim to help the company to increase the customers satisfaction by getting their feedback. The project titled "a study on customer enhancement towards Wonderpick" conducted in Wonderpick aims to understand the satisfaction level of customers with their online shopping experience and the secondary objectives are to find out the reliability, assurance, grievance handling and product satisfaction level with of Wonderpick.

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CHAPTER – I

1.1 INTRODUCTION

Customer enhancement is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass consumer expectation. Consumer satisfaction is defined as "the number of consumers, or percentage of total consumers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals." In a survey of nearly 200 senior marketing managers, 71 percent responded that they found a consumer satisfaction metric very useful in managing and monitoring their businesses.

It is seen as a key performance indicator within business and is often part of a Balanced Scorecard. In a competitive marketplace where businesses compete for consumers, consumer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

Therefore, it is essential for businesses to effectively manage consumer satisfaction. To be able to do this, firms need reliable and representative measures of satisfaction.

"In researching satisfaction, firms generally ask consumers whether their product or service has met or exceeded expectations. Thus, expectations are a key factor behind satisfaction. When consumers have high expectations and the reality falls short, they will be disappointed and will likely rate their experience as less than satisfying. For this reason, a luxury resort, for example, might receive a lower satisfaction rating than a budget motel-even though its facilities and service would be deemed superior in 'absolute' terms."

It is a marketing term that measures how products or services supplied by a company meet or surpass a consumer's expectation.

Here are the top six reasons why consumer satisfaction is so important:

- ❖ It's a leading indicator of consumer repurchase intentions and loyalty
- ❖ It's a point of differentiation
- ❖ It reduces consumer churn
- ❖ It increases consumer lifetime value
- ❖ It reduces negative word of mouth
- ❖ It's cheaper to retain consumers than acquire new ones

Customer satisfaction is a term frequently used in marketing, is a measure of how products and services supplied by a company meet customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals. It is seen as a key performance indicator within business and is often part of a Balanced Scorecard.

This satisfaction level is a function of difference between perceived performance and expectations. If the product's performance, exceed expectation the customer highly satisfied or delighted. If the performance matches the expectations the customer is satisfied. If the products performance fall shorts of expectations the customer is dissatisfied.

In the early years of e-commerce, consumers were skeptics. Internet privacy and fraud were amongst the main concerns. Today, the world is moving faster than ever. The consumer has transitioned from skeptic shopper, fearful of entering into any Internet transaction, to a confident shopper. Some truly dedicated Internet shoppers will tell you they do not ever go into a retail store. For many, the attraction is the convenience of shopping from your living room. It is not only more comfortable, but when doing product and price comparisons it is optimal.

Consumers have learned to keep up with technology and in turn technology helps them keep up with their fast paced lifestyle. New software technology, advances in Internet security, along with the cooperation of financial institutions are some of the top reasons why online shopping is on the rise.

The financial institutions have helped guarantee the satisfaction of online shopping with their credit protection services. Customers are assured that the financial institution will help intervene in the event of an unsatisfactory transaction. Institutions have also made added efforts to assure their clients security when using their credit cards and in the prevention of identity theft.

All of these things add to the consumer feeling more comfortable using credit cards for payment. Credit card transactions are typically the preferred choice of payment for consumer impulse purchases. Consumers have become aware of the many security programs they can install in their systems to help protect their computers. This is helping them feel more comfortable as they surf the net. The rise of Secure Sockets Layer servers (SSL) provided added protection that also protected shopper information and buying online began to seem less risky. As more buyers feel safe online shopping sales rise.

Convenience, time, and money are some of the top reasons why online shopping is on the rise. A more confident consumer is using the Internet for more and more of their daily needs. The e-commerce community is responding quickly to their customer's wants and needs. It is becoming easier and more convenient to be an Internet user.

INTRODUCTION TO ONLINE SHOPPING

Internet is the rapidest growing media during the past decade. Especially, online shopping is a rapidly growing e-commerce area. Forrester Research forecasts that online retail trade will be about \$217.8 billion by 2007 and account for 8% of total retail. ComScore Networks reported that for the year 2001, domestic online sales totaled more than \$53 billion. This figure shows a growth rate of about 20% compared to the year 2000.

According to Arbitron/Edison Media Research (2002), the number of consumers who purchase online is growing sharply. 40% of all Americans have ever purchased goods or services on the Web. Average amount spent online in last one year was about \$658 and 56% of Internet users have made a purchase online.

According to annual Internet survey of which online, 15% of British Internet users visit online shopping sites most frequently and 14% regularly use Internet for online shopping.

Online shopping basically provides the way consumers go shopping and purchase services and goods with reasonable price on the Internet. For some consumers, shopping and purchasing online have become part of their daily lives, while others may not even care about it. At this point, I wonder what factors influence online purchasing behavior and explain the difference in online buying behavior among Internet users.

There are numerous benefits of online shopping. The foremost advantage of online shopping is that it gives you an opportunity to shop 24 hours a day, seven days a week. Online shopping has proved to be a boon for shoppers who are home bound or live in rural areas.

BENEFITS OF ONLINE SHOPPING

Online shopping offers you a vast range of products to choose from like gifts, wine, groceries, pharmaceuticals, clothing, luxury items, sporting goods, art, pet food etc. from the comforts of your home. It also saves you from custom hassles in case you want to send any gift to your relative living in another country. For instance, you stay in London and your mother has gone out on holiday in New York you can still make her day special by sending her a bouquet by booking it online.

The other benefit of online shopping is that it saves on your time. You can browse through different products without actually going in the market. It also gives you the option to compare the prices of products offered by online stores and make the best deal for yourself and your loved ones.

Online shopping also provides you with advantage of paying through credit card unlike some real stores that insist on payment in cash. However, you should be careful while using the credit card for online transactions.

In last few years, online shopping has come up as one of the most popular online stores in UK. Shopping specialize in electronic gadgets, mobile phones and

Accessories, CD's and DVD's. It is the ideal destination for electronic products that are available at genuinely discounted rates. You are requested to browse through our services and make your online shopping experience a pleasurable one.

ONLINE SHOPPING IN URBAN AREAS

Township people mostly do shop in the city at supermarkets or on their way home from work. Unlike suburban people who are able to shop in bulk because most get paid monthly and have their own transport, most township people commute by public transport, so they buy only what they can carry. Prices are marked up in the townships and informal settlements where people can buy in small quantities and consumers often pay greatly inflated.

There's growing interest in the Internet as a place to shop. But this type of shopping has its own dangers, and the rules of smart shopping are as important in the electronic marketplace as they are on your doorstep.

One problem is that consumers have little control over what happens to personal information used when shopping online. Each transaction leaves an information trail that can be used by hackers and other unauthorized individuals to assemble financial and personal profiles on you. This information can be sold or stolen and used for criminal purposes.

ADVANTAGES OF ONLINE SHOPPING:

- ❖ **Easy Access and convenient:** This is perhaps the most important and crucial point of all customers. One can have the unlimited freedom to choose by jumping on website with infinite self-space available. There is no pressure and impulse from the vendors
- ❖ **Timesaving:** In this competitive environment time is obviously precious than gold for everyone. so one can realize how advantageous it is for whom has no time to stand and wait. The burden of going to the vendors and shops is vanished by accessing the sites from home or office, which is a matter of few minutes.
- ❖ **Scope to compare features and product prices:** The latest features of the last minute arrived items can be compared with the valuable informations.

Displayed along with the prices and rebates. One is at his ease to go thorough from one to other.

- ❖ **Availability of genuine products:** Whatever the article and products are sold through the online shopping genuine with no chance of falsification and fake.

DISADVANTAGE OF ONLINE SHOPPING

- ❖ **No Scope of bargaining:** This is the most disadvantage of online shopping. One has to buy the items with prices and rebates carries by it. so the enjoyment of retail shopping with friends or family members is lost.

- ❖ **Need of access to the Internet:** It leaves no scope to say that one needs to have the system and internet connections.

- ❖ **Limited Scope:** It is one of the remarkable demerits of online shopping when one is to buy a trifle items or rare used items.

CONSUMER PERCEPTION TOWARDS ONLINE SHOPPING

The study of consumers helps firms and organizations improve their marketing strategies by understanding issues such as how

- ❖ The psychology of how consumers think, feel, reason, and select between different alternatives (e.g., brands, products);

- ❖ The psychology of how the consumer is influenced by his or her environment (e.g., culture, family, signs, media);

- ❖ The behavior of consumers while shopping or making other marketing decisions.

- ❖ Limitations in consumer knowledge or information processing abilities influence decisions and marketing outcome;

- ❖ How consumer motivation and decision strategies differ between products that differ in their level of importance or interest that they entail for the consumer; and

- ❖ How marketers can adapt and improve their marketing campaigns and marketing strategies to more effectively reach the consumer.

There are several units in the market that can be analyzed. Our main thrust in this course is the consumer. However, we will also need to analyze our own firm's strengths and weaknesses and those of competing firms.

Suppose that we make a product aimed at older consumers, a growing segment. A competing firm that targets babies, a shrinking market, is likely to consider repositioning toward our market. To assess a competing firm's potential threat, we need to examine its assets) against pressures it faces from the market.

Finally, we need to assess conditions (the marketing environment). For example, although we may have developed a product that offers great appeal for consumers, a recession may cut demand dramatically.

1.2 INDUSTRY PROFILE

Increasing internet and mobile penetration, growing acceptability of online payments and favorable demographics has provided the e-commerce sector in India the unique opportunity to companies connect with their customers, it said. There would be over five to sevenfold increase in revenue generated through e-commerce as compared to last year with all branded apparel, accessories, jewellery, gifts, footwear are available at a cheaper rates and delivered at the doorstep, it added.

It noted that the buying trends during 2016 will witness a significant upward movement due to aggressive online discounts, rising fuel price and wider and abundant choice will hit the e-commerce industry in 2016. It observed mobile commerce (m-commerce) is growing rapidly as a stable and secure supplement to the e-commerce industry.

"Shopping online through smart phones is proving to be a game changer, and industry leaders believe that e-commerce could contribute up to 70 per cent of their total revenues," the statement added. In India roughly 60-65 per cent of the total e-commerce sales are being generated by mobile devices and tablets, increased by 50 per cent than the last year and also likely to continue upwards, it added.

It noted that the browsing trends, which have broadly shifted from the desktop to mobile devices in India, online shopping is also expected to follow suit, as one out of three customers currently makes transactions through mobiles in tier-1 and tier-2 cities. In 2015, 78 per cent of shopping queries were made through mobile devices, compared to 46 per cent in 2013.

On the mode of payment, almost 45 per cent of online shoppers reportedly preferred cash on delivery mode of payment over credit cards (16 per cent) and debit cards (21 per cent). Only 10 per cent opted for internet banking and a scanty 7 per cent preferred cash cards, mobile wallets, and other such modes of payment, it said. Among the above age segments, 18-25 years of age group has been the fastest growing age segment online with user growth being contributed by both male and female segments.

India had an internet user base of about 354 million as of June 2015 and is expected to cross 500 million in 2016. Despite being the second-largest user base in world, only behind China (650 million, 48% of population), the penetration of e-commerce is low compared to markets like the United States (266 million, 84%), or France (54 M, 81%), but is growing at an unprecedented rate, adding around 6 million new entrants every month. The industry consensus is that growth is at an inflection point.

In India, cash on delivery is the most preferred payment method, accumulating 75% of the e-retail activities. Demand for international consumer products (including long- tail items) is growing much faster than in-country supply from authorized distributors and e-commerce offerings.

1.3 COMPANY PROFILE

Wonderpick is a leading Indian brand on top of the wholesale promotional items sector in the southern India and one of the fastest growing company which looks ahead and look for new markets where taking advantage of our complementary synergies. We offer promotional & corporate gifts from various leading brands across the globe.

We offer a massive range of Promotional items and also have our very own in house design team that prepares the designs with a state of art knowledge and experience

in providing excellent product support and also providing a flexible service and guaranteed high standards on all our promotional products. We, as well as ensure implementation of a series of strict quality control measure and promise rapid delivery time across India on most affordable price. This way, we exceed our customers' expectations, producing tailor made corporate gifts that boost staff and customer satisfaction, while enhancing your branding image.

Wonderpick is India's most capable promotional products supplier. Our range of products includes, USB drives, Training kits & Teaching aids, Drink ware, Office utilities, Business Promotional products, Eco Friendly bags etc. None of these products will disappoint even the most stringent of requirements. We are 100% committed in ensuring that you get the exact product you desire. We also custom design and produce items like metal key chains, medals for sporting awards, umbrellas, pens and office stationeries.

We will assist you through the entire products & process and We aim to supply our clients with a way to outperform their competition in the branding field. Around India, in Chennai, Coimbatore, Mumbai, Bangalore, Hyderabad our high quality promotional products and merchandise let you promote yourself to consumers and business partners very easily indeed. Take back the lead from your competition by getting in touch with us TODAY!!

We have a massive reach when it comes to sourcing promotional items to suit a specific need, so if you cannot find a product on our website, simply send us a picture of the product you are looking for – we can source it for you and on top of that we can also design products from a simple idea or a sketch and then bring it to life with our own in house manufacturing capability-so talk to us about your requirements ,our sales team are happy to assist you.



Fig 1.1 Company Logo

OUR VISION & MISSION

we are what our customers are. Since the very first moment we have focused our attention on our customers and their requirements to enhance their business promotional part as main part of our illusions, strategies and works. Just this can explain how Wonderpick has become a benchmark brand on the promotional gifts and advertising gadgets sector. Our achieved success encourages and leads us to arrange an organization able to assist the Indian market, with the great values, service proposal and commitment towards constant improvement.

CATEGORIES

- ❖ Welcome / Return Gifts
- ❖ Business Promotion Products
- ❖ Trophy / Awards / Medals
- ❖ Decorative Gifts
- ❖ Decorative Wall Hanging Gifts
- ❖ Eco Friendly & Traditional Gifts
- ❖ Utility gifts
- ❖ Handicrafts Gifts
- ❖ Electronic Gadgets
- ❖ Decorative gifts
- ❖ Utility Gifts
- ❖ Tech N style

SOME OF OUR PRODUCTS:



Fig 1.2 Palm leaf basket



Fig 1.3 Seed pouch



Fig 1.4 Palm leaf cylinder box



Fig 1.5 Eco friendly 7 in 1 table top



Fig 1.6 Storage hanging bag



Fig 1.7 Ganesha musician set metal wall



Fig 1.8 Mini capsule shape umbrella



Fig 1.9 Pen drive 16GB



Fig 1.10 Table hand wall clock



Fig 1.11Tro world map



Fig 1.12 Troupy



Fig 1.13 Bluetooth speaker



Fig 1.14 Wire less behind-neck earphone

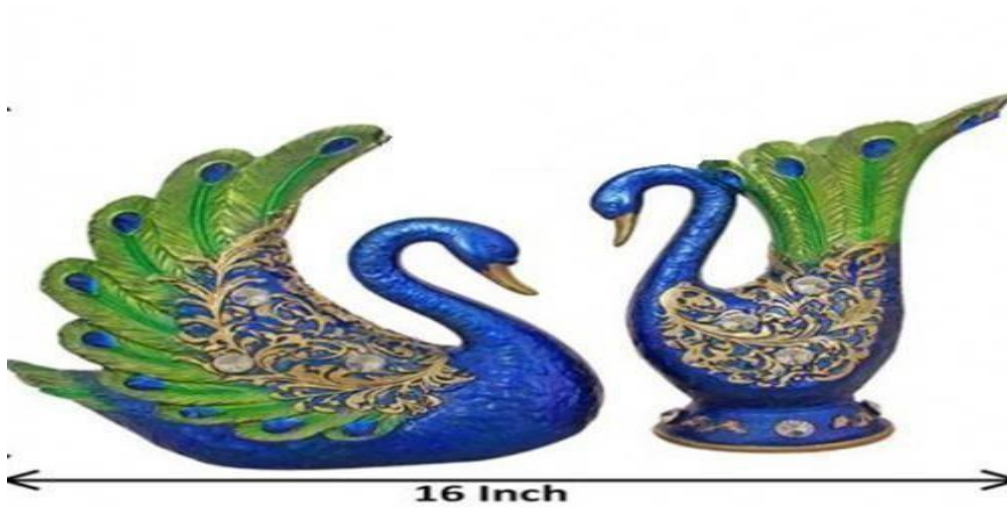


Fig 1.15 Swan flower vase



Fig 1.16 Shadow diya



Fig 1.17 Metal ambari with candle holder



Fig 1.18 Metal duck bowl



Fig 1.19 Explosion box



Fig 1.20 Kum Kum holder plate

1.4 STATEMENT OF THE PROBLEM

In this current competitive situation, customer satisfaction level has become major problems to all the companies. It has become very difficult to recognize the customer's needs, wants and very hard to serve the customers. It is very tough for the marketers to retain the present customers and to obtain the future customers. In the retail stores, satisfaction, advertisement and promotional offers are required to charm the current customers. This study is carried out in Wonderpick for the purpose of knowing customer enhancement, performance and solution for complaints.

1.5 NEED FOR THE STUDY

The act of purchasing products or services over the Internet. Online shopping has grown in popularity over the years, mainly because people find it convenient and easy to bargain shop from the comfort of their home or office. One of the most enticing factor about online shopping, particularly during a holiday season, is it alleviates the need to wait in long lines or search from store to store for a particular item.

This project has been undertaken as a part of the management's initiative to understand the overall satisfaction level of the online shopping customers of Wonderpick. This will help the company to customize their services/add more features in the future to cater to the specific needs of the customers.

1.6 OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE:

The main objective is to study the customer satisfaction towards Online shopping.

- ❖ To understand various problems faced by customers of wonderpick.
- ❖ To understand the awareness about the company's products among the customers.

SECONDARY OBJECTIVE:

- ❖ To determine customer's opinion on the tangible factors of Wonderpick.
- ❖ To find out the reliability of Wonderpick through various factors like payment options, tax, registration process etc
- ❖ To identify the customer's perception towards the grievance handling procedure and guarantees for the product.
- ❖ To know the level of assurance given by Wonderpick based on return policy and delivery cost.
- ❖ To assess the satisfaction level of the customers based on the features of the product
- ❖ To provide suitable suggestions to improve the overall customer satisfaction level at Online shopping.
- ❖ To develop effective solution to the problem faced by customers.

1.7 SCOPE OF THE STUDY

- ❖ This research was conducted with an aim to help the company to increase the customer's satisfaction by getting their feedback.
- ❖ This study will help to understand the customer's expectation towards the business needs.
- ❖ The information gathered through this research can be used by the company to improve its services and become more customer-friendly. This can increase the goodwill of the company and its overall performance.
- ❖ To know the level of assurance given by Wonderpick based on return policy and delivery cost.
- ❖ To find out prospective customers.
- ❖ It is helpful to perceive the customers.
- ❖ To provide suitable suggestions to improve the overall customer satisfaction level at Online shopping.
- ❖ It is helpful to understand and analyze the factors that influence the customers.
- ❖ It helps in finding competitors strength as well as its weaknesses.

1.8 LIMITATIONS OF THE STUDY

Every research has its own limitation. It is not possible that a research is accomplished without having any limitations. There are always some shortcomings which come into the way of accomplishment of a particular research study. It is almost impossible for research to get away from it.

Following are some limitations during the dissertation,

- ❖ Most of the customers did not spend more time in the questionnaire, so it might affect the quality of the data collected.
- ❖ The shortage of time is another constraint for the study.
- ❖ Limited number of samples of 151 has been taken for the study
- ❖ Due to shortage of time more respondents could not be met.
- ❖ Human error is unavoidable.

CHAPTER – 2

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE

A literature review is a comprehensive summary of previous research on a topic. The literature review surveys scholarly articles, books, and other sources relevant to a particular area of research. The review should enumerate, describe, summarize, objectively evaluate and clarify this previous research. It should give a theoretical base for the research and help you (the author) determine the nature of your research. The literature review acknowledges the work of previous researchers, and in so doing, assures the reader that your work has been well conceived. It is assumed that by mentioning a previous work in the field of study, that the author has read, evaluated that work into the work at hand.

Jonathan Reynolds, (2000), e- Commerce: a critical review, Offers a preliminary assessment of electronic commerce. Rarely has the retail and consumer services sector been faced with a strategic challenge of such significant complexity and uncertainty that is growing so rapidly. Suggests that the academic world is lagging behind the world of practice in terms of supplying rigorous analysis of the topic. Deals with four discrete areas of the new economy as it affects retailers. Explores the extent to which the emergence of new electronic channels to market has led to distinctive means of business differentiation, with particular reference to branding and pricing. Secondly, looks at how business-to-business companies can use electronic channels to improve supply chain and productivity requirements. Thirdly, assesses how far we understand some of the organizational change issues. Finally considers the future of e- Commerce.

According to Zairi (2000) the feeling of pleasure and expectation fulfillment is known as Satisfaction. If the product cannot satisfy customer feelings they will be dissatisfied, and if product satisfies them after the use customer will be satisfied and become loyal to that product or brand. In other words customer satisfaction is about those goods or services which fulfill the customer expectation in terms of quality and

Service for which he has paid. If Customer satisfaction develops they will become loyal to that product or brand and their loyalty will be good for the company in sense as a Profit. Customer satisfaction is the part of marketing and play important role in the market. In any organization satisfaction of customer is more important, because if your customer is satisfied with your services or products, your position will be good in the market.

Charles V. Trappey, Amy J.C. Trappey, (2001), Electronic commerce in Greater China, The Greater China region (China, Taiwan and Hong Kong) has more than 1.2 billion people, about one fifth of the world's total population. This incredibly large market continues to modernize rapidly, and over the last five years, the region has maintained a very high economic growth rate in comparison to the rest of the world. The combination of market size and economic growth makes Greater China the most promising place in the world for Internet products and services. China, Taiwan and Hong Kong recognize the opportunities and via public and private initiatives are investing in the development of information technology (IT) and the Internet infrastructure. This paper outlines the key electronic commerce (EC) trends and events in the region. Further, the research analyzes the current impediments to Internet commerce in China, Taiwan and Hong Kong and provides strategy and directions for the region's EC development.

Francis Duffy, (2001), What e-commerce may mean for design of corporate real estate", Journal of Corporate Real Estate, Significant changes in business practice mean that the design of the physical working environment is now being used to add value to business performance. Businesses, stimulated by the potential of information technology and goaded by international competition, are seeing corporate real estate as more than a matter of simply accommodating themselves in the most efficient way. They are using building projects to add value to their core activities. They are using the design process to accelerate programmes of technological and cultural change. Three case studies are used to illustrate the new importance of design. The strategic implication of these experiences are that users, at all levels in business life, having become accustomed to radical changes in the design process, and increasingly used to the responsiveness of ecommerce, are

likely to become increasingly impatient with old economy versions of office design, construction, and real estate practice.

Peter E.D. Love, Zahir Irani, Heng Li, Eddie W.L. Cheng, Raymond Y.C. Tse, (2001), An empirical analysis of the barriers to implementing e-commerce in small- medium sized construction contractors in the state of Victoria, Australia, To improve organizational performance and sustain a competitive advantage many Australian businesses have begun to embrace e-commerce. For example, businesses from the automotive, banking, insurance and retail industries have been able to leverage the benefits of information and communication technologies. Yet, those from the construction industry have been slow, perhaps even reluctant, to implement information and communication technologies to support ecommerce. Thus, this paper aims to determine the barriers that small-medium sized contractors are experiencing when confronted with the need to implement e-commerce to sustain their competitiveness. Unstructured interviews were undertaken with managers from 20 small-medium sized contractors from the State of Victoria in Australia, which had annual turnovers ranging from \$1-50 million. The financial, organizational, technical and human barriers that were identified from findings are presented and discussed. The paper concludes by proposing strategies that small- medium sized contractors may adopt if they to leverage the benefits of e- commerce.

Ailsa Kolsaker, Claire Payne, (2002), engendering trust in e-commerce: a study of gender-based concerns, An essential element of successful e-commerce is building relationships with consumers. All relationships are based upon trust and in the online B2C environment the absence of physical cues increases the reliance upon other elements to convey integrity and engender trust. Isolates and examines three components identified in earlier studies as areas of consumer concern. Within these parameters a number of consumer characteristics potentially might affect trust levels; this initial exploratory study examines whether consumer trust appears to vary by gender, and it is the authors' intention to investigate other characteristics in future studies. Seeks to evaluate whether consumer trust is increasing or declining and whether one or other gender might potentially be more responsive to e-marketing activities. Earlier studies suggest discernable differences between male and female perceptions of online shopping; however, the present study detects only minor

(Insignificant) gender-based variations, registering a high level of concern overall, regardless of gender

Amy Mahan, (2003), Regulatory peripheries: Using prepaid to extend the network, Telecom network roll-out is crucial for economic development, and with the advent of mobile telephony, it is increasingly achievable. Mobile adoption in many countries has surpassed fixed line connections. This paper, however, proposes that regulators need to look beyond teledensity to anticipate future access to information infrastructure. Prepaid mobile especially does not provide a solid foundation for future information services. Different stages of regulatory and network development determine the conditions for mobile (and prepaid mobile) adoption at a national level. Likewise, access to further or future information services will be affected by the kind of network now being established and by regulatory conditions which either recognize or ignore national and regional differences.

Amir M. Sharif, Tony Elliman, Peter E.D. Love, Atta Badii, (2004), Integrating the IS with the enterprise: key EAI research challenges, Enterprise application integration (EAI) technologies provide the means to integrate strategic business solutions within and across the component parts of organizational information system infrastructures. The continuing development of both digitally integrated business models, through various eCommerce and eBusiness initiatives, has meant that the importance of EAI within enterprise IS, has increased significantly. Noting that EAI incurs not only technological but stakeholder-level commitments, this paper outlines the product of a sustained investigation into key challenges within enterprise IS and EAI, and provides a framework for future research and investigation into this emerging and evolving area.

Mike Simpson, Anthony J. Docherty, (2004), E-commerce adoption support and advice for UK SMEs, The small business sector of the UK economy is extremely important and the government expends considerable resources in providing support services for this sector. This paper investigated the reasons why SMEs move from traditional commerce to e-commerce, the efficacy of the support services and the barriers encountered by SMEs adopting e-commerce. The research methodology involved literature review and interviews with SMEs' owner-managers and a UK Online business adviser. It was found that at least two "e-commerce stars" used by

the government to promote its support services had in fact not used those services. The historical relationship problems between Business Link and SMEs were still causing problems. Cost was not seen as an inhibitor to adopting e-commerce. Some evidence was emerging that e-commerce may be able to save failing or struggling businesses. Other unexpected outcomes were that e-commerce had social benefits for SMEs' owners in reducing working hours yet still increased sales.

Dr Pauline Ratnasingam,, (2005), E-Commerce relationships: The impact of trust on relationship continuity, The real estate industry is an e-commerce anomaly. Although the overall growth of e-commerce is driven by the business-to-business sector, the majority of real estate e-commerce is derived from its retail-oriented residential sector. This study examines the structure of residential and commercial real estate websites, with the goal of determining whether some patterns of content might increase the quality and quantity of information available to buyers and sellers thereby contributing to the disparity between residential and commercial real estate e-commerce growth. The results of the research show residential real estate websites offer richer informational content than commercial real estate websites. No significant differences are found for the user friendliness and functionality (ie ancillary services) provided by residential and commercial real estate websites.

Veloutsou (2005) describes in his study regarding customer satisfaction tangible products and services, there is a distinction. This distinction between 14 tangible and intangible goods becomes coz different factors of customer satisfaction, and that is why they should be treated separate and distinct

Rajagan Rajagopalapillai, William Gardner, Professor Elizabeth Chang, Professor Tharam S. Dillon, (2005), Designing websites with eXtensible web (xWeb) methodology, Today, eXtensible Markup Language (XML) is fast emerging as the dominant standard for storing, describing, representing and interchanging data among various enterprises systems and databases in the context of complex web enterprises information systems (EIS). Conversely, for web EIS (such as e-commerce and portals) to be successful, it is important to apply a high level, model driven solutions and meta-data vocabularies to design and implementation techniques that are capable of handling heterogeneous schemas and documents. For

this, we need a methodology that provides a higher level of abstraction of the domain in question with rigorously defined standards that are to be more widely understood by all stakeholders of the system. To-date, UML has proven itself as the language of choice for modeling EIS using OO techniques. With the introduction of XML Schema, which provides rich facilities for constraining and defining enterprise XML content, the combination of UML and XML technologies provide a good platform (and the flexibility) for modeling, designing and representing complex enterprise contents for building successful EIS. In this paper, we show how a layered view model coupled with a proven user interface analysis framework (WUiAM) is utilized in providing architectural construct and abstract website model (called eXtensible Web, xWeb), to model, design and implement simple, usercentred, collaborative websites at varying levels of abstraction. The uniqueness xWeb is that the model data (web user interface definitions, website data descriptions and constraints) and the web content are captured and represented at the conceptual level using views (one model) and can be deployed (multiple platform specific models) using one or more implementation models.

Das Prasun, 2009 Literature on customer satisfaction is voluminous and spans several areas such as marketing, management and accounting. For example, numerous papers use the ACSI (American Customer Satisfaction Index) to study customer satisfaction at the company, industry and macroeconomic levels. This paper focuses only on customer satisfaction studies that are related to retailing and does not survey the literature that studies the design of satisfaction survey instruments, as there is no control over survey design. The basic tenet of this research stream is that higher service quality improves customer satisfaction, resulting in better financial performance, although the mechanisms by which this improvement happens vary.

Godfred Frempong, (2009), Mobile telephone opportunities: the case of micro- and small enterprises in Ghana, Emerging literature from developing countries speak volumes of innovative application of mobile telephones to support the economic activities of the micro and small enterprises (MSEs). Invariably the technology is improving the efficiency of these operatives and boosting their competitiveness. The purpose of this paper is to analyze the contributions of mobile telephones to the

development of micro and small enterprises in less urban and rural areas of Ghana. The methodology used was basically questionnaire administration and was augmented by focus group discussions to collect data from MSEs in six locations in the country. The sample size was 600 enterprises and the selection was based on the International Standard Industrial Code. The majority of the respondents were positive about the impact of mobile telephones on their businesses in terms of ease of contact with customers and suppliers, reduced cost of transportation and profitability. However, there is the urgent need for the development of innovative services to meet the changing needs of the enterprises. Generally, these findings will contribute to the emerging empirical evidence of the strategic role mobile telephones are playing in the economies of developing countries.

Kurniawan (2010) customer satisfaction can change over the period of time; it is a dynamic process. The individual perception about the products or services performance leads to customer satisfaction. In the present day's retail business, ensuring customer satisfaction in delivering the right product and service to the end-users is the major concern for the future growth of the organization. In the present study an attempt is made to find out the customer satisfaction during purchase in retail outlets based on customer survey.

Muthumani, A, Lavanya, V, & Mahalakshmi, R, (2017) Online shopping is one of the most popular ways to make purchases, but it's not something that everyone is comfortable doing. Shopping online is becoming more common every day, and spans every type of product and every type of shopper. Online shoppers are all ages, come from all types of backgrounds, and both men and women. Consider the advantages and disadvantages carefully so the researcher can make an informed decision about what's best for customer. In this paper an attempt is made to know the products purchased by consumers from online stores and to identify the types of problems faced by consumers while buying goods from online shopping. This study is based on primary data. The primary data were obtained through interview schedule. The convenient sampling technique was adopted for collecting data from respondents. In this paper the suggestions also given to overcome the problems faced by online shopping consumers.

Sivanesan.R, (2017) The massive Indian market is changing fast. Internet access is mainstreaming among professionals and the use of mobile is intensifying. The pace of change continues to be rapid with digital channels constantly growing in volume and strength. More people spend more time online in India every year, and the digital tools and sites they use play an ever- growing role in their lives. Smart marketers keep on top of the scale of change and ensure their marketing strategies and touch point's mirror where the consumer is spending their time. This article shows the problems faced by customers in online shopping with special reference to Kanyakumari District.

Abhishek Chilka & Sandeep Chauhan (2018) Online Shopping or internet shopping consists primarily of the distribution, buying, selling, marketing, advertising and servicing of products with the help of internet and other computer networks. India is witnessing the tremendous growth in online shopping. This paper studies the recent scenario, recent trends in online shopping in India. For example, the interested categories of product, preferred way to pay online. Today's online shopping platforms provide many offers to consumer which attracts the consumer and drives their business. Along with that there are also problems in online shopping like quality, security etc. India's online shopping market is constantly growing at goodphase.

CHAPTER – 3

RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

Fundamental to the success of any formal marketing research project is a sound research design. A good research design has the characteristics of problem definition, specific methods of data collection and analysis, time required for research project and estimate of expenses to be incurred. The function of a research design is to ensure that the required data are collected accurately and economically. A research design is purely and simply the framework or plan for an analysis of data. It is a blue print that is followed in completing a study. It resembles the architect's blue-print (map) for constructing a house. It may be worthwhile to mention here that a research design is nothing more than the framework for the study ensures that the study will be relevant to the problem and the study will employ economical procedures.

Claire seltizetal defines Research Design as "Research design is a catalogue of the phases and facts relating to the formulation of a research effort. It is the arrangement of collection and analysis of data in a manner that aims to combine relevant to the research purpose with economy in procedure".

Three important about research design are

1. The design of investigation should stem from the problem
2. Whether the designs are productive in a given problem setting depends on how imaginatively they are applied. An understanding of the basic design is needed so that they can be modified to suit specific purpose
3. The three basic design are as follows
 - i. Exploratory Research design
 - ii. Descriptive Research design
 - iii. Casual Research design

The Research design used in the study is descriptive research design which means concerned with research studies with a focus on the portrayal of characteristics of a group or individual or a situation. The main objective such studies is to acquire knowledge.

3.1 RESEARCH DESIGN

A research design is purely and simply the framework or plan for an analysis of data. It is a blue print that is followed in completing a study. A good research design has the characteristics of problem definition, specific methods of data collection and analysis, time required for research project and estimate of expenses to be incurred. The function of a research design is to ensure that the require data are collected accurately and economically.

I used descriptive research design for this study which means this design is concerned with research studies with a focus on the portrayal of the characteristics of a group or individual or a situation. The main objective such studies is to acquire knowledge and it would also help to suggest methods to solve the problems.

3.2 DATA SOURCES

After identifying and defining the research problem and determining specific information required to solve the problem, the researcher`s task is to look the type and sources of data which may yield the desired results. Data sources are of two types through which data is collected.

Data sources may be classified as

1. Primary data
2. Secondary data

PRIMARY DATA

Primary data is the original data collected by the researcher first hand. It is collected for the first time through field survey. These are those that are gathered specifically, for the problem at hand. The various sources for collecting primary data are questionnaire, observation, interview etc. The primary source used for the study is questionnaire.

SECONDARY DATA

Secondary data is the information which is already available in published or unpublished form. When the needed information is collected from the census of population available in a library means then it is a secondary data. It is also used for collecting historical data. The various sources of secondary data are books, periodicals, journals, directories, magazines, statistical data sources etc. The secondary source used for this study is company profile, scope, need, review of literature.

Finally, I used primary data collection method for this study from customers.

3.3 STRUCTURE OF QUESTIONNAIRE

Structured questionnaire is selected as the tool for data collection, which includes various types of questions concerning different aspects of this study. These are the type of question included in the questionnaire:

1. Multiple Choice Questions
2. Closed questions
3. Dichotomous questions

3.4 SAMPLE SIZE

The sample size for this study is 151 responses and it was received from online and offline customers of wonderpick.

3.5 SAMPLING TECHNIQUE

Simple random sampling method is used under probability sampling for this study which means every member of the population has an equal chance being selected.

3.6 PERIOD OF STUDY

The Period of study was from JANUARY 2024 To APRIL 2024.

3.7 ANALYTICAL TOOLS

The data collected was tabulated and analyzed with the help of Percentage analysis. Percentage Analysis In this method frequency of various criteria factors are tabulated and the percentage of each value with respect to the total are found out. They are presented pictorially by graph in order to have better understanding. Percentage analysis is a measure of central tendency. It is used in data presentation. The data are reduced into the standard form with the base equal to 100, which facilitates data comparison.

The percentage is one of the essential components of data analysis, which helps find a value from a huge amount of data and information. It is the process of inspecting, narrowing, transforming and modelling data from huge amount of information or data.

Percentage analysis = Number of respondents *100 / Total respondents.

CHAPTER-4

DATA ANALYSIS AND INTERPRETATION DATA ANALYSIS AND

PERCEBTAGE ANALYSIS

1. GENDER

TABLE 4.1

GENDER	NO OF RESPONDS	% OF RESPONDS
MALE	92	61%
FEMALE	59	39%
TOTAL	151	100%

Source:Primary data

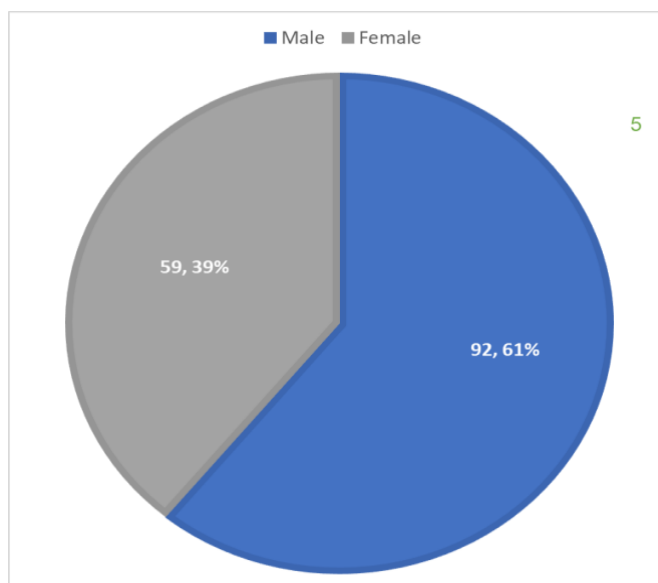


CHART 4.1 GENDER

INFERENCE

From the above table it is inferred that 61% of the respondents are female, 39% of the respondents are male. Most of the respondents are female.

2. AGE

TABLE 4.2

AGE	No of responds	% of responds
18-22	99	66%
22-26	42	28%
26-30	7	5%
30-42	3	2%
Total	151	100%

Source:Primary data

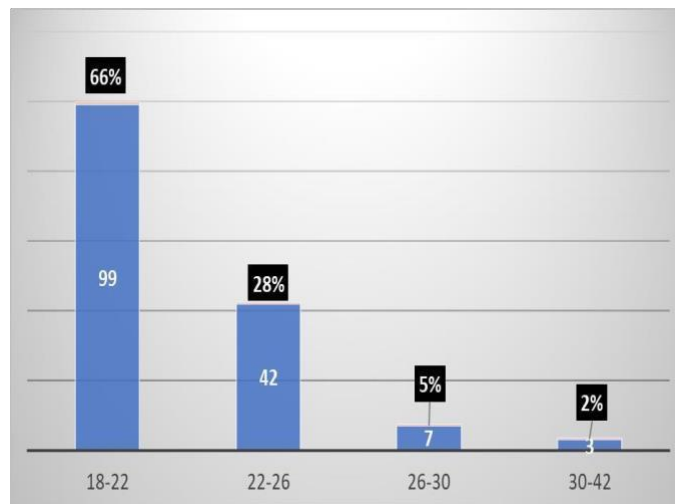


CHART 4.2 AGE

INFERENCE

From the above table it is inferred that 66% of the respondents belong to the age group of 18-22 years, 28% of the respondents belong to the age group of 22 – 26 years, 5% of the respondents belong to the age group of 26 – 30 years, 2% of the respondents belong to the age group of 30–42 years. Most of the respondents belong to the age group of 18 – 22 years.

3. MARITAL STATUS

TABLE 4.3

MARITAL STATUS	NO OF RESPONDS	% OF RESPONDS
SINGLE	110	73
MARRIED	31	20
UNMARRIED	10	7
TOTAL	151	100

Source: Primary data

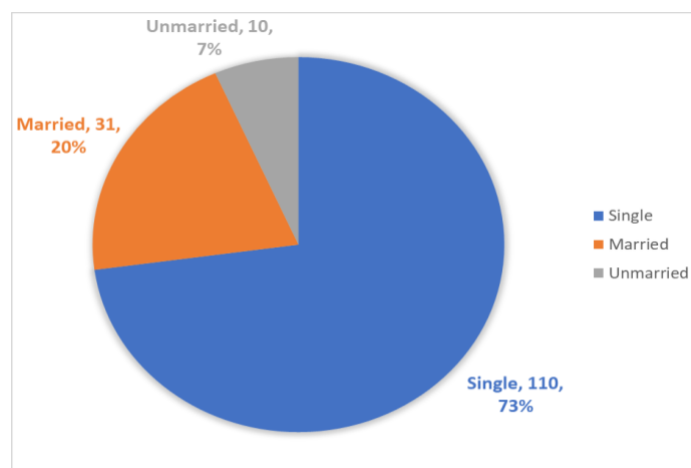


CHART 4.3

INFERENCE:

From the above table it is inferred that 73% of the respondents are Single, 20% of the respondents are Married, 7% of the respondents are Unmarried. Most of the respondents are Single.

4. OCCUPATION

TABL 4.4

OCCUPATION	NO OF RESPONDS	% OF REPONDS
Student	96	64%
Employee	53	35%
Retired employee	2	1%
TOTAL	151	100%

Source:Primary data

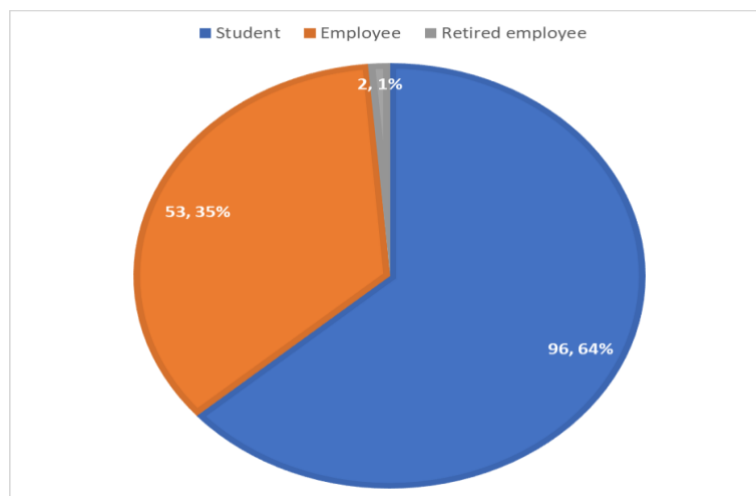


CHART 4.4

INFERENCE

From the above table it is inferred that 64% of the respondents are students, 35% of the respondents are employee, 1% of the respondents are retired employee. Most of the respondents are students.

5. HOW IS THE QUALITY OF ALL PRODUCTS THAT PROVIDED BY WONDERPICK ?

TABLE 4.5

QUALITY	NO OF RESPONDS	% OF RESPONDS
Very good	95	63%
Average	52	34%
Not good	4	3%
Total	151	100%

Source:Primary data

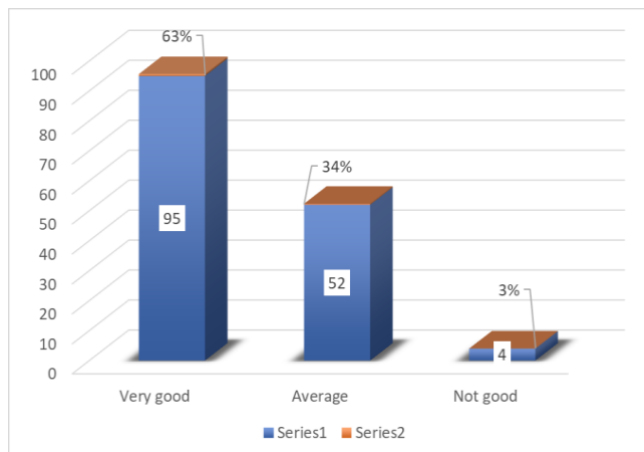


CHART 4.5

INFERENCE

From the above table it is inferred that 63% of the respondents mention very good for the product quality, 34% of the respondents mention average, 3% of the respondents mention not good. Most of the respondents mention very good.

6. IS PRODUCT PRICE REASONABLE?

TABLE 4.6

PRICE LEVEL	NO OF RESPONDS	% OF REPONDS
Yes	103	68%
No	11	7%
Sometimes	37	25%
TOTAL	151	100%

Source:Primary data

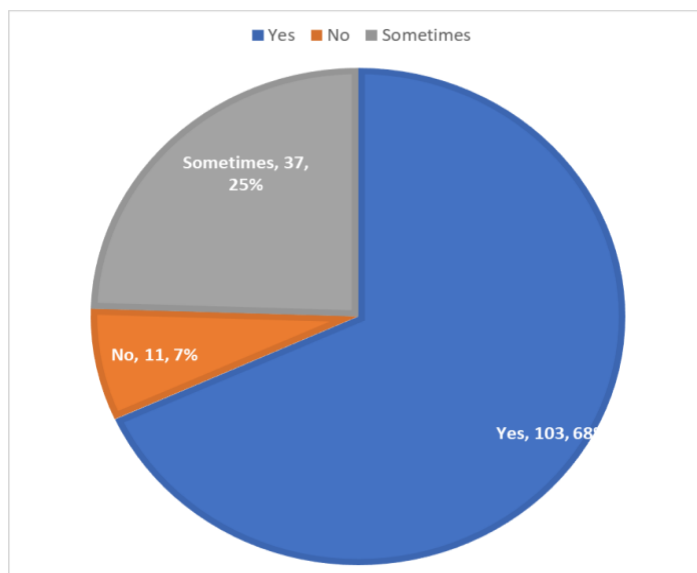


CHART 4.6

INFERENCE

From the above table it is inferred that 68% of the respondents mention yes for price is reasonable, 25% of the respondents mention Sometimes, 7% of the respondents mention No, most of the respondents mention yes for the price is reasonable.

7. IS WONDERPICK WEBSITE WORKING WELL WITHOUT ANY TECHNICAL ISSUES?

TABLE 4.7

WEBSITE WORKING	NO OF RESPONDS	% OF RESPONDS
Strongly agree	69	46%
Agree	51	34%
Strongly disagree	15	10%
Disagree	6	4%
Neutral	10	7%
TOTAL	151	100%

Source:Primary data

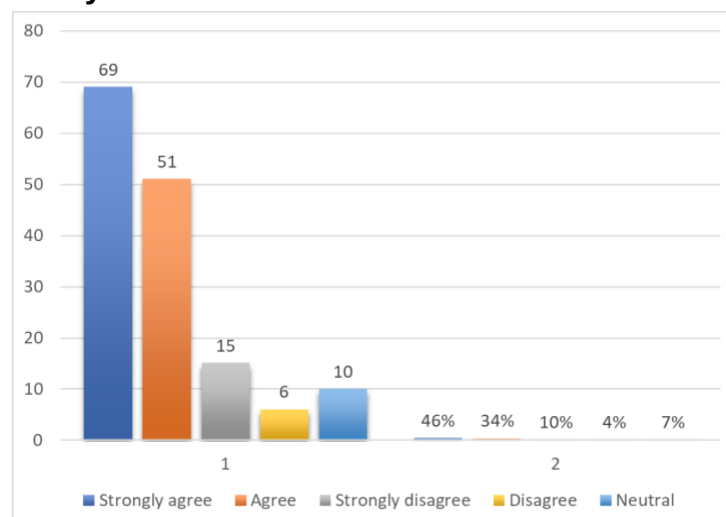


CHART 4.7

INFERENCE

From the above table it is inferred that 46% of the respondents strongly agree with website working well without any technical issues, 34% of the respondents say agree, 10% of the respondents say strongly disagree, 7 % of the respondents say neutral, 4% of the respondents say disagree. Most of the respondents strongly agree with website working well without any technical issue.

8. IS WEBSITE HANDLING WILL BE EASY AND CONVENIENT TO CUSTOMERS ?

TABLE 4.8

WEBSITE HANDLING	NO. OF RESPONDENTS	% OF RESPONDENTS
Strongly agree	64	42%
Agree	52	34%
Strongly disagree	6	4%
Disagree	2	1%
Neutral	27	18%
TOTAL	151	100%

Source:Primary data

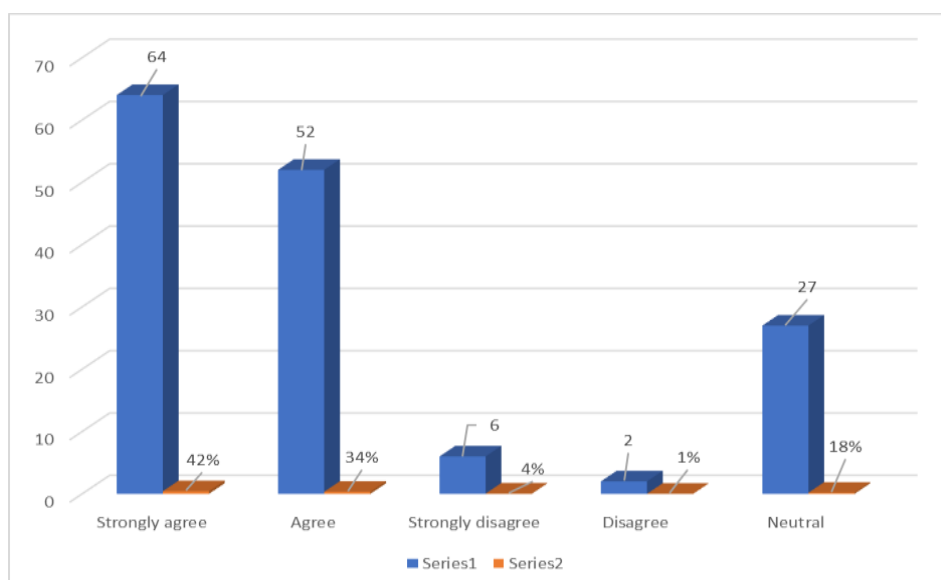


CHART 4.8

INFERENCE

From the above table it is inferred that 42% of the respondents strongly agree with the website handling will be easy and convenient to customers, 34% of the respondents agree, 18 % of the respondents neutral, 4 % of the respondents strongly disagree, 1% of the respondents disagree. Most of the respondents strongly agree for the website handling will be easy and convenient to customer.

9. IS THERE AVAILABLE ONLINE AND OFFLINE SUPPORTS FOR AFTER SALES SERVICE?

TABLE 4.9

SUPPORT AFTER SALES	NO. OF RESPONDENTS	% OF RESPONDENTS
Yes	103	68%
No	12	8%
Sometimes	36	24%
TOTAL	151	100%

Source:Primary data

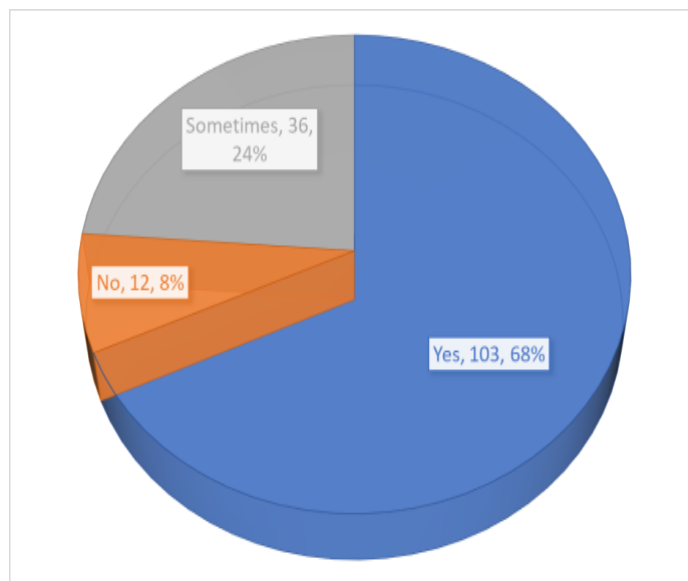


CHART 4.9

INFERENCES

From the above table it is inferred that 68% of the respondents yes with there are available online and offline supports for after sales service, 24% of the respondents say sometimes, 8% of the respondents say no, Most of the respondents agree that there are available online and offline supports for after salesservice.

10. IS ONLINE PAYMENT MODE AT WONDERPICK SECURE AND EFFECTIVE?
TABLE 4.10

PAYMENT MODE IS SECURE AND EFFECTIVE	NO. OF RESPONDENTS	% OF RESPONDENTS
Strongly agree	62	41%
Agree	57	38%
Strongly disagree	18	12%
Disagree	2	1%
Neutral	12	8%
TOTAL	151	100%

Source:Primary data

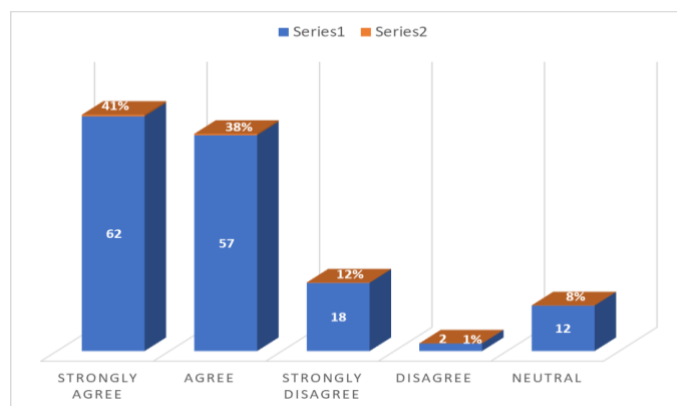


CHART 4.10

INFERENCE

From the above table it is inferred that 41% of the respondents say strongly agree the online payment mode at wonderpick secure and effective, 38% of the respondents say the agree, 12% of the respondents say the agree, 12% of the respondents say the strongly disagree, 8% of the respondents say neutral.. 2% of the respondents say the disagree. Most of the respondents say strongly agree with the online payment mode at wonderpick secure and effective.

11. HOW IS THE PAKAGING WORKS OF WONDERPICK'S PRODUCTS ?

TABLE 4.11

PACKAGING WORKS	NO. OF RESPONDENTS	% OF RESPONDENTS
Good	107	71%
Average	41	27%
Not good	3	2%
TOTAL	151	100%

Source:Primary data

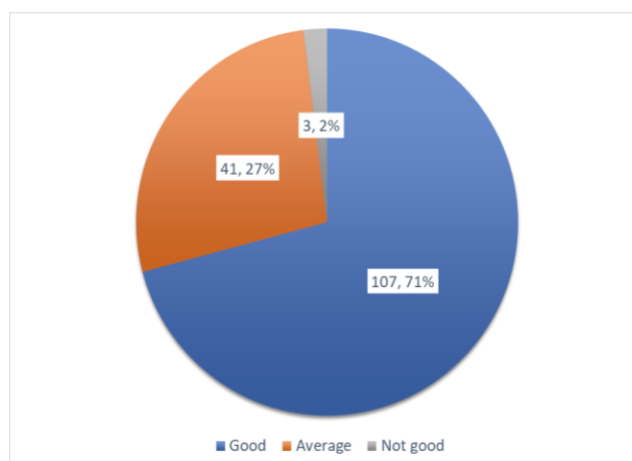


CHART 4.11

INFERENCE

From the above table it is inferred that 71% of the respondents mention good with the packaging works of wonderpick's products, 27% of the respondents say average, 2% of the respondents say not good, Most of the respondents mention good with the packaging works of wonderpick's products.

12. HOW IS THE DELIVERY SERVICES PROVIDED BY WONDERPICK?

TABLE 4.12

DELIVERY SERVICES	NO. OF RESPONDENTS	% OF RESPONDENTS
Excellent	73	48%
Good	61	40%
Average	11	7%
Not good	6	4%
TOTAL	151	100%

Source:Primary data

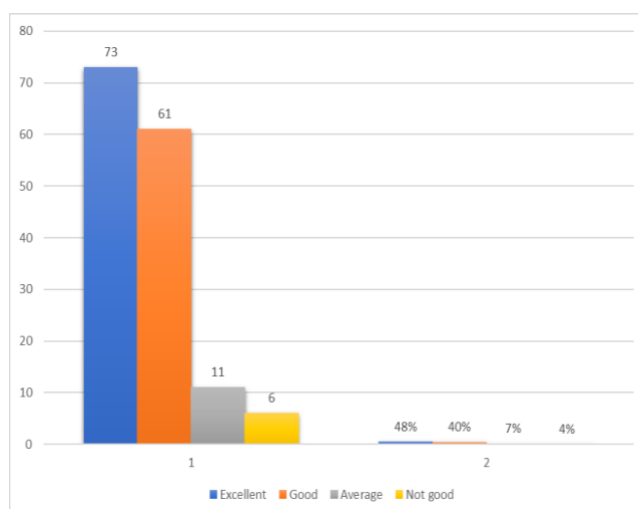


CHART 4.12

INFERENCE

From the above table it is inferred that 48% of the respondents mention excellent for the delivery services provided by wonderpick, 40% of the respondents mention good, 7% of the respondents mention average, 4% of the respondents mention not good. Most of the respondents mention excellent for the delivery services provided by wonderpick.

13. IS DELIVERY STAFFS ARE FRIENDLY AND HELPFUL TO CUSTOMERS ?

TABLE 4.13

DELIVERY STAFF BEHAIVIOUR	NO. OF RESPONDENTS	% OF RESPONDENTS
Yes	111	74%
Not good	9	6%
Sometimes	31	21%
TOTAL	151	100%

Source:Primary data

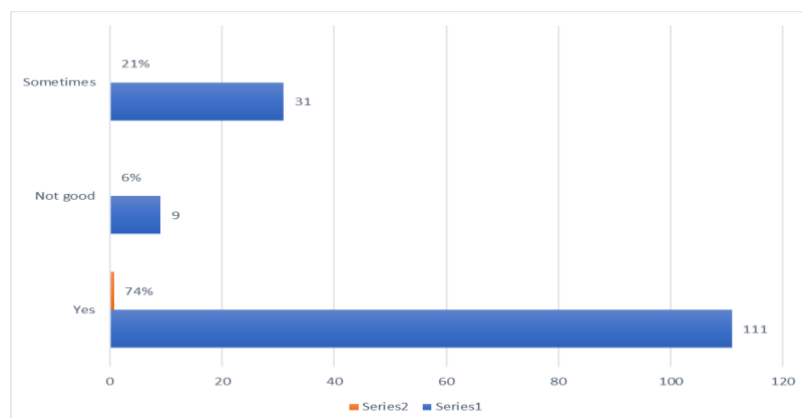


CHART 4.13

INFERENCES

From the above table it is inferred that 74% of the respondents mention yes for delivery staffs are friendly and helpful to customers, 21% of the respondents mention sometimes, 6% of the respondents mention not good. Most of the respondents mention yes for delivery staffs are friendly and helpful to customers.

13. IS RETURN POLICY REASONABLE?

TABLE 4.14

RETURN POLICY	NO. OF RESPONDENTS	% OF RESPONDENTS
Agree	99	66%
Disagree	14	9%
Neutral	38	25%
TOTAL	151	100%

Source:Primary data

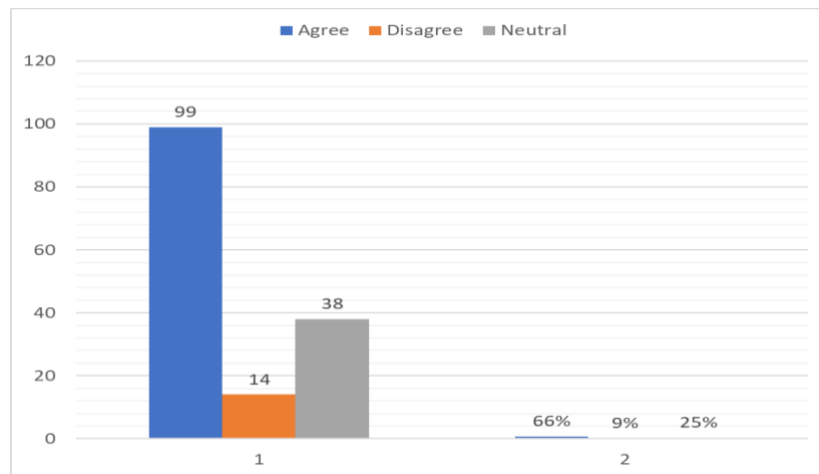


CHART 4.14

INFERENCES

From the above table it is inferred that 66% of the respondents agree for return policy is reasonable, 25% of the respondents neutral, 9% of the respondents disagree. Most of the respondents agree for return policy is reasonable

14. THE WEBSITE HAS CONTAINED ALL INFORMATION ABOUT THECOMPANY AND WHAT WE OFFERS TO CUSTOMERS ?

TABLE 4.15

FEEDBACK ABOUT WEBSITE	NO. OF RESPONDENTS	% OF RESPONDENTS
Strongly agree	64	42%
Agree	55	36%
Strongly disagree	10	7%
Disagree	6	4%
Neutral	16	11%
TOTAL	151	100%

Source:Primary data

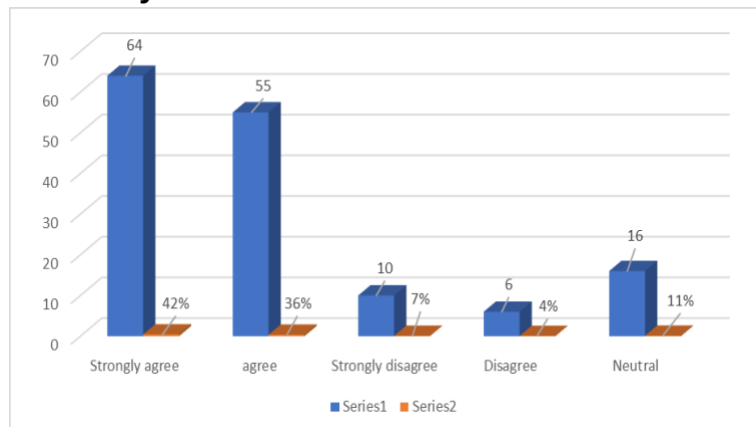


CHART 4.15

INFERENCES

From the above table it is inferred that 42% of the respondents strongly agree for the website has contained all information about the company and what we offers to customers, 36% of the respondents agree, 11% of the respondents neutral, 7% of the respondents strongly disagree, 4% of the respondents disagree, Most of the respondents mention strongly agree for the website has contained all information about the company and what we offers to customers.

16 .IS REGISTER AND ORDERING PROCESS WILL BE EASY TO CUSTOMERS FOR ALL TIME?

TABLE 4.16

REGISTER AND ORDERING PROCESS	NO. OF RESPONDENTS	% OF RESPONDENTS
Strongly agree	67	44%
agree	46	30%
Strongly disagree	16	11%
Disagree	4	3%
Neutral	18	12%
TOTAL	151	100%

Source:Primary data

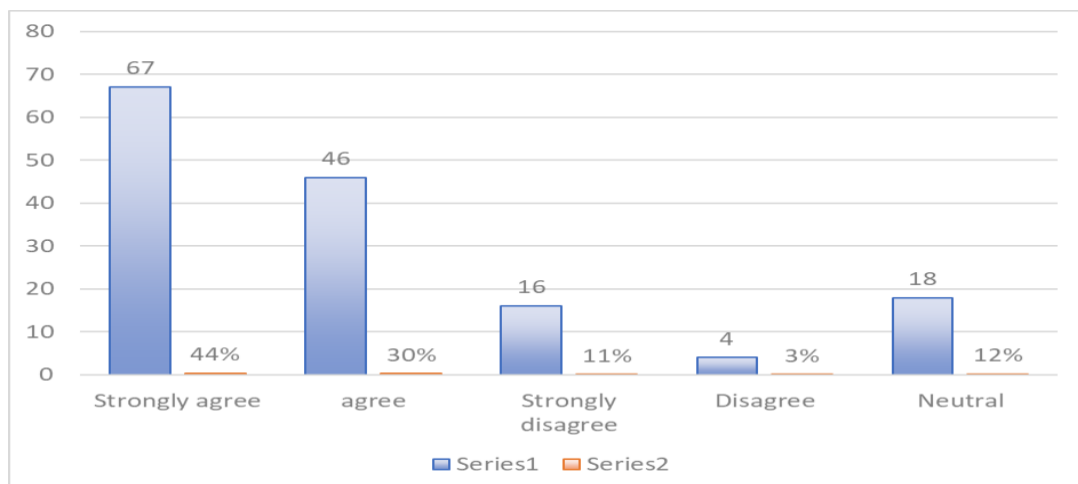


CHART 4.16

INFERENCES

From the above table it is inferred that 44% of the respondents strongly agree with register and ordering process will be easy to customers for all time, 30% of the respondents agree, 11% of the respondents strongly disagree, 12% of the respondents neutral, 3% of the respondents disagree. Most of the respondents strongly agree with register and ordering process will be easy to customers for alltime.

17. QUERIES OR COMPLAINTS ARE RESOLVED WITHIN 24 HOURS

TABLE 4.17

SOLVING QUERIES OR COMPLAINTS	NO. OF RESPONDENTS	% OF RESPONDENTS
Yes	92	61%
No	13	9%
Sometimes	46	30%
TOTAL	151	100%

Source:Primary data

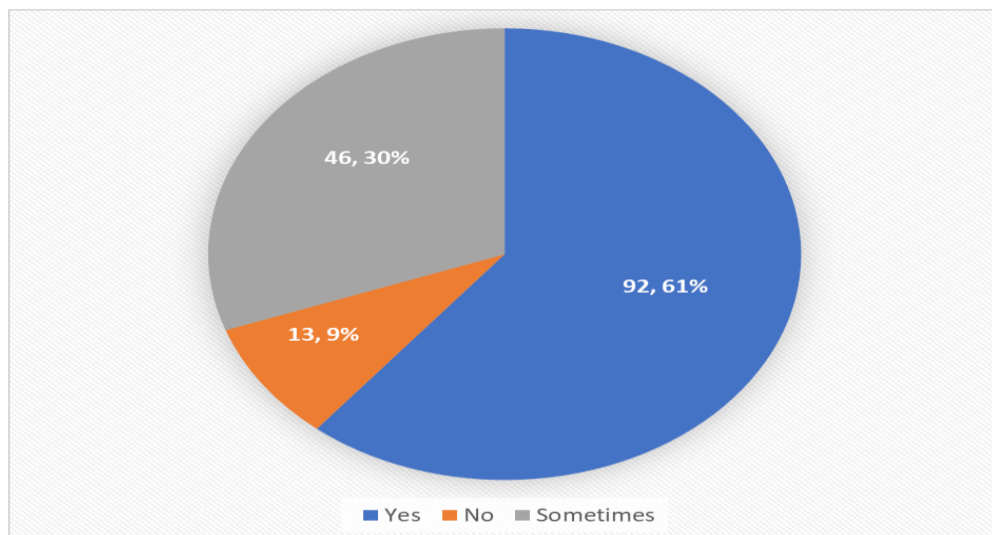


CHART 4.17

INFERENCES

From the above table it is inferred that 61% of the respondents mention yes for queries or complaints are resolved within 24 hours, 30% of the respondents mention sometimes, 9% of the respondents mention no. Most of the respondents mention yes for queries or complaints are resolved within 24 hours.

18. IS DELIVERY SERVICE TAKES HIGH TIME?

TABLE 4.18

TIMING OF DELIVERY SERVICE	NO. OF RESPONDENTS	% OF RESPONDENTS
Yes	86	57%
No	31	21%
Sometimes	34	23%
TOTAL	151	100%

Source:Primary data

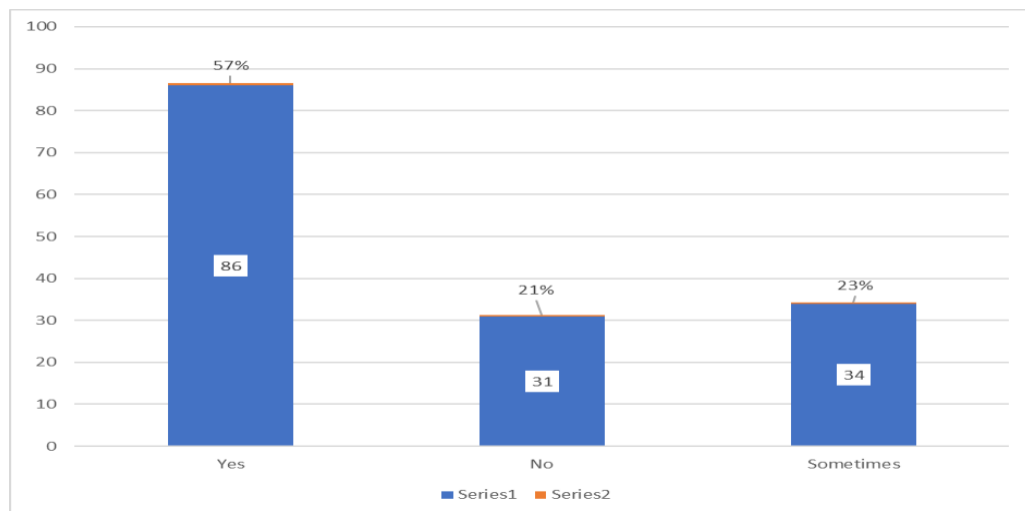


CHART 4.18

INFERENCES

From the above table it is inferred that 57% of the respondents mention yes for delivery service takes high time, 23% of the respondents mention sometimes, 21% of the respondents mention no. Most of the respondents mention yes delivery service takes high time.

19. OVERALL SATISFACTIONS WITH THE SHIPPING AND DELIVERY PROCESS OF WONDERPICK IS GOOD?

TABLE 4.19

OVERALL SATISFACTION	NO. OF RESPONDENTS	% OF RESPONDENTS
Strongly agree	94	62%
Disagree	13	9%
Neutral	44	29%
TOTAL	151	100%

Source:Primary data

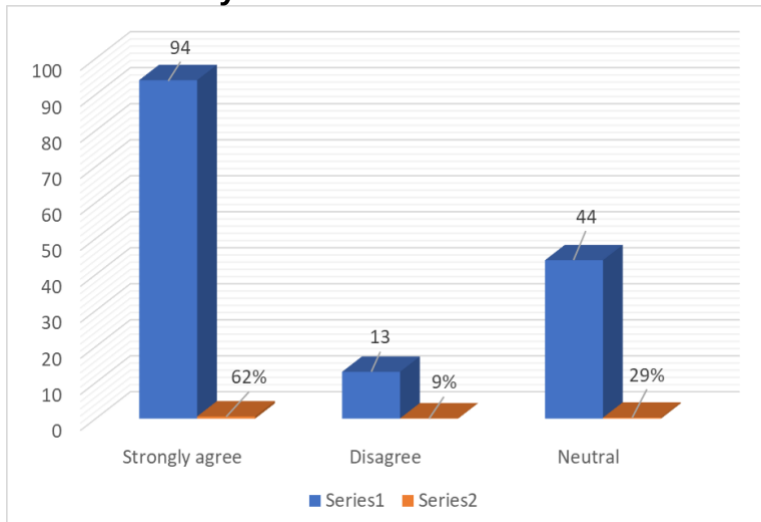


CHART 4.19

INFERENCES

From the above table it is inferred that 62% of the respondents strongly agree for overall satisfactions with the shipping and delivery process of wonderpick is good, 29% of the respondents say neutral, 9% of the respondents disagree. most of the respondents strongly agree for overall satisfactions with the shipping and delivery process of wonderpick is good.

20. OVER ALL RANKING OF WONDERPICK ?

TABLE 4.20

OVERALL RANKING	NO. OF RESPONDENTS	% OF RESPONDENTS
1 ST	70	46%
2 ND	42	28%
3 RD	30	20%
4 TH	9	6%
TOTAL	151	100%

Source:Primary data

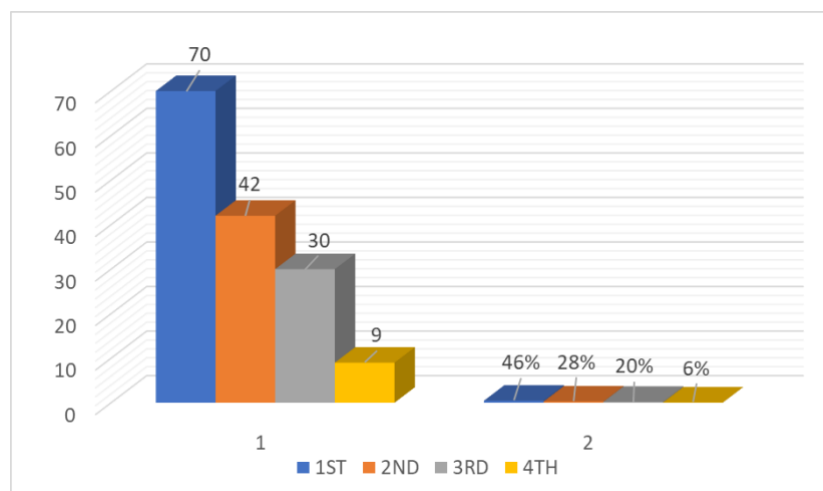


CHART 4.20

INFERENCES

From the above table it is inferred that 46% of the respondents given 1st rank for overall ranking of wonderpick, 28% of the respondents given 2nd rank, 20% of the respondents given 3rd rank, 6% of the respondents given 4th rank. Most of the respondents mention 1st rank for overall ranking of wonderpick.

CHAPTER – 5

FINDINGS

FINDINGS

1. Most of the respondents are male.
2. Most of the respondents belong to the age group of 18-22 years.
3. Most of the respondents are Single.
4. Most of the respondents are Students.
5. Most of the respondents say very good for quality of all products.
6. Most of the respondents say that price is reasonable.
7. Most of the respondents strongly agree with the website is working well without any technical issues.
8. Most of the respondents strongly agree with the website handling is easy and convenient to customer.
9. Most of the respondents say yes with online and offline supports for after sales service.
10. Most of the respondents strongly agree with the online payment mode at wonderpick secure and effective.
11. Most of the respondents say that packaging works are good.
12. Most of the respondents say excellent for delivery services of wonderpick.
13. Most of the respondents say yes with delivery staffs are friendly and helpful to customers.
14. Most of the respondents agree with return policy is reasonable.
15. Most of the respondents strongly agree with the website has contained all information about the company and what we offers to customers.

16. Most of the respondents strongly agree with the register and ordering process are easy to customers for all time.
17. Most of the respondents say yes with queries or complaints are resolved within 24 hours.
18. Most of the respondents say yes with delivery service takes high time.
19. Most of the respondents strongly agree for overall satisfactions with the shipping and delivery process of wonderpick is good.
20. Most of the respondents are given both 1st and 2nd ranking of overall performance of wonderpick.

CHAPTER – 6

SUGGESTIONS AND CONCLUSION

6.1 SUGGESTIONS

- ❖ The organization need to give some relaxation in the price level for the existing customers.
- ❖ The organization need to improve the user friendly features.
- ❖ Advertisements in the smart phone also need to be improved.
- ❖ The organization need to give more offers in ads rather different kinds of
- ❖ ads for the customers so that it will increase the organization growth.
- ❖ Provide multichannel help to customers.
- ❖ Measure customer satisfaction regularly.
- ❖ Company should also improve their services in terms of delivering the products and also make it more convenient to customers.
- ❖ Customer problem should be solved on time as that would add more value to their assets.
- ❖ Personal information of customers should maintain properly.

6.2 CONCLUSION

The internet has become an ongoing emerging source that tends to expand more and more. The growth of this particular medium attracts the attention of advertisers as a more productive source to bring in consumers. As from the entire study we came to know that, customers rely heavily on quality and if not provided with good quality to them they can shift to the other company

This study has been conducted in Wonderpick to understand the effectiveness of the business advertisements placed in the internet. Based on the findings it can be concluded that most of the customers are satisfied online shopping of wiWonderpick website. The price of the products can be reduced to make it more competitive. Management of Wonderpick website can improve the features of the website to attract more businesses and retain the existing customers.

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WEBSITES:

1. Company website link : <http://wonderpick.in/>

ANNEXURE(Questionnaire)

1. Name of the respondent
2. Gender of the respondent
 - ✓ Male
 - ✓ Female
3. Age of the respondent
 - ✓ 18-22
 - ✓ 22-26
 - ✓ 26-30
 - ✓ 30-42
3. Marital status
 - ✓ Single
 - ✓ Married
 - ✓ Unmarried
4. Occupation
 - ✓ Student
 - ✓ Employee
 - ✓ Retired employee
5. How is the quality of all products that provided by wonderpick?
 - ✓ Very good
 - ✓ Average
 - ✓ Not good
6. Is product price reasonable?
 - ✓ Yes
 - ✓ No
 - ✓ Sometimes
7. Is wonderpick website working well without any technical issues?
 - ✓ Strongly agree
 - ✓ Agree
 - ✓ Strongly disagree
 - ✓ Disagree

✓ Neutral

8. Is website handling will be easy and convenient to customers?

✓ Strongly agree

✓ Agree

✓ Strongly disagree

✓ Disagree

✓ Neutral

9. Is there available online and offline supports for after sales service?

✓ Yes

✓ No

✓ Sometimes

10. Is online payment mode at wonderpick secure and effective?

✓ Strongly agree

✓ Agree

✓ Strongly disagree

✓ Disagree

✓ Neutral

11. How is the packaging works of wonderpick's products?

✓ Good

✓ Average

✓ Not good

12. How is the delivery services provided by wonderpick?

✓ Excellent

✓ Good

✓ Average

✓ Not good

13. Is delivery staffs are friendly and helpful to customers?

✓ Yes

✓ Not good

✓ Sometimes

14. Is return policy reasobable?

✓ Agree

✓ Disagree

✓ Neutral

15. The website has contained all information about the company and what we offers to customers?

- ✓ Strongly agree
- ✓ Agree
- ✓ Strongly disagree
- ✓ Disagree
- ✓ Neutral

16. Is register and ordering process will be easy to customers for all time?

- ✓ Strongly agree
- ✓ Agree
- ✓ Strongly disagree
- ✓ Disagree
- ✓ Neutral

17. Queries or complaints are resolved within 24 hours?

- ✓ Yes
- ✓ No
- ✓ Sometimes

18. Is delivery service takes high time?

- ✓ Yes
- ✓ No
- ✓ Sometimes

19. Overall satisfactions with the shipping and delivery process of wonderpick is good?

- ✓ Strongly agree
- ✓ Disagree
- ✓ Neutral

20. Overall ranking of wonderpick?

- ✓ 1st
- ✓ 2nd
- ✓ 3rd
- ✓ 4th